



Evaluation Scheme & Syllabus

Of

**Bachelor of Business Administration
(B.B.A)**

(w.e.f. Academic Session 2019)

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 practicalbroad 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.

Programme Outcome of B.B.A 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.

Scheme of Evaluation
B.B.A.
(Effective from Academic Session 2019)

First Year (Semester – I)

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BBA 101	Principles of Management	3+1+0	4
2	BBA 102	Principles of Economics	3+1+0	4
3	BBA 103	Business Mathematics	3+1+0	4
4	BBA 104	Accounting and Financial Analysis	3+1+0	4
5	BPC 101*	Professional Communication-I	2+0+2	4
6	BBA 106	Business Law	3+1+0	4
7	BBA 191	Viva- Voce Exam	-	2
Total				26

First Year (Semester – II)

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BBA201	Indian Economy since Independence	3+1+0	4
2	BBA202	Cost Accounting	3+1+0	4
3	BBA203	Business Statistics	3+1+0	4
4	BBA204	Marketing Management	3+1+0	4
5	BBA205	Computer Fundamentals	3+1+0	4
6	BBA206	Corporate Law	3+1+0	4
7	BBA291	Computer Fundamental Lab.	0+0+4	2
Total				26

Second Year (Semester -III)

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BBA 301	Managerial Economics	3+1+0	4
2	BBA 302	Management Accounting	3+1+0	4
3	BBA 303	Business Value and Ethics	3+1+0	4
4	BBA 304	Organizational Behaviour	3+1+0	4
5	BBA 305	Indian Social and Political Structure	3+1+0	4
6	BBA 306	Operation Research	3+1+0	4
Total				24

BPC 101* Professional communication-I will be on module basis.

Second Year (Semester -IV)

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BBA 401	Banking Environment	3+1+0	4
2	BBA 402	Business Environment	3+1+0	4
3	BBA 403	Consumer Behaviour and Advertising Management	3+1+0	4
4	BBA 404	Income Tax Law and Accounts	3+1+0	4
5	BBA 405	Environmental Science	3+1+0	4
6	BBA 406	Research Project Management	3+1+0	4
Total				24

Third Year (Semester -V)

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BBA501	Human Resource Management	3+1+0	4
2	BBA502	Financial Management	3+1+0	4
3	BBA503	Industrial Law	3+1+0	4
4	BBA504	Production and Operations Management	3+1+0	4
5	BBA505	Sales and Distribution Management	3+1+0	4
6	BBA506	Capital Market	3+1+0	4
7	BBA 595	Summer Training Report Viva- Voce	0+2+0	4
Total				28

Third Year (Semester -VI)

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BBA601	Central Banking	3+1+0	4
2	BBA602	Management Information System	3+1+0	4
3	BBA603	International Trade	3+1+0	4
4	BBA604	Government Financing (Central and State)	3+1+0	4
5	BBA605	Entrepreneurship Development	3+1+0	4
6	BBA606	Service & Retail Marketing	3+1+0	4
7	BBA695	Project Work Viva- Voce	0+2+0	4
Total				28

▪ BBA 101: Principles of Management	
<ul style="list-style-type: none"> • Teaching Scheme • Lectures: 3 hrs/Week • Tutorials: 1 hr/Week • Credits: 4 	<ul style="list-style-type: none"> • Examination Scheme • Class Test -12Marks • Teachers Assessment - 6Marks • Attendance – 12 Marks • End Semester Exam – 70 marks

• **Course Objectives:**

1. To recognize about the learning of Management and it's functioning.
2. To understand various aspects of Planning and Decision Making.
3. To apply knowledge in elimination of wrong management practices.
4. To analyze about Internal and External environment of business.
5. To evaluate different forms of organizations.
6. To generate learning about various aspects of staffing, leading and controlling.

Detailed Syllabus

<p>Unit-1</p> <p>Management: Concept, Nature, Scope and Importance, Management: Art and Science, As a Profession, Management Vs Administration, Management Skills, Managerial Roles and Levels of Management, Evolution and Development of Management Thought: Contribution of Taylor, Fayol and Weber, Social System and Decision Theory Approach.</p>
<p>Unit-2</p> <p>Planning: Nature, Scope & Objectives; Types of plans; planning process; Business forecasting and Planning Premises; MBO: Concept and Process, Techniques and Process of decision-making</p>
<p>Unit-3</p> <p>Organizing: Concept, Importance and Principles, types of organization, Formal and Informal Organizational Structure, Departmentation, Span of Control, Delegation of Authority, Authority and Responsibility, Decentralization and centralization, departmentation: concept and types</p>
<p>Unit-4</p> <p>Staffing: Concept introduction, Manpower Planning, Job Design, Recruitment & Selection, Training and Development, Directing: Concept, Importance, Techniques of directing; concept and importance. Direction & supervision, role of supervisor, techniques of directing</p>

Unit-5

Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination, Leadership: Concept, Importance & Leadership Styles

Unit-6

Controlling: Concept, Process, Principles & Techniques of Controlling, Types of Control , effective control system

Text and Reference Books-

1. Essentials of Management, Harold Koontz and Heinz Weihrich; Tata McGraw-Hill, 1998.
2. Essentials of Management , Joseph L Massie; Prentice Hall of India, Pearson, 4thEdition, 2003
3. Management, Stoner, Freeman, Gilbert; Pearson Education, 4th Edition.
4. Management Concepts, Principles and Cases , Ghunman and K. Aswathappa; Tata McGraw-Hill 1st Edition
5. Principle of Management, L.M.Prasad; Sultan Chand and Sons Revised Edition, 2006, 2005.

Course Outcomes:

1. To understand about the learning of Management and it's functioning.
2. To understand various aspects of Planning and Decision Making.
3. To apply knowledge in elimination of wrong management practices.
4. To understand about Internal and External environment of business.
5. To evaluate different forms of organizations.
6. To generate learning about various aspects of staffing, leading and controlling.
7. This course makes the learner aware about the practices of a business organization.

BBA 102: Principles of Economics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1) To Gain basic knowledge and learning of economic principles and concepts.
2) Understanding of demand and supply in price determination
3) Learn how to apply economic theory in order to understand production and cost phenomenon.
4) Demonstrate how economic analysis can be applied to economic decision making
5) Acquire an understanding of the market structures
6) Basic understanding of National income mechanism.

Detailed Syllabus

Unit-1 Definition, Nature, Scope and Limitation of Economics. Economics as an art or Science, Relevance of Economics in Business Management.
Unit-2 A) Demand Analysis: Meaning of Demand, Demand Schedule , Demand Curve and Nature of Curves, Movements v/s Shifts in demand curve and Law of Demand B) Supply Analysis: Meaning and Determinants of Supply, Supply function. Supply Schedule Supply Curve, Movements v/s shifts in supply curve C) Elasticity of Demand & Supply: Meaning and Types
Unit-3 Utility Analysis: Marginal Theory of Utilities and Equi-marginal theory of Utility, Indifference Curve analysis, Consumer equilibrium and Consumer Surplus, Price, Income and Substitution Effect.
Unit-4 A) Cost Concept and Analysis: Relationship between TC, AC and MC Short Run and Long Run Cost Curves. B) Theory of Production: Production Concept, Production function, Single Variable Law of Proportions, Two Variable Law of Return to scale. Iso-quant Curves.
Unit-5 Market Structure Nature of market, Types of Markets and their characteristics under different market structure, - Perfect Competition, monopoly, monopolistic competition and oligopoly, price discrimination under monopoly.

Unit-6

National Income: Meaning ,components, Methods of Measurement

Text and Reference Books-

1. Management Economics , Adhikari M,Excel Books, 2nd edition
2. Managerial Economics , Gupta, GS; Tata McGraw-Hill, 2006
3. Principles of Economics , Vaish & Sundaram, Sultan Chand and Sons, 13th edition

Course Outcomes:

1. To state economics principles and concepts.
2. To understand the economic theories and principles
3. To solve the problems based on economic theories and principles
4. To analyse the impact of economic theories and principles
5. To find out the relationship between economic variables
6. To explain the economic theories and its outcomes

BBA 103: Business Mathematics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To understand the basic concepts of Mathematics.
2. To have a proper understanding of mathematical applications in Economics, Finance, Commerce and Management

Detailed Syllabus

<p>Unit-1</p> <p>Ratio & Proportion, Profit & Loss, Percentage, Simple & Compound Interest.</p>
<p>Unit-2</p> <p>Introduction and Properties of Real Numbers; Definition and Application of different type of Functions (Linear and Quadratic) in Economics and Commerce; Concepts of Factorial, Permutations & Combinations; Simple Arithmetic and Geometric Progression; Concepts of Mathematical Induction.</p>
<p>Unit-3</p> <p>Sets & Subsets, Algebra of Sets, Set Operations, De Morgan's Law, Cartesian Product of Two Sets, Application of Set Theory.</p>
<p>Unit-4</p> <p>Definition and Types of Matrix; Algebra of Matrices; Transpose, Adjoint and Inverse of a Matrix; Determinants of Rational Numbers upto Third Order; Applications of Matrix in Business Problem.</p>

Unit-5

Limits and Derivatives of Function (Only Algebraic Function); Derivatives of Sum, Difference, Product and Quotient; Application of Derivatives in Economics and Managerial Problems.

Unit-6

Basics of Integration; Integration by Parts; Simple Definite Integrates; Applications of Integration in Business Problem.

Text and Reference Books-

1. Business Mathematics: D. C. Sancheti and V. K. Kapoor Sultan Chand & Sons 2010.
2. Mathematics for Management: M. Raghvachari Tata Mc Graw Hill Latest Edition.
3. Business Mathematics and Statistics: R. K. Ghosh and S. Saha New Central Book Agency, 2005.

Course Outcomes:

1. Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.
2. Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems
3. Analyze and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.
4. Integrate concept in international business concepts with functioning of global trade.

BBA 104: ACCOUNTING AND FINANCIAL ANALYSIS	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To know about accounting & book-keeping.
2. To understand the process of recording financial transactions and preparing final accounts.
3. To be able to interpret and analyze financial statements.
4. To be able to understand the procurement and utilization of funds and cash from the financial statements of an organization.
5. To know the importance of Accounting Standards & ICAI.

Detailed Syllabus

Unit-1

Overview: Accounting- Definition, Branches, Purpose, Audience, Evolution, Foundation, Capital Maintenance, Development. Accounting as a measurement and valuation System. Accounting concepts, conventions and principles. Accounting Equation.

Unit-2

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; Reserves and Provisions, Depreciation Methods ,Preparation of final accounts of Sole Traders and Companies, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.

Unit-3

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis.

Unit-4

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis.

Unit-5

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

Unit-6

Accounting Standards – Preparation Procedure, ICAI and Co. Act, Brief Concept of AS 2 – Inventory Valuation and Depreciation Accounting as per AS-10 (Property, Plant and Equipment). Brief introduction of International Accounting Standards & Matching of Indian Accounting Standards with International Accounting Standards.

Text and Reference Books-

1. Financial Accounting and Analysis, PC Tulsian; Tata Mc Graw Hill, New Delhi 1st Edition.
2. Financial Accounting for Management , Ramchandran & Kakani, Tata Mac Graw Hill, 2nd Edition
3. An Introduction to Accountancy, Maheshwari S.N & Maheshwari S. K. Vikas Publication, 9th Edition

Course Outcomes:

1. Knowledge about accounting & book-keeping.
2. Understanding the process of recording financial transactions and preparing final accounts.
3. Interpreting and analyzing financial statements.
4. Able to prepare fund flow statement and cash flow statement.
5. Understanding the importance of Accounting Standards & ICAI.

BBA 106: Business Law	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

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| 1. To understand about legal environment of business. |
| 2. To gain basic legal knowledge regarding business transactions. |
| 3. To identify the fundamental legal principles behind contractual agreements. |
| 4. To examine how businesses can be held liable in tort for the actions of their employees. |
| 5. To understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer. |

Detailed Syllabus

<p>Unit-1</p> <p>Formation of contract-meaning of offer (proposal), acceptance, promise, agreement consideration, effect of technology on communication of contractual relations, cross offer and Counter offer, general and specifically offer. (Case study-Lalman shukla case, carlill carbolic case)</p> <p>Essentials of agreement to become contract – competency or capacity of parties, effect of minor’s contract, (Mohiri biwi case)</p> <p>Free Consent- meaning and effect of coercion, undue influence, misrepresentation, fraud, mistake of one party and both party on the enforcement of contract) Unlawful objects, agreements Without consideration and their exceptions, Agreements specially declared void by the Act.</p>
<p>Unit-2</p> <p>Contingent contract-meaning with illustrations, impossible agreement and contract, Novation of contract, Doctrine of unjust enrichment with the help of quasi contract, (satyabrata vs. mugneeram case)</p>
<p>Unit-3</p> <p>Breach of contract-anticipatory and present breach, measure of damage in case of breach, liquidated damage and penalty.-----(Hedley vs. Buxendale case)</p> <p>Difference between: a.) void and voidable agreement, b).agreement and contract, c).liquidated damage and penalty.</p>

Unit-4

Contract of indemnity, contract of guarantee, difference between indemnity and guarantee, Features of guarantee, extent of surety's liability. Discharge of surety from liability, contract of pledge –essentials, contract of Bailment, rights and duties of bailor and bailee, Concept and contract of agency, relation between principal and agent, determination of agency.

Unit-5

Partnership Law-The Partnership Act, 1932.
Formation of partnership firm, essentials of a partnership agreement, mutual rights and duties of Partners, minor partner his rights and liabilities, incoming and outdoor partner, effect of non registration of the firm, dissolution of the firm.

Unit-6

The Sale of Goods Act: Essential elements of sale of goods contract, difference of sale and agreement to sell, conditions and warranty, principle of Nemo debet quod non habet, risk prima facie passes with property, rights of unpaid seller –right of lien, termination of lien, right to stop in transit, its commencement and end Doctrine of caveat emptor and its exceptions.

Text and Reference Books-

1. Law Of Contract, Singh Avtar; Eastern Book Company, 9th edition
2. Business Law, Kuchhal M.C; Vikas Publishing House, 5th Edition
3. Business Law, Tulsian P.C; Tata Mc Graw Hill, 2nd Edition, 2000
4. Bare Acts – The Indian Contract Act-1872, the Sale of Goods Act, 1930, the Indian Partnership Act, 1932(BUSINESS LAW MANUAL)

Course Outcomes:

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| 1. Demonstrate an understanding of the Legal Environment of Business. |
| 2. Apply basic legal knowledge to business transactions. |
| 3. Identify contract remedies. |
| 4. Acquire problem solving techniques and to be able to present coherent, concise legal argument. |
| 5. Demonstrate understanding of legality and Statute of Frauds in contracts. |
| 6. Demonstrate knowledge of basic court procedures. |

BPC 101: Professional Communication I	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Presentation – 15 Marks Viva-Voce- 15 Marks Unit test-20 Marks End Semester Exam – 50 marks

Prerequisite: - English Grammar of 10+2 standard.

Course Objectives:

The objectives of this course are:

1. To understand the concepts, process and importance of communication.
2. To equip students with Oral and written communication skills.
3. To enhance their communication skills in real life situations.
4. To develop awareness regarding appropriate communication strategies.
5. To encourage students by developing their critical thinking through activities.
6. To assist students with employability and job search skills.

Detailed Syllabus

Unit-1 Learning English: Subject Verb Agreement and Tenses: One-word substitution: Jumbled Sentences. Activities: Framing of Sentences, Greetings, Introducing oneself, Invitation, Making Request, Expressing Gratitude, Complimenting and Congratulating.
Unit-2 Learning Through Literature: Sultana's Dream by Rokeya Sakhawat Hussain, The Eyes are not here by Ruskin bond, The Renunciation By Rabindranath Tagore, The Capital of the World by Ernest Hemingway. Poetry: Where the mind is without fear by Rabindranath Tagore; Road not Taken by Robert frost. Activities: Framing of Sentences, Reading, Narration, Dialogue writing, Reading Comprehension, Role play.
Unit-3 Introduction to Communication: Types of communication, Barriers to Communication, and Principles of effective communication. Activities: Role Play, Extempore, Presentation.
Unit-4 Writing skills: Comprehension Chapters 1-4 from Oxford Remedial English Book 1. Activities: Application regarding attendance, Fee extension, Fine-remit, leave application, Requisitions. Writing paragraph on current topics

Unit-5

Listening skills and speaking skills: Communication Lab activities: Situations based role play, Debate, Profile of famous personalities.

Activities: Role Play, Essay writing, one animation Movie and one documentary.

Unit-6**Presentations****Text and Reference Books**

1. Business Communication, Bovee & Thill, McGraw Hill, fifth edition, 2007.
2. Business Communication, Raymond V. Lesikar, McGraw Hill, 7th edition, 2009.
3. Business Communication Strategies, Matthukutty Monippally, Tata McGraw Hill.
4. An Anthology of English Essays, edited by R.P Singh, Oxford University Press.
5. An Anthology of English short Stories, edited by R.P Singh.
6. A Remedial Course in English for colleges, Central Institute of English and Foreign Languages, Book 1, Book 2, Book 3.
7. Soft Skills, Dr.K.Alex, S.Chand 8. Basic English Usage, Michael Swan, Oxford Indian Edition.

Course Outcomes:

After completing the course, students will be able to:

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| 1. Understand the process of communication and its effect on giving and receiving information. |
| 2. Demonstrate his/her ability to speak or write error free while making an optimum use of correct business vocabulary and grammar. |
| 3. Apply effective communication skills in a variety of public and interpersonal settings. |
| 4. To draft effective correspondence with brevity and clarity. |
| 5. Demonstrate his verbal and nonverbal communication ability through presentations. |
| 6. Become aware the numerous carrier opportunities within the fields of communication. |

BBA 201: Indian Economy since Independence	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To get an idea of the basic concepts of an Economy and Economic growth and development.
2. To understand the concept of Human Resource as an Economic Resource in Indian Economy
3. To understand development strategies since independence till now.
4. To know economic scenario before 1991.
5. To get an understanding of the concept of foreign trade.
6. To understand the economic scenario post Liberalization era.

Detailed Syllabus

Unit 1 Meaning & parameters of an economy, Meaning and types of economic systems, Characteristics of Indian economy at the time of independence. Economic growth & development. Factors affecting Economic development, HDI and Inclusive Growth.
Unit-2 An overview of Economic resources of India. Human resources of India, Concept of Population explosion & Problem of unemployment and poverty of India.
Unit-3 Evolution of priorities & development strategy since independence, Role of planning in Indian economy. NITI Aayog : Objectives and Functions.
Unit-4 Indian economy (pre liberalization era): Restrictive & protective economy prior to 1991 / New industrial policy, Current Industrial pattern and scenario.
Unit-5 Foreign Trade: Meaning, Types, India's foreign trade: composition, direction .Balance of payment: Meaning and Components, India's BOP: Current Scenario.

Unit-6

Indian economy (Post liberalization era): Nature & salient features of reforms initiatives in 1991. Liberalization, privatization & Globalization, Objectives & effects of LPG reforms on Indian economy.

Text and Reference Books

- 1) An Evolution of Indian Economy, I.C.Dhingra -NCERT: Sultan Chand & Co, Latest edition.
- 2) Indian Economy, Mishra & Puri, Himalaya, Students Edition.
- 3) Indian Economy, Dutt & Sundaram, S. Chand & Company, Delhi, latest edition.

Course Outcomes

1. To recognize the concept of Economy, economic growth and development.
2. To understand the concept of economics resources and its measures.
3. To recognize the importance of development strategies in the economy.
4. To understand the economic scenario of Pre liberalization era.
5. To recognize the concept and importance of Foreign trade in Indian economy.
6. To understand the economic scenario after liberalization

BBA 203: Business Statistics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To understand the basic terms in the areas of business statistics.
2. To understand the important role of statistics plays in all facets of the business world.
3. To understand how to interpret mathematical information to arrive at logical conclusions to common statistical applications.
4. To develop the understanding for solving problems involving the observed data, choosing a model to forecast, thereby leading to better decision making.
5. To understand the basic ideas of regression, correlation and the types of relationship among variables.
6. To understand the basic idea of trend analyses for assessing future sales, fluctuations in turnover and forecasting in general.

Detailed Syllabus

<p>Unit-1</p> <p>Definitions of Statistics. Scope in Business and Management, Limitations of Statistics. Classification of data (Geographical, Chronological, Qualitative, Quantitative), Formation of Frequency distributions (discrete and continuous data), Diagrams (Bar, rectangles, squares, circles, pie, Pictograms and cartograms), Graphs (Histogram, Frequency polygon, Smoothed frequency curve, Cumulative Frequency curves or Ogives).</p>
<p>Unit-2</p> <p>Measures of Central Tendency- Characteristics of a Good Average, Arithmetic mean, merits and limitations of arithmetic mean, Weighted arithmetic mean, Median, merits and limitations of median, Quartiles, Deciles and Percentiles, Mode, merits and limitations of mode, Geometric mean and its applications. , Harmonic mean, its applications, merits and limitations.</p>

Unit-3

Measures of Variation – Significance of measuring variation, properties of a good measure of variation. Absolute and Relative measures of variation. Range, Quartile deviation, The Average Deviation, The Standard Deviation, Coefficient of Variation. Moments, Measures of Skewness and Kurtosis.

Unit-4

Correlation and Regression- Scatter Diagram, Karl Pearson's Coefficient of Correlation and its properties, Correlation of bi-variate grouped data. Rank Correlation Coefficient. Method of least squares, Regression lines, Regression Equations, Regression Coefficients and its properties.

Unit-5

Time series - Components of Time series , measurements of secular trend (Freehand, semi averages, moving averages, least squares).

Unit-6

Index Numbers: Uses, Price and quantity Index numbers, Simple Index numbers, Simple average of price relatives, weighted relative price index numbers, Laspeyres and Paasche , Bowley's, Marshall-Edgeworth's and Fisher's index numbers). Time reversal , Factor reversal and Circular tests. Chain index numbers.

Text and Reference Books-

1. Business Statistics, Gupta, S.P. &Gupta, M.P., Sultan Chand & Sons, Delhi, 10th edition.
2. Introduction to Statistical Methods, Gupta, C.B & Gupta Vijay: 23rd Revised Edition, Vikas Publishing House Pvt. Limited, 10th edition.
3. Business Statistics, Beri, G.C., Tata McGraw Hill Education Private Limited, New Delhi, 3rd Edition.

Course Outcomes:

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| 1. Acquiring the knowledge about the applications of Statistics in Business and Management |
| 2. To explain basic methods of business statistics which are immensely useful for economical problems |
| 3. To solve problems in the areas of measures of central tendency, variation, |

significance of measuring variation
4. To discern effects of various types and methods of correlation and regression
5. To connect acquired knowledge and skills with real life problems in economic practice
6. Understanding the basic idea of the time series analysis and index numbers in business

BBA 204: Marketing Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To get an idea of the basic concepts of Marketing Management.
2. To understand the concept of Marketing Environment and Research.
3. To understand Segmentation, targeting & Positioning.
4. To know and understand about Consumer Behavior and Branding.
5. To get an understanding of Price, Place, Promotion.
6. To understand various recent trends in the field of Marketing

Detailed Syllabus

Unit-1 Introduction - Meaning, Importance of Marketing, Core Concept of Marketing, Marketing vs Selling, Marketing Process, Holistic marketing; Marketing mix, Relevance of marketing in a developing economy
Unit-2 Marketing Environment, Analysis of Micro and Macro Environmental factors, Market Research: importance, process and scope,

<p>Unit-3 Market Segmentation, Basis for market segmentation; Market Targeting: concept, types, Product/Service positioning; Importance of STP in marketing.</p>
<p>Unit-4 Consumer Behavior- introduction, importance & process; Marketing Mix Decisions: Product decisions- New Product Development, Product mix, PLC, Branding and Packaging.</p>
<p>Unit-5 Pricing – meaning, Factor affecting price, Pricing objective, Pricing methods; Channels of Distribution – Characteristics, Importance, Selection, Types of channels, Promotion: Promotion mix, Advertising, Publicity, Sales promotion, Personal selling</p>
<p>Unit-6 Recent trends in E – Marketing, E – Commerce, Rural Marketing, Social media marketing, Relationship marketing, Green Marketing and Social Responsibility Marketing.</p>
<p>Text and Reference Books 1) Principles of Marketing, Philip Kotler, Pearson, 14th edition. 2. Marketing Management, Rajan Saxena, TMH,3rd edition. 3. Marketing Management , Namakumari ,Macmillan,4th edition</p>

Course Outcomes

1. To recognize the importance of the various concepts of Marketing Management
2. To understand the various methods Marketing Environment.
3. To apply STP Concept in decision making
4. To determine consumer behavior and Marketing Mix
5. To classify the various concepts of Marketing, price, place, promotion.
6. To determine the various trends in marketing.

BBA 205 Computer Fundamentals

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

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| 1. This course introduces the concepts of computer basics with particular attention to operating system. |
| 2. To provide knowledge regarding different types of gates and number system of computer. |
| 3. To provide knowledge about fundamental part of office in computer. |
| 4. This course provides concept of basic computer language and Internet Protocols. |

Detailed Syllabus

UNIT I Computer Basics: Introduction, Characteristics of computer, History of computers, Generations of computer, Classification of computers, Application of computers, Basic component of computers, Computer hardware and software, Input/output devices, Computer memories.
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Number System: Introduction, Classification of number system, Types of number systems, Binary, Octal, Decimal, and Hexadecimal representation of Characters: ASCII and EBDIC codes, Binary arithmetic and logic circuit.

UNIT II

Computer Languages: Machine, Assembly and High level language, Assembler, Compiler and Interpreter.

Introduction to Internet: Components, Services and working on internet, introduction to Protocols and Tools.

UNIT III

Introduction to Operating System: Types of operating system, DOS Operating System- Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, COPY.

Windows Operating System- Basic Features – Date, Time, Time Zone, Display, introduction to Windows Explorer.

UNIT IV

MS-Office: - Introduction, Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers and Mail merge.

UNIT V

Power Point: Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in Power Point and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features.

UNIT VI

MS-Excel- Introduction, workbook, worksheet, formatting in excel, Advanced formatting in excel, working with formulas, printing worksheets, chart and graphs.

Text and Reference Books

1. Computer Fundamental, V. Rajarjaman, Prentice Hall of India, 4th Edition
2. Computer Fundamental, P.K. Sinha: BPB Publications, 2nd edition, 1992.
3. PC Software for Windows, R.K. Taxali, Tata Mc Graw Hill, Golgotia Publications, latest edition.

Course Outcomes:

1. Bridge the fundamental concepts of computers with the present level of knowledge of the students.
2. Familiarize operating systems, programming languages, peripheral devices, networking, multimedia and internet.
3. Understand binary, hexadecimal and octal number systems and their arithmetic.
4. Understand how logic circuits and Boolean algebra forms as the basics of digital computer.
5. Demonstrate the building up of Sequential and combinational logic from basic gates.

BBA 206: Corporate Law	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws.
2. To understand the formation, management and other activity of the companies.
3. To introduce to the students the nuance of corporate law and the obligations of it towards society in discharging its trade relations and to be a good corporate citizen.
4. To inform the students about the elementary ideas and the logic of the corporate law.

Detailed Syllabus

<p>Unit-1</p> <p>Company – Definition, Meaning, Nature and its Characteristics, Corporate Personality: Kinds of Company, Promotion and Incorporation of Companies.</p>
<p>Unit-2</p> <p>Memorandum of Association, Articles of Association, Prospectus, Doctrine of Constructive Notice, Indoor Management and Ultra virus.</p>
<p>Unit-3</p> <p>Shares, Share Capital, Members, Shares - Transfer and Transmission, Directors-Managing Director, Whole Time Director.</p>
<p>Unit-4</p> <p>Capital Management-Borrowing powers, mortgages and charges, debentures, Company Shareholders Meetings-kinds quorum, voting resolutions, proxy, minutes of the meeting.</p>
<p>Unit-5</p> <p>Majority Powers and minority Rights, Prevention of oppression and mismanagement, winding up-Kinds and Conduct.</p>
<p>Unit-6</p> <p>One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), Online Filing of Documents, Online Registration of Company, Insolvency and Bankruptcy Code (IBC).</p>
<p>Text and Reference Books-</p> <ol style="list-style-type: none"> 1. Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London 2. Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur 3. Singh, Avtar Company Law, Eastern Book Co., Lucknow 4. Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida 5. Kapoor, N.D. Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

Course Outcomes:

1. Apply principles of corporate law in a rigorous and principled manner.
2. Apply corporate law to generate solutions to complex legal problems, and critique the operation of corporate law from a policy perspective.
3. Exercise appropriate strategic professional judgment in the resolution of a corporate law problem in an academic environment.

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| 4. Reflect on individual ability to effectively undertake work as a member of a team, and use that reflection to inform improvement. |
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BBA 301: Managerial Economics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

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| 1. To get an idea of the basic concepts of managerial economics. |
| 2. To understand the concept of elasticity and application of various forecasting techniques. |
| 3. To understand cost function and cost-output relationship in short run and long run. |
| 4. To know various forms of market structure. |
| 5. To get an understanding of the theories of distribution. |
| 6. To understand the concepts of national income and business cycles. |

Detailed Syllabus

<p>Unit-1 Meaning, Nature & relevance of Managerial economics. Its relation with other discipline. Basic Economic concepts viz Marginal vs. incremental concept, Time perspective, Discounting principle, opportunity concept.</p>
<p>Unit-2 Elasticity of demand- Measurement of elasticity of demand, Elasticity & Managerial decisions, Numerical on elasticity measurement & decision making. Demand forecasting: meaning, objectives & Methods of demand forecasting.</p>
<p>Unit-3 Cost concepts for business decisions, Application of cost and output relationship in business decision making. Economies & Diseconomies of scale, Revenue concept & concept of profit maximization, Contribution & Break even analysis.</p>
<p>Unit-4 Market Equilibrium: Firm and Industry, Determination of price and output under different forms of market structure - Perfect competition, Monopoly , Monopolistic competition and oligopoly, Pricing methods, prices vs market pricing</p>
<p>Unit-5 Factor Pricing: Theories of rent, theories of interest, Theories of wages, theories of profit.</p>
<p>Unit-6 Determination of national income-Value added method, Income method and expenditure method, Business Cycle.</p>
<p>Text and Reference Books 1) Managerial Economics, Atmanand, Excel Books, Delhi, 10th edition 2) Managerial Economics, Samuelson. N, Wiley Publications, 13th edition 3) Managerial Economics, Geetika, Ghosh & Roy Choudhury , Mc Graw Hill Education 4) Managerial Economics, D.N.Dwivedi, Vikas publishing, 8th edition</p>

Course Outcomes

1. To recognize the importance of the various economic concepts of managerial economics.
2. To understand the various methods of elasticity and forecasting.
3. To apply cost and output relationship in business decision making.
4. To determine price and output under different forms of market structure.
5. To classify the various theories of distribution w.r.t. Rent, Wages, Interest and Profit.
6. To determine the various methods of national income.

BBA 302: Management Accounting

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

1. To recognized about Management accounting as well as know the relationship of Management Accounting with Financial Accounting and Cost Accounting.
2. To understand various costing technique as a managerial tool.
3. To recognize and define Budget and Budgetary control.
4. To analyze Standard costing and Variance.
5. To know the significance of Responsibility Accounting in large and decentralized companies.
6. To be familiar with the role of Transfer Pricing in decentralized companies.

Detailed Syllabus

Unit-1

Meaning, Nature, Scope, Functions, Relevance, Relationship of Management Accounting with Financial Accounting and Cost Accounting.

Unit-2

Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis.

Unit-3

Concept of Budget and Budgeting, Advantages and Limitations of Budget formation, Procedure of budget formation. Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget.

Unit-4

Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance and its applications and implications.

Unit-5

Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications.

Unit-6

Transfer Pricing: concept, types & importance.

Text and Reference Books-

1. Management Accounting, Tata McGraw-Hill, 2000, 3rd Ed).
2. Management Accounting, Pandey I M, Vikas Publications, 2004, 3rd Ed.)
3. Introduction to Management Accounting, Horngren et al: Pearson, 2002, 12th edition
4. Management Accounting, S.N. Maheshwari, Sulthan Chand & Sons

Course Outcomes:

1. Understand about Management accounting along with Financial and Cost Accounting.

2. Be aware of various costing technique as a managerial tool.
3. Identify and define various types of Budget.
4. Examine the Standard costing and various Variances.
5. Importance of Responsibility Accounting in a company.
6. Well-known about Transfer Pricing in a company.

BBA 303: Business Ethics & Values	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To learn about Business Ethics and its relevance in Business organization.
2. To understand Corporate Social Responsibility, its nature, scope, and importance.
3. To understand Corporate Governance, its functions, nature, scope and its importance to industry.
4. To understand ethical issues related to advertisement, finance, investment, and technology. Also provide an understanding of work ethics.

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| 5. To learn about the Gandhian approach in management & trusteeship and its relevance in modern business. |
| 6. To understand Indian Ethos, its need, purpose, features and its relevance in business organization. |

Detailed Syllabus

Unit-1

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & Moral standards; Ethics & Moral Decision Making.

Unit-2

Corporate Social Responsibility: Nature, Scope & Importance .

Unit-3

Corporate Governance: Concept, Importance for Industry, Salient features, Scope, Major Functions.

Unit-4

Ethical Issues related with Advertisements, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama

Unit-5

Gandhian approach in Management & Trusteeship: Gandhiji's doctrine of Satya & Ahinsa, Concept, importance & relevance of Trusteeship principle in modern business.

Unit-6

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making.)

Text and Reference Books-

1. Business Ethics, Fernando; Pearson Publication,2007
2. Business Ethics, Bani P. Banerjee, Excel Books,2005
3. Business Ethics, Manisha Paliwal, New Age Publication,1st Edition
4. Business Ethics, Daniel Albuquerque, Oxford Publishers
5. Business Ethics, CSV Murthy, Himalaya Publishing House, 2nd Edition
6. Business Ethics and Professional Values, AB Rao; Excel Books
7. Ethics in Management and Indian Ethos, Biswanath Ghosh, Vikas Publishing House, 2nd Edition

Course Outcomes:

1. To understand Business ethics and its relevance in business organization.
2. To understand corporate social responsibility, its nature, scope, and importance.
3. To understand corporate governance, its functions, nature, and scope and its importance for industry.
4. To understand the distinctions between ethical and unethical practices related to advertisement, Finance, Investment, Technology, and also learn about work ethics.
5. To understand the Gandhian approach in management & trusteeship & its relevance in modern business.
6. To Understand the Indian ethos, its need, purpose feature, and relevance.

BBA 304: Organizational Behaviour	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To understand the meaning of organization & organization behaviour
2. To understand the role of various psychological various in organization's setting
3. To understand the root-causes of individual behaviour & its impact in organization
4. To apply knowledge organizational betterment

Detailed Syllabus

Unit-1 Introduction: Concept, nature, scope and importance of Organisational Behaviour. Its interdisciplinary nature. Individual and group behavior. Emerging Challenges in OB.
Unit-2 Perception: Definition and importance of perception. Perceptual process. Attitude: Concept of Attitude, Attitude and behavior, attitude formation, factors determining attitude formation, Attitude measurement, Johari window and its managerial applications.
Unit-3 Motivation: Importance of Motivation. Theories of motivation – Maslow’s, Herzberg’s, McClelland’s. Expectancy theory. Merits and demerits. Learning: Principles of learning. Factors in Human learning. Theories of Learning.
Unit-4 Inter-personal behaviour: Importance of inter-personal relationships in organisations. Transactional analysis and its applications in organizations, Johari Window Group Dynamics: Concept of Groups & team. Types of Groups. Stages of Group Development. Group norms and roles. Organizational leadership. Leadership theories, skills and styles. Leadership style in Indian Organisation
Unit-5 Conflict and Change: Meaning and Process of conflict, causes, sources, consequences of conflict, conflict resolution strategies. Types of change, identification of the problem and implementation of change, resistance to change, overcoming resistance to change.
Unit-6 Organizational Effectiveness: Concept of organizational effectiveness, efficiency, effectiveness and productivity, approaches of organizational effectiveness, contributing factors of organizational effectiveness. Organizational development- concept and process.
Text and Reference Books- 1. Organizational Behavior: Luthans Fred, Tata McGraw Hill, 10th ed. 2. Organizational Behavior: Robbins Stephen P., Pearson Education, 13th ed. 3. Human Behavior at Work: Davis Keith, McGraw Hill Publications, 12th edition. 4. Organizational Behavior: Prasad L M, S Chand Publication 8th ed. 5. Organizational Behavior: Ashwathappa K., Himalaya Publishing House, 8th ed.

Course Outcomes:

1. It help to understand the role of individual a micro & macro level.
2. It help to understand the functioning of organization & its effects on individual behavior.
3. Organizational Behaviour help to apply various psychological variables.
4. It help to minimize dispute at all level.
5. It create a sense of empathy.

BBA 305: Indian Social and Political Structure

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

1. To recognize about the learning of Society and it's functioning.
2. To understand various societal divisions in society in terms of caste, class etc.
3. To apply knowledge in elimination social evils prevailing in society.
4. To analyze about Government and it's functioning.
5. To evaluate different forms of Government.
6. To generate learning about various International issues and organizations working in bring the world closer.

Detailed Syllabus

Unit-1

Concept of society, Important features of human society and its comparison with non- human society, Other related concepts- community, association, human groups, status and role, Important social institutions- family, marriage, kinship, religion, education.

Unit-2

Social stratification of Indian society, Issues of class and caste, Scheduled Castes and Scheduled Tribes in India with special reference to reservation policy, Status of Women in India.

Unit-3

Types of crime and their social aspect; issue of terrorism in India, Social context of secularism, fundamentalism and communalism, Problems of drug addiction and alcoholism, Issues of inter ethnic and inter caste relations.

Unit-4

Concept of State and its organs, Government and its relation with state, Constitution – features and classification, Legislature – Concept, types and functions, Executive: Concept and functions, Judiciary- functions, judicial review and independence of judiciary.

Unit-5

Democratic Government, Unitary and Federal Form of Government, Unitary form of Government – features, merits and demerits, Federal form of Government –features, merits and demerits, Parliamentary and Presidential form of Government, Parliamentary form - features, merits and demerits.

Unit-6

Presidential form- features, merits and demerits, Indian Political System, International Processes: Diplomacy, Role of UN in International Peace, Brief Introduction of International Organizations in Global Politics and NGOs as Political Actors.

Text and Reference Books-

1. Themes and Perspectives, Harlambos M. Sociology, Oxford University Press, 1980
2. Sociology, Giddens, A. Polity Press, UK. 1993
3. Human Society, Davis, K. Surjeet Publications , India. 2000
4. Political Theory, Eddy Asirvatham, K.K. S.Misra , Chand & Company Ltd., Delhi
5. Kapur, A.C. Principles of Political Science, S.Chand & Company Ltd., Delhi. 2001
6. Baylism John and Smith, Steve, the Globalization of World Politics, Oxford University, 2005.

Course Outcomes:

1. Understanding the functioning of society and its Functioning.
2. To analyze various social structures on the basis of caste, class etc.
3. To understand social evils and their elimination on the part of society.
4. Understand government functioning and its impact.
5. Understanding various forms of Government and its working.
6. Understanding role of International organizations and their role in world peace.

BBA 306: Operations Research	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To develop understanding of the applications of quantitative methods and techniques for effective decisions-making.

2. To develop basic idea of model formulation and applications that are used in solving business decision problems.
3. To define and formulate linear programming problems and appreciate their limitations.
4. To solve linear programming problems using appropriate techniques and interpret the results obtained.
5. To develop mathematical skills to analyze and solve network models, replacement and sequencing problems arising from a wide range of applications.

Detailed Syllabus

<p>Unit-1</p> <p>Nature, Definition & characteristics of operations research, Methodology of OR, Models in OR; OR & managerial Decision making, OR techniques.</p>
<p>Unit-2</p> <p>Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method.</p>
<p>Unit-3</p> <p>Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating.</p>
<p>Unit-4</p> <p>Game Theory: Two Person Zero Sum Games, Pure & Mixed Strategies, The Maximin & Minimax Principle, Solution of Games using Arithmetic & Graphical Methods.</p>
<p>Unit-5</p> <p>PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.(only basic no crashing).</p>
<p>Unit-6</p> <p>Replacement Problems: Replacement of asset that deteriorates gradually, (only keeping time come constant), Replacement of Equipments that fails suddenly Sequencing Problem: Meaning, Processing n Jobs through two Machines, Johnson's Rule.</p>

Text and Reference Books-

1. Operations Research:KantiSwarup, ManMohan,S.Chand& Sons 2005
2. Optimization Theory & Applications: Rao,S.S.,Wiley Eastern Ltd.2008
3. Introduction to Operations Research: Hiller,F.S. ,Lieberman,Holden-Day.2006
4. Operations Research : Sharma S.D.,KedarNath& sons,1997
5. Operations Research: Heera& Gupta,S.Chand & sons,2000
6. Operation Research by J.K.Sharma, Pearson
7. Operation Research by Handy A. Taha, Prentice Hall India
8. Quantitative methods for business by Anderson, Sweeney and Williams, ThomsonPublications

Course Outcomes:

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|---|
| 1. To explain the basic use of quantitative techniques in the management of business, industrial and organizational operations and projects. |
| 2. To identify appropriate linear programming techniques for decision making problem and interpret the results obtained. |
| 3. To formulate and solve decision making problems as networks and graphs. |
| 4. To set up decision models and use some solution methods for linear programming problems. |
| 5. Understand variety of optimization problems such as transportation problem, project management, game theory, replacement of items that fails suddenly and sequencing of jobs in such a way so that they should give the best sequence for a set of activities. |

BBA401: BANKING ENVIRONMENT**Teaching Scheme**
Lectures: 4 hrs/Week**Examination Scheme**
Class Test -12Marks

Tutorials: 1 hr/Week Credits: 5	Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks
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Course Objectives:

1. To analyze money and different monetary standards.
2. To recognize the changes in the Value of Money.
3. To understand the classification of Banks & Financial Institutions in India.
4. To understand the monetary policy and the credit control mechanism.
5. To gain knowledge of foreign exchange and determination of exchange rate.
6. To know about the international financial institutions.

Detailed Syllabus

<p>Unit-1</p> <ol style="list-style-type: none"> 1. Money: Meaning and Functions, Classification and Importance of Money, 2. Monetary Standards: Gold Standard, Paper Money Standard, Gresham’s Law, 3. E-Banking: Introduction, objectives and types.
<p>Unit-2</p> <ol style="list-style-type: none"> 1. Value of Money and Its Determination, 2. Income Theory of Money, 3. Changes in the Value of Money: Inflation- meaning/types/causes/effects, 4. Deflation -meaning /causes/effects, 5. Negotiable Instrument.
<p>Unit-3</p> <ol style="list-style-type: none"> 1. Banking and financial institutions in India: Commercial Banks, Cooperative Banks, Regional Rural Banks, Agriculture and Rural Development Banks (SLDBs), 2. Development Banks and NBFCs; their constitution, Functions, Working and Evolution.
<p>Unit-4</p> <ol style="list-style-type: none"> 1. Banking Sector Reforms, Credit Creation: meaning and importance, 2. Credit Control objectives/methods of credit control, 3. Reserve Bank of India: Traditional and Developmental Functions, 4. Monetary Policy: meaning, objectives and tools.

Unit-5

1. Foreign Exchange: Meaning and instruments,
2. Determination of Exchange Rate,
3. Exchange Control

Unit-6

1. International Monetary Fund (IMF),
2. World Bank,
3. World Trade Organization (WTO)

Text and Reference Books-

4. Money, Banking, Trade and Finance, KPM Sundaram; Sultan Chand & Sons, 2006
5. Banking and Foreign Exchange, ML Seth; Money, Sultan Chand & Sons, eighth edition, 2008

Course Outcomes:

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|---|
| 1. Understanding money and different monetary standards. |
| 2. Understanding the changes in the Value of Money. |
| 3. Understanding the classification of Banks & Financial Institutions in India. |
| 4. Understanding the monetary policy and the credit control mechanism. |
| 5. Understanding of foreign exchange and mechanism of exchange rate. |
| 6. Understanding the international financial institutions. |

BBA 402: Business Environment	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To get an idea of the basic concept of Business Environment.
2. To understand the concept of economic environment.
3. To understand the concept of Political Environment.
4. To know the concept of Social Environment.
5. To get an understanding of the concept of Multi National corporations.
6. To understand the concept of Financial Sector.

Detailed Syllabus

Unit-1 Concept, Significance and Nature of Environment of Business, Elements of Environment- Internal and External, Interaction between internal and external Environment, Techniques of Environmental Scanning and Monitoring.
Unit-2 Economic Environment: Significance and elements of economic environment, Mixed Economy- Role of Public and Private Sector, Performance of Public Sector Undertaking.
Unit-3 Critical Elements of Political Environment, Government and Business. Government Policies – Industrial Policy, Fiscal and Monetary Policy, Exim Policy Changing dimensions of legal Environment in India: Competition Act, FEMA, Consumer Protection Act.
Unit-4 Social Environment: Meaning and scope, Concept of Social Sector and Social Infrastructure, Social responsibility of business, Overview of Corporate Governance Technological Environment in India: Policy on R& D, Technology transfer
Unit-5 Multinational corporations: Definitions and Meaning, MNCs in India, Foreign Collaborations and Indian Business, Merger and Acquisitions, Global Competitiveness.

Unit-6

Financial Sector: Meaning and reforms, Stock Exchange and its Regulation:
Meaning, importance and functions of stock exchange, NSE and BSE, SEBI.

Text and Reference Books

- 1) Economic Environment of Business, Mishra SK &Puri VK,Himalaya PublishingHouse,3rd Edition.
- 2) Business Environment Text and cases,Paul Justin Tata Mc Graw Hill, latest edition.
- 3) Business environment, Shaikh & Saleem, Pearson, 1st Edition
- 4) Business Environment, Suresh Bedi , Excel Books, 1st edition
- 5) Business Environment : Text and cases,Francis Cherunilam,Himalaya Publishing House,8thEdition.

Course Outcomes

1. To recognize the importance of the Business Environment.
2. To understand the importance of Economic Environment.
3. To understand the importance of Political Environment.
4. To recognize the importance of Social Environment.
5. To recognize the meaning and significance of MNCs .
6. To understand the Concept and working of financial sector.

BBA 403: CONSUMER BEHAVIOUR & ADVERTISING MANAGEMENT	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To recognize how knowledge of consumer behaviour can be applied to marketing;
2. To understand consumer behaviour in an informed and systematic way.
3. To apply consumer behavior concepts to real-world strategic marketing management decision making
4. To analyze about personal, socio-cultural, and environmental dimensions consumer decisions making.
5. To Demonstrate an understanding of the overall role advertising plays in the business world.
6. To evaluate decisions regarding the most feasible advertising appeal and media mix.

Detailed Syllabus

Unit-1 Introduction to CB: Difference between consumer & Customer, Meaning, nature, applications & scope; Specific Models of Consumer behavior:-Economic Man, Sociological, Psychoanalysis, Nicosia and Harvard Seth Model
Unit-2 Individual determinants of Consumer Behavior: Motivation, Consumer Perception, Learning, Attitude, Personality, Self-concept. External Influences on Consumer Behavior: Culture, Subcultures, Social Class, Reference Group and Family Influences;
Unit-3 Industrial Buying Behaviour: Industrial Marketing, Differences between Industrial Markets and Consumer Markets. Differences between Organizational Buying Process and Consumer Decision Process;

Unit-4

Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Major media types; Social, Ethical and Legal Aspect of Advertising.

Unit-5

Measuring Advertising Effectiveness: Evaluating communication and sales effects; Pre and Post testing techniques. The DAGMAR Approach, AIDA; IMC: Meaning and Importance.

Unit-6

Media Planning & Media Mix, Advertising Copy and Design strategy, Advertising Budgets: Introduction, Factors Influencing Budget Setting.

Text and Reference Books-

1. Consumer Behaviour, Schiffman, Pearson , PHI, 8th Edition
2. Consumer Behaviour in Indian Perspective, Suja Nair ; Himalaya Publishers, 2004
3. Schiffman L.G. and Kanuk L.L., Consumer Behaviour, 9th Edition, Prentice Hall of India, New Delhi
4. Hawkins, D. I. & Roger, J. B. and Kenneth, A.C. (2001). Consumer Behaviour-Building Marketing Strategy. Irwin McGraw-Hill, New York.
5. Rajeev Batra, John G. Myers and David A. Aaker (1996). Advertising Management, 5th Edition, Pearson Education
6. Belch, G. E. & Belch, M. A. (2001). Advertising and Promotion, Tata McGraw Hill.

Course Outcomes:

1. Understanding the decision making process of individual consumers and organizational customers
2. To analyze dynamics of human behaviour and the basic factors that influence the consumers decision process
3. To understand the decision making process of individual consumers and organizational customers
4. To Understand pre-testing, post testing and concurrent testing of ads to determine their effectiveness.
5. Understanding and illustrate Integrated Marketing Communication decision making and planning
6. Be able to demonstrate how consumer concepts may be applied to marketing strategy.

BBA 404: Income Tax Law and Accounts

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

1. To make aware about provisions of direct tax with regarding to Income Tax Act, 1961, and rules, 1962.
2. To make aware about agriculture income, residential status and incidence/charge of tax.
3. To understand the provisions and procedure to compute income from salary.
4. To understand the provisions and procedure to compute heads income i.e. house property and gain from business or profession.
5. To understand the provisions and procedure to compute income from capital gain and other sources.
6. To understand the provisions and procedure for clubbing and aggregation of income, set-off & carry forward of losses and various deduction to be made for GTI U/s-80-C to U/s-80-U in computing total income.

Detailed Syllabus

Unit-1

Basic Concepts- Income, Agriculture Income, Casual Income, Assessment year, previous Year, Gross Total Income, Total Income, Person, tax evasion, tax avoidance.

Unit-2

Basis of charge- Scope of total income, residence and tax liability, income which does not form part of Total Income.

Unit-3

Heads of Income- Income from Salaries.

Unit-4

Heads of Income- Income from House Property and Profits and Gains of Business and profession.

Unit-5

Heads of Income - Capital Gains and Income from other sources.

Unit-6

Aggregation of Income, Set off carry forward of losses, Deduction from Gross Total Income.

Text and Reference Books-

1. Students' guide to Income Tax , Singhania Vinod ,Taxmann Allied
2. Students' Approach to Income Tax, Ahuja Girish, Bharat Law House Pvt. Ltd.
3. Income Tax Law and Accounts, Mehrotra H.C, Sahitya Bhawan Publications.
4. Income Tax Law and Accounts, Agarwal B.K., Nirupam Publication, Agra.
5. Income Tax Law and Accounts, Jain R.K., SBPD Publication, Agra.

Course Outcomes:

1. To introduce the basis concept of Income Tax.
2. In order to familiarize the different know-how and heads of income with its components.
3. Able to file IT return on individual basis.
4. Able to compute total income and define tax complications and structure.
5. Able to understand amendments made from time to time in Finance Act.
6. Differentiate between direct and indirect tax assessment.

BBA 405: ENVIRONMENTAL SCIENCE

Teaching Scheme

Lectures: 4 hrs/Week

Credits: 4

Examination Scheme

Class Test -12Marks

Teachers Assessment - 6Marks

Attendance – 12 Marks

End Semester Exam – 70 marks

Course Objectives: The objectives of this course are

1. To provide introductory knowledge concerning the environment and ecology and their applications.

Unit I

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 II

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.

<p>Unit III Environmental Pollution and their effects. Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution, Solid waste management..</p>
<p>Unit IV 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.</p>
<p>Unit V Environmental Protection- Role of Government, Legal aspects, Initiatives by Non-governmental Organizations (NGO), Environmental Education, Women Education. Abuses of Child Labor</p>
<p>UNIT-VI 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.</p>
<p>Suggested Readings: 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, Revised edition.</p>

Programme Outcome of Environmental Science

2. Environmental knowledge: Apply the knowledge of science, fundamentals of natural resources, and specialization to the solution of complex problems affecting the environment.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.

8. Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
9. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice to protect the environment.

BBA 406: Research Project Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. Understand the concept / fundamentals of research and their types.
2. Understand the Different research designs & various measurement scales.
3. Understand the different types of sampling techniques
4. Understand the various types of data, data collection methods and procession and analysis of data
5. Understanding and applying the concept of statistical analysis which includes various parametric test and non-parametric test.
6. Understanding the technique of report writing.

Detailed Syllabus

Unit-1

Introduction –Meaning of Research ,Objectives of Research Motivation in Research ,Types of Research, Significance of Research, Research methods versus methodology, Research process, Criteria of Good Research, Problems encountered by Researchers in India, Research

problems in Management.

Unit-2

Meaning of Research design, Features of a Good Research design, Different research design (Exploratory, descriptive and causal), Measurement scales: Nominal, Ordinal, Interval and ratio; Likert scale; Sources of error in measurement.

Unit-3

Sampling Design- Census and Sample Survey, Steps in Sample design, on-probability and Probability sampling designs (Sample random, Stratified random, Systematic, Cluster sampling), Determination of Sample size.

Unit-4

Primary versus Secondary data, Methods of Primary data collection (Observation, Interview, Questionnaire, and Schedule method), Guidelines for constructing questionnaire, Collection of secondary data. Processing and Analysis of data –Processing operations (Editing, Coding, Classification, Tabulation), Measures of Central tendency, Measures of dispersion.

Unit-5

Correlation and regression, Association of Attributes, Hypothesis Testing-Hypothesis Formulation, Null and alternative hypotheses, Types of errors, Level of significance, Tests based on Z, Chi –square, t and F- statistics.

Unit-6

Data Presentation-Diagrams, Graphs and Charts ,Report Writing-Significances of Report Writing, Different steps in writing report, Layout of the research report, Types of reports, Mechanics of writing a research report, precautions for writing research reports.

Text and Reference Books-

1. Research Methodology ,Kothari,C.R,2ND Edition, New Age International Publishers
2. Business Research Methods ,Zikmund ,William G,Thomson Learning
3. Panneerselvam, R.:Research Methods ,Prentice-Hall of India Private Limited ,New Delhi

Course Outcomes:

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| 1. Knowledge of concept / fundamentals for different types of research. |
| 2. Applying relevant research techniques. |
| 3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques |
| 4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research. |

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| 5. Evaluating statistical analysis which includes various parametric test and non-parametric test. |
| 6. Techniques to prepare report. |

BBA 501: Human Resource Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

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| 1. In this course, students will learn basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. |
| 2. It will provide insight into how to use Human Resource as a resource for strategies implementation. |

Detailed Syllabus

<p>Unit-1</p> <p>Introduction: Concept, function, Scope of HRM, Functions, and Responsibilities of HR Manager, Difference between Personnel Management & Human Resource Management, Concept of Human Resource Development, Introduction to Human Capital Management, Contemporary issues in HRM.</p>
<p>Unit-2</p> <p>Human resource planning; concept and process, recruitment and selection, concept, sources of recruitment, steps of selection process, Concept of placement and induction.</p>
<p>Unit-3</p> <p>Training and Development: Concept and Importance, and Process, Types of Training, evaluation of training Management Development Programmes.</p>
<p>Unit-4</p> <p>Performance Appraisal: Purpose of Appraisal, Appraisal criteria, Methods of Appraisal, traditional and modern</p>
<p>Unit-5</p> <p>Compensation: concept, nature and components of pay structure in India, job evaluation; concepts and types. Employee separation safety and health, Promotion, Transfer, Demotion.</p>
<p>Unit-6</p> <p>Industrial Relations: Concept, importance, Collective Bargaining, Workers Participation in Management, Grievance Management, Trade Unions.</p>
<p>Text and Reference Books-</p> <ol style="list-style-type: none"> 1. Managing Human Resource, Garry Dessler & Bijju Barkey, Pearson Education, 12th Edition 2. Personnel Management, Edwin B. Flippo, Tata Mc Graw Hills, 5th Edition 3. Personnel Management, M. J. Jucius, Prentice Hall of India Pvt. Ltd, 3rd Edition 4. Personnel/Human Resources Management, David A. Decenzo and Stephen P Robins; Prentice Hall of India Pvt.Ltd.2004 5. Designing and Managing Human Resources Systems, Parekh Udai and Rao T.V; New Delhi Oxford and IBH, 198

Course Outcomes:

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| <ol style="list-style-type: none"> 1. Synthesize the role of human resources management as it supports the success of the organization, including the effective development of human capital as an agent for organizational change. |
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2. Demonstrate knowledge of laws that impact behavior in relationships between employers and employees that ultimately impact the goals and strategies of the organization.
3. Demonstrate knowledge of the practical application of training and employee development as it impacts organizational strategy and competitive advantage.
4. Understand the performance appraisal and its various methods, which help the organization to evaluate employee's performances well as helps in making decisions regarding their increment, promotion and transfer further training & development.
5. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity, and organizational effectiveness.
6. Show evidence of the ability to analyze, manage, and problem-solve to deal with the challenges and complexities of the practice of collective bargaining, grievance management, trade unions, & workers' participation management.

BBA 502: Financial Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment – 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To develop the knowledge of business finance and financial management decisions.
2. To learn different techniques and problem solving skills.
3. To study rising of funds effectively.

4. To provide knowledge of various concepts like capital structure planning, cost of capital, dividend policies and working capital.
5. To teach a sense of responsibility and capacity for financial management.
6. To enable an awareness of the global environment in which financial management operate.

Detailed Syllabus

<p>Unit-1</p> <p>Introduction Meaning, Scope and objectives of financial management- Profit Vs Wealth maximization Functions of Finance Manager in Modern Age, Financial decision areas, Time Value of Money, Risk and Return Analysis.</p>
<p>Unit-2</p> <p>Capital expenditure Decisions: Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications.</p>
<p>Unit-3</p> <p>Working Capital Decisions: Concept, components, factors affecting working capital requirement, Working Capital Management: Management of cash, inventory and receivables; Introduction to Working Capital Financing.</p>
<p>Unit-4</p> <p>Capital Structure: Determinants of Capital Structure, Capital Structure Theories. Cost of Capital: Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.</p>
<p>Unit-5</p> <p>Leverage Analysis: financial, operating and combined leverage along with implications; EBIT-EPS Analysis & Indifference Points.</p>
<p>Unit-6</p> <p>Financing Decision: Long-term sources of finance; potentiality of equity shares; preference shares; debentures and bonds as sources of long-term finance; Medium and Short term sources of finance; Exposure to International Sources of Finance – ADR and GDR</p>

Text and Reference Books-

01. S.N.Maheshwari	Financial Management
02. Khan & Jain	Financial Management

Course Outcomes:

1. To provide introduction to business finance terms and concepts.
2. To describe the financial concepts used in making financial management decision.
3. To learn effective communication skills to promote respect and relationship for financial deals.
4. To utilize information by applying a variety of business and industry major financial function.
5. Demonstrate a basic understanding of financial management.

BBA 503: INDUSTRIAL LAW

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

1. To recognize the factory and its various functioning.
2. To understand various causes of poor industrial relations.
3. To know the application of dispute resolving mechanism in the light of Industrial law.
4. To analyze the role of State and trade unions..
5. To evaluate the amount of compensation in case of disablement of workmen.

Detailed Syllabus

<p>Unit-1</p> <p>THE FACTORIES ACT, 1948 Objectives and requirements of the Factories Act, 1948, Definitions: Factory; manufacturing process; worker; occupier, duties of manufacturer and occupier, various measures to be adopted in the factory: health; welfare; safety; appointment of surgeon; his rights and duties; appointment of inspectors; his rights and responsibilities. Relevant cases: J.K. Industries Ltd. Vs Chief Inspector of Factories and Boilers, 1997 SCC (L&S) 1 and The Nagpur Electric Light and Power Co. Ltd. Vs The Regional Director ESI Corp. (1967) II LLJ.</p>
<p>Unit-2</p> <p>THE INDUSTRIAL DISPUTES ACT, 1947 Meaning of industry, principles to determine any establishment an industry, concerning case study, Meaning of industrial dispute, when an individual workman permitted to raise industrial dispute? Meaning with essentials and effect of strike, lockout, lay-off, retrenchment with their inter-differences.</p>
<p>Unit-3</p> <p>THE INDUSTRIAL DISPUTES ACT, 1947. Dispute resolving mechanism-concerning authorities and their power i.e. work committee, conciliation, labour court, and tribunal. Relevant cases: Bangalore Water supply and sewerage Board Vs A. Rajappa & others AIR 1978 SC 548 and HAL employees Unions Vs Presiding officer and another 1966 SCC (L&S) 921.</p>
<p>Unit-4</p> <p>THE TRADE UNIONS ACT, 1926 Objects and requirement of trade unions, Salient features of the trade unions Act, 1926, Procedure of forming trading unions, Incorporation of trade union, Rights and liabilities of trade unions, role of trade unions in collective bargaining. Relevant cases: Food corp. of India staff unions Vs FCI and others, AIR, 1995 and Mihir Kumar Gooha Vs Registrar of</p>

Trade Unions, 1961(1) ILJ 50.

Unit-5

THE EMPLOYEES' COMPENSATION ACT, 1923

Aims and objects of the Act, meaning of compensation, meaning of dependent and their relevancy to provide compensation, types of incapacities or disabilities and amount of compensation paid therefor .appointment of commissioner, his power. Relevant cases: Sangarbai Vs General Manager Ordinance Factory, Jabalpur,1976 MPLJ 356.and Pratap Narain Singh Deo Vs Shrinivas Sabata and another. AIR 1976 SC 222.

Unit-6

THE EMPLOYEES' STATE INSURANCE ACT, 1948.

Objectives and relevancy of state Insurance Act, 1948, Establishment of employees' state Insurance corporation, composition of corporation and its functions, standing committee, constitution, powers and functions, Benefits provided under this Act: sickness benefit, maternity benefit, disablement benefit, dependent's benefit, medical benefit, medical benefit council and its duties, regional boards, local committee. Relevant cases: Kirloskar Brothers Ltd. Vs Employee State Insurance corp.1999 SCC (L&S) 533and A. Trehan Vs Associated Electrical Agencies (1996)4 SCC 255.

Text and Reference Books-

1. Labour and Industrial Law Manual.
2. Labour and Industrial Law: Prof. S.N.Mishra, central law Publication, Allahabad
3. Labour & Industrial Laws; P L Malik, Eastern Law Publication 3rd Edition 2011
4. Elements of Industrial Law, N.D Kapoor; Sultan Chand 2nd Edition

Course Outcomes:

1. Able to explain the basic concepts of Industrial law and its functions.
2. Able to understand the manufacturing process and different safety measures.
3. Able to understand the causes of industrial dispute along with resolving mechanism .
4. Able to interpret the roles of Trade Union and its different functions.
5. Able to identify the components of industrial law and its applications.
6. Able to interpret the miss happenings or accident and its remedies in the light of industrial law

BBA504: Production and Operations Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

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| 1. To increase understanding of the problems and opportunities faced by the operations manager in manufacturing and service operations. |
| 2. To develop an ability to apply operations management concepts in a variety of settings. |
| 3. To develop an understanding of operations management techniques in order to be able to evaluate recommendations made by technical specialist in the field. |
| 4. To develop an ability of decision making in the field of operations management. |
| 5. To develop an ability of deterministic and probabilistic approach of decision making. |

Detailed Syllabus

<p>Unit-1</p> <p>Production Management: Definition, Nature and Scope, functions of productions management, production systems, responsibilities of production managers.</p>
<p>Unit-2</p> <p>Types of manufacturing systems: intermittence and continuous system, production design and development.</p>
<p>Unit-3</p> <p>Plant Location-definition, types of plant locations, plant layout-definition, types of plant.</p>
<p>Unit-4</p> <p>Material management and inventory control, Material Requirement Planning (MRP), Work in Process (WIP) inventories, purchasing economic lot quantity.</p>

<p>Unit-5</p> <p>Economic Lot Quantity, Lead Time, reordering level, ABC Analysis, Stock-keeping, Objectives of Production Planning & Control (PPC).</p>
<p>Unit-6</p> <p>Quality Control, quality assurance, quality assurance, quality circles, Total Quality Management (TQM), Just-in Time (JIT), JIT Statistical Quality Control.</p>
<p>Text and Reference Books-</p> <ol style="list-style-type: none"> 1. Production and Operations Management, Chary: Tata McGraw-Hill, 1997, 9th edition. 2. Production and Operations Management, Adam Junior Everetl E. R J; Prentice-Hall, 2000, 5th edition. 3. Production and Operations Management, Goel B.S: Pragati Publication. 4. Production Management, Sareen Buffa; Wiley Pvt.Ltd, 8th edition.

Course Outcomes:

1. Understanding the manufacturing technology.
2. Understanding production system.
3. To understand quality control of a manufacturing system.
4. Understanding production planning and control.
5. Understanding technological upgradations and its relation to the product.
6. Understanding the effect of globalization on operations management.

BBA 505: Sales and Distribution Management

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

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| 1. The objective of this course is to help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm. |
| 2. Understand the roles and responsibilities of the Sales Managers |
| 3. Manage and enhance the sales force productivity and performance |
| 4. Plan and implement an effective sales strategy for their organizations. |
| 5. Design and implement distribution channel strategy. |
| 6. Manage the Channels efficiency and effectiveness; wholesaling, and retailing. |

Detailed Syllabus

Unit-1 Sales Management and salesmanship Nature, meaning & scope of sales management; Personal Selling: objectives, personal selling process; Types and qualities of sales executives.
Unit-2 Sales Organization Sales organization: purpose and types, interdepartmental relations: sales department internal relations, sales department external relations.

Unit-3

Sales Force Management-1 Management of Sales personnel-Recruitment, Selection, Training & Development.

Unit-4

Sales Force Management-2 Motivation of sales force, Designing compensation plans and assigning sales territories, setting sales quota.

Unit-5

Distribution Introduction to marketing channels functions & flows; Channel participants-type & number of intermediaries.

Unit-6

Channel Management Selecting a channel, channel design, channel motivation, channel evaluation, channel conflict and resolution.

Text and Reference Books-

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

Course Outcomes:

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|---|
| 1. Recognize and demonstrate the significant responsibilities of sales person as a key individual. |
| 2. Describe and Formulate strategies to effectively manage company's sales operations. |
| 3. Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team. |
| 4. Illustrate the fundamentals of Distribution channels. |

BBA 506: CAPITAL MARKET

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

1. To understand the Capital Market and developments in the Indian Capital Market.
2. To know the various instruments and intermediaries in Capital Market.
3. To understand the functioning of Initial Public Offer.
4. To learn the trading of shares and working of stock exchanges.
5. To know about debt instruments and raising funds from international market.
6. Learn about the regulations, laws (Acts) governing the Capital Market.

Detailed Syllabus

Unit-1

An overview of Indian capital market: Introduction - Market segments, products and participants. Authorities Governing Capital Markets in India. Reforms in securities market. Overview of Depository System, clearing corporation and stock exchanges

Unit-2

Capital Market Instruments and Intermediaries- Capital Market Instruments: Equity, Debentures, Preference Shares, Sweat Equity, Non-Voting Shares, Share Warrants

Primary Market and Secondary Market Intermediaries: Role and Functions, Merchant Bankers- –
Regulation of merchant Banking in India, Stock Brokers, Syndicate Members, Registrars, Underwriters, Bankers to an Issue, Portfolio Managers, Debenture Trustees, Foreign Institutional Investors, Depositories, Depositories Participants, Custodians, Credit Rating Agencies, Venture Capital- Registration, Investment Conditions and Restriction

Unit-3

Functioning of Public Offer -Market of new issues – Need for floating capital – Public Offer,
Private Placement – Rights Issue, Initial Public Offer (IPO), Book Building through Online IPO;
ASBA, Eligibility to issue securities, Pricing of Issues- Fixed versus Book Building issues, Allotment of Shares-Basis of Allotment, Recent trends in public issues

Unit-4

Introduction to Secondary Market- Functions and Significance of Stock Exchanges, Operations and Trading Mechanism of Stock Exchanges, Settlement of Securities, Stock Market Indices, Demutualization of Stock Exchanges

Unit-5

Other Segment of Capital Market- Debt Market: Instruments, Listing, Primary and Secondary Segment, International Capital Market-Listing of Securities Issued Outside India, Foreign Currency Convertible Bonds, Global Depository Receipts, American Depository Receipts, External Commercial Borrowings, Procedure for Issue of Various Instruments

Unit-6

Capital Market Regulations-Securities Contracts (Regulation) Act, 1956; Securities Contracts (Regulation) Rules, 1957; Securities and Exchange Board of India Act, 1992; SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Markets) Regulations, 1995; the Depositories Act, 1996

Text and Reference Books-

6. Indian capital Market , Dr.V.A Avadhani; Himalaya Publication,1st Edition
7. Indian Capital market A decade Liberalization, B N Gupta; Himalaya Publication, 2008
8. Indian Capital Market: An Empirical Study, Shirine Rathore; Anmol Publication, 2003
9. Capital Market:The Indian Financial Scene, NGopalsamy,Macmillan publishers India, 2005

Course Outcomes:

1. To understand the Capital Market and developments in the Indian Capital Market.
2. To know the various instruments and intermediaries in Capital Market.
3. Gained knowledge of various ways of making a public offer.
4. Understanding of trading mechanism of Stock Exchanges.
5. Understand FCCB, ADR, GDR, External Commercial Borrowings.
6. Knowledge of Securities Contracts (Regulation) Act, 1956; SEBI Act, 1992; SEBI Regulations.

BBA601: CENTRAL BANKING	
Teaching Scheme Lectures: 4 hrs/Week Tutorials: 1 hr/Week Credits: 5	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To know about the Indian Financial System.
2. To recognize about the Central Banking & its functioning.
3. To understand various functions of RBI & the RBI Act, 1934.
4. To analyze the legal system governing the banking activities in India.
5. To understand the monetary policy and the credit control mechanism.
6. To generate learning about the fiscal policy and the budget.

Detailed Syllabus

<p>Unit-1</p> <ol style="list-style-type: none"> 1. Introduction to Financial System, 2. Indian Financial System, 3. Origin and Evolution of Central Banking. 4. Need and rationale of Central Bank.
<p>Unit-2</p> <ol style="list-style-type: none"> 1. Evolutions of Theory and Practice of Central Banking, 2. Functions of a Central Bank: Banker to Government, Banker to Banks, Monetary Policy Functions, Currency Issue and Management, Payment System function, Regulation, Facilitation and supervision of Financial System, 3. Development of Financial Markets, Institutions and communication policies.
<p>Unit-3</p> <ol style="list-style-type: none"> 1. Reserve Bank of India: Evolution, Constitution and Governance, 2. Major Organizational and Functional Developments over time, 3. Recent Developments, 4. RBI Act.
<p>Unit-4</p> <ol style="list-style-type: none"> 1. India Specific Issues: Banking Regulation Act, FEMA, Banking Ombudsman Scheme, Financial Sector reforms, 2. Other financial regulators and division of functions. 3. Institutions set up by RBI; NABARD, IDBI, DFHI, IRBI, UTI.
<p>Unit-5</p> <ol style="list-style-type: none"> 1. Monetary policy: Objectives, 2. Instruments of monetary policy, 3. Credit control methods, 4. Qualitative credit control methods, 5. Quantitative credit control methods,

6. Monetary policy in planned economy of India

Unit-6

1. An over view of Fiscal Policy: Importance of Budgets,
2. Union Budget,
3. State Budget,
4. Finances of Union and State Governments,
5. Finance Commission

Text and Reference Books-

1. Central Banking, Decock, M.H; New Delhi, UBSP0, 1997, 4thEdition
2. Banking in India in Eighties, Nigam, B.M; New Delhi UBSP0, 1997
3. Central Banking in Theory and Practice, Blinder, A.S; Cambridge, MIT Press, 1998
4. The art of Central Banking and Essays Seshadri R.K, Bombay Bankers Training College
RBI, 1989
5. Theory and practice of Central Banking in India, Avadhani V.A.; 1985
6. Money and Central Banking, Desai Vasant; Bombay , Himalaya Publishing House, 1987
7. Central Banking in Planned Economy; An Indian Experiment Basu, C.R, Tata MCgrawHill, 1977
8. India's Banking and Financial Sector in the New Millennium Chapters, Kapila, R & Kapila K; 3, 4, 6, Central Banking ,Academic Foundation, 2001.

Course Outcomes:

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| 1. Understanding about the Indian Financial System. |
| 2. Understanding about the Central Banking & its functioning. |
| 3. Knowledge of various functions of RBI & the RBI Act, 1934. |
| 4. Understanding the legal system governing the banking activities in India. |
| 5. Understanding of monetary policy and the credit control mechanism. |
| 6. Understanding the fiscal policy and the budget |

BBA 602:MANAGEMENTINFORMATIONSYSTEM

Teaching Scheme
Lectures: 3 hrs/Week
Tutorials: 1 hr/Week

Examination Scheme
Class Test -12Marks
Teachers Assessment - 6Marks

Credits: 4	Attendance – 12 Marks End Semester Exam – 70 marks
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Course Objectives:

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems..
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.
5. To provide the theoretical models used in database management systems to answer business questions.

Detailed Syllabus

<p>Unit-1(6 hours) Introduction to information, system concepts of information system, Characteristics of information, Sources of information, Difference between Information system and information technology, Information system components, Different types of distributed system, information resources and activities.</p>
<p>Unit-2 Database and Communication, Definition requirements and user view of database, database material, DBMS, type of data models, Data Warehousing and mining, Introduction to data analysis</p>
<p>Unit-3 Introduction to MIS, Concepts of MIS, Characteristics of MIS, objective of MIS</p>
<p>Unit-4 Building and Installing MIS, Application Development Cycle, Analysis, Synthesis, and implementation of MIS, feasibility of installing MIS system</p>

<p>Unit-5 Management and MIS, MIS aided decision making; DSS, EIS, Component of expert System</p>
<p>Unit-6 Recent development in MIS- CRM, SCM, BPR, ERP etc.</p>

<p>Text and Reference Book</p> <ol style="list-style-type: none"> 1. Management Information Systems, Davis G.B. and Olson M.H; Tata McGraw Hill, 2 Edition 2. Management Information System, Kanter J, Prentice Hall of India, New Delhi, 1987 3. Management Information Systems, James O'Brien; Tata McGraw Hill, 9 Edition.
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Course Outcomes:

After completing the course, students will be able to:

1 Relate the basic concepts and technologies used in the field of management information systems;
2. Compare the processes of developing and implementing information systems.
3 Outline the role of the ethical, social, and security issues of information systems.
4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
5. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

BBA 603: International Trade	
Teaching Scheme Lectures: 3 hrs/Week	Examination Scheme Class Test -12 Marks

Tutorials: 1 hr/Week Credits: 4	Teachers Assessment – 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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Course Objectives:

1. To give an overview of the need of international trade and rationale of globalization.
2. To examine the significance of economic, political, legal and socio-cultural factors to international business.
3. To get an understanding of the concept of Balance of Trade and Balance of Payment.
4. To understand several trade theories and their implications on international business.
5. To get an understanding of the tariff and non-tariff barriers to trade.
6. To understand the role of international trade bodies such as the WTO.

Detailed Syllabus

Unit-1 A brief historical introduction of Theory and practice of International Trade. Globalization - Forces, Meaning, dimensions and stages in Globalization.
Unit-2 International Business Environment: Economic, political, legal and cultural environment.
Unit-3 Trade Theories: Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler
Unit-4 Balance of payments- Concepts and measurements – Balance of trade transfers – current and capital accounts – deficits and surplus – Equilibrium in the BOPs – National income and BOPs –Disequilibrium and adjustments of BOPs.
Unit-5 Instruments of Trade Policy: Theory of Tariffs, Tariffs and income distribution – optimum Tariffs, effects of Tariffs. Non-Tariff barriers – Quotas, Exchange control and other quantitative restrictions, international cartel, dumping, International agreements and services
Unit-6 Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO – TRIPS and TRIMS - International convention on competitiveness.
Text and Reference Books 1. K. Aswathapa, “International Business”, Tata-McGraw-Hill, 4th Edition 2. Paul J, “International Business”, Prentice Hall 3. Daniels, “International Business”, Pearson Education 4. Varma M.L., “International Trade”, Vikas Publishing House, 2007 5. Mannur H.G., “International Economics”, Vikas Publishing House, 1999 6. Cherulinam Francis, “International Business”, Himalaya, 4 th Edition 7. Hill Charles, “International Business”, McGraw-Hill, 7th Edition

Course Outcomes

1. To recognize the importance of International Trade in the era of Globalization.
2. To understand the various components of International Business Environment.
3. To apply the principles of various trade theories in International Trade.
4. To analyze the reasons of disequilibrium in Balance of Trade and Balance of Payment and their adjustment.
5. To classify the instruments of Trade Policy w.r.t. Tariff and Non-Tariff Barriers.
6. To evaluate the role of WTO and other international bodies in global world.

BBA 604 : GOVERNMENT FINANCING	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

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| 1. To provide basic knowledge of 73 and 74 amendment and equip students with application of principles and provisions of GST and Customs Laws |
| 2. To provide basic knowledge of structure and function of NITI AYOOG |

Detailed Syllabus

Unit-I: Constitutional Assignment of Expenditures-Union, States and Concurrent: 73rd and 74th Amendments, Role of Local Governments; Assignment of Taxes to Various levels of Governments.
Unit II: The Indian Tax System: Brief Overview of rules and regulations relating to Personal Income Tax, Corporate Tax and Custom Duty
Unit III Brief Study on GST- Introduction - Stages of Evolution of Goods and Services Tax - Methodology of GST – Subsuming of taxes- constitutional background - Benefits of implementing GST- Structure of GST- Central Goods and Services Tax - State Goods and Services Tax - UTGST - Integrated Goods and Services Tax - Important concepts and definitions under CGST Act and IGST Act GSTN - HSN Code - SAC code - GST council – Structure, Power and Functions.
Unit IV: REGISTRATION IN GST - Persons Liable for Registration - Compulsory Registration - Deemed Registration- Procedure For Registration - GSTIN - Amendment of Registration - Cancellation of Registration - Revocation of cancellation.
Unit V Deficit: Fiscal Deficit, Primary Deficit, Revenue Deficit. Meaning and need for Budget, Public Debt: Internal and External Debts.
Unit VI: Aspects of Fiscal Federalism, Theory, Vertical Fiscal Gap, Theory of Grant, Matching and NonMatching, Conditional and Unconditional grants; NITI AYOOG.

Text and Reference Books-

1. Towards Sustainable Growth: Essays in Fiscal and Financial Sector Reforms in India , Chelliah, R.J; Oxford University Press, 1996
2. Primer on Value Added Tax ,NIPFP, Chelliah, R.J.and Others; 2001
3. Indirect Taxes - Vinod K Singania, Taxmann's Publications, New Delhi
4. Indirect Taxes - H.C Mehrotra, Sahitya Bhavan Publications, New Delhi

Course Outcomes;

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| 1. Students will gain a working knowledge regarding 73 and 74 amendment and application of principles and provisions of GST and Customs Laws |
| 2. Students will also gain knowledge regarding of structure and function of NITI AYOOG |

BBA 605: Entrepreneurship Development	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. Understanding basic concepts in the area of entrepreneurship.
2. Understanding the role and importance of entrepreneurship for economic development.
3. Developing personal creativity and entrepreneurial initiative.
4. Adopting of the key steps in the elaboration of business idea.
5. Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

Detailed Syllabus

Unit-1 Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process. Concept of Entrepreneurship-Evolution of Entrepreneurship; Development of Entrepreneurship;
Unit-2 Entrepreneurship and environment-Policies governing entrepreneurs, entrepreneurial development programmes (EDP's) - Institutions for - entrepreneurship development. Problems of EDP's.
Unit-3 Entrepreneurial Venture; Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation..

<p>Unit-4 International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic? entrepreneurship, Stages of economic development.</p>
<p>Unit-5 Women entrepreneurship: Need – Growth of women entrepreneurship, Problems faced by women entrepreneurs, prospects.</p>
<p>Unit-6 Entrepreneurship in Informal Sector: Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, Health Care, Transport & Allied Services.</p>
<p>Text and Reference Books- 1. Entrepreneurship: New Venture Creation, Holt; Prentice-Hall, 1998 2. Entrepreneurship, Dollinger M J; Prentice-Hall, 1999 3. Entrepreneurship, Hisrich; McGraw-Hill Higher Education, 7th edition 4. Dynamics of Entrepreneurship Development, Vasant Desai Himalaya Publications, 11th edition.</p>

Course Outcomes:

1. Appreciate the importance of embarking on self-employment and has developed the confidence and personal skills for the same.
2. Identify business opportunities in chosen sector / sub-sector and plan and market and sell products / services.
3. Consider the legal and financial conditions for starting a business venture.
4. Specify the basic performance indicators of entrepreneurial activity.

BBA 606: Retail and Service Marketing	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

1. To Identify the key concepts and issues pertaining to retail environment of firms and their retail marketing strategies.
2. To recognize of how retailers develop a retail mix to build a sustainable competitive advantage
3. To Demonstrate a knowledge of the extended marketing mix for services
4. To understand integration of merchandise management and supply chain strategies
5. leading to excellent customer service
6. To apply adaptations to the marketing mix to meet the needs of retail management
7. To analyze service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
8. To generate retail business strategies with effective service plan.

Detailed Syllabus

Unit-1

Introduction to Services Marketing: Growing Importance of Services Sector; Meaning Characteristics of services; Emergence & Reasons for growth of service sector in India

Unit-2

Services Marketing Mix: 7 P's, People, Process and Physical evidence; Services Marketing Process, Service Pricing Strategy, Services Promotions, Services Distributions.

Unit-3

Service Models- Service quality Gap Model, Gronross Model of service quality (Internal marketing, external marketing and Interactive marketing). Challenges in Marketing of services

Unit-4

Introduction: Definition and Concept, Retail Mix, Retail formats, Building and Sustaining Relationship, Retailing Scenario, FDI in Retail, Socio Demographic and Economic Change, Trading Area Analysis, Store Location, Site Selection

Unit-5

External & Internal Layout, Atmospherics: Graphics and Signage's, Floor Space Management, Merchandising, Display Techniques, Mannequins, Store and non-store Based Retailing, Retail Market Strategy: The Strategic Retail Planning Process, Entry Strategies

Unit-6

Multichannel Retailing, HRM in Retail, Private Labels, Retail communication and consumerism, Retail Pricing, Financial Dimensions of Retailing, IT in Retailing

Text and Reference Books-

1. Hoffman, K. D. J. & Bateson, E.G. (2003), Essential of Service Marketing: Concepts Strategies and Cases, Thomson South Western.
2. Barry Berman & Joel R. Evans: Retail Management: A Strategic Approach, PHI, 2007, 11th Ed.
3. Dravid Gilbert: Retailing Marketing, Prentice Hall - Pearson Education 2007, 2nd Ed.
4. Gibson G. Vedamani: Retail Management: Jaico Publishing House 2004, 9th Ed.
5. Michael Levy, Barton A. Weitz & Ajay Pandit: Retailing Management, TMH 2008, 2nd Ed.
6. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.
7. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc
8. Swapna Pradhan: Retailing Management-TMH 2009, 3rd Ed.

Course Outcomes:

1. Understand the major elements needed to improve the marketing of services.
2. Understand the complexity of retail channels (store and non-store) used as alternative routes to market.
3. Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
4. Understand the nature of the retail mix, and the unique marketing emphases for retailers.
5. Understanding of decisions retailers make to satisfy customer needs in a rapidly changing and competitive environment through retail and service marketing.