



BHARATI VIDYAPEETH

[**DEEMED TO BE UNIVERSITY**]

'A' Grade University Status by Ministry of HRD, Govt. of India

Re-Accredited by NAAC with 'A' Grade

FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

Choice Based Credit System

(BBA - 2018) (CBCS)

SYLLABUS

Course Structure

Applicable with effect from 2018-19

Bharati Vidyapeeth
[Deemed to be University],
Pune
Faculty of Management Studies
Bachelor of Business Administration Programme (BBA)

Revised Course Structure

(To be effective from 2018-2019)

The BBA Programme.....

The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in New Delhi, Pune, Navi Mumbai, Kolhapur, Sangli, Karad and Solapur. All the seven institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, BharatiVidyapeethDeemedUniversity which is to usher in —Social Transformation Through Dynamic Education. |

Vision

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

Mission

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

Objectives

The Bachelor of Business Administration (BBA) degree programme has the following objectives...

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

Duration :

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

Eligibility Requirements

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:

1. Subject to the above conditions, every eligible candidate has to pass a common All India Entrance test (B-UMAT) conducted by Bharati Vidyapeeth Deemed University, Pune. The final admission is based solely on the merit at the B-UMAT test

Note : Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.

Grading System for Programmes under Faculty of Management Studies:

1. **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programmes under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under:

Set $x = \text{Max}/10$ where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

2. Scheme of Examination: Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective institutes and the University at the term end for **40(forty)** and **60(Sixty)** Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted to grade points and grades.

CCA – Comprehensive Continuous Assessment - Courses having *only Comprehensive Continuous Assessment (CCA)* the respective institutes will evaluate the students in various ways such as *Class Test, Presentations, Field Assignments and MiniProjects* for a total of 100 marks during the term. Then the marks will be converted to grade points and grades.

Open Courses shall be evaluated for 50 marks only (fifty marks only).

3. Standard of Passing:

For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IA.

If learner fails in IA, the learner passes in the course provided, he/she obtains a minimum 25% marks in IA and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the learner passes at UE.

A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA he has to reappear only at IA as backlog candidate and clear the Head of Passing. to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
$80 \leq \text{Marks} \leq 100$	O	10
$70 \leq \text{Marks} \leq 80$	A+	9
$60 \leq \text{Marks} \leq 70$	A	8
$55 \leq \text{Marks} \leq 60$	B+	7
$50 \leq \text{Marks} \leq 55$	B	6
$40 \leq \text{Marks} \leq 50$	C	5
Marks < 40	D	0

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 60% and 40% respectively.

GPA is calculated by adding the UE marks out of 60 and IA marks out of 40. The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that „Max“ is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set $x = \text{Max}/10$ (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

$$SGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, C_k is the Credit value assigned to a course and GP_k is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. **The SGPA shall be calculated up to two decimal place accuracy.**

The CGPA is calculated by the following formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, C_k is the Credit value assigned to a course and GP_k is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

The CGPA shall be calculated up to two decimal place accuracy.

The formula to compute equivalent percentage marks for specified CGPA:

% marks (CGPA)	10 * CGPA-10	If $5.00 \leq \text{CGPA} \leq 6.00$
	5 * CGPA+20	If $6.00 \leq \text{CGPA} \leq 8.00$
	10 * CGPA-20	If $8.00 \leq \text{CGPA} \leq 9.00$
	20 * CGPA-110	If $9.00 \leq \text{CGPA} \leq 9.50$
	40 * CGPA-300	If $9.50 \leq \text{CGPA} \leq 10.00$

Award of Honours:

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

e) ATKT Rules:

1. A student is allowed to carry backlog of any number of subjects for Semester IV.
2. A student must pass Semester I and Semester II to appear for Semester V.

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BBA Program Structure 2018-19.
(As per UGC guidelines – template for BBA – 136 credits)

BBA – Sem I and Sem II w.e.f 2018-19

Semester I				Semester II			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
101	Business English - Communication.	4	UE & IA	201	Environmental Science	2	CCA
102	Business Organization & Systems	4	UE & IA	202	Principles of Management	4	UE & IA
103	Micro Economics	4	UE & IA	203	Macro Economics	4	UE & IA
104	Business Accounting.	4	UE & IA	204	Management Accounting	4	UE & IA
105	Foundations of Mathematics and Statistics	4	UE & IA	205	Business Statistics	4	UE & IA
106	Community Work-I	2	CCA	206	Community Work – II	2	CCA
	Career & Life Skills				Swachha Bharat Abhiyan		
	Waste management				Sectoral Analysis		
					Smart Cities		
	Total Credits →	22				20	

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

BBA – Sem III and Sem IV w.e.f 2018-21

Semester III				Semester IV					
Code		Course Title	Credits	Examination Pattern	Code		Course Title	Credits	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

Courses Types

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

BBA – Sem V and Sem VI w.e.f 2018-21

Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits→	24					24	

Courses Types

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

Specializations Offered:

Marketing Management	Human Resource Management
Financial Management	International Business Management
Entrepreneurship Development	Financial Markets
Business Analytics	Hospitality Management
Information Technology	

Marketing Management Elective.		
Elective	Code	Course
Elective – I	M503	Consumer Behavior
Elective – II	M504	Sales and Distribution Management.
Elective – III	M603	Integrated Marketing communication
Elective – IV	M604	Digital Marketing

Finance Management		
Elective	Code	Course
Elective – I	F503	Elements of Financial Services
Elective – II	F504	Introduction to Management Control Systems
Elective – III	F603	Elements of Corporate Finance
Elective – IV	F604	International Finance and Financial Risk Management

Human Resource Management		
Elective	Code	Course
Elective – I	HR503	Performance & Compensation Management
Elective –I I	HR504	Training & Development
Elective – III	HR603	Management of Industrial Relations
Elective – IV	HR603	Cross Cultural HRM

International Business Management		
Elective	Code	Course
Elective – I	IB503	International Marketing
Elective – II	IB504	Export Import Procedures and Documentation
Elective – III	IB603	Basics of International Finance
Elective – IV	IB604	Fundamentals of International Economics

Entrepreneurship Development		
Elective	Code	Course
Elective – I	ED503	Entrepreneurship & New Ventures Creation
Elective – II	ED 504	Corporate Entrepreneurship
Elective – III	ED 603	E - Commerce
Elective – IV	ED 604	Managing Family Business

Financial Market		
Elective	Code	Course
Elective – I	FM503	Introduction to Financial Markets and Financial Institutions
Elective – II	FM504	Capital Market Operations
Elective – III	FM603	Commodity Markets
Elective – IV	FM604	Introduction to Derivatives : Equity and Currency

Business Analytics		
Elective	Code	Course
Elective – I	BA503	Business Analytics and Applications
Elective – II	BA504	Statistics for Business Decisions and Analytics
Elective – III	BA603	Data Analytics using Excel and Statistical Software
Elective – IV	BA604	Data Visualization for Business Decisions

Hospitality Management		
Elective	Code	Course
Elective – I	HM503	Food Service Operation
Elective – II	HM504	Tour Operations Management
Elective – III	HM603	Hospitality Marketing Management
Elective – IV	HM604	Accommodation Operations Management

Information Technology		
Elective	Code	Course
Elective – I	IT503	System Analysis & Design
Elective – II	IT504	Information System Security & Audit
Elective – III	IT603	RDBMS with Oracle
Elective – IV	IT604	Enterprise Business Applications

Note : ADD ON Courses :

Courses such as mentioned below may be introduced as ADD-ON courses separately. The Add on Courses are not compulsory for the students and may be introduced on demand on Payment basis, with prior approval of concerned authorities)

- a) Foreign Language
- b) Office Automation Tools
- c) Supply Chain Management
- d) Event Management

SEMESTER I

Course Code 101

BBA- Sem - I (CBCS 2018)

Business English - Communication

Credits : 4

UE + IA: 60:40

Course Type : AECC

Course Objectives:

- To acquaint students in managerial communication from every perspective that is globally demanding.
- To acquaint students with the required skills for effective communication in business organizations
- To enable students to develop confidence and expertise in composing effective communication skills essential in Business Situations

Learning Outcomes:

After studying this subject, the student should be able to:

- Understand how to converse in business situations
- Write effective e-mails, Letters
- Write formal and informal Reports

Unit 1: Concept and Nature of Communication

(12 hours)

Meaning and Introduction, Importance and Nature of Communication. Process and Objectives of Communication. Channels of Communication, Barriers to Communication, Overcoming barriers, Seven C's of effective communication

Unit 2: Verbal Communication

(12 hours)

Verbal Communication (oral) – Meaning, Advantages, Disadvantages, Essentials of effective oral communication, Types. Speaking Skills – Meaning and importance – Guidelines for preparing a Speech – Strategies for good conversation

Exercises on Verbal communication.

Unit 3: Non – Verbal Communication**(12 hours)**

Meaning , Importance, Uses of non verbal communication, Body Language, Gestures, Postures, Para Language, non verbal aspects of written communication.

Unit 4: Listening, Reading Skills, Presentation Skills**(12 hours)**

Listening Skills – Meaning and importance – Types – Listening Barriers – Overcoming barriers to improve Listening skills. Exercises on Listening Skills, Reading Skills – Meaning and importance – Steps for better reading. Exercises to improve Reading Skills ,

Introduction and importance, Planning the Presentation. Presentation Structure. Organizing the Presentation. Qualities of a skillful Presenter. Use of Visual aids in Presentation.

Unit 5: Written Communication**(12 hours)**

Writing Skills – Meaning and importance of written communication in business, Business Letters : Tactful use of language – Structure of a Business letter - Business letter formats – Types of letters: Letters of inquiry and Reply, Letters placing orders and reply, Letter of Complaint, Claims and Adjustments, Sales letters, Job application letters.

Reference Books :

1. Urmila Rai and S. M Rai , Effective Communication (Himalaya Publishing House)
2. Shirley Taylor, Communication for Business, Pearson Education, New Delhi
3. Raymond Lesikar, Marie E Flatley, Basic Business Communication –(Tata McGraw – Hill)

Online Resources:

<http://www.notesdesk.com/notes/business-communications/business-communication-and-its-types/>

MOOCs:

<https://swayam.gov.in/>

<https://alison.com/>:

<https://eDx.com/>:

<https://www.edx.org/course/business-communications-ubcx-bus2x>

<https://Coursera.com/>:

<https://www.coursera.org/courses?languages=en&query=business%20communication>

Course Code 102

BBA- Sem - I (CBCS 2018)

Business Organization & Systems

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- To acquaint students with fundamentals of business organization and management systems as a body of knowledge.
- To impart to the students an understanding of business concepts with a view to prepare them to face challenge of managing business in the new era.

Learning Outcomes:

On successful completion of this syllabi the students will

- Understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world.
- Understand modern business practices, forms, procedures and functioning of various business organizations.

Unit 1: Introduction to Business

14 hrs.

Concept of business – meaning, definition, nature and scope, characteristics of business. Business as an economic activity. Objectives of business. Structure of business. Requisites for success in modern business. Meaning, scope and evolution of commerce & industry, Industrial Revolution, beginning and growth of Indian business, industrialisation in India. Globalization & challenges for Indian Business in the modern era.

Unit 2: Forms of Business Ownership

8 hrs

Introduction to various forms – factors affecting choices of an ideal form of ownership, features merits and demerits of sole proprietorship – joint Hindu family business – partnership – joint stock company – co-operative organisation, public enterprises.

Unit 3: Formation of a Company

10 hrs

Stages in formation and incorporation of a company (i.e. promotion – incorporation and registration – capital subscription – commencement of business. - documents of a company i.e. Memorandum of association – articles of association – prospectus.

Unit 4: Establishment of Business Enterprise**12 hrs**

Various factors to be considered while starting a new business enterprise i.e. Identification of business opportunity – market assessment – suppliers – technology – location – human resource – finance etc. Small and medium enterprises – meaning characteristics and objectives. Role of support organisation such as trade associations and chambers of commerce.

Unit 5: Organization of Trade**12 hrs**

Channels of distribution – meaning, functions and types. Internal trade – wholesale and retail

External trade – import and export. Role and importance of support services to business such as transport insurance etc. Business combinations – mergers and acquisitions. Franchising. Business process outsourcing. Multinationals – concept and role of MNCs. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Reference Books :

- 1) S.A. Sherlekar ,Modern Business Organization And Management – (Himalaya Publishing House)
- 2) Y.K. Bhushan ,Fundamental Of Business Organization & Management – (S Chand Publishers)
- 3) Basu, C. R.; *Business Organization And Management*, Tata Mcgraw Hill, Publishing House, New Delhi, 1998
- 4) B S Moshal, J P Mahajan, j s gujral, business organization and management –. Galgotia publishing co, new Delhi
- 5) Redmond James, Robert Trager , media organization and management –, Biztantra, New Delhi
- 6) Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)

Online Resources:

- 1) <https://www.leanmethods.com/>
- 2) <https://sol.du.ac.in/library/>
- 3) <https://www.wto.org/>

MOOCs:

- 1) Designing the Organization: From Strategy to Organizational Structure (Coursera)
- 2) Understanding Modern Business & Organisations (FutureLearn)
- 3) Managing the Organization: From Organizational Design to Execution (Coursera)

Course Code 103

BBA- Sem - I (CBCS 2018)

Micro Economics

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.

Learning Outcomes:

Students will be able to use economic reasoning to problems of business.

Unit 1: Introduction to Micro Economics 12 hrs.

Business economics –meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)

Unit 2: Demand Analysis and Utility Concept

12hrs.

Concept of demand; Law of demand ; Factors affecting demand ;Exceptions to law of demand; Market demand ;Changes in demand ;Elasticity of demand (Price ,Income ,Cross)
Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility

Unit 3: Supply and Cost & Revenue concepts 12 hrs.

Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply
Types of cost, Fixed and variable, Accounting and economic, Total cost, marginal cost, average cost, implicit & explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, , Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions

Unit 4: Market Analysis 12 hrs.

Features of markets, Pure, Perfect, Monopoly, Duopoly, Oligopoly, Monopolistic competition
Equilibrium of firm and industry under perfect competition, Price determination under monopoly, Price and output determination under monopolistic competition

Unit 5: Theories of Distribution 8 hrs.

Marginal productivity theory of distribution, Rent –modern theory of rent, Role of trade union and collective bargaining in wage determination, Interest –liquidity theory of interest
Profits- Dynamic, Innovation, Risk and uncertainty bearing theories of profits

Reference Books :

1. Microeconomics theory and Application-D N DWIVEDI-Vikas.
- 2 Seth –micro economics
3. Mithani –managerial economics
4. M .jhingan
5. Ahuja.microeconomic analysis

MOOCs:

<https://swayam.gov.in/> :Accounting for Managerial Decisions

<https://alison.com/> : Fundamentals of Financial Accounting

Course Code 104

BBA- Sem - I (CBCS 2018)

Business Accounting

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- To impart to the learners the basic accounting knowledge
- To train in the accounting process from entering business transactions to Journal to preparation of Final Accounts.

Learning Outcomes:

After the completion of the course, the students will understand:

- Importance and utility of Financial Accounting
- Accounting process from entering the business transactions to journal to preparation of Final Accounts of a sole proprietor.

Unit 1: Introduction to Financial Accounting: **6 hrs.**

Definition and Scope of Financial Accounting, Objectives of Financial Accounting, Book Keeping v/s. Accounting, Basic Terms used in Accounting, Users of Financial Statements, Limitations of Financial Accounting

Unit 2: Accounting Principles and Accounting Standards: **6 hrs.**

Accounting Concepts, Accounting Conventions, Meaning of Accounting Standards, Significance of Accounting Standards.

Unit 3: Journal & Subsidiary Books: **14 hrs.**

Accounting Process, Types of Accounts, Rules of Accounts, Preparation of Journal, Simple and Combined Journals entries.

Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book

Unit 4: Ledger Posting and Trial Balance: **12 hrs.**

Meaning and Utility of Ledger, Format of Ledger Account, Procedure of posting Journal entries to Ledger Accounts, Balancing of Ledger Account, Preparation of Trial Balance

Unit 5: Depreciation: **8 hrs.**

Meaning of Depreciation, Causes of Depreciation, Methods of charging depreciation: Written Down Value & Straight Line Method, Accounting treatment of Depreciation

Unit 6: Meaning and Preparation of Final Accounts: **14 hrs.**

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary

business.

Reference Books :

1. Anil Chowdhry Fundamentals of Accounting & Financial Analysis (Pearson Education)
2. Jane Reimers Financial Accounting (Pearson Education)
3. Rajesh Agarwal & R Srinivasan, Accounting Made Easy (Tata McGraw –Hill)
4. Dr. S. N. Maheshwari, Financial Accounting For Management: (Vikas Publishing House)
5. Robert Anthony, David Hawkins , Business Accounting. (Tata McGraw –Hill)
6. Ashok Sehgal, Fundamentals of Financial Accounting, (Taxmann)
7. Dr. S. N. Maheshwari, Sharad K. Maheshwari, Financial Accounting for BBA

Online Resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

MOOCs:

<https://swayam.gov.in/>: Accounting for Managerial Decisions

<https://alison.com/>: Fundamentals of Financial Accounting

Course Code 105

BBA- Sem - I (CBCS 2018)

Foundation of Mathematics & Statistics

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- i) To develop knowledge of key theories, concepts in Mathematics.
- ii) To enhance ability to problem solving
- iii) To build ability to apply mathematical and statistical concept for business applications

Learning Outcomes:

- i) Students will be able to solve problems in Mathematics using appropriate concepts
- ii) Students will be able to effectively apply the statistical tools for business applications

Unit 1:

12hrs.

Profit and Loss, Discount, Commission, Brokerage, Rates and Taxes, Insurance, Partnership, Bill of Exchange, Stock and Shares, Payroll

Unit 2:

12 hrs.

Simple interest and Compound interest and Annuity:

Simple interest, Compound Interest,, Interest Compounded Continuously, Compound Amount at changing rate, Introduction of Annuity, Amount and Present Value of Immediate or Ordinary Annuity, Annuity Due,

Unit 3:

12hrs.

Matrices and Determinants & Simultaneous Linear equations:

Definition of a Matrix, Matrix operations, Determinants, Properties of determinants. Applications in Business Problem, Solution of Simultaneous equations Linear Equation in two unknowns. Permutations and Combinations

Unit 4:

12 hrs.

Introduction to Business Statistics

Definition, descriptive and inferential statistics in business, scope of statistics, Population and sample, data, types of data, sources of data, methods of data collection.

Unit 5:

12 hrs.

Data presentations and graphical displays

Frequency, cumulative frequency distribution, Frequency distributions, importance of Diagrammatic and Graphic Representation of data, frequency polygons and frequency curves, histograms, Ogive Curves.

Reference Books :

1. Schaum Series , Basic Business Mathematics
2. Padmalochan Hazarika , A class textbook of Business Mathematics.
3. M. G. Dhaygude , Commercial Arithmetic and Statistics .

4. Business Statistics, S.C. Gupta

5. Eugene Don, Joel Lerner, Basic Business Mathematics, Tata McGraw Hill Publication.

6. Dr. Padmalochan Hazarika, A textbook of Business Mathematics

Online Resources:

https://en.wikipedia.org/wiki/Business_mathematics

<https://www.universiteitleiden.nl/.../mathematics/mathematics-and-science-based-business> Mathematics

<https://www.tru.ca/distance/courses/math1091.html>

MOOCs:

www:/Alison

www/SWAYAM

www/NPTEL

BACHELOR OF BUSINESS ADMINISTRATION

Generic Elective / Interdisciplinary

Course Code 106
BBA- Sem - I (CBCS 2018)

Community Work

Credits : 2

CCA : 50 marks

Course Type : Generic Elective / Interdisciplinary

Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

Unit 1:

5 hrs

History, meaning, Goals, values, functions, role and process of community work. Professional and voluntary community work. Attitudes, roles and skills of a community worker

Unit 2:

10 hrs

Social concerns in India: poverty, unemployment, population, problems faced by women – dowry, domestic violence, etc. Social problems - terrorism, corruption, caste conflict, drug abuse, AIDS, ETC.

UNIT 3:

15 hrs

Types of community work. Caring for needy, helping the poor, fundraising drives- organizing

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

Course Code 106

BBA- Sem - I (CBCS 2018)

Career & Life Skills

Credits : 2

CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

Course Objectives:

- To help students make well-informed, thoughtful decisions regarding your future as adults.
- To develop behaviours and attitudes that help students contribute to the community in a positive manner.
- Give you skills and knowledge to contribute to the well-being and respect of the self and others

Learning Outcomes:

Students will be able to understand self potential and ways to enhance capabilities.

Unit 1: Introduction to Life Management

Life management-definition, scope and application, concept of emotions, self belief, setting realistic goals, understanding system

Unit 2: Developing Emotional Potential and Physical Potential

12 hrs

Improving thinking skills, improving study skills, planning education

Eating habits, healthy foods, staying healthy, changing habits-the self change model

Developing Your Intellectual Potential

12 hrs

Effective communication, effective listening, effective speaking ,getting along with others, functioning in groups, how to delegate.

Definition-stress, handling change and stress, managing time, managing money, formulation of career plan, bring it all together

Unit 3: Career and Life Choices

Managing personal, lifelong career development.

Resource Choices... Making responsible decisions in the use of finances and other resources that reflect personal values and goals as well as a commitment to self and others.

Personal Choices... Understand the emotional/psychological, intellectual, social, spiritual, and physical dimensions of health and how these dimensions of health work together to contribute to personal well-being.

Reference Books :

LifeChoices Series: - LifeChoices: Careers, Healthy & Well, Relationships, Venturing Out

Online Resources:

- [the life-changing magic of tidying up: the japanese art of decluttering and organizing](#) - marie kondo
- [how to organize \(just about\) everything: more than 500 step-by-step instructions for everything from organizing your closets to planning a wedding to creating a flawless filing system](#) – peter walsh
- Mindset: the new psychology of success -carol s. Dweck

Course Code 106
BBA- Sem - I (CBCS 2018)
Waste Management

Credits : 2

CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

Course Objectives:

- to expose students to the issue of waste and waste management tools and techniques applicable for waste disposal and management.

Learning Outcomes:

After completion of the course students

- will be able to understand solid waste sources, health and environmental issues related to solid waste management.
- will get knowledge about Sources, handling and control of Biomedical, Chemical, Nuclear and e-wastes.
- will be able to understand the issues regarding waste disposal and management and will become aware of Environment and health impacts due to solid waste mismanagement

Unit – I Solid Waste Management-

10 hrs

Introduction to waste Management

Introduction, Meaning, Solid waste including municipal, hospital and industrial solid waste; health and environmental issues related to solid waste management. Provisions in Indian Penal Code for Environmental protection.

Unit – II Biomedical, Chemical, Nuclear and e-wastes

10 hrs

Biomedical wastes – Types – Management and handling – control of biomedical wastes, Chemical wastes – Sources – Environmental effects – Need for control – Health and environmental effects. Nuclear waste – Management of nuclear wastes, e-waste- sources and management.

Unit – III

10 hrs

Waste reduction at source – Treatment and disposal techniques for solid wastes – composting, vermin-composting, autoclaving, microwaving, incineration, non- incineration, Thermal techniques, use of refuse derived fuels, land-filling. **Reduce Reuse and Recycling Techniques:** Need for the concept- Various Types - Handmade Paper production – Reuse of materials- Recycle of material

Books Recommended:

- 1) A. D. Bhide and B.B. Sundaresan, –Solid Waste Management – Collection, Processing and disposal Mudrashilpa Offset Printers, Nagpur, 2001.
- 2) Biomedical waste (Management and Handling) Rules, 1998.
- 3) George Tchobanoglous, Hilary Theisen, Rolf Eliassen; Solid Wastes: Engineering Principles

and Management Issues; McGraw-Hill.

- 4) Manual on Municipal Solid Waste Management, New Delhi, Controller of Publications.
- 5) Freeman H.M. (1988) Standard Handbook of Hazardous Waste Treatment and Disposal, New York, McGraw-Hill.
- 6) Constitutional Law of India – J.N. Pandey 1997 (31st Edn.) Central Law Agency Allahabad.
- 7) Diganta Bhusan Das , Diganta Bhusan Das; Solid Waste Management: Principles and Practice
- 8) George Tchobanoglous et al,||Integrated Solid Waste Management|| McGraw - Hill, 1993.
- 9) A Study of Waste Management Systems in Pune Municipality Corporation, Rajendra Jagtap, Ph.D Thesis, Bharati Vidyapeeth University, Pune

List of Software/Learning Websites:

- i. <http://www.moef.nic.in/legis/hsm/mswmhr.html>
- ii. en.wikipedia.org/wiki/waste_management
- iii. <http://www.cyen.org/innovaeditor/assets/Solid%20waste%20management.pdf>
- iv. <http://www.ilo.org/oshenc/part-vii/environmental-pollution-control/item/514-solid-waste-management-and-recycling>
- v. www.houstontx.gov/solidwaste
- vi. www.epa.gov/tribalmsw/
- vii. www.unc.edu/courses/2009spring/.../SolidWasteIndiaReview2008.pdf
- viii. http://www.digitalbookindex.org/_search/search010environmenwasterefusea.asp (e-books)

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER 2

Course Code 201

BBA- Sem - II (CBCS 2018)

Environment Studies

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

Course Objectives:

- To sensitize the students on the environmental issues
- To educate the students about the threats to the environment and natural resources

Learning Outcomes:

Learners will be able to understand the different aspects of environments, the threats posed by human activities and the solutions for the same.

Unit 1: Nature and Scope

(8 Hrs)

The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness.

Natural Resources Renewable and Non-renewable Resources: (a) Forest resources: (b) Water resources: (c) Mineral resources: (d) Food resources: (e) Energy resources: (f) Land resources:

Unit 2: Ecosystems

(6 Hrs)

Concept, Structure and function of an ecosystem. Energy flow in the ecosystem.

Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estauries)

Biodiversity and Its Conservation, Introduction, definition: genetic, species and ecosystem diversity. Threats to biodiversity: Endangered and endemic species of India. Conservation of biodiversity.

Unit 3 : Pollution

(6 Hrs)

Environmental Pollution (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards

Unit 4: Social Issues and the Environment

(4 Hrs)

Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Unit 5: Environment and human health**(6 Hrs)**

Population growth, Environment and human health. Value education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in environment and human health. Case Studies. Field Work -

Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain. Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.

Reference Books :

1. Agarwal, K.C.2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. , Ahmedabad — 380 013, India, Email: mapin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
4. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001. Environmental Encyclopedia, Jaico Publ. House. Mumbai, 1196p
6. Dc A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment(R)

Course Code 202

BBA- Sem -II (CBCS 2018)

Principles of Management

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.
- The role of leadership and management within an organization; appreciate different leadership styles and which one is suitable to a particular managerial context.

Learning Outcomes:

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations

Unit 1: Introduction of Management

12 hrs

Introduction to Management- Definitions & Characteristics of Management-Scope of Management--Functions of Management. Skills for a Manager. The Evolution of Management Thoughts- Scientific Management, General Principles of Management.

Unit 2: Planning

8 hrs

Overview of Planning: Introduction to Planning & it's Importance; Planning Process; Types of Planning, Decision making Process - Types and Techniques.

Unit 3: Organizing

10 hrs

Introduction & Definition- Concept of Organization-Principles of Organization-Creating an Organization Structure- Informal Organization- Departmentalization, line and staff relationship.

Unit 4: Leading

10 hrs

Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.

Unit 5: Controlling

10 hrs

Controlling- Basic Concept, Relationship between Planning & Controlling. The Basic Control Process, Requirement for Effective Control, Control Techniques, Use of IT for Controlling.

Reference Books :

1. Stephen P Robbins, David A Decanzo, Fundamentals of Management, Pearson Education.
2. Richard L Daft, The New Era of Management, Thomson.
3. Prasad L.M, Principles & Practices of Management, Sultan Chand & Sons.
4. Philip Sadler, Leadership, Kogan Page.

Online Resources:**Journals:**

1. HBR
2. Indian Management
3. Human Capital

MOOCs:

1. Strategic Management (Open2Study)
2. Introduction to Operations Management (Coursera)
3. Critical Perspectives on Management (Coursera)

Course Code 203

BBA- Sem -II (CBCS 2018)

Macro Economics

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- To study the behavior and working of the economy as a whole.
- To study relationships among aggregates.
- To apply economic reasoning to problems of business and public policy.
- To enhance knowledge regarding current affairs of the economy as a whole.
- The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Learning Outcomes:

The learner will get acquainted with the principles of Macroeconomics, determination of and linkages between major economic variables ; level of output and prices, inflation, interest rates and exchange rates.

Unit 1: Basic Issues and features of Indian Economy

12 hrs

Macroeconomics- definition & nature, Scope , Importance, Limitations, Paradoxes, Macro economic variables. Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure, Measurement of macroeconomic variables: National income accounting, Circular flow of income (four sector model), Methods to calculate national income, Stock and flow concept, Gross domestic product(GDP), Gross national product(GNP), Net domestic product(NDP), Net national product(NNP), Personal and Personal disposable income; Classical theory of income and employment:

Unit 2: Policy Regimes

12 hrs

- a) The evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991.
- c) Monetary and Fiscal policies with their implications on economy

Unit 3:

12 hrs

Theory of Income & Employment, Says law of market, Keynes theory of Income & Employment: simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier(investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, Classical aggregate demand curve, Classical theory

of interest rate, effect of fiscal and monetary policy.

Unit 4: Money :

12 hrs

Functions of money, quantity theory of money, determination of money supply and demand, Quantity Theory of Money

Business cycle & Inflation & Deflation:

Business cycle-nature, Features/Characteristics- Prosperity/Boom – Recession, Depression, Revival/Recovery

Inflation: Meaning , demand and supply side factors, causes & control,

Deflation: Meaning , causes & control, Phillips curve, Stagflation, Inflationary gap

Unit 5: :

12 hrs.

Macro economic policy: Monetary policy, Fiscal policy

Economic scenario analysis, Out of inflation & deflation , which is worst and why?

- What is the current CRR & SLR ratio? Are this ratios appropriate for current condition of the country
- Which trade cycle is prevailing in India at present

Which monetary & fiscal policy do you suggest for current condition of India?

Reference Books :

1. AHUJA H L - MACRO ECONOMY
2. BUSINESS ECONOMICS (MACRO) BY GIRIJA SHANKAR & KIRAN JOTWANI
3. M L SETH – MACRO ECONOMICS
4. D N DWIVEDI – MACRO ECONOMY

Online Resources:

<http://www.wisegeek.com/what-is-macroeconomics.htm>

<https://www.thoughtco.com/microeconomics-versus-macroeconomics-1147004>

<https://www.investopedia.com/terms/m/macroeconomics.asp>

MOOCs:

<https://swayam.gov.in/> :

<https://alison.com/> :

Course Code 204

BBA- Sem - II (CBCS 2018)

Management Accounting

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- To provide basic knowledge of important Methods & Techniques of costing.
- To have basic knowledge about concept of management and cost audit

Learning Outcomes:

At the end of the course students should be able to

1. Understand basic cost concepts, element of cost & Preparation of Cost Sheet.
2. Have practical applications of important Methods & Techniques of costing.
3. Understand the application of concept of management and cost audit.

Unit 1: Introduction

(8 Hours)

Definition, Nature and scope of Management Accounting, Limitations of Financial Accounting, Advantages and Limitations of Management Accounting, Difference between Financial and Management Accounting.

Unit 2: Introduction of Cost Accounting

(12 Hours)

Concept and need of Cost Accounting, Material, Labour and other Expenses, Classification of cost & Types of Costs, Preparation of Cost Sheet, Methods and techniques of Costing,

Unit 3: Budget and Budgetary Control

(12 Hours)

Meaning and objectives of Budget, Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget, Preparation of flexible budget and cash budget.

Unit 4: Marginal Costing & Standard Costing

(20 Hours)

Definition and Meaning of Marginal Cost and Marginal Costing, importance and Limitations of Marginal Costing, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Definition and Meaning of Standard Costing, Advantages and Limitations of Standard Costing, Variance Analysis – Material and labour Variances only

Unit 5: Management Audit

(8 Hours)

Concept and Process of Audit, Essentials of Audit, Cost Audit its Objectives and Advantages, Management Audit its Objective and Advantages, Contents of Management Audit Reports.

Reference Books :

1. I.M. Pandey, Management Accounting
2. S.P.Jain and Narong., Advanced cost Accounting
3. S.N.Maheshwari, Cost Accounting.
3. Prabhu Dev , Cost Accounting, Himalaya Publication
4. Paul S Kr , Management Accounting. New Central Book Agency, Calcutta
5. Rebert N Anthony., Management Accounting D B taraporewala Sons, Bombay.

Online Resources:

1. Companies Annual Reports
2. Money control
3. SEBI and RBI Official Websites
4. NSE and BSE Official Websites

MOOCs:

- <https://swayam.gov.in/> :Accounting for Managerial Decisions
<https://alison.com/>: Fundamentals of Financial Accounting

Course Code 205
BBA- Sem - II (CBCS 2018)
Business Statistics

Credits : 4

UE + IA: 60:40

Course Type : Core

Course Objectives:

- i) To familiarize the students with the basic statistical tools and their application in business decision-making.
- ii) To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc.
- iii) To make the learner familiar with the processes needed to develop, report, and analyze business data.

Learning Outcomes:

- i) Students will be able to solve problems in Statistics using appropriate concepts
- ii) Students will be able to effectively apply the statistical tools for business applications

Unit 1: Descriptive statistics – Measures of Central Tendency and Dispersion **12 Hrs**

Arithmetic mean, median, Mode, G.M. Quartiles deciles, percentiles
Absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, variance.

Unit 2: Correlation Analysis **12Hrs**

Meaning of correlation, types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson's coefficient, Rank Correlation

Unit 3: Regression Analysis **12Hrs**

Meaning and applications, Lines of regression, regression coefficients, Business applications
Distinction between Correlation and regression

Unit 4: Probability **12Hrs**

Basic Concepts in probability, definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Expected Value and Variance – $E(X)$ and $V(X)$, Bayes' Theorem

Unit 5: Association of Attributes **12Hrs**

Introduction, Meaning and importance, Yule's Coefficient of association and interpretation

Teaching Methodology

- Lectures, tutorial and Field Work.
- Field work on collection of data through surveys and presentation of data using EXCEL to be carried out by students under the guidance of faculty.

Reference Books :

1. Dr. P Hazarika, Business Statistics, S. Chand & Co.

2. Bharadwaj, Business Statistics.
3. S.C. Gupta., Fundamentals of statistics
4. J. V. Tatke , Business Statistics
5. David L Eldredge., Business Statistics. South Western Thomson. USA
6. Amir D Aczel , Business Statistics. (Tata McGraw –Hill)

Online Resources:

<https://www.edx.org/course/subject/data-analysis-statistics>

<https://www.class-central.com> › Subjects › Mathematics

Moocs:

<https://swayam.gov.in/> :

<https://alison.com/>

[Statistics for International Business \(Coursera\)](#)

[Inferential Statistics \(Coursera\)](#)

[Basic Statistics \(Coursera\)](#)

[Statistical Reasoning for Public Health 1: Estimation, Inference, & Interpretation \(Coursera\)](#)

[Statistics in Education for Mere Mortals \(Canvas.net\)](#)

<https://alison.com/courses/math?locale=en&page=1&type>

**BACHELOR OF BUSINESS ADMINISTRATION
OPEN COURSES SEMESTER II**

Course Code 206

BBA- Sem - II (CBCS 2018)

Community Work – Swachh Bharat Abhiyan

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

Course Objectives:

- i) This course aims to expose the students to Swachh Bharat Abhiyan initiative of the government.

Learning Outcomes:

Students will be able to understand the details about the Swachh Bharat Abhiyan and its impact on society.

Unit 1:

5 hrs

History, meaning, Goals of Cleanliness initiatives

Unit 2:

10 hrs

Initiators of cleanliness drive in India. Sant Ghadage Baba, Mahatam Gandhi, Efforts taken towards the Swachh Bharat Abhiyan, Swachh Bharat Mission.

UNIT 3:

15 hrs

Impact of Cleanliness initiatives. Social Awareness, Case Studies

COMMUNITY HOURS:

Internship of 15 days (100 hours) to be undertaken

Submit a report on a particular type of community involvement undertaken

References:

www.swachhbharaturban.in/

swachhbharatmission.gov.in

Course Code 206
BBA- Sem - II (CBCS 2018)

Smart Cities

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

Course Objectives:

to give exposure to tools and techniques applicable for planning, controlling & monitoring of Smart Infrastructure and Cities. This subject would also enable to develop insight for managing project risks, uncertainties and complexities of smart cities project.

Learning Outcomes:

Students will get an understanding of road map for Planning Smart Cities and benchmarking their performance for Indian context

Unit 1:

6 hrs

Introduction to Smart Cities, •Introduction to "City Planning, Understanding Smart Cities

Unit 2 :

12 hrs

Dimensions of Smart Cities, Global Experience of Smart Cities, Smart Cities –Global Standards and Performance, Benchmarks, Practice Codes, India -100 Smart Cities, Policy and Mission

Unit 3 :

12 hrs

- Smart City Planning and Development
- Financing Smart Cities Development
- Governance of Smart Cities, Case Studies on Smart Cities

Reference :

smartcities.gov.in

<https://internetofthingsagenda.techtarget.com/definition/smart-city>

Course Code 206
BBA- Sem - II (CBCS 2018)

Sectoral Analysis

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

Course Objectives:

- To expose the students to the different sectors of the economy
- To enable the students to understand the importance and contribution of the sectors to business, economy and global environment
- To expose the students towards rural problems To awaken sense of responsibility amongst students towards senior citizens

Learning Outcomes:

Students will get exposure to the different sectors of the economy and their contribution to the national development.

Unit 1 :

Introduction to the sectors of the economy

8 hours

Units 2:

Detailed view of the IT, Manufacturing, Agriculture, Banking Insurance, Service Sector, Retail etc

12 hours

Unit 3:

Project work on detailed analysis of any one sector – national and global scenario

10 hours

Reference Books :

1. S.A. Sherlekar ,Modern Business Organization And Management – (Himalaya Publishing House)
2. Y.K. Bhushan ,Fundamental Of Business Organization & Management – (S Chand Publishers)
3. Basu, C. R.; *Business Organization And Management*, Tata Mcgraw Hill, Publishing House, New Delhi, 1998
4. Business World



BHARATI VIDYAPEETH

(DEEMED TO BE UNIVERSITY)

'A' Grade University Status by Ministry of HRD, Govt. of India

Re-Accredited by NAAC with 'A' Grade

FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

Choice Based Credit System

(BBA – 2018- 21) (CBCS)

SYLLABUS

Course Structure

Applicable with effect from 2018-19

Bharati Vidyapeeth
[Deemed to be University],
Pune
Faculty of Management Studies
Bachelor of Business Administration Programme (BBA)
Revised Course Structure
(To be effective from 2018-2021)

BBA Program Structure 2018-21.
(As per UGC guidelines – template for BBA – 136 credits)

BBA – Sem I and Sem II w.e.f 2018-19

Semester I					Semester II				
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
101	AECC	Business English - Communication.	4	UE & IA	201	AECC	Environmental Science	2	CCA
102	C	Business Organization & Systems	4	UE & IA	202	C	Principles of Management	4	UE & IA
103	C	Micro Economics	4	UE & IA	203	C	Macro Economics	4	UE & IA
104	C	Business Accounting.	4	UE & IA	204	C	Management Accounting	4	UE & IA
105	C	Foundations of Mathematics and Statistics	4	UE & IA	205	C	Business Statistics	4	UE & IA
106	GE	Community Work – I	2	CCA	206	GE	Community Work – II	2	CCA
		Career & Life Skills					Swachha Bharat Abhiyan		
		Waste management					Smart Cities		
		Total Credits →	22					20	

Courses Types

- AECC / SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

BBA Program Structure 2018-21.**(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem III and Sem IV w.e.f 2018-21**

Semester III				Semester IV					
Code		Course Title	Credits	Examination Pattern	Code		Course Title	Credits	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

Courses Types

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

BBA Program Structure 2018-21.**(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem V and Sem VI w.e.f 2018-21**

Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits→	24					24	

Courses Types

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary

- DSE - Discipline Specific Elective

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

BBA Programme Objectives:

1. To provide students with an in-depth knowledge of Management and Business concepts
2. To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level
3. To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

BBA CBCS 2018 SEM III

301 : Computer Applications For Business

Course Code	301	Course Type	SEC
Credits	Four.	Examination Pattern	CCA

Course Objectives:	
to introduce IT in a simple language to all undergraduate students, regardless of their specialization. to introduce the students to the world of computers and software applications.	
Learning Outcomes:	
This course will provide learners with a solid foundation on which to build a strong knowledge of computer applications for business. students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software.	
Unit I: Introduction to Computer Fundamentals	(6 hours)
Introduction to Computer, Computer System Hardware, Computer Memory, Input and Output Devices, Interaction between User and Computer, Introduction to Free and Open Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software	
Unit II Basics of Operating System	(10 hours)
Definition of Operating System, Objectives, types and functions of Operating Systems, Working with Windows Operating System: Introduction to The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Configuring the Screen, Adding or Removing New Programs using Control Panel, Applications in windows (Paint, Notepad, WordPad, Calculator)	
Unit III: Use of Computer in Business	(12 hours)
Data Processing, Files and Records, File Organization (Sequential,	

Direct/Random, Index) Computer Applications in Business – Need and Scope
 Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance Introduction to E-Commerce, Evolution of E-Commerce, Role of e-Commerce, e-Commerce Framework, e-Commerce Categories

Unit IV: Introduction to Business Communication Tools (20 hours)

MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word

MS-Powerpoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MSPowerPoint

Unit V: Spreadsheet tool (12 hours)

MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel.

Reference Books :

- 1) Computer Fundamentals By P.K. Sinha
- 2) HTML, Java Script, DHTML & PHP by Evan Bayross
- 3) Electronic Commerce A Managers Guide by Ravi Kalkota & Andrew Whinston
- 4) MS-Office in Nutshell by Sanjay Saxena

Online Resources:

<https://www.tutorialspoint.com>
[youtube.com](https://www.youtube.com)

MOOCs:

<https://swayam.gov.in/>
<https://alison.com/en>

BBA- Sem -III (CBCS 2018)
302: Organizational Behavior

Course Code	302	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

- To expose the students to the fundamentals of Organizational Behaviour (OB) - such as working with people, nature of organizations, communication, leadership and motivation of people.
- To help students develop a conceptual understanding of OB theories
- to enable the students to put the ideas and skills of OB into practice

Learning Outcomes:

On completion of this course, students will be able

- to understand the dynamics of individual and organizational behavior and relationships.
- To understand the importance of organizational behavior in managerial functions.

Unit 1: (12 hours)
 Introduction to Organizational Behavior : Definition, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB study

Unit 2: (12 hours)
 Foundations of Individual Behavior Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception.

Unit 3: Motivation and Leadership (14 hours)
 Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow’s need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland’s Theory, Equity Theory, Vroom’s Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager

Unit 4: Groups and Teams (10 hours)

Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication.

Unit 5 : (10 hours)
Culture, Definition, Culture's function, need and importance of Cross Cultural management, Stress and its Management.

Reference Books :

- 1) Kavita Singh, Organizational Behavior, Vikas Publications
- 2) Robbins, Timothy Judge, SeemaSanghi, Organizational Behavior, Stephen Pearson Prentice Hall, 12 edition
- 3) Fred Luthans, Organizational Behavior, McGraw Hill Inc.
- 4) John Newstrom and Keith Davis, Organizational Behavior, Tata McGraw Hill, 11 edition
- 5) AshwaThapa, Organizational Behavior

Online Resources:

www.algonquincollege.com/ccol/courses/organizational-behaviour/
www.algonquincollege.com/ccol/courses/organizational-behaviour-3
https://www.imi.edu/delhi/organizational_behaviour_human_resources

MOOCs:

<https://www.mooc-list.com/tags/organizational-behavior>
<https://www.openlearning.com/courses/organisational-behaviour-an-overview>
<https://www.coursera.org/learn/managing-people-iese>

BBA CBCS 2018 SEM III

303 : Principles of Marketing

Course Code	303	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning Objectives:	
1.	To enhance students' knowledge as regards to basics of marketing.
2.	To develop practical insights into application of marketing concepts.

Learning Outcomes: After studying this course students will be able to -	
1.	Understand the need and importance of marketing in the current business scenario.
2.	Analyze the need and importance of market segmentation, targeting and positioning.
3.	Understand the steps involved in developing a marketing plan.
4.	Know the recent trends in marketing.

Unit 1 :Introduction to Marketing (12 Hours)

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

Unit 2 : Market segmentation, Targeting & Positioning (STP) (12 Hours)

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

Unit 3 : Marketing Research (12 Hours)

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

Unit 4 : Marketing Mix (7 P's of Marketing) (12 Hours)

Product :Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.

Price :Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

Place : Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

Promotion : Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc.
Brief overview of people, process and physical evidence.

Unit 5 :Recent Trends in Marketing (12 Hours)

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc

Reference Books:

- 1) Dr. Philip Kotler, Marketing Management.
- 2) Ramswamy&Namkumari, Marketing Management, Indian context.
- 3) RajanSaxena, Marketing Management, Tata McGraw Hill Publication.
- 4) Tapan Panda, Marketing Management, Excel Publication.
- 5) William Stantan, Fundamentals of Marketing.

Journals:

1. Journal of Marketing (American Marketing Association).
2. European Journal of Marketing (Emerald Publishing Limited).

MOOCS:

- a) <https://swayam.gov.in/courses/147-principals-of-marketing-mgmt>
- b) <https://www.coursera.org/browse/business/marketing>
- c) <https://www.mooc-list.com/tags/marketing>
- d) <https://www.bestmarketingdegrees.org/best-moocs-marketing>

Other Readings:

Marketing Whitebook 2018.

BBA CBCS 2018 SEM III

304 : Introduction to Financial Management

Course Code	304	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

1. To provide a conceptual orientation and application of financial management
2. To provide a basic understanding of financial sources and capital structure.

Learning Outcomes:

1. Students will be able to gain basic understanding of financial management.
2. Students will be able to have knowledge of financial sources and capital structure.

Unit 1 : Introduction to Financial Management (10 Hours)

Finance : Definition, Nature and Scope of Finance Functions

Financial Management : Meaning, Scope, Objectives

Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

Unit 2 : Sources of Long term Finance (10 Hours)

Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks : Their Meaning, Types, Merits and Demerits

Unit 3 : Capital Budgeting Decision (10 Hours)

Meaning, Importance, Time Value of Money

Techniques of evaluation : Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return

Unit 4 : Capital Structure (15 Hours)

Meaning, Factors to be considered while framing capital structure

Leverage : Operating financial and combined leverage

Cost of Capital : Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital

Dividend Policy : Meaning and factors affecting Dividend Decision

<p>Unit 5 : Management of Working Capital (15 Hours) Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital : Reserves and Surplus, Bonus Shares and Retained Earnings</p>
<p>Reference Books :</p> <ol style="list-style-type: none"> 1. J. M. Pandey, Financial Management, Vikas Publishing House 2. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publilshlng Co. Ltd. 3. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication. 4. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing co. Ltd., New Delhi 5. R. M. Shrivastava, Pragati Prakashan, Meerut 6. Maheshwari S. N., (2009), Financial Management, Principles and Practice, 9th Edition Sultan Chand & Sons. 7. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House 8. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education 9. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall
<p>Online Resources:</p> <ol style="list-style-type: none"> 1. Investopedia for basic financial concept 2. NSE – BSE Official websites 3. Moneycontrol for analytical study
<p>MOOCs:</p> <ol style="list-style-type: none"> 1. Allison 2. Swayam

BBA - CBCS 2018

SEM III

305 : Entrepreneurship Development

Course Code	305	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives: The aim of this course is

- to provide the students with introduction to the process of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- To understand the management of family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Learning Outcomes:

At the end of the course, the students will have a fair idea about aspects of entrepreneurship development, role of entrepreneurs, and the importance of entrepreneurship in nation building along with the challenges and opportunities.

Unit-1 Introduction to Entrepreneurship Development

Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Role of Entrepreneurs in nation building, Difference between entrepreneur and manager.

Unit-2 Entrepreneurship, Creativity And Innovation

Idea Generation, Business idea generation techniques, Identifying Business Opportunities and Evaluation. Stimulating Creativity; Organizational actions that enhance/hinder creativity, Process of Innovation, Sources of Innovation in Business;

Unit 3: Business Plan

Meaning and importance of business plan, Preparation of Business Plan, Feasibility study – Marketing, Finance, Technology & Legal Formalities.

Unit 4:**Financing entrepreneurial ventures**

Sources of entrepreneurial finance, Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

Unit 5: Emerging Forms

Forms of ownership – Sole proprietorship; partnership; limited liability partnership, corporation; advantages/disadvantages. Franchising; advantages /disadvantages of franchising; types of franchise arrangements. Start ups, support of government for startups, case studies of popular startups.

Family Businesses – concept, structure and types. Women entrepreneurs – challenges and growth.

Reference Books :

1. Khanka S. S. – Entrepreneurship Development, S. Chand.
2. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
5. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
6. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
7. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
8. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid ,eradicating poverty through profits. Wharton school Publishing.
9. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston:Harvard Business Press.

Online Resources:

<https://www.entrepreneur.com/>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme
Swayam

BBA - CBCS 2018

SEM III

306 : Community Work-III (Open Course)

Course Code	306	Course Type	GE
Credits	Three	Examination Pattern	CCA

Course Objectives:

This course aims to expose the students to the societal issues and help them participate in the community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role towards community development

Unit 1: Community work through Education

Teaching at Schools, Teaching at Orphanages, Teaching to poor children ,study the role of government in the education sector ,study the NGOs particularly working in education sector.

Unit 2:Community Work for Slums

Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO.

UNIT 3: Community Work for Environment

Role of Govt.and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environemnt awareness activities etc.

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken.

Reference Books :

1. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014
2. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

Online Resources:

[https://community-wealth.org/sites/clone.community-](https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf)

[wealth.org/files/downloads/tool-enterprise-directory.pdf](https://community-wealth.org/files/downloads/tool-enterprise-directory.pdf)

<https://www.ahaprocess.com/solutions/community/events-resources/free-resources/>

MOOCs:

<https://alison.com/course/diploma-in-community-development>

BBA - CBCS 2018

SEM III

306 : Start-Up Management (Open Course)

Course Code	306	Course Type	GE
Credits	Three	Examination Pattern	CCA

Course Objectives:

The objectives of the course is

- To Introduce to the students the idea of start ups and their role in the society and nation
- To impart knowledge about the organization and management of start ups

Learning outcomes:

Students will be able to understand the role of start ups and case studies of well known start ups in India.

Unit I:**(06 Hrs)**

Meaning of Start ups, Formation of a start up, idea generation for start ups, scaling up process.

Unit II:**(12 hrs)**

Managing a startup, Customer Development, Market Sizing, Lean Startups, Support by government for startups,

Unit III:**(12 hrs)**

Case Studies on well known startups

Reference Books :

- 1) Khanka S. S. – Entrepreneurship Development, S. Chand.
- 2) Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
- 3) Mullins, J. (2004). New business road test. New Delhi: Prentice Hall..

Online Resources:

<https://www.entrepreneur.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme
Swayam

BBA - CBCS 2018

SEM III

306 : Agro Tourism (Open Course)

Course Code	306	Course Type	GE
Credits	Three	Examination Pattern	CCA

Course Objectives:

The objectives of the course is to familiarize students with principles and relationship between tourism and agricultural activities.

Learning outcomes:

Students will be able to obtain and diversify knowledge from tourism, rural tourism and their specific form agri-tourism.

Unit I:**08 Hr.**

Introduction, importance, scope, forms of agro-tourism, advantages and implementations, sustainability component, difficulties involved.

Unit II:**08 Hr.**

Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism Farm, forest, garden, fish tank/ponds, residential huts, etc. Introduction to Indian culture through agro tourism.

Unit III:**14 Hr.**

Profiling the tourist for: age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.

Reference Books :

1. Talwar, Prakash. Travel and Tourism Management. Gyan Books Pvt., Ltd., Main Ansari Road, Darya Ganj, New Delhi- 110 002.
2. Bagri, S. C. Trends in Tourism Promotion 2003. International Books Distributors, 9/3, Rajpur Road, Dehradun-248 001 Uttarakhand (India).

Online Resources:

<http://www.agritourism.in>

<http://www.ecoindia.com>

MOOCs:

<https://www.mooc-list.com/tags/tourism>

<https://www.coursera.org/>

<https://swayam.gov.in/>

<https://alison.com/courses?query=agriculture+tourism>

BBA CBCS 2018**SEM IV****401 : Enhancing Personal & Professional Skills**

Course Code	401	Course Type	SEC
Credits	Four. (Theory – 3, Lab – 2)	Examination Pattern	CCA

Course Objectives:

Students will be able

- To understand the importance of soft skills and personality development
- to learn how to build personality
- To stress upon the importance of time management
-

Learning Outcomes:

Students will be able

- to identify their strengths and weaknesses and be motivated to work upon them
- to Speak with clarity and confidence, thereby enhancing their employability skills.
- Identify his/her creative self, and express effectively the same

Unit 1: Introduction to Soft Skills**(12 hours)**

Skills to Master : Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills.

Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes , Negative attitude and its results.

Exercise: Top 60 soft skills, Measure your soft skills.

Unit 2: Art of Speaking(The Voice) :**(14 hours)**

Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking. telephone speaking skills.

Exercise: Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye-contact and consistency.

Unit3: Etiquette and Mannerism:**(12 hours)**

Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes.

Professional etiquettes: Etiquettes at meeting, dining.

Technology Etiquettes: Phone, Email, Social media, Video conferencing, Web interviews.

Business Correspondence: Writing business letters, Memos, placing orders, Invoice, quotations. Exercise: Writing letters.

Exercise :Analytical questions on etiquettes.

Unit 4: Stress and Time Management:**(10 hours)**

Stress Management: Identify the stress source, signs of stress, behavior identified

Time Management: The 80:20 rule. Take a good look at the people around you.

Sense of time management, Three secrets of time management,

Effective scheduling : Grouping of activities, Five steps to successful time management. Overcoming procrastination and time management tips for students.

Exercise: Test your time management skills.

Unit 5: Team Building and Team work:**(12 hours)**

Introduction: Aspects of team building- skills needed for teamwork –A model of team building. Team Vs. Group. Characteristics of effective team. Role of team leader, Inter group collaboration, factors shaping inter-group collaboration.

Exercise: Test your teamwork skills.

Reference Books :

1. Dr. K . Alex: Soft skills, S. Chand
2. Gajendrasingh Chauhan, Sangeeta Sharma ,Soft Skills , Wiley.
3. Covey Steven,Seven Habit of Highly Effective Teens , New York, Fireside Publishers, 1998.
4. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
5. Thomas A Harris,I am ok, You are ok, New York - Harper and Row, 1972
6. Daniel Coleman, Emotional Intelligence , Bantam Book, 2006
7. Jack Canfield , The Success Principles.
8. De. Bono E. “Lateral Thinking”.
9. Kelley T, Kelley D. “Creative confidence Unleashing the creative potential within all of us.”

Website for Online courses:

[https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development\(PSPD\).pdf](https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf)

<https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/>

MOOCs:

https://onlinecourses.nptel.ac.in/noc17_hs11/preview

<https://www.coursera.org/specializations/wharton-success>

<https://alison.com/courses/personal-development>

<https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/>

BBA CBCS 2018 SEM IV
402: Human Resource Management

Course Code	402	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

- To help students understand the basic elements of Human Resource Management
- To facilitate the students to acquire the specific knowledge and skills associated with human resource management in organizations.

Learning Outcomes:

The course will prepare the students to understand and perform the essential functions of human resource management in organizations.

Unit 1: (12 hours)

Human Resource Management (HRM) : Definition, Nature, Scope, Functions and Objectives of HRM, Organization and functions of HR Department. Changing environment of HRM – globalization, cultural environment, technological advances. HRM issues in Indian organization, Strategic HRM – case of TATA.

Unit 2: (12 hours)

Human Resource Planning (HRP) : Importance and benefits of HRP, Steps in Human resource planning process, Factors affecting HRP, Job analysis, job description and job specification, Job Analysis – importance and methods, Job Design – meaning, steps and benefits, Factors Affecting Job Design.

Unit 3: (12 hours)

Recruitment and Selection: Recruitment - meaning, Recruitment Process, Sources of Recruitment, Outsourcing, Selection Process – meaning and steps, Tests, Interviews, assessment centres, Placement of personnel.

Unit 4: (10 hours)

Induction and Training : meaning, objective and purpose of induction, Training – need for training, benefits of training, identification of training needs, Methods of training.

Unit 5: (14 hours)

Performance Appraisal: Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal, Job Evaluation – concept, objectives and procedures of job evaluation.

Reference Books :

- 1) V. S. P. Rao, Human Resource Management
- 2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises, Galgotia Publishing Company
- 3) Clarke Liz, The Essence of Change, Prentice Hall of India Pvt. Ltd., 1997
- 4) Dessler G., Human Resource Management, Pearson Education Pvt. Ltd.
- 5) Stephen Robbins, The Management of Human Resource Management

Online Resources:

<https://www.coursera.org/specializations/human-resource-management>
<https://www.humanresourcesedu.org/what-is-human-resources>
<https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme>
<https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification>

MOOCs:

<https://www.class-central.com › Coursera>.
<https://www.coursera.org/specializations/human-resource-management>
<https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux>.

BBA CBCS 2018 SEM IV

403: International Business

Course Code	403	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

Learning Outcomes:

- Students will be able to understand and apply the concepts of international business to current global development issues.

Unit 1 : International Business Environment

- Nature, Definition of International Business
- Theories of International Trade / Mercantilism - Ricard's Theory / Smith Theory, Heckscher-Ohlin Theory / Porters Model
- Role of culture in business environment

Unit 2 : Foreign Trade:

- Balance of Trade
- Balance of Payments

Unit 3 : Foreign Exchange Market

- Meaning of Exchange rate
- Determination of Exchange rate – Fixed, Flexible and Managed

Unit 4 : International Financial Institutions

- International Monetary Fund (IMF) – Objectives and functions.
- World Bank – Objective and Functions

Unit 5 : India's Foreign Trade

- Composition and direction of India's Foreign Trade
- Current Foreign Trade Policy of India.

Reference Books :

- 1) Miltiades Chacholiades, International Economics, McGraw Hill Publishing Co., New York, 1990
- 2) W. Charles Sawyer and Richard L. Sprinkle, International Economics, Prentice Hall of India Pvt. Ltd.
- 3) M. L. Jhingan, International Economics, Vrinda Publications, Delhi,
- 4) Charles Hill, Arun Kumar Jain, International Business, Competing in the Global Market Place, Tata McGraw Hill, New Delhi, 2008

Online Resources:

<https://internationalaffairsresources.com/intlbus.html>

<https://www.bestcolleges.com/resources/international-business/>

MOOCs:

<https://www.mooc-list.com/course/international-business-i-coursera>

Measurement: Scales of Measurement -Nominal, Ordinal, Interval and Ratio.
Questionnaire – form & design.

Unit IV: Data Analysis (12hours)

Data Analysis – Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

Unit V: Report Writing (12 hours)

Types of reports, steps in Writing Reports , Format of a good report, Precautions in report writing.

Reference Books :

1. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
2. Aaker, Kumar, Day - Marketing Research. Wiley.
3. Gupta Kirti, Research Methodology - Tools and Techniques, Nirali Prakashan.

Online Resources:

https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOC%20Research%20Methods%20The%20Basics.pdf

http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf

http://edutechwiki.unige.ch/en/Research_methodology_resources

<http://rmit.libguides.com/researchmethods>

<https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

MOOCs:

<https://www.coursera.org/learn/research-methods>

<https://www.class-central.com/tag/research%20methods>

<https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enrol/?activationCode=&course=courses/introduction-to-research-methodology&inviteData=&cohortName=&redirected=True&enrol=1>

BBA CBCS 2018

SEM IV

405: Business Laws

Course Code	405	Course Type	AECC
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

To educate the students about the different laws related to business

Learning Outcomes:

Student will be able to understand the importance and relevance of the various laws related to business

Unit I:

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit II:

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties,

sale by non-owners, rights of unpaid seller.

Negotiable Instruments Act 1881:

Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit III:

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

The Limited Liability Partnership Act 2008:

Meaning and nature of limited partnership, formation, partners & their

relations, extent and limitation of liability.

Unit IV:

Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

Unit V:

The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Reference Books :

1. M.C.Kucchal: Business Law/Mercantile Law, VikasPublishing.House (P) Ltd.
2. M.C.Kucchal,&VivekKucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers
6. Maheshwari&Maheshwari: Principle of Mercantile Law, National Publishing Trust
7. Rohini Aggarwal: Mercantile & Commercial Law, Taxmann.

Online Resources:

<https://www.khanacademy.org/>

MOOCs:

<https://alison.com/en>

Generic Electives / Interdisciplinary

BBA CBCS 2018

SEM IV

406: Community Work-IV

Course Code	406	Course Type	GE - Generic Elective / Interdisciplinary
Credits	Three	Examination Pattern	CCA : 50 marks

Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

Unit 1:**(8 hrs)**

Community work in Food and Nutrition related social concerns ,role of government and NGOs in India

Unit 2:**(12 hrs)**

Community work for old age people and its related social concerns, role of government and NGOs in India

UNIT 3:**(10 hrs)**

Community work for woman empowerment ,its related social concerns ,role of Govt. and NGOs in in India

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

Reference Books :

- a. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014
- b. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

Online Resources:

[https://community-wealth.org/sites/clone.community-](https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf)

[wealth.org/files/downloads/tool-enterprise-directory.pdf](https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf)

<https://www.ahaprocess.com/solutions/community/events-resources/free-resources/>

MOOCs:

<https://alison.com/course/diploma-in-community-development>

BBA CBCS 2018 SEM IV

406: Basics of Taxation

Course Code	406	Course Type	GE - Generic Elective / Interdisciplinary
Credits	Three	Examination Pattern	CCA : 50 marks

Course Objectives:

1. To provide a basic knowledge about direct tax system in India
2. To provide a basic knowledge about indirect tax system in India.
3. To upgrade with the latest amendments in taxation policy of India..

Learning Outcomes:

1. Students will be able to have a basic knowledge about direct tax system in India
2. Students will be able to have a basic knowledge about indirect tax system in India.
3. Students will be upgraded and upskilled with the latest amendments in taxation policy of India..

Unit 1: Introduction (5 Lectures)

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

Unit 2: Direct and Indirect Tax (10 Lectures)

Income from Salaries; Income from house property, Profits and gains of business or profession; Capital gains; Income from other sources, Deductions from gross total income; Rebates and reliefs Computation of total income of individuals and firms; Tax liability of an individual
Indirect taxes.

Unit 3: Overview of GST. (5 Lectures)

Overview Of GST: Introduction to GST-Key Concepts – Taxes under GST – Central GST – State GST – Union Territory GST – Integrated GST - Cess

Reference Books :

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins& K.A. Merchant: Accounting Text & Cases (Tata McGrawHill)

Online Resources:

1. <https://incometaxindiaefiling.gov.in/>
2. <https://www.taxmann.com/#>
3. <http://www.gstcouncil.gov.in/>

MOOCs:

Alison
Swayam

BBA CBCS 2018**SEM IV****406: YOGA - I**

Course Code	406	Course Type	GE - Generic Elective / Interdisciplinary
Credits	Three	Examination Pattern	CCA : 50 marks

Course Objectives:

To introduce the practice of yoga and its benefits to students

To impart practices of basic yogic kriyas

Learning Outcomes:

Students will be able to understand the advantages of Yoga and practice basic yog kriyas

UNIT-I

- i) Origin of Yoga & its brief development.
- ii) Meaning of Yoga & its importance
- iii) Yoga as a Science of Art (Yoga Philosophy).
- iv) Meaning of meditation and its types and principles.

UNIT- II

- i) Classification of Yoga/Types of Yoga
- ii) Hatha Yoga , Raja Yoga, Laya Yoga, Bhakti Yoga, Gyan Yoga, Karma Yoga.
- iii) Asthang Yoga.

UNIT -III

- i) Principles of Yogic Practices.
- ii) Meaning of Asana, its types and principles.
- iii) Meaning of Pranayama, its types and principles.
- iv) Meaning of Kriya its types and principles.
- v) Yogic therapies and modern concept of Yoga
- vi) Naturopathy, Hydrotherapy, Electrotherapy, Messothrapy, Acupressure, acupuncture.

Reference Books :

1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
2. Yoga – Sivanand Yog Vedanta Center

Online Resources:

<https://www.yogatoday.com/>

<https://www.youtube.com/user/yogatoday>

<https://m.youtube.com/user/yogawithadriene/playlists>

MOOCs:

Swayam

BBA- Sem -V (CBCS 2018)
501: Summer Internship – Report & Viva

Course Code	501	Course Type	SEC
Credits	Six	Examination Pattern	UE + IA: 60:40

Course Objectives:

1. Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.
2. Expose the student to the environment and expectations of performance in private/public companies or government entities.
3. Enhance and/or expand the student's knowledge of a particular area(s).
4. Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

Learning Outcomes:

The internship helps in connecting organizations with student. This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that students continue to benefit from after graduation.

Details:

At the end of Semester IV a student shall be required to prepare a project in any one of the functional areas of business i.e.

- Marketing Management
- Human Resource Management
- Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member . The duration will be for 50 days. The report is to be prepared and submitted to the institute during the semester V.

Reference Books : Follow the Monograph and conduct in coordination with Corporate Resource Center of the Institute

BBA- Sem -V (CBCS 2018)**502: MANAGEMENT OF SERVICES**

Course Code	502	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To provide in-depth insight in managing and delivering of quality services
- To create awareness about the services sector, the challenges and opportunities therein.
- To understand the need and importance of people , process and physical evidence in services marketing mix.

Learning outcomes

After studying this course students would be able to

- Understand the challenges and opportunities involved in services sector.
- Understand the aspects of developing new services, promoting the services and making it available in a convenient manner.

Unit 1: Introduction to Services and Service sector

Meaning of Services, Differences between goods and services, Characteristics of Services , Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.

Unit 2: Marketing of Services :

7Ps in Service Marketing –

Service Product – service life cycle,

Pricing the Service- factors involved in pricing the services,

Service Location (Place) and Channels of Services,

Promotion and Communication of Services – promotion mix,

People in Services – role of service employees, training of service employees,

Process in Services – service as a process,

Physical Evidence in Services.

Unit 3: Quality of Services:

Meaning of service quality, Importance of service quality, quality issues in services. Role of information technology in improving service quality.

Unit 4: Management Demand and Supply of Services

Patterns and determinants of demand, strategies for managing demand, service capacity management.

Unit 5: Introduction To Management Of Different Service Sectors

Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services,

Hotel Services: - Concept, Scope and Importance, Profile of Services, H. R.M and Customer Care, Management of Hotel Services in India.

Management of Insurance Services : Concept, Scope and Importance

Management of Transport Services : Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced.

Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial.

Management of other Services : Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.

Reference Books:

- 1) Service Management & Marketing – Christian Gronroos – Wiley India Edition
- 2) Services Marketing – Text & Cases : Vinnie Jauhari , Kirti Dutta 2nd Edition – Oxford University Press
- 3) Services Marketing – S.M. Jha Himalaya Publishing House
- 4) Services Marketing - Dr. Shahjahan
- 5) Services Marketing – K. Ram Mohan Rao
- 6) Services Marketing - Valarie A, Zeithaml& Mary Joe Bitner, Tata McGraw Hill Publications.

Journals

1. Journal of Service Management- Emerald Insights
2. European Journal of Service Management

Online reference

<https://www.khanacademy.org>

http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf

<https://www.scribd.com>

MOOCs

<https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning>

NPTEL

BBA- Sem -V (CBCS 2018)**505: INTRODUCTION TO OPERATIONS RESEARCH**

Course Code	505	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objective

The objective of the course is to familiarize the students with the tools & techniques of Operation Research.

Learning Outcome

Students will be able to understand the practical importance and applications of various operations research techniques.

UNIT 1

Definition of Operations Research (OR), Origin and Development of OR, Scope of Operation Research, Advantages and Limitations of OR.

UNIT 2

Linear Programming Problem-LPP, Formulation of LP Problem, Graphical solution – Procedure of solving LPP by Graphical method. Applications and limitations of LPP

UNIT 3

Transportation Problem, meaning, definition and applications, Applications of Transportation Problem, Types of Transportation problems. Initial Basic Feasible Solution – North West Corner Rule, Least Cost or Matrix Minima Method , Vogel’s Approximation method. Checking for optimality, Finding optimal solution by MODI method.

UNIT 4

Assignment Problem- meaning, definition and applications, Types – unbalanced and maximization, assignment problem. Hungarian method for solving assignment problem.

UNIT 5

Network Analysis - importance of network analysis, construction of networks. Critical Path Method (CPM) - calculation of earliest and latest times, types and computation of floats. Program Evaluation and Review Technique (PERT) - 3 time estimates, expected duration.

Reference Books :

1. Operations Research – Hira and Gupta S. Chand
2. Operations Research – Pai, Oxford University Press
3. Operational Research – Dr. P.R. Vital
4. Operational Research – Handy and A. Tata.
5. Statistical Methods and Operation Research – S.P. Gupta

Online Resources:

<https://www.khanacademy.org>

<http://web.itu.edu.tr/topcuil/ya/OR.pdf>

Moocs:

www:/Alison
www/SWAYAM
www/NPTEL

BBA- Sem -V (CBCS 2018)
506: Social Media Management

Course Code	506	Course Type	GE
Credits	Two.	Examination Pattern	CCA : 50 marks

Course Objectives:

This Course Teaches students to use social media strategically to create value for a client or organisation..

Learning Outcome:

- a) Students will learn by doing assignments focusing on social media, post writing and publishing, management and measurement tools, a social media audit, editorial calendar and crises management.
- b) Students will master the skills necessary to become successful social media managers.

Unit 1: Introduction To Social Media

Introduction to Social Media, importance of social Media, History and evolution of Social Media, Managing Information, Aggregators. Facebook, Twitter, Instagram, LinkedIn, Youtube, Blogs.

Unit 2: Using Social Media

Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling, Creating Content, Managing Content programmes, Planning Worksheet, Social media campaign.

Unit 3: Evaluating Social Media

- Evaluation of Social Media Platforms
- Tools to manage and measure performance of social media content and campaigns
- Handling critical issues in social media management and legal aspects of social media.

Unit 4: Setting-up own professional site

Content management, design, connectivity with social media

Assignments:

1. Explain atleast one social media management tool in detail.
2. Describe social media analytics tool in brief with example.
3. Detailed social media campaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, prepare budget for campaign.
4. Budget for social media plan: Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactics, your proposed social media campaign and social media tools. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media.

5. List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.

Reference Books

1. Guy Kawasaki & Peg Fitzpatrick, "The art of social media: power tips for power users"
2. Social media marketing all in one for dummies, Jan Zimmerman & Deborah N
3. Social media explained by Mark W. Schaefer

Online resources

http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.pdf

<https://www.coursehero.com/file/10513028/Media-Management-Notes/>

BBA- Sem -V (CBCS 2018)
506: Road Safety Management

Course Code	506	Course Type	GE / AECC
Credits	Two.	Examination Pattern	CCA : 50 marks

Course Objectives:

The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India.

Learning Outcomes:

Unit 1 : Introduction to Road Safety Management

Importance and need of road safety management.

Unit 2: Management of Traffic and Traffic Rules.

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands ,traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons,women and children, special right of way for ambulance, firefighting vehicles,school bus and V.I.P vehicles

Unit 3 : Management of Road Mishaps and Accidents:

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims,Rehabilitation of persons affected by accidents. Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

Reference Books :

- 1) Pratibha Shastri Ranade , Road Safety Management, ICFAI University
- 2) Vijay Vinayak Revankar, Road Safety – Vimleshwar Automobile Industry and Road Safety Community Forum

Online Resources:

MOOCs:

Alison

BBA- Sem -V (CBCS 2018)**506: Event Management**

Course Code	506	Course Type	GE /AECC
Credits	Two.	Examination Pattern	CCA : 50 marks

Course Objectives:

The basic purpose and spirit of this course is to expose the students to hands- on experience of event management.

Learning Outcomes:

The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

Unit 1:

(8 hours)

Introduction to Event Management

The concept of event. need and importance of events.

Unit 2:

(10 hours)

Types of Events

Different types of event in Corporates, Social Programmes and Private Programmes.

Following units are entirely based on practice part of the event management.

Unit 3: Assessment of Events

(12 hours)

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher .

Preparation of Learning Value report :

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

Reference Books :

4. S. R. Singh, Event Management, HPH.
5. Alex Genadelik, Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series

Online Resources:

<https://blog.komodoplatform.com/notes-on-social-media-and-community-management-for-blockchain-cryptocurrency-and-ico-projects-4d0f328bdfb3>

MOOCs:

Alison

BBA- Sem -VI (CBCS 2018)**601 : INDUSTRIAL EXPOSURE (Mini Project)**

Course Code	601	Course Type	AECC
Credits	Five.	Examination Pattern	CCA : 100 marks

Course Objectives:

- i. To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites, published data & information relating to trade, commerce & industry.
- ii. To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system

Learning Outcomes:

Unit 1 : (12 hours)

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

Unit 2:

(14 hours)

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Co-ordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write visit report individually in the Journal.

Unit 3:

(12 hours)

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual student or a group of two students. The students are expected to collect the information about the industry's history, present practices, products, players in the industry, trends in the industry, contribution of the industry to the development of the nation, future of the industry etc. by referring newspapers, journals, periodicals, business, magazines and different websites etc.

Unit 4:

(10 hours)

Based on data collection in Unit 3, the students have to give the presentation of this industry in the class. The presentations will be evaluated on the basis of its content, information gathering, explanation etc. The students are also expected to prepare a scrapbook for this industry study. The students have to also write an overview of the industry in the Journal.

Unit 5:

(12 hours)

The student will be assigned any specific trade organization like FICCI, Indian Tea Association, Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information relating to this trade organization through internet websites and other sources. Students have to write a detailed profile and functioning of the trade organization in the Journal.

Note : Students have to give Viva-Voce at end of the semester based on their performance in the assignments during the term.

Mode of Evaluation:

The performance of the Students in this course will be evaluated as under.

- A) Internal evaluation (Class Participation) – 20 marks
- B) Oral presentation by the student based on the assignments performed in the class during the Term – 20 Marks
- C) Journal maintained by the student – 20 Marks
- D) Viva-voce at the end of the term based on the assignments performed – 40 Marks

BBA- Sem -VI (CBCS 2018)**602 : INTRODUCTION TO STRATEGIC MANAGEMENT**

Course Code	602	Course Type	Core
Credits	Four.	Examination Pattern	UE & IA : 60+40

Course Objectives:

- to understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.
- to identify the opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

Learning Outcomes:

The students will learn the main concepts and thought processes in strategic management. Develops strategically as clear thinking rather than the blind use of other people's concepts.

Unit 1: Introduction to Business Policy and Strategic Management. 10 Hr.

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management. Introduction, Meaning, Components of strategic management process. Vision, Mission, Objectives and Goals, Levels of Strategies.

Unit 2: Internal and Environmental Analysis. 10 Hr.

Environmental Analysis- Competitive analysis, Michael Porters- Five forces model.
Internal Analysis- SWOT analysis, Identification of Distinct competencies.

Unit 3: Strategic Analysis and Choice 12 Hr.

Strategic Analysis and Choice in Business Strategic alternatives
Evaluating and choosing Business strategies BCG matrix, Ansoff Matrix, GE9 Cell.

Unit 4: Corporate and Business Strategies 14 Hr.

Foundations of Business Strategies, Types of business strategies. Levels of strategies, Various Corporate Strategies.

Unit 5: Strategic Implementation and Control. 14 Hr.

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

Books Recommended:

1. Understanding Strategic Management by Anthony Henry, Oxford University Press
1. Strategic Management by Chandrasekaran & Ananthanarayanan, Oxford
2. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
3. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
4. Management Policy and Strategic Management; Prof. R. M. Srivastava; Himalaya Publishing House.

5. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill series.

Supplementary Readings

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books
3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).

Online Resources: **Web Resources:**

<https://www.strategicmanagementinsight.com/>
http://www.1000ventures.com/bec_bestsites_strategy.html

MOOCs: **MOOCS:**

<https://www.mooc-list.com/>
<https://www.coursera.org/>
<https://swayam.gov.in/>
<https://alison.com/>

BBA- Sem -VI (CBCS 2018)**605: Disaster Management**

Course Code	605	Course Type	GE
Credits	Four.	Examination Pattern	CCA : 100 marks

Course Objectives:

1. To provide students an exposure to disasters, their significance and types.
2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction
3. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR)

Learning Outcomes:

Students will be able to develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity

Unit 1:**(6 hours)**

Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)

Unit 2:**(12 hours)**

Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters -urban disasters, pandemics, complex emergencies, Climatechange

Unit 3:**(10 hours)**

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

Unit 4:**(8 hours)**

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

Unit 5:**(12 hours)**

Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Project Work: (Field Work, Case Studies) The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

Suggestions For Project Work :

- ask students to explore and map Disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways of addressing these vulnerabilities, preparing plans in consultation with local administration or NGOs.
- Students may conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings)training in first aid. Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

Reference Books:

1. Disaster Management by R Subramanian – Vikas Publishing House
2. R. B. Singh, Disaster Management and Mitigation
3. Satish Modh – Introduction to Disaster Management, Macmillan Publishers India
4. Palaveniel Kathireshan, Disaster Management, Allied Publishers 2015.
5. Larry Collins, Disaster Management and Preparedness, CRC Press

Online Resources:

<https://ndma.gov.in/en/>

<https://www.linkedin.com/pulse/disaster-management-definition-process-various-phases-chatterjee/>

MOOCs:

www/Swayam

www/Alison

BBA- Sem -VI (CBCS 2018)**606: BUSINESS ETHICS**

Course Code	606	Course Type	GE /AECC
Credits	Three.	Examination Pattern	CCA : 50 marks

Course Objectives:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility

Learning Outcomes:

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability

Unit 1:**(12 hours)**

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Business Ethics : Meaning, Nature and Importance of ethics in business, meaning of corporate social responsibility, Relation between corporate responsibility & Business Ethics.

Unit 2:**(14 hours)**

Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

Unit 3:**(12 hours)**

Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

Reference Books :

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
2. Professional Ethics by R. Subramanian, Second Edition, OXFORD
3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
4. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
5. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai 2011.
6. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi
7. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
8. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

Online Resources: https://managementhelp.org/businessethics/index.htm
MOOCs: https://www.edx.org/learn/business-ethics

<p>Course Code : 606</p> <p>BBA- Sem -VI (CBCS 2018)</p> <p>Basics of Hospitality Management</p>	
Credits : Three	CCA
Course Type : GE	
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Recognize scope and career in the hospitality industry. 2. Identify the major segments and specialization of the industry and their operations. 	
Learning Outcomes:	
<p>Unit 1:</p> <p>Introduction to the Hospitality Industry:</p> <ol style="list-style-type: none"> a. History and scope of the hospitality industry. b. Economic impact of the hospitality and tourism industries. c. Careers in the industry. d. Link between hospitality and travel and tourism. e. Major segments and specialization of the industry. f. medical tourism 	(8 hours)
<p>Unit 2:</p> <p>Recreation/Travel and Tourism:</p> <ol style="list-style-type: none"> a. Operation of recreational facilities such as resorts, spas, theme parks, and clubs. b. Meetings, conventions, exhibitions, banquets, and other events. c. Travel agencies and concierge desks. d. Gaming entertainment industry. 	(10 hours)
<p>Unit 3:</p> <p>Operations:</p> <ol style="list-style-type: none"> a. Leadership and management in the industry. b. Hospitality marketing. c. Human resources and risk management and safety procedures. 	(12 hours)
Reference Books :	
<ol style="list-style-type: none"> 1. Introduction to Hospitality Management, John R. Walker ,Pearson 2. Food and Beverage Service, D.R. Lillicrap,John A. Cousins & Suzanne Weekes, Book Power. 	

3. Food and Beverage Management, Bernard Davis , Sally Stone, Butterworth Heineman Ltd.
4. Hotel House Keeping and Management, Raghubalan, Oxford University Press.
5. Managing Front Office Operations, Michael Kasavanna, Richard Brooks , Charles Steadmon, AH&LA.

Online Resources:
[www/youtube.com](http://www.youtube.com)

MOOCs:
<https://www.ifitt.org/hospitality-and-tourismmoocs/>

Course Code : 606 BBA- Sem -VI (CBCS 2018) Yoga II (OPEN)	
Credits : Three	CCA
Course Type : GE	
Course Objectives: This course is aimed at elucidating the core knowledge contained in the science of Meditation.	
Learning Outcomes:	
Unit 1: <ul style="list-style-type: none"> ▪ Patanjali Yog Shastra Introduction* ▪ Meditation and its origin Concentration and Self Discipline Proper Food and Behaviour ▪ Omkar Meditation Omkar and its effects, Omkar Meditation –Posture, Process, Benefits. 	(12 hours)
Unit 2: <ul style="list-style-type: none"> ▪ Introduction of Kriya, Bandha and Mudra. ii) Importance of Kriya and its scientific approach. iii) Importance of BANDHA and its scientific approach. iv) Importance of MUDRA and its scientific approach. v) Effect of Asanas on various Systems vi) Difference between Asana and Exercise. vii) Difference between Pranayama and deep breathing. iv) Yogic Diet. 	(14 hours)
Unit 3: <ul style="list-style-type: none"> ▪ Yogasanas and Pranayam ▪ Basic Yogasanas for beginners Bhastrika, bhramari, Anulom Vilom Pranayam –process, practice and its benefits ▪ Sun salutation Origin of Suryanamaskara and Yogasanas in India, ▪ Sun Salutation -Process, Practice and Benefits, Influence of suryanamaskar on health and wellness of individual, impact on weight loss 	(12 hours)
Reference Books : 1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram 2. Yoga – Sivanand Yog Vedanta Center	
Online Resources: https://www.yogatoday.com/ https://www.youtube.com/user/yogatoday https://m.youtube.com/user/yogawithadriene/playlists	

MOOCs:
Swayam

BBA- Sem -V (CBCS 2018)			
MK 503: Consumer Behavior			
Course Code	MK 503	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40
Learning objectives:			
<ol style="list-style-type: none"> 1 To highlight the importance of understanding consumer behavior in Marketing. 2 To study the environmental and individual influences on consumers 3 Understand the importance of consumer behaviour in designing marketing strategies. 4 To understand consumer behavior in Indian context. 			
Learning outcomes : After studying this course student are able to			
<ol style="list-style-type: none"> 1 Understand the consumers' attitude towards a particular product / service in a better manner. 2 Use the factors that influence the consumers' buying behaviour in determining the marketing mix strategies. 3 Identify new market segments to cater to their needs 4 Design effective marketing strategies 			
Unit 1	INTRODUCTION Meaning of Customers & Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing.		04 Hrs
Unit 2	Individual Determinants of Consumer Behavior Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes		14Hrs
Unit 3	External determinants of consumer behaviour: Culture, subculture, social class & reference group		10 Hrs
Unit 4	Consumers' Buying Decision Making Process, Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior and Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying. Consumer Behavior Models Howard Sheth Model, Nicosia model		12Hrs
Unit 5	Diffusion of innovation: meaning and definition, diffusion process. The adoption process.		05 Hrs

Reference books

- | | | |
|---|--|---|
| 1 | Consumer Behaviour by David L. Loudon & Albert J. Della Bitta, | Tata McGraw Hill, 4 th Edition |
| 2 | Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, | Pearson, 10 th Edition |
| 3 | Consumer Behavior - In Indian Perspective by Suja R. Nair, | Himalaya Publishing House. |
| 4 | Consumer Behaviour & Marketing Action : Henry Assael , | Thompson Learning |
| 5 | The Marketing Whitebook | Current year issue |

Journals and E-journals

1. Journal of Consumer Behaviour
2. Journal of consumer Research
<https://onlinelibrary.wiley.com/journal/14791838>

MOOCS:

1. <https://swayam.gov.in/course/3578-consumer-behaviour>
2. <https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content>

BBA- Sem -V (CBCS 2018)**MK 504: Sales and Distribution Management.**

Course Code	MK 504	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

1. To acquaint students with fundamentals of Sales and Distribution Management
2. To impart to the students an understanding of Sales and distribution Management principles with a view to prepare them to face challenges of managing businesses in the new era.

Learning outcomes : After studying this course student are able to

- 1 ➤ Understand the challenges and opportunities involved in managing sales and distribution .
- 2 ➤ Manage the issues related to handling sales organization effectively.
- 3 ➤ Understand the aspects of developing distribution channels

Unit 1	Evolution of Sales management, Nature and Importance of Sales Management. Definition, meaning and objectives of Sales Management. Role and skills of sales manager, recent trends in Sales Management.	15 hrs
	Sales Organisation: Need for Sales Organizations, their structure, Recruitment and selection of sales persons, developing and conducting sales training programmes for newly appointed as well as experienced salespersons.	
Unit 2	Sales forecasting: meaning, methods of sales forecasting- quantitative and qualitative methods. Sales quotas: need and importance of sales quotas , types of sales quotas Designing and Administering Compensation Plans – Leading and Motivating the Sales Force .	10 hrs
Unit 3	Sales Territory: meaning , need and Sales force performance appraisal : methods Personal selling: Process, steps involved therein.	10 hrs
Unit 4	Sales Control Techniques-Sales analysis, Sales Audit.	10 hrs
Unit 5	Introduction to Distribution Mix- components, channels of distribution, role and functions of wholesaler and retailer, Channel conflicts. Recent trends in distribution, Case Studies (unit I to unit V)	15 hrs

Reference books

- 1 Sales And Distribution Management Text And Cases-Krishna K.Havaladar, Vasant Kavale Tata

Mc’Graw Hill Publications

- 2 Sales Management- S. A. Chunnawalla- Himalaya Publishing House, Mumbai
- 3 Sales Management – Still R R , Cundiff E W, Govani PHI
- 4 4Channel Management & Retail Management – Meenal Dhotre
- 5 The Marketing Whitebook

Online references:

http://www.tutorialspoint.com/sales_and_distribution.../sales_and_distribution_manag...

<http://www.marketing91.com> › SALES MANAGEMENT

MOOCS:

1. <https://alison.com/course/diploma-in-sales-management>
2. <https://alison.com/course/introduction-to-sales-management>

BBA- Sem –VI (CBCS 2018)**MK 603: Integrated Marketing Communication.**

Course Code	MK 603	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

1. To have a working knowledge of the tactical and strategic aspects of IMC
2. Be able to apply specific tools and approaches to common marketing communications challenges
3. Be able to assess the progress of IMC efforts over time
4. To have an opportunity to analyze IMC programs and build innovative programs

Learning outcomes : After studying this course student are able to

- 1 Understand the tactical and strategic aspects of IMC
- 2 Design IMC programs
- 3 Analyze IMC programs

Unit 1	IMC FOUNDATION Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL), Below the line (BTL) and Through The line (TTL) promotion - Push and Pull strategy	06 Hrs
Unit 2	IMC ADVERTISING TOOLS a) Introduction of Advertising- Functions & Types of Advertising - Objections on Advertising- Structure of Advertising Agency – Role and Services offered by Agency- b) Media Mix- Media Vehicle- Ad copy – Appeals in advertising- Advertising budget c) Media planning and execution.-Media Plan and schedule.	12Hrs
Unit 3	IMC PROMOTIONAL TOOLS a) Sales Promotion- Trade promotion -Consumer promotion- coupons, Premiums, contests, Sweepstakes, refund and Rebate, Sampling, Bonus , packs, price off- Sales force promotion b) Public relation(PR), Types of PR-	10 Hrs
Unit 4	IMC CONTEMPORARY TOOLS Recent Trends - Product placement and Branding in films, Product placement on television,	12Hrs
Unit 5	IMC EVALUATING AND CONTROL a) Need & Significance of IMC evaluation and control b) Methods for Measurement of Advertising effectiveness	05 Hrs.

Reference books :

1. Advertising and Promotions IMC Perspectives: Belch and Belch Tata McGraw Hill, 6/e, 2003
2. Advertising _An IMC Perspective‘ - S. N. Murthy , U.Bhojanna -Excel Books, 2007.
3. Advertising & Integrated Brand Promotion, O‘Guinn, Allen, Semenik, 4/e, Thomson, 2007
4. Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007
5. Advertising and Promotion: S.A.Chunawalla
6. Foundations of Advertising, Chunawalla & Sethia, HPH, 2007

Journals:

1. Journal of Integrated Marketing Communications
2. Journal Advertising

Online references:

MOOCS:

<https://swayam.gov.in/course/3984-advertising-and-public-relations>

BBA- Sem –VI (CBCS 2018)**MK 604: Digital Marketing**

Course Code	MK 604	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

1. To acquaint students with fundamentals of Digital Marketing and give an overview of benefits of digital marketing.
2. To impart to the students an understanding of applications of digital marketing strategies to business concepts with a view to prepare them to face challenges of managing businesses in the new digital era.

Learning outcomes : After studying this course student are able to

- 1 Students should be able to use internet effectively as a marketing tool
- 2 Students will be able to get insights on how organizations can leverage the benefits of social media.

Unit 1	Introduction to Digital Marketing Introduction, Nature, scope and use of digital marketing, Recent trends in digital marketing. Digital Revolution in India.	10 hrs
Unit 2	The Online Marketing Mix E- Products Segmentation, Targeting and Positioning E-Price The Online Value E-Promotion The digital revolution in India, Understanding the digital business, Increasing customer base through digital marketing strategies.	15 hrs
Unit 3	The Online Consumer Marketing in a virtual world,. Customer expectation and perception, Online Consumer behavior , Establishing trust in Digital Business.	15 hrs
Unit 4	CRM in digital world CRM- Concept, Nature, scope, benefits, e-CRM, Benefits of e- CRM.	10 hrs
Unit 5	Social Media Role of social media in digital marketing, Advantages and disadvantages of social media, Advertising on social networking.	10 hrs

Reference books :

1. Digital Marketing R Prasad
2. Virtual Marketing Sameer Kulkarni
3. Digital Marketing : Vandana Ahuja(Oxford University press)
4. Web Marketing by Arnold, et al

Journals:

- European Journal of Marketing
- Journal of Digital and Social media marketing
- https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A

https://www.amazon.in/Epic-Content-Marketing-Different-Customers/dp/0071819894/ref=pd_sim_14_1?encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A

Online references:

MOOCS: Online references:

<https://learndigital.withgoogle.com/digitalunlocked/certification>

<https://www.coursera.org/specializations/digital-marketing#courses>

BBA Specialization : Finance Management

Finance Management		
Elective	Code	Course
Elective – I	F503	Elements of Financial Services
Elective – II	F504	Introduction to Management Control Systems
Elective – III	F603	Elements of Corporate Finance
Elective – IV	F604	International Finance and Financial Risk Management

BBA- Sem -V (CBCS 2018)**FM 503: ELECTIVE – I : FINANCIAL MANAGEMENT
(ELEMENTS OF FINANCIAL SERVICES)**

Course Code	FM503	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – I :
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To introduce the students about Indian Financial Systems and current developments
- To orient about various financial services available

Learning outcomes : After studying this course student are able to

- Components of Indian Financial Systems
- Importance and utility of Financial Services

Unit – I : Introduction to Financial Services. (10 Hrs.)

- Financial systems and Economic Development
- Indian Financial systems and Organization Structure.
- Financial Services – Meaning, Concept and Importance of Financial Services

Unit – II: Types of Financial services: Fund Based and Fee based (15 Hrs.)

- Leasing and Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.
- Concept and Importance of Insurance, Types of Insurance
- Merchant Banking
- Underwriting
- Investment Banking

Unit – III: Mutual Funds and Services. (11 Hrs.)

- Significance of Mutual Funds its Importance, Types and Advantages Current Scenario.
- Parameters for evaluation of Mutual funds Schemes

Unit –I V: Credit Rating. (12 Hrs.)

- Meaning and Importance of Credit Rating.
- Functions and Role of Credit Rating agencies in India

Unit – V: Venture Capital Financing. (12 Hrs.)

- Meaning and features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing, Factors affecting Venture Capital financing.

Reference books :

- 1) Financial Services – M.Y. Khan. Tata Mc. Graw Hill.

- 2) Indian Financial System – M.Y. Khan Tata Mc. Graw Hill.
- 3) Financial Institutions and markets, L.M. Bhole, Tata Mc. Graw Hill.
- 4) Financial Markets and Services, Gordon, Natarajan.
- 5) Merchant Banking, J.C. Verma, Bharat Publications.

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -V (CBCS 2018)**FM 504: ELECTIVE – II : FINANCIAL MANAGEMENT
(Introduction to Management Control Systems.)**

Course Code	FM 504	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To introduce to the significance and role of Management Control System in the organization
- To orient the students about application of techniques of Management Control

- Learning outcomes :** After studying this course student are able to
- Importance and utility of Management Control System
 - Application of techniques of Management Control

Unit – I : Introduction to Management Control Systems.	(12 Hrs.)
<ul style="list-style-type: none"> • Definition, Concept of Management Control, • Nature Characteristics of Management Control System, • Areas and Process of Control, • Efficiency and Effectiveness of Control 	
Unit – II: Motivational Techniques.	(12 Hrs.)
<ul style="list-style-type: none"> • Management By Objective. • Merits of Establishment of MBO in organization. • Zero Base budgeting. • How Zero Base Budgeting works and its advantages. 	
Unit – III: Responsibility Centre and Transfer Pricing.	(12 Hrs.)
<ul style="list-style-type: none"> • Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre. • Problems of Profit Centre. • Meaning and Significance of Transfer Pricing. • Objectives of Transfer Pricing. • Transfer Pricing Methods. • Simple problems of Transfer Pricing. 	
Unit – IV: Budgetary Control and Variance Analysis.	(14 Hrs.)
<ul style="list-style-type: none"> • Objective of Budgetary Control. • Advantages and Limitations of Budgetary Control. • Fixed, Flexible and Functional Budgets. • Problems on Flexible Budget and Cash Budget. • Concept and Importance of Standard Costing • Material and Labour variance Analysis (Theory and Practical) 	

Unit – V: Internal Audit.**(10 Hrs.)**

- Internal Audit under MCS.
- Cost Audit its Objectives and Advantages.
- Management Audit its Objective and Advantages.

Reference books :

- 1) Management Control Systems, Robert N Anthony, Vijay Govindrajana, The McGraw Hill.
- 2) Management Control Systems, Joseph A. Maciariello, Calvin j. Kirby. PHI Learning Private Limited.
- 3) Advance Cost and Management Accounting, V.K. Saxena, C.D. Vashist, (Text), Sultan Chang & Sons.
- 4) Cost & Management Accounting, Tukaramrao, New Age International (P) Ltd.
- 5) Management Control Systems, P. Saravanel, Himalaya Publishing House

Online references:**For MOOCs:**

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)			
FM 603: ELECTIVE – I : FINANCIAL MANAGEMENT			
(Elements of Corporate Finance)			
Course Code	FM 603	Course Type	Discipline Specific Elective (DSE I - I)
Credits	Four.	Examination Pattern	UE + IA: 60:40
<ul style="list-style-type: none"> • Learning objectives: • To introduce about Sources of Corporate Finance • To orient about the techniques of Financial Decision making 			
<p>Learning outcomes : After studying this course student are able to</p> <p>1 • Sources of Corporate Finance available</p> <p>2 • Application of the techniques of Financial Decision making</p>			
<p>Unit – I :Financial Planning and Strategy.</p> <ul style="list-style-type: none"> • Concept and Importance of Financial forecasting. • Long range planning and Short range planning. • Strategic Decision making and planning. • Strategic financial planning and steps in financial planning. • 			(12 Hrs.)
<p>Unit – II: Sources of Corporate Finance.</p> <ul style="list-style-type: none"> • Equity Share Capital, Preference Share Capital, Debenture, Public Deposits, Venture Capital. • Institutional Finance • International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII • 			(12 Hrs.)
<p>Unit – III: Capital Budgeting</p> <ul style="list-style-type: none"> • Features and Significance of Capital Budgeting. • Problems and Difficulties of Capital Budgeting. • Techniques of Evaluations (Theory & Practical) – Payback Period, Discounted Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return. • 			(15 Hrs.)
<p>Unit – IV: Management of Earning and capital Structure.</p> <ul style="list-style-type: none"> • Dividends and Retained Earning. • Factors affecting Dividends decisions • Concept and Importance of Capital Structures, Factors affecting Capital Structure 			(09 Hrs.)
<p>Unit – V: Financial Statement Analysis and Corporate Governance.</p> <ul style="list-style-type: none"> • Ratio Analysis (Theory and Practical) • Funds Flow Statement, Cash Flow Statement (Theory) • Study of Annual Report – Understanding contents and disclosures. 			(12 Hrs.)

- Meaning of Corporate Governance.
- Important Elements of Corporate Governance.
- Share Holders Rights

Reference books :

- 1) Financial Management – I.M. Pandey, Vikas.
- 2) Financial Management – Theory & Practice, Prasanna Chandra.
- 3) Basic Financial Management – M.Y. Khan, New Delhi, TMH.
- 4) Corporate Financial Management – Arnold Glen, Pitman.
- 5) Corporate Financial Management – Emery Dogglas, Pearson Edu. Asia.
- 6) Indian Corporate Financial Management – Vijay Gopalan, Himalaya.

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

<https://www.sebi.gov.in>

<https://www.nseindia.com>

<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)**604 : ELECTIVE – II : FINANCIAL MANAGEMENT
(International Finance & Financial Risk Management)**

Course Code	FM 604	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives: After the completion of the course, the students will understand:

- The concept of Risk and Risk Management
- The techniques of Financial Risk Management

Learning outcomes : After studying this course student are able to

- To introduce to the concept of Financial Risk Management
- To orient the students about the techniques of Risk Management

Unit – I :Introduction to International Finance. (12 Hrs.)

- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Challenges and Risks in International Financial Management
-

Unit – II: Foreign Exchange Market. (12 Hrs.)

- Concept and Features of Foreign Exchange Market
- Structure and Participants of Foreign Exchange Market
-

Unit – III: Methods of International Trade Settlements. (12 Hrs.)

- International trade settlement with special reference –Documentary Credit.
- Export Finance – Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.
-

Unit – IV: Risk Management. (10 Hrs.)

- Concept and Process of Risk Management
- Types of Risks
- Terms – Speculation and Arbitrage

Unit V: Derivatives: (14 Hrs.)

- Definition, Meaning and Importance of Derivatives
- Types of Derivatives(Introduction) : Forward, Future, Options and Swaps

Reference books :

- 1) International Financial Management – P.G. Apte., Tata McGraw – Hill Publications.
- 2) Options, Futures and Derivatives – John C Hull, Pearson Education.
- 3) International Finance and Banking – RajwadeAnmol Publications.
- 4) Report on Currency and Finance by RBI.
- 5) Risk Management and Insurance – Harrington Niehaus.

Online references :

www.moneycontrol.com

www.rbi.org.in

www.icai.org

<https://www.sebi.gov.in>

<https://www.nseindia.com>

<https://www.bseindia.com>

MOOCS :

<https://swayam.gov.in/>

<https://alison.com/>:

BBA Specialization – HRM

Human Resource Management		
Elective – I	HR503	Performance & Compensation Management
Elective –I I	HR504	Training & Development
Elective – III	HR603	Management of Industrial Relations
Elective – IV	HR603	Cross Cultural HRM

BBA - CBCS 2018 SEM V
HR 503 Performance & Compensation Management

Course Code	HR503	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- To understand the various dimensions of Compensation Management.
- To familiarize with the role of various bodies involved in Compensation Management.

Course Outcomes:

Students will be able to apply the concepts of performance appraisal and compensation management practically.

Unit 1: **(12 hours)**

Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement

Unit 2 **(12 hours)**

Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.

Unit 3 **(12 hours)**

Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

Unit 4: **(12 hours)**

Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.

Unit 5 **(12 hours)**

Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits.- retirement benefits, perquisites, non-monetary benefits.

Books:

1. Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.
2. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD, Prentice Hall India, New Delhi.
3. Richard Thrope& Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.
4. Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEMENT, Crust Publishing House

Online Resources:

<https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=>

MOOCs:

Modern Human Resource Management(Alison).
Principles of Human Resources Management (Swayam).
Managing employee compensation (Coursera)

BBA - CBCS 2018 SEM V
HR 504 Training & Development

Course Code	HR504	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

1. To familiarize the students with the concept and practice of Training and Development and its role in modern management.
2. To understand the various methods and applications of Training and Development

Course Outcomes: Students will be able to

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Unit 1 **(12 hours)**

Concept of training, terms - education Knowledge, Skills, attitudes, need of training, importance, objectives of training, ADDIE model, Principles of training, concept of executive development: Objectives, importance, process of executive development

Unit 2 **(12hours)**

Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories – Reinforcement, Social learning, expectancy theory, goal theory

Unit 3 **(12 hours)**

Training and Development methods : On-the-Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, e-training.

Unit 4 **(12 hours)**

Designing training programme – considerations in designing effective training programs selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, ,use of technology in training

Unit 5 **(12 hours)**

Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis

Books:

1. Noe, Raymond A., and Amitabh DeoKodwani, Employee Training and Development, Tata McGraw Hill.
2. Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, Dorling Kindersley (India) Pvt. Ltd.
3. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay

Online Resources:

https://www.researchgate.net/profile/J_Ford/publication/209409925_Transfer_of_Training_A_Review_and_Directions_for_Future_Research/links/565da94908aefe619b266a51.pdf

MOOCs:

[Diploma in Workplace Safety & Health](#) (Advance Learning).
Human Resources (Open2Study).
Preparing to Manage Human Resources (Coursera)

BBA - CBCS 2018 SEM VI
HR 603 Management of Industrial Relations

Course Code	HR 603	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

Learners will be able to understand the meaning of industrial relations, dispute and role of trade unions. Also they will be exposed to the concept and process of grievances and grievance handling.

Course Outcomes: Students will be able to apply the principles of industrial relations to the current scenarios.

Unit 1: (12 hours)

Meaning and definition of industrial relations (IR), objectives and scope of Industrial relations, parties of IR, Evolution of IR in India, Conditions for congenial IR.

Unit 2: (12 hours)

Trade unions – concept, evolution and functions, types and structure of trade unions, formation of trade unions in India, problems of trade unions.

Unit 3: (12 hours)

Industrial disputes – concept, classification and causes, strikes, types of strikes, lockouts. Impact of industrial disputes.

Unit 4: (12 hours)

Grievance – meaning and definition, causes of grievances, procedure of grievance redressal. Disciplinary action – needs, meaning, aspects of disciplinary procedure. Domestic enquiry.

Unit 5: (12 hours)

Settlement of industrial disputes, statutory methods as per industrial disputes act 1947, formation of works committee, functions of works committee, conciliation, meaning of conciliation, conciliation officer, voluntary and compulsory conciliation. Arbitration, Adjudication- types and process.

Books:

1. Venkataraman, C.S, Indian Industrial Relations, National Institute of Personnel Management.
2. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House
3. Sharma A.M, Aspects and legal frame work of Industrial Relation, Himalaya Publisher

Online Resources:

http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf

MOOCs: Swayam

BBA - CBCS 2018 SEM VI
HR604 Cross Cultural HRM

Course Code	HR604	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- To create awareness about the cross cultural HRM and creating harmonious relationships between employees.

Course Outcomes: Students will be able to understand the issues related to cultural diversity and appreciate the importance of cross cultural management.

Unit 1: (12 hours)

Understanding Culture, Culture dimensions, cross cultural differences and managerial implications, Hofstede study, Significance and impact of cross culture on organizations, role of culture in Strategic Decision Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

Unit 2: (12 hours)

Global business environment , cross cultural perspectives, cultural paradox; cultural diversity and sensitivity, cross cultural leadership and decision making, Cross Cultural Communication and negotiation, cultural intelligence, case study of Cultural Intelligence by P. Christopher Earley and Elaine Mosakowski, HBR.

Unit 3: (12 hours)

International HRM – differences between domestic and international HRM, Expanding the Role of HRM in International Firms; international HRM approaches, HR and expansion strategies.

Unit 4: (12 hours)

International recruitment and selection, performance management, training and development, compensation. Social Responsibility and International HRM; HRM In Cross Culture Mergers & Acquisitions

Unit 5: (12 hours)

International assignments – need and issues. Repatriation, coping with new role demands, labour relations. Managing expatriates.

Research and emergence of different approaches to cross cultural management.

Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Books:

1. Shobhana Madhavan, Cross-Cultural Management, Oxford University Press
2. P. Jyothi & D.N. Venkatesh, Human Resource Management, Oxford University Press.
3. K Aswathappa, Sadhna Dash, International Human Resource Management - Text And Cases, Tata McGraw-Hill
4. Paula Caligiuri, David Lepak, Jaime Bonache, Managing The Global Workforce, John Wiley & Sons Ltd.
5. International HRM, P.Subba Rao, HPH
6. Cultures Consequence ; International Differences in Work related Values, G. Hofstede – – Sage
7. International HRM, A. Harzing, Sage
8. International Human Resource Management: Managing People in a Multinational Context by Peter J Dowling et al., Third Edition (South Western).
9. International management: Managing Across Borders And Cultural, 4th Ed, Pearson.
10. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
11. Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
12. EsenDrlarry, Rchildress John, The Secret Of A Winning Culture: Building High-Performance Teams, Prentice Ha

Online Resources:

<https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf>

MOOCs:

Swayam

BBA Specialization : International Business Management

International Business Management		
Elective	Code	Course
Elective – I	IB503	International Marketing
Elective – II	IB504	Export Import Procedures and Documentation
Elective – III	IB603	Basics of International Finance
Elective – IV	IB604	Fundamentals of International Economics

BBA- Sem -V (CBCS 2018)**IB 503: ELECTIVE –I : INTERNATIONAL BUSINESS MANAGEMENT
(INTERNATIONAL MARKETING.)**

Course Code	IB 503	Course Type	Discipline Specific Elective (DSE I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To enable an understanding of what marketing is and how it operates in the international context.

Learning outcomes : Students will be able to know international markets and international issues. The syllabus is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

- Unit – I: Introduction to International Marketing. (15 hrs.)**
- International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process.
- Unit – II: Global Marketing Environment. (10 hrs.)**
- Assessing global marketing opportunities, Environmental Analysis, and its techniques; emerging markets.
- Unit – III: Planning for International Marketing. (15 hrs.)**
- Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.
- Unit – IV: Development Global Marketing Strategies. (10 hrs.)**
- Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.
- Unit – V: Global Quality Standards. (10 hrs.)**
- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets

Reference books :

- 1) International Marketing Strategy by Fram Bradley.
- 2) International Marketing by Alexander Hiam and Charles Shaw.

Online references: MOOCS:

- Management Skills for International Business (Coursera)
- Global Strategy I: How The Global Economy Works (Coursera)

Web resources:

- 1. Exchange control manual – RBI Publications.

- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com

BBA- Sem -V (CBCS 2018)**IB 504: ELECTIVE –II : INTERNATIONAL BUSINESS MANAGEMENT
(EXPORT IMPORT PROCEDURE DOCUMENTATION)**

Course Code	IB 504	Course Type	Discipline Specific Elective (DSE II - ELECTIVE – II : INTERNATIONAL BUSINESS MANAGEMENT)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**

- To give the conceptual clarity about polices and procedure s related to Export and Import
- To provide the guidelines for applicability of these concepts in Export – Import Business.

Learning outcomes : After studying this course student are able to

1. Understand basic concepts related to International Trade and Foreign Trade Policy
2. Understand the Regulations for Export and Import
3. Knowledge about the EXIM Documentations and International Logistics

Unit – I: Introduction.**(9 hours)**

- Meaning and Importance of International Trade.
- Meaning, Definition and Significance of Export and Import.

Unit – II: Regulations for Export and Import.**(12 hours)**

- Obtaining an I.E.C. number.
- Foreign Trade (Development and Regulation) Act.
- Foreign Exchange Management Act (FEMA).
- Pre-Shipment inspection and Quality Control Act and their importance.
- Exchange control manual.
- Foreign Trade Policy.

Unit – III: Export Import Contracts.**(10 hours)**

- Meaning of Export Import Contract.
- Elements of Export Import Contract.
- FOB and CIF Contract.

Unit – IV: EXIM procedures.**(14 hours)**

- Export procedure – Registration Stage.
- Pre shipment inspection.
- Sales post Shipment Stage.
- Quality Control and Pre shipment Inspection.

- Sales Tax Exemption.
- Excise Clearance.
- Shipping and Custom Formalities.
- Marine Insurance.

Unit – V: EXIM Documentations and International Logistics.

(15 hours)

- Commercial Documents.
- Principal Export Documents – Commercial Invoice, Packing list, Bill of Landing, Combined transport document, Certificate of Quality Control, Insurance Certificate, Certificate of Origin, Bills of exchange and Shipment advice.
- Auxiliary documents – Pro forma Invoice, Intimation for Inspection, Shipping Instructions, Insurance Declaration, Shipping Order, Certificate of Origin, Letter of Bank.
- Logistics – Clearance of goods against B/L and AWB, Aims and Objective of International trade and logistics.
- Organizations of overseas transport service.

Reference books :

1. C Rama Gopal, Export Import Procedure and Documentation, New age International Publisher's, New Delhi.
2. W.K. Acharya and Jain K.S. Export Import Procedure and Documentation, Himalaya Publishing House, Mumbai.
3. Aseem Kumar, Export and Import Management, Excel Book, New Delhi.
4. P.K. Khurana, Export Management, Galgotia Publishing Co. New Delhi

Journals:

- Indian Ports, published by Indian Port Association
- Indian Shipping – Indian National Ship-owners Association
-

News Paper Readings:

1. Business Standard
2. Financial Express
3. Economic Times

Online references:

For MOOCs:

- <https://alison.com/>
- <https://swayam.gov.in>

Web resources:

- 1. Exchange control manual – RBI Publications.
- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com

BBA- Sem -VI (CBCS 2018)**IB 603: ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT
(BASICS OF INTERNATIONAL FINANCE)**

Course Code	IB 603	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To understand the basics of finance function and environment for International Business.
- To find out financial challenges faced by businesses in increasingly globalizing economies.

Learning outcomes : After studying this course student are able to

- 1 At the end of the course students should be able to-
- 2 Understand basic concepts, elements related to International Finance.
- 3 Knowledge about the important Financing Methods for Cross Border Trade.

Unit – I: Introduction (12 hours)

- Meaning and Scope of International Finance
- Globalization and its impact.
- International Finance Vs Domestic Finance
- India's financial Sector reforms after globalization

Unit – II: International Financial Institutions (12 hours)

- The World Bank
 - International Bank for Reconstruction and Development (IBRD)
 - International Development Association
 - International Finance Corporation
 - The multilateral investment guarantee agency (MIGA)
- International Monetary Fund (IMF)- Origins of IMF
- Asian Development Bank (ADB)
- Role of IMF and IBRD.

Unit – III: Financing of Cross Border Trade (Export & Import) (15 hours)

- Concept and importance of Cross Border Trade, Letter of Credit as a method of Export and Import ,parties involved in letter of credit, Steps involved in Letter of Credit
- Concept and significance of Pre Shipment and Post Shipment credit. Suppliers credit, Buyer's credit, Factoring, Forfeiting and Offshore Banking

Unit – IV: Concepts in International Finance (10 hours)

- Concept and importance of Foreign Direct Investment,
- Concept and significance of Foreign Institutional Investment.
- Difference between FDI & FII, impact of FDI & FII on the economy

Unit – V: Methods of International Trade Settlement (11 hours)

- Open account, Advance Payment, Documentary Credit, Documentary Collection, and Consignment Trading, External Commercial Borrowings

Reference books :

- 1) International Financial Management – H.R. Machiraju.
- 2) International Financial Management by P.G. Apte.
- 3) International Money & Finance, Prof.Melvin.
- 4) Reports on Currency & Finance, RBI Publication.
- 5) International Finance, Levi, Maurice.

Online references:**MOOCS:**

- <https://alison.com/>
- <https://swayam.gov.in>

Web resources:

1. Companies Annual Reports
2. Money control
3. SEBI and RBI Official Websites
4. NSE and BSE Official Websites
5. RBI Official website
6. www.ie.port.com

BBA- Sem -VI (CBCS 2018)
IB 604: ELECTIVE – II :
INTERNATIONAL BUSINESS MANAGEMENT
(FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)

Course Code	IB 604	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives: To understand economics of international business. To enable analysis of problems of global economics and formulate strategies for the same. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

Learning outcomes : After studying this course student are able to

- 1 Students will be able to know international Trade mechanism and international issues.
- 2 Students will be able to know international Trade mechanism and international issues.
- 3 Students will be able to know international Trade mechanism and international issues.

Unit – I :Introduction to International Economics. (10 hrs.)

- Introduction to international Economics – meaning and scope.
- Gains from international trade.
- Significance of international Economics.

Unit – II: Balance Payments. (15 hrs.)

- Meaning & Structure of BOP.
- Equilibrium and Disequilibrium and adjustment in BOP.
- Statistical discrepancy.

Unit – III: Theories of International Trade. (15 hrs.)

- Mercantilism, Absolute Cost Theory.
- H O Theory
- Comparative Cost Theory.
- Product Life Cycle Theory

Unit – IV: Formation of Regional Trade Blocks (10 hrs.)

- BRICS,SAARC,NAFTA,G20,SAFTA

Unit – V: Gold Standard Mechanism. (10hrs.)

- Fixed Vs Flexible exchange rate.
- Tariff and Non – tariff barriers.
- Argument for against protection.

- IMF and World Bank

Reference books

- 1) International Economics Koutsiyannis.
- 2) Economics by Samuelson.
- 3) International Economics, Mithai. D.M. Himalaya Publishing House, New Delhi.
- 4) International Economics, Cherunilam, The McGraw Hill Companies.
- 5) International Economics, Salvatore D., Prentice Hall, Upper Saddle River, N.J. New York.

Online references:

Management Skills for International Business (Coursera)

Global Strategy I: How The Global Economy Works (Coursera)

- MOOCS:
- <https://alison.com/>
- <https://swayam.gov.in>

BBA Specialization: Entrepreneurship Development

Elective	Code	Course Title
Elective – I	ED 503	Entrepreneurship & New Ventures Creation
Elective – II	ED 504	Corporate Entrepreneurship
Elective – III	ED 603	E- Commerce
Elective – IV	ED 604	Managing Family Businesses

BBA - CBCS 2018 SEM V**ED 503: Entrepreneurship & New Venture Creation**

Course Code	ED 503	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives:

The aim of this course is

- to enable the students to understand the nuances of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;
- gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process;
- to understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

Learning Outcomes:

At the end of the course, the students will have a fair idea about entrepreneurship, role of entrepreneurs, and the intricacies of starting a new business. Students will be able to write a business plan successfully.

Unit 1: The entrepreneurial Perspective (12 Hrs.)

Concept of entrepreneur and entrepreneurship, motivations for becoming an entrepreneur, role of entrepreneurs in the present milieu, types of entrepreneurs (e.g. nascent entrepreneurs, social entrepreneurs, entrepreneurs, etc.), Process of entrepreneurial development. Life cycle of an enterprise.

Unit 2: Opportunity Identification and selection (12 Hrs.)

Moving from an Idea to an Entrepreneurial Firm. Developing Successful Business Ideas , Recognizing Opportunities and Generating Ideas Need for Opportunity Identification and selection, Feasibility Analysis, Industry and Competitor Analysis, Writing a Business Plan, Business opportunities in various sectors.

Unit 3: Creating a Business Model (12 Hrs.)

Concept of business model, functions of a business model, Types of business model, Preparing the Proper Ethical and Legal Foundation, entrepreneur's approaches to resources— people, capital, and other assets. issues in the selection and effective utilization of outside professionals, such as members of a board of directors, lawyers, accountants, and consultant,

Unit 4: Setting up a New Venture (12 Hrs.)

Assessing a New Venture's Financial Strength and Viability, Building a New-Venture Team. Financing /Funding of new ventures, Managing and Growing an Entrepreneurial Firm,

Unique Marketing Issues , Commercialization of Ideas, Importance of Intellectual Property Challenges to Growth of an enterprise, Strategies for Firm Growth, Franchising, principal harvest options, including trade sale, going public, and cash flow

Unit 5: Small Businesses.

(12 Hrs.)

Micro Small Medium Enterprises Development(MSMED) Act 2006, Importance of Small Scale industry, Government Grants and Subsidy, clearance and NOC.

Starting a Small Scale unit – structure and ownership, establishment of units, project feasibility, tax benefits, incentives and concessions. Format of start ups. Marketing strategy of small businesses, Role of financial and non-financial institutions for small businesses,

Business Incubation

Definition and evolution of business Incubators, Establishing business incubators, Incubators role in supporting start-ups, Business incubators in India.

References :

1. ArunSahai& V. Sharma – Entrepreneurship and New Venture Creation, Excel Books.
2. Barringer, R.B., Ireland, D.R. (2012) Entrepreneurship: Successfully Launching New Ventures, 4th edition. Pearson Education.
3. Vasant Desai, Dynamics of Entrepreneurship Development ,Himalaya Publication house
4. Malhotra and Gupta, Management of Small Scale industries, Galgotia Publishing Company, New Delhi
5. David Holt Entrepreneurship , New Venture Creation , Prentice Hall India.
6. S.S. Khanka, Entrepreneurial Development S. Chand & Company Ltd. New Delhi
7. Raj Shankar, Entrepreneurship Theory and Practice, Tata McGraw Hill
8. Kumar Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India
9. DrAchutP.Pednekar, Entrepreneurship. Himalaya Publication House

Online Resources:

<https://www.entrepreneur.com/>

<https://www.ashoka.org/en/focus/social-entrepreneurship>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme

Swayam

BBA - CBCS 2018 SEM V
ED 504 Corporate Entrepreneurship

Course Code	ED 504	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives :

This course will expose the students to the tools, methods and logic that will enable to participate in or lead successful efforts in Corporate Entrepreneurship (CE).

By the end of the course student will:

- Have an overview of the field of Corporate Entrepreneurship
- Be familiar with the various tools, methods, approaches and architectures that organizations are employing and have an in-depth understanding of a few of them

Unit 1: Introduction to corporate entrepreneurship. (12 Hrs.)

Concept and need of corporate entrepreneurship, Forms and antecedents of corporate entrepreneurship, overview of the field of Corporate Entrepreneurship

Unit 2: Promotion of Intrapreneurial culture. (12 Hrs.)

Innovative culture and drivers, innovativeness and new business creation, top management support, leadership for innovativeness, Difference between intrapreneurship and entrepreneurship in concept and practice, Corporate strategy, structure and entrepreneurship , Human resource management and corporate entrepreneurship, Building supportive organizational cultures

Unit 3: Entrepreneurial mindset and entrepreneurship ecosystem (12 Hrs.)

Importance of mindset, Entrepreneurial mindset and its impact, Entrepreneurial mindset enablers, entrepreneurial mindset in employees. Concept of entrepreneurial ecosystem, ecosystem and entrepreneurial mobility.

Unit 4: Challenges and best practices for successful business building inside firms. (12 Hrs.)

Rationale for intrapreneurship, major challenges and hurdles for CE, risks of corporate entrepreneurship, how to successfully and safely navigate Obstacles ,

Unit 5: Case studies on Corporate Entrepreneurship (12 Hrs.)

Case studies of TATA, Google, Apple, and others.

[1] Kuratko, D. F., Morris, M. H., &Covin, J. G. 2011. Corporate innovation & entrepreneurship: Entrepreneurial development within organizations (3rd ed.). Mason, OH: South-Western Cengage Learning.

[2] Burns, P. 2013. Corporate entrepreneurship: Innovation and strategy in large organizations (3rd ed.). New York: Palgrave Macmillan.

[3] Hisrich, R. D. & Kearney, C. 2012. Corporate entrepreneurship: How to create a thriving entrepreneurial spirit throughout your company. New York: McGraw-Hill.

[4] Raj Shankar, Entrepreneurship Theory and practice. Tata McGraw Hill

Online Resources:

<https://www.entrepreneur.com/>

<http://www.sciencedirect.com/science/article/pii/S088390261300058X>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme

Swayam

BBA - CBCS 2018 SEM VI
ED 603 E-Commerce

Course Code	ED 603	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives :

This course aims

- To understand the popular format of e-tailers, ie.online retailers of goods and services.
- To identify the challenges and opportunities of creating, growing and optimizing an e-commerce business.
- To help students conceptualize the various e-commerce business models that exist and to build new ones.

Course Outcome:

By the end of the course student will:

Students will have fair understanding of e-commerce for business growth and development and will get exposure to strategies to grow quickly and profitably through e-commerce strategies.

Unit 1: Introduction to e-Commerce: (8 hours)

Meaning, types, benefits and impact of e-commerce, e-commerce in India. Advantages and disadvantages of e-commerce.

Infrastructure for e-Commerce – Internet and www, Intranet, extranet. E-commerce and internet.

Unit 2: Models of e-commerce (10 hours),

Business to business hub, market places, business to consumer, consumer to consumer, business to government, government to government.

Unit 3: e-marketing and e-CRM (10 hours),

Internet as an advertising media, e-advertising and marketing in India, Search Engines, Directories, Registrations, Solicited targeted E-mails, Interactive sites, Banners, Advertising, Spam Mails, E-mail, Chain letters. E-Advertising Techniques: Banners, Sponsorships, Portals, and Online Coupons, limitations of internet advertising e-CRM – meaning, applications, major trends, e-CRM marketing in India.

Unit 4: Electronic Payment Systems (12 hours)

Introduction to online payment systems, Secure Electronic Transaction (SET) and Secure

Socket Layer (SSL) protocols, Pre-paid and post-paid e-payment system, security requirements for e-payment system., managerial issues for E-payment systems.

Unit 5: Electronic Data Exchange and E-Security (14 hours)

Electronic Data Exchange - definition, applications, advantages and limitations, Privacy issues. Security policy, procedures and practices, cryptology, digital signature, security protocols for e-commerce.

1. Chan, Lee, Dillon & Chang – E-Commerce Fundamentals & Applications, WILEY
2. P.T. Joseph – E-commerce: A Managerial Perspective, PHI.
3. Jeffrey F. Rayport & Bernard J. Jaworski: Introduction to E-commerce, TMH, 2003.
4. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata MacGraw Hill, New Delhi, 2000.
5. C.S.V. Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.
6. Kamallesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw-Hill, New Delhi, 2002.
7. Perry: E-Commerce, Thomson Publications, New Delhi, 2003.
8. Elias M. Awad: Electronic Commerce, Prentice-Hall India, New Delhi, 2002

Online Resources:

<https://saif4u.webs.com/E-ommerce-Notes.pdf>

<https://www.entrepreneur.com/>

<https://www.Youtube.com/>

<https://blog.taxjar.com/5-online-resources-for-ecommerce-business-owners/>

<https://www.oberlo.in/blog/top-50-ecommerce-resources>

<https://www.practicalecommerce.com/12-Good-Ecommerce-Resources>

MOOCs:

<https://www.mooc-list.com/course/foundations-e-commerce-coursera>

<https://www.class-central.com/course/coursera-foundations-of-e-commerce-2294>

<https://www.udemy.com/the-wide-world-of-moocs/>

BBA - CBCS 2018 SEM VI
ED 604 Managing Family Businesses

Course Code	ED 604	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- Understand the family business dynamics in terms of three elements – the individual, the family, and the business.
- Identify the social and economic impact of family business.

Course Outcomes: Students will be able to

- Apply the specific practices and skills of effective family businesses.
- Integrate entrepreneurial and professional management concepts for strengthening family business organizational performance.

Unit 1 **(12 Hrs.)**

Introduction: Family values , heritage, tradition, Family Relationships and Family Systems
Meaning of family , Concept, structure and forms of Family business, Advantages of Family businesses, Culture and evolution of family firm
The Nature, Importance, and Uniqueness of Family Business

Unit 2 : **(12 Hrs.)**

Conflict resolution: Individual roles/functions in the family Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms.

Unit 3 **(12 Hrs.)**

Managing Leadership, succession and continuity. Succession planning and process, - Continuing The Next Generation Entrepreneur, Succession and the Transfer of Power, creating the Strategy for leadership, Choosing and Grooming the successor. Encouraging change in the family business system.

Unit 4 **(12 Hrs.)**

Professionalism in Family business: Orientation of family entrepreneurs, on the job training, Family councils, Family Offices, Management Philosophy and Core values, Strategic Commitment and Family Commitment, Business Vision and Family Vision, Business Strategy Plan and Family business continuity plan. Success factors of family businesses.

Unit 5 **(12 Hrs.)**

Excellence in Family business: Corporate and Family Governance, Best Practices in Family business: Communication, Independence, Vision, Documentation, women's issues in the family business , Case Studies on Family Businesses.

Text Books:

1. Entrepreneurship and Small Business : Paul Burns, Palgrave Publication

2. Entrepreneurship : Rajeev Roy, Oxford Higher Education Publicatio
3. Entrepreneurship (successfully Launching New Ventures) : Bruce Barringer, R. Ireland, Pearson
4. Vasant Desai , Dynamics of Entrepreneursgip Development, Himalaya Publicaion house
1. S.S. Khanka , Entrepreneurial Development S. Chand & company Ltd.
2. Peter f. Drucker , Inoovation and Entreprenurship

Online Resources:

<https://www.entrepreneur.com/>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme

Swayam

BBA Specialization : Financial Market

Financial Market		
Elective	Code	Course
Elective – I	FM503	Introduction to Financial Markets and Financial Institutions
Elective – II	FM504	Capital Market Operations
Elective – III	FM603	Commodity Markets
Elective – IV	FM604	Introduction to Derivatives : Equity and Currency

BBA- Sem -V (CBCS 2018)
FMK-503: ELECTIVE – I : FINANCIAL MARKETS
INTRODUCTION TO FINANCIAL MARKETS AND FINANCIAL INSTITUTIONS

Course Code	FMK-503	Course Type	Discipline Specific Elective (DSE I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To introduce to the theory and practice of Financial Markets and Institutions.
- To help students to gain a thorough understanding of the working of Financial Markets and Features of Financial Instruments
- To introduce to the management of Financial Markets and Institutions in an international context.

Learning outcomes : After studying this course student are able to

- 1 • The working of Financial Markets and Features of Financial Instruments
- 2 • The management of Financial Markets and Institutions in an international context.

Note :Students are expected to keep themselves updated with latest developments in the subject Through- Online Trading Workshop- Training Session, Business News Channel-line CNBC-TV, ZEE Business, NDTV Profit etc.

Unit I: Overview of Financial Market And Institutions: (11 Hrs.)

- Introduction to Indian Financial System & its Development,
- Importance of Capital and Money Market
- Foreign Exchange Market,
- Role of Financial Institutions in Financial Markets

Unit II Capital And New Issue Market and Secondary Market: (15 Hrs.)

- Capital markets: Primary market, Secondary Market
- Advantage of Primary Market
- Difference Between Primary and Secondary market,
- New Issue Market(IPO) – Functions of New Issue market,
- SEBI Guidelines for New Issue Market, Recent Trends in New Issue Market.
- Functions/services of stock exchange- recognition of stock exchange, organization of Stock exchange in India-
- Listing of Securities-Listing Procedure- registration of Stock Brokers- functions of Brokers.
- Methods of Trading in Stock Exchange – Online Trading –BSE-BOLT System- Mobile

Trading, Merits of Online Trading,

Unit III Mutual Funds:- (12 Hrs.)

- Introduction & Origin of Mutual Fund-
- Types of Mutual Fund, Importance of Mutual Fund
- Concept of Net Assets value

Unit IV Introduction to Derivatives Market (12 Hrs.)

- Concept of Derivatives, Functions, Types – Forward, Futures, Options Swap

Unit V Financial Institutions : (10 Hrs.)

- Introduction to Banking and Non Banking Financial Institutions.
- Institutional Finance – IDBI, SIDBI

Reference books :

1. Financial Markets and Services-E Gordon-K.Natrajan-Himalaya Publishing House
2. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
1. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Thummuluri, Siddaiah, Financial Services, 1st edition, Pearson Education.
3. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill.
4. Essential: Howells, P., and K. Bain (2007),

Journals:

1. Financial Markets and Institutions, 5th ed. Financial Times/ Prentice Hall. ISBN: 0273709194
Supplementary: Pilbeam, K. (2010),
2. Financial Markets and Institutions, 3rd ed. Palgrave Macmillan. ISBN: 023023321X Valdez,
S. and P. Molyneux (2010),
3. An Introduction to Global Financial Markets, 6th ed. Palgrave Macmillan.. ISBN:
0230243096. Mishkin, F. and S. Eakins (2008),
4. Financial Markets and Institutions, 6th ed. Pearson Education. ISBN: 0321552113

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icaai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -V (CBCS 2018)**FMK-504: ELECTIVE –II : FINANCIAL MARKETS****CAPITAL MARKET OPERATIONS**

Course Code	FMK-504	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To help the students in understanding the capital market trading, clearing, settlement
To introduce the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts

Learning outcomes : After studying this course student are able to

- Capital Market Trading, Clearing and Settlement
- regulatory aspects and valuation concepts.

Unit – I: Introduction.**(9 hours)****Unit I: Indian Securities Market – An Overview:****(12 Hrs.)**

- Introduction, Capital Market Intermediaries,
- Industrial Securities market- Government securities Market- Long Term Loan Market Primary market, Secondary market, products
- Participants of Derivatives market

Unit II: Trading Operations:**(12 Hrs.)**

- Introduction, NEAT system, Market types,
- Order Management, trade management, auction, Trade Mechanism
- Introduction to Debt Market, Wholesale Debt Market

Unit III: Clearing and Settlements:**(12 Hrs.)**

- Introduction, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures,
- International securities, Identification number, Demat and Electronic transfer of securities, In protection fund

Unit IV: Legal & Regulatory Framework:**(14 Hrs.)**

- Introduction to various Acts governing securities Market –Important provisions of SEBI(Stock Brokers & Sub – Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities markets) Regulations,2003.

- The Depositories Act, 1996, Money Laundering Act, 2002.

Unit V: Fundamental and Technical Analysis:

(10

Hrs.)

- Fundamental and Technical Analysis, Types of Charts and Technical Indicators
Market Simulation Lab.Market simulation lab sessions on internet based software to develop Keyboarding skills for cash market.

Note : Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from webs SEBI, NSE etc.

Reference books :

1. E-Gorden K.Natrajn –Himalaya Publishing House.
2. Chandra Prasanna, (2009), Investment Analysis, 3rd edition, Tata McGraw Hill.
3. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
4. EDMadhusoodanan, (2008), Indian Capital Markets, Quest Publications.
5. Gurusamy, (2009), Capital Markets, 2nd edition, Tata McGraw, Hill.

Online references:

For MOOCs:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)			
FMK-603: ELECTIVE – III : FINANCIAL MARKETS (COMMODITY MARKETS)			
Course Code	FMK-603	Course Type	Discipline Specific Elective (DSE I -)
Credits	Four.	Examination Pattern	UE + IA: 60:40
<ul style="list-style-type: none"> • Learning objectives: • To understand commodities market, products, financial derivatives, pricing mechanism • To know the trading, clearing and settlement operations using NCDEX platform. • To introduce to regulatory framework and taxation aspects. 			
<p>Learning outcomes : After studying this course student are able to</p> <ol style="list-style-type: none"> 1 • Commodities market, products, financial derivatives, pricing mechanism 2 • Regulatory framework and taxation aspects 			
<p>Unit I: Introduction to Commodity : (12 Hrs.)</p> <ul style="list-style-type: none"> • Introduction to derivatives, products, participants and functions, derivatives markets, • Difference between commodity and financial derivatives, • Evolution of commodity exchanges, global commodity derivatives exchanges, latest developments. 			
<p>Unit II: Application of Commodity Futures : (12 Hrs.)</p> <ul style="list-style-type: none"> • Instruments available for trading – Forward contracts, Introduction to futures and options, Payoff for F&O, • Using futures versus options, Cost of carry model, Futures basis; Using commodity futures for hedging, Speculation and arbitrage. • 			
<p>Unit III: Trading, clearing and Settlement : (12 Hrs.)</p> <ul style="list-style-type: none"> • Trading – Futures trading systems, Entities in the trading systems, Commodity futures trading cycle, Order types and trading, Parameters, Margins for trading in futures, Charges, Hedge limits; • Clearing and Settlement – Clearing, Settlement, Risk Management, Introduction to NCDEX 			
<p>Unit IV: Regulatory Framework of Commodity Derivatives : (12 Hrs.)</p> <ul style="list-style-type: none"> • Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and 			

Arbitration

Unit V: Trading In Commodity Markets:

(12 Hrs.)

- Patterns of Trading & Settlement,
- Efficiency of Commodity Markets - Size of volumes of Commodities

SKILL DEVELOPMENT

- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of shares and debentures.
- Prepare the chart showing Governing Body of the Commodities Market
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL

Text Books :

1. Commodities Market Module, Workbook from NSE.
2. Chatnai, (2010), Commodity Markets, 1st edition, Tata McGraw Hill.

Reference Books :

1. Kleinman, George, (2001), Commodity Futures & Options, 2nd (revised illustrated edition), Prentice Hall.
2. Stephens, John, (2001), Managing Commodity Risk, John Wiley & Sons.
3. Hirschey, (2010), Investments: Analysis and Behavior, 1st edition, Tata
4. McGraw Hill. Indian Institute of Banking & Finance, (2007), Commodity Derivatives, Macmillan India Ltd.

Online references:

MOOCS:

<https://swayam.gov.in/>

<https://alison.com/>:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

<https://www.sebi.gov.in>

<https://www.nseindia.com>

<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)			
FMK-604: ELECTIVE – IV : FINANCIAL MARKETS (INTRODUCTION TO DERIVATIVES : EQUITY AND CURRENCY)			
Course Code	FMK-604	Course Type	Discipline Specific Elective (DSE - ELECTIVE – IV)
Credits	Four.	Examination Pattern	UE + IA: 60:40
<ul style="list-style-type: none"> • Learning objectives: • To understand the concepts of equity and currency derivatives, • Derivatives products and their applications as a risk management tool using different trading strategies on stock exchanges 			
<p>Learning outcomes : After studying this course student are able to</p> <ol style="list-style-type: none"> 1 • Equity and Currency Derivatives 2 • Application of Derivatives as a risk management tool using different trading strategies on stock exchanges. 			
<p>Unit I: Risk Management and Introduction to Derivatives Market: (12 Hrs.)</p> <ul style="list-style-type: none"> • Introduction to Risk, Types of Risks and Risk Management Process • Meaning, History and Origin, Elements of a Derivative Contract, • Factors Driving Growth of Derivatives Market, Types of Derivatives, • Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market 			
<p>Unit II: Introduction to Currency Markets: (12 Hrs.)</p> <ul style="list-style-type: none"> • Introduction to Currency markets, Exchange rates, factors affecting currency market, • Currency futures, Strategies using currency futures, • Hedging, Speculation, Arbitrage, NSE’s currency derivatives segment. 			
<p>Unit III: Application of Commodity Futures: (12 Hrs.)</p> <ul style="list-style-type: none"> • Instruments available for trading – Forward contracts, Introduction to futures and options 			
<p>Unit IV: Introduction to Options: (12 Hrs.)</p> <ul style="list-style-type: none"> • Options: Options Contract Specifications, Call Option, Put Option • Difference between Futures and Options, Trading of Options, Factors Affecting Option Premium, Payoff Charts and Diagrams for Option Contract, • Basic Understanding of Option Strategies. 			
<p>Unit V: Trading, clearing and Settlement: (12 Hrs.)</p> <ul style="list-style-type: none"> • Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – • NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement. 			

Text Books :

- Equity Derivatives : A Beginner's Module, Workbook from NSE.
- Currency Derivatives : A Beginner's Module, Workbook from NSE.

Reference Books :

1. Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9th edition, Tata McGraw Hill, Publishing Company Ltd.
2. Red Head, (2007), Financial Derivatives : An Introduction to Futures, Forward, Options, Prentice Hall of India.
3. Vohra, (2010), Futures and Options, 2nd edition, Tata McGraw Hill.
4. Vohra, (2010), Derivatives and Risk Management, 1st edition, Tata McGraw Hill

Online references:

MOOCS:

<https://swayam.gov.in/><https://alison.com/>:**Web resources:**www.moneycontrol.comwww.rbi.org.inwww.icai.org<https://www.sebi.gov.in><https://www.nseindia.com><https://www.bseindia.com>

BBA- Sem -V (CBCS 2018)**BA-503: ELECTIVE – I : Business Analytics****Business Analytics and Applications**

Course Code	BA-503	Course Type	Discipline Specific Elective (DSE - ELECTIVE – I)
Credits	Four	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**

- To develop an understanding of the key concepts, principles, and techniques of business analytics, such as data analysis, statistical methods, predictive modeling, data visualization, and other relevant topics.
- To learn techniques for collecting, cleaning, and preprocessing data including understanding data quality issues, handling missing data, dealing with outliers, and transforming data into a suitable format for analysis.
- To apply analytics techniques to real-world business problems, such as how to identify business challenges, formulate analytical questions, select appropriate analytical methodologies, and apply them to derive insights and make data-driven decisions

- **Learning outcomes:** After studying this course students are able to:

- Apply various business analytics techniques and methodologies to analyze business problems and generate meaningful insights.
- Demonstrate proficiency in using analytics tools and technologies, such as statistical software, data visualization tools, and database querying languages, to perform data analysis and interpret results.
- Collect and preprocess data, dealing with missing data, outliers, and data quality issues, to prepare data for analysis.
- Make sound managerial decisions aimed at furthering the business interests of the company.
- Identify, analyze, and understand the problems faced by the company.

Unit I: Introduction to Business Analytics (BA): Applications of Business Analytics in various fields, OLAP, Geographical Information systems, Real-time Business Intelligence Automated Decision support, and Competitive Intelligence, Data Collection and Preprocessing: Data collection methods and techniques, Data cleaning and data quality assessment, Dealing with missing data and outliers, Data transformation and normalization
(12 Hrs)

Unit II: Statistical Analysis for Business Analytics: Descriptive statistics and data exploration, Probability theory and distributions, Hypothesis testing and statistical inference, Correlation and regression analysis, Predictive Analytics and Data Mining: Introduction to predictive modeling and machine learning, Regression analysis and predictive modeling techniques, Classification and clustering algorithms, Evaluation and validation of predictive models
(12 Hrs)

Unit III: Data Visualization and Reporting: Principles of effective data visualization, Tools and techniques for data visualization, creating dashboards and interactive visualizations, and Communicating insights through data storytelling.
(12 Hrs)

Unit IV: Business Intelligence and Decision Support Systems: Introduction to business intelligence (BI) concepts, Data warehousing and data integration, OLAP (Online Analytical Processing) and data cubes, Using BI tools for decision support and reporting, Introduction to Optimization and prescriptive analytics,
(12 Hrs)

Unit V: Business Analytics Applications in Functional Areas: Marketing analytics and customer segmentation, Financial analytics and fraud detection, Operations analytics and process optimization, Supply chain analytics and inventory management.

Industry Case Studies and Applications: Real-world case studies from various industries, Analyzing and solving business problems using analytics, Guest lectures or industry speakers sharing their experiences
(12 Hrs)

Reference Books :

1. PurbaHalady Rao Business Analytics – an application focus 2013 PHI Learning
2. Tanushree Banerjee ArindamBannerjea Business Analytics – Text and Cases 2019 SAGE Publications
3. Essentials of Business Analytics BhimasankaramPochiraju, Sridhar Seshadri 2018 Springer

Online references:

1. <https://www.managementstudyguide.com/business-analytics.htm>
2. https://www.academia.edu/35314419/Bernard_Marr_Key_Business_Analytics_
3. https://www.researchgate.net/publication/320685945_Understanding_the_Role_of_Business

BBA- Sem -V (CBCS 2018)**BA-504: ELECTIVE – II : Business Analytics****Statistics for Business Decisions and Analytics**

Course Code	BA-504	Course Type	Discipline Specific Elective (DSE - ELECTIVE – II)
Credits	Four	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To understand the different basic concepts/fundamentals of business statistics.
- To understand and apply the required skills in analyzing and interpreting data using appropriate statistical techniques. This includes the ability to summarize data, perform exploratory data analysis, and apply statistical methods to draw meaningful conclusions.
- To understand the importance of Statistical Analysis Tools which includes Time Series Analysis, Index Number, Skewness, and Kurtosis, and their implication on Business performance
- To understand the techniques of Statistical inferences and their usage in various business applications.
- To understand the multiple and partial correlation and regression concepts and their use in inferential statistics

Learning outcomes: After studying this course students are able to

- Develop numerical ability to solve examples on various topics.
- Have a clear understanding of various statistical tools and their applications in Business.
- Develop the ability to interpret statistical results and draw meaningful insights from data analysis. This includes understanding statistical significance, confidence intervals, p-values, and other statistical measures.
- Understand the principles of statistical inference and hypothesis testing. They will learn how to formulate research questions, set up hypotheses, choose appropriate tests, and interpret results to make informed decisions.
- Analyze the importance of Statistical Techniques in different functional areas of Management.
- To apply the statistical techniques to small data sets for analysis and interpretation

Unit I: Introduction to Statistics and Data: Introduction to statistics and its role in business decision-making, Types of data: qualitative and quantitative, Data collection methods: sampling, surveys, experiments, Data sources and data quality considerations, Data visualization and exploratory data analysis
(12 Hrs)

Unit II: Descriptive Statistics : Measures of central tendency: mean, median, mode, Measures of variability: range, variance, standard deviation, Measures of relative standing: percentiles, quartiles Data distribution: skewness and kurtosis, Graphical representation of data: histograms, box plots, scatter plots
(12 Hrs)

Unit III: Sampling and Sampling Distributions: Sampling techniques: random sampling, stratified sampling, Sampling distribution of sample means and proportions, Central Limit Theorem and its Implications, Confidence intervals estimation for population means and proportions, Sample size determination for estimating population parameters.
(12 Hrs)

Unit IV: Statistical Inference and Hypothesis Testing: Hypothesis testing framework: null and alternative hypotheses, One-sample and two-sample hypothesis tests, Tests for population means, proportions, and variances, Type I and Type II errors, significance level, and p-values, Interpreting and making decisions based on hypothesis test results
(12 Hrs)

Unit V: Regression Analysis: Introduction to regression analysis, Simple linear regression: model, estimation, and interpretation, Multiple linear regression: model building, variable selection, Assumptions of Regression analysis and model Diagnostics, Interpreting regression coefficients and making predictions
(12 Hrs)

Reference Books :

1. Business Statistics- S.P.Gupta- 2016- Himalaya Publishing House
2. Statistics- Robert S. Witte, John S. Witte- 2014- John Wiley & Sons
3. Business Statistics by Mr. R.S> Bharadwaj, Excel Book Publication
4. Business Statistics by Richard Levin
5. Business Statistics by Ken Black, Tata Mcgraw Hiil Publication
6. Mathematical statistics by Ray, Sharma and Choudhary
7. Business Statistics by V.K. Kapoor, Sultan Chand Publication

Online references:

1. <http://www.yourarticlelibrary.com>
2. <https://commercemates.com>

BBA- Sem -VI (CBCS 2018)**BA-603: ELECTIVE – III: Business Analytics****Data Analytics using Excel and Statistical Software**

Course Code	BA-603	Course Type	Discipline Specific Elective (DSE - ELECTIVE – III)
Credits	Four	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To give the learner an understanding of the basic techniques and tools of business research.
- To develop proficiency in using Excel and statistical software (such as R, Python, or SPSS) for data analytics tasks.
- To learn how to navigate the software, import and manipulate data, perform calculations, and utilize built-in functions and formulas.
- To gain knowledge of descriptive statistics and exploratory data analysis techniques using Excel and statistical software.
- To summarize data, calculate measures of central tendency and variability, and identify patterns and trends in the data

Learning outcomes: After studying this course students are able to

- Students will be able to understand and apply the steps involved in the analytics project.
- Students will demonstrate proficiency in using Excel and statistical software tools to perform data analytics tasks.
- Students will be able to navigate the software, import and manipulate data, apply formulas and functions, and generate statistical outputs.
- Students will be able to create effective visualizations using Excel and statistical software to present data in a clear and visually appealing manner.
- Students will be able to perform descriptive statistics and exploratory data analysis using Excel and statistical software.

Unit I: Introduction to Data Analytics and Statistical Software: Introduction to data analytics and its applications in various fields Overview of statistical software tools (e.g., Excel, R, Python, SPSS), Understanding data types and data structures, Importing and exporting data in different formats, Data cleaning techniques (handling missing values, outliers, and duplicates), Data transformation and Standardization, Data integration and merging datasets. (12 Hrs)

Unit II: Exploratory Data Analysis: Summary statistics: mean, median, mode, variance, and standard deviation, Data visualization techniques (e.g., histograms, bar charts, scatter plots), Identifying patterns and relationships in data, Descriptive analytics using Excel functions and statistical software (12 Hrs.)

Unit III: Statistical Analysis using Excel: Hypothesis testing: t-tests, chi-square tests, ANOVA, Confidence intervals estimation, Correlation analysis and regression modeling, Using Excel functions and tools for statistical analysis, Introduction to predictive analytics and its applications, Simple and multiple linear regression, Time series forecasting using Excel, Decision tree analysis and classification (12 Hrs.)

Unit IV: Data Visualization using Excel: Creating visually appealing charts and graphs, Customizing visualizations for effective communication, Advanced Excel charting techniques, Interactive dashboards and data visualization tools (12 Hrs.)

Unit V: Introduction to Statistical Software (R/Python/SPSS): Introduction to statistical programming languages (R/Python/SPSS), Basics of programming syntax and data manipulation, Statistical analysis and data visualization using the chosen software (12 Hrs.)

Reference Books :

1. Data Analysis Using Microsoft Excel: Updated for Office 365" by Michael R. Middleton
2. Excel Data Analysis: Modeling and Simulation by Hector Guerrero
3. Statistical Analysis: Microsoft Excel 2016 by Conrad Carlberg
4. Discovering Statistics Using IBM SPSS Statistics by Andy Field, Jeremy Miles, and Zoe Field
5. "Python for Data Analysis" by Wes McKinney
6. "R for Data Science" by Hadley Wickham and Garrett Golemund

Online references:

1. Microsoft Excel Official Support and Training: <https://support.microsoft.com/en-us/excel>
2. Excel Easy: <https://www.excel-easy.com/>
3. DataCamp: <https://www.datacamp.com/>

BBA- Sem -VI (CBCS 2018)**BA-604: ELECTIVE – IV: Business Analytics****Data Visualization for Business Decisions**

Course Code	BA-604	Course Type	Discipline Specific Elective (DSE - ELECTIVE – IV)
Credits	Four	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To recognize the significance of data visualization in effectively communicating complex information, patterns, and trends to support business decision-making.
- To learn the fundamental principles of designing effective and impactful data visualizations, including choosing appropriate chart types, utilizing color and layout effectively, and emphasizing clarity and simplicity.
- To gain proficiency in using popular data visualization tools such as Tableau, Power BI, or Excel to create visually compelling and interactive visualizations.

Learning outcomes: After studying this course students are able to

- Demonstrate proficiency in using data visualization tools such as Tableau, Power BI, or Excel to create visually compelling and interactive visualizations for business decision-making.
- Understand the fundamental principles of effective data visualization, including the selection of appropriate chart types, effective use of color and layout, and emphasizing clarity and simplicity in visualizations.
- Students will create interactive and dynamic visualizations that allow users to explore data and derive insights.

Unit I: Introduction to Data Visualization: Importance of data visualization in business decision-making, Principles of effective data visualization, Overview of data visualization tools (Excel and Power BI)
(12 Hrs)

Unit II: Data Visualization Fundamentals with Excel: Understanding data types and structures for visualization in Excel, selecting appropriate chart types in Excel for different data scenarios, Designing clear and concise visualizations using Excel features, Creating interactive and dynamic Dashboards visualizations in Excel
(12 Hrs)

Unit III: Introduction to Power BI: Overview of Power BI and its role in data visualization, Importing and connecting data sources in Power BI, Understanding the Power BI interface and navigation, Designing interactive dashboards and reports in Power BI, Applying various visualization techniques in Power BI, Customizing and formatting visualizations in Power BI
(12 Hrs)

Unit IV: Advanced Features and Analytics in Power BI: Utilizing advanced features and functionalities in Power BI (e.g., slicers, filters, drill-through), Incorporating calculations and measures in Power BI visualizations, Implementing advanced analytics techniques in Power BI (e.g., forecasting, clustering)

(12 Hrs)

Unit V: Data Storytelling with Excel and Power BI: Applying storytelling techniques to communicate insights using Excel and Power BI, Creating effective data narratives and storytelling visuals, Presenting data stories using Excel and Power BI to stakeholders, Ensuring data accuracy and integrity in visualizations, Applying best practices for color usage and accessibility in Excel and Power BI

(12 Hrs)

Reference Books :

1. Data Visualization: A Handbook for Data Driven Design" by Andy Kirk, SAGE Publication
2. Data Visualization: A Practical Introduction" by Kieran Healy, Princeton University Press
3. Data Visualization: Principles and Practice" by Alexandru C. Telea, CRC Press
4. Mastering Microsoft Power BI: Expert techniques for effective data analytics and business intelligence" Powell
5. Microsoft Excel 2019 Data Analysis and Business Modeling" by Wayne Winston, Microsoft Press

Online references:

1. Data Visualization Catalogue: <https://datavizcatalogue.com/>
2. Tableau Public Gallery: <https://public.tableau.com/en-us/gallery>
3. Data-to-Viz: <https://www.data-to-viz.com/>
4. Storytelling with Data: <https://www.storytellingwithdata.com/>

BBA- Sem -V (CBCS 2018)			
HM-503: ELECTIVE – I : Hospitality Management			
Food Service Operation			
Course Code	HM-503	Course Type	Discipline Specific Elective (DSE - ELECTIVE – I)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> • To understand Food service operation • To understand the role and responsibility of Food service management • To understand and manage meal experience • To expose the concept of eating out • To study methods of purchasing food 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> • Focus on role and responsibility of food service management • Learn to manage meal experience • Familiarize with the concept of eating out • Recognize the methods of purchasing food. 			
<p>Unit I: Introduction to food service operation Origin of food service industry, Commercial and non commercial Food service operation, Subsidized and welfare catering establishments (11 Hrs.)</p>			
<p>Unit II: Food and Beverage management , Responsibilities of food and Beverage management, Job description of food and Beverage manager, Constraints on food and beverage management – External- Government/ political, economic, social, technical and Internal – food and beverage, staff, control (13 Hrs.)</p>			
<p>Unit III: Managing meal Experience- Factors/ Reasons for using food services- such as Social, business, convenience and time. Atmosphere of food service establishment, price and Menu. (12 Hrs.)</p>			
<p>Unit IV Understanding eating out – Introduction , food and drink , variety in menu choice, level of service, price and value for menu , interior design, Atmosphere and mood , location and accessibility , food service employees. (12 Hrs.)</p>			
<p>Unit V: Food service establishments- Fine dining, Bars, night clubs and pubs, Fast food establishments – Financial policy, Marketing policy, product and service style, staffing and technology (12 Hrs.)</p>			

Reference Books :

1. Food and Beverage Management -Bernard Davis, Andrew lockwood, Ioannis Pantelieds , Peter Alcot - Butterworth- Heinemann
2. Food and beverage Service- John Cousins , DennisLillicrap, Suzanne Weekes- Hodder Education

Online references:

- 1 <https://www.greatsampleresume.com/job-responsibilities/food-service/food-and-beverage-manager>
- 2 <https://study.com/academy/lesson/food-service-industry-definition-history.html>

BBA- Sem -V (CBCS 2018)			
HM-504: ELECTIVE – II : Hospitality Management			
Tour Operations Management			
Course Code	HM-504	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – II)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> • To gain knowledge of the tour operations industry • To gain Knowledge and skills of tour operators‘ products • To acquire knowledge and skills essential in the administration and management of tour operations as a business 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> • To get knowledge and skills of tourism operations industry • Get understating of legal aspects in tour and travel operations 			
<p>Unit I: Emergence of Travel Intermediaries - Indian travel agents and tour operators: an overview – differentiation & inter-relationship of TA/TO - Present business trends and future prospects, problems and issues. (11 Hrs.)</p>			
<p>Unit II: Setting up tour operation business: Product Knowledge – Managing linkages with service suppliers - Itinerary preparation – Costing a tour package – Planning and scheduling pick-ups and transfers. (13 Hrs.)</p>			
<p>Unit III: Measures of Dispersion – Developing and managing linkages with Principal Suppliers – Managing recruitment and trained manpower – Operations department: Inbound & Outbound – Marketing of tour packages. (12 Hrs.)</p>			
<p>Unit IV Selling Tourism services through Distribution Chains – Logistics in Tour Operations – Managing Distribution System in Tourism Operation Management. (12 Hrs.)</p>			
<p>Unit V: Managerial Responsibilities - Managing Escort Services – Use of Technology – Promotional issues – Marketing communications – Public Relations. (12 Hrs.)</p>			

Reference Books :

1. Professional Travel Agency Management- Chunk, James, Dexter &Boberg
2. Essentials of TourManagement- Fay Betsy

Online references:

1. <https://www.uou.ac.in/sites/default/files/slm/BTTM-202.pdf>
2. http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf

BBA- Sem -V (CBCS 2018)			
HM-505: ELECTIVE – III : Hospitality Management			
Hospitality Marketing Management			
Course Code	HM-603	Course Type	Discipline Specific Elective (DSE - ELECTIVE – III)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> To identify the service characteristics and management strategies that has an impact on hospitality marketing To understand the importance of service quality and customer satisfaction in winning customers and outperforming competitors. To understand the various models of consumer behavior and the factors affecting the same. To understand the advertising, promotional and customer handling strategies for food and beverage. 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> To understand the concept of marketing and selling To learn the importance of advertising, sales promotion, personal selling, guest handling, customer relations in hotel industry 			
<p>Unit I: Marketing conceptual framework - marketing environment - customer oriented organization - marketing interface with other functional areas - marketing in a globalized environment. - Marketing Mix (11 Hrs.)</p>			
<p>Unit II: Definition - Difference between goods and Services - Characteristics of services - management strategies for service business - role of employees in service process - Internal marketing. (13 Hrs.)</p>			
<p>Unit III: Customer Value and satisfaction - Five gap model of service quality - Benefits of service quality - Retaining customers, handling customer complaints - Relationship marketing - Monitoring and measuring customer satisfaction (12 Hrs.)</p>			
<p>Unit IV Definition - Consumer Behaviour models - Factors affecting Consumer Behaviour - Cultural, Social, Personal, Psychological (12 Hrs.)</p>			
<p>Unit V: Guest handling - special occasion - Advertising - promoting - merchandising food and beverage - overview identifying the media - Layout and design of advertisement - highlighting the message - Target audience - food and wine display - promoting room service - Telephone selling - persuasive and suggestive selling. Guest handling - identifying guest needs - Maintaining guest history card and records - Effective public relationship - Effective social skills - personalization. Special occasions - Type of special occasions - Creativity and Innovation - Special menu - planning – Co-ordinating the activities (12 Hrs.)</p>			

Reference Books :

1. Marketing for Hospitality& Tourism- Philip Kotler, Bowen and Makens- Prentice -Hall Inc.
2. Hospitality Marketing- Neil Wearne- Hospitality Press Pvt Ltd. - Australia

Online references:

- 1 <https://www.classcentral.com/course/edx-managing-marketing-in-the-hospitality-and-tourism-industry-7332>
2. <https://study.com/academy/course/hospitality-marketing.html>

BBA- Sem -V (CBCS 2018)			
HM-603: ELECTIVE – IV : Hospitality Management			
Accommodation Operations Management			
Course Code	HM-604	Course Type	Discipline Specific Elective (DSE - ELECTIVE – IV)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> • To understand the importance of service quality in Accomodation and customer satisfaction in winning customers and outperforming competitors. • To understand the various models of consumer behavior and the factors affecting the same. • To understand the advertising, promotional and customer handling strategies for Accomodation. 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> • To understand the concept of Accomodation Operations Management. • To learn the importance of advertising, sales promotion, personal selling, guest handling, customer relations in hotel industry 			
<p>Unit I: Role of House Keeping in the Hotel – Guest satisfaction and repeat business. (11 Hrs.)</p>			
<p>Unit II: Organization of House Keeping department in small, medium and large Hotel – Duties and responsibilities of the Executive Hose Keeper – DeputyHouse Keeper – Floor Supervisor –Chambermaid – Houseman and other staff – Function of the House Keeping department – Areas of cleaning – anagement of staff – Selection and purchase of cleaning equipment, agentsand supplies – Supply of linen and staff uniforms – Security controlling costs – Budgeting – Inventories and record keeping – Dealing with guests – Lostand found (13 Hrs.)</p>			
<p>Unit III: Cleaning equipment – Cleaning agents – Methods of cleaning – Cleaningpublic areas and standard supplies – Daily cleaning – Keys – Check out room – Occupied room– Vacant room– Evening service – Spring cleaning - Keys:computerized key cards – Control of keys. (12 Hrs.)</p>			
<p>Unit IV Linen – Function of linen room – Kinds of linen – Uniforms – Storage andlinen handling – Laundry and dry cleaning – Layout- Flow process – Handwash equipment (washer, hydro-extractors, etc.) – Laundry chemicals and detergents. (12 Hrs.)</p>			
<p>Unit V: Interior decoration – Flower arrangement – Floor covering – Furniture arrangement – Wall covering – Colour and lighting – Types of carpet – Maintenance of carpet. (12 Hrs.)</p>			

Reference Books :

1. Accommodation Operations- Colin Dix
2. Housekeeping Supervision-
3. Jane Fellows

Online references:

1. https://www.mlsu.ac.in/econtents/1186_e-book%20of%20Hotel_management_and_operations.pdf
2. <https://study.com/academy/course/hotel-lodging-management-operations.html>

BBA- Sem -V (CBCS 2018)			
IT-503: ELECTIVE – I : Information Technology			
System Analysis & Design			
Course Code	IT-503	Course Type	Discipline Specific Elective (DSE - ELECTIVE – I)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> • To explain what systems are and how they are developed. • Identify and describe the phases of the systems development life cycle. • Follow the analysis portion of the Systems Development Life Cycle in a disciplined manner. • Develop and evaluate system requirements. • Work effectively in a team environment • Describe the role and responsibilities of the systems analyst in the development and management of systems. 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> • Explain the need for and value of a formalized step-by-step approach to the analysis, design, and implementation of computer information systems. • Use tools and techniques for process and data modeling. • Describe the role and responsibilities of the participants in information systems^o development. • Develop a feasibility analysis of a proposed system. • Develop and deliver a Requirements Definition Proposal for a new system in a well-structured business proposal. • Explain the common ways projects fail and how to avoid these failures. • Implement various project management tools. 			
<p>Unit I: Introduction to system concepts: Introduction to System, characteristic, elements of system, types of system, categories of information system (12 Hrs.)</p>			
<p>Unit II: General phases of system development life cycle: SDLC, waterfall model, prototyping model, spiral model and 4GT, system analysis (12 Hrs.)</p>			
<p>Unit III: Requirement and Structured Analysis: Feasibility Study, Fact-finding techniques, Decision Tree and Decision Table Pseudocode, Structured English, DFD (12 Hrs.)</p>			
<p>Unit IV: Database Design and Documentation Techniques: ERD, System FlowCharts; Functional Decomposition Diagram; Structured Flow-Charts. (12 Hrs.)</p>			
<p>Unit V: User Interface Design: Interface Design Dialogue, Strategies, Screen Management (12 Hrs.)</p>			

Reference Books :

1. System Analysis and Design- Awad
2. System Analysis and Design- Senn
3. Software Engineering aPractitioner's Approach- Roger S. Pressman

Online references:

1. https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_quick_guide.htm
2. <https://www.yourarticlelibrary.com/management/mis-management/system-analysis-objectives-reasons-and-tools-mis/70388>

BBA- Sem -V (CBCS 2018)			
IT-504: ELECTIVE – II : Information Technology			
Information System Security & Audit			
Course Code	IT-504	Course Type	Discipline Specific Elective (DSE - ELECTIVE – II)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> • Describe the general framework for IT risks and control. • Identify the unique elements of computer environment and discuss how they affect the audit process. • Describe the security aspect and audit issues related to computer security. • To enable the students to grasp knowledge of Auditing along with exposure to modern business information systems. • Understand the audit objectives and procedures used to test data management controls. • Discuss the stages in the SDLC 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> • Understand the difference between Security Metrics and Audits. • Knowledge on Vulnerability Management • Know the Information Security Audit Tasks, Reports and Post Auditing Actions • Understand Information Security Assessments • Examine the multiple layers of IS security in organizations. • Analyze the risk management approach to information assets' security with respect to operational and organizational goals. • Evaluate physical and logical security controls, and the automated approaches in IS security. 			
<p>Unit I: Information Systems Audit: What is Information Systems (IS) Auditing?, Need for control and audit of computers, Effects of computers on internal controls, Effects of computers on auditing, Foundations of Information Systems Auditing, Organizational Responsibilities(Executive management, Auditors, IT and Information security and General users)</p> <p>Information system control : Information system control techniques, categories of internal control, organizational controls, data processing environmental control, Business continuity planning control, user control, boundary control, input control, control over data (12 Hrs.)</p>			
<p>Unit II: Meaning of Risk, Business risk, audit risk, security risk, and continuity risk. SEI risk statement (two things needed to express risk clearly) Components of risk: threat, vulnerability, exposure, impact, consequence Risk response options: manage, reduce, transfer, ignore, monitor Threat classes: natural, accidental and unintentional, intentional, political unrest, Threat agents, threat agent motives, Four basic steps to a risk assessment. (12 Hrs.)</p>			
<p>Unit III: Information security programs- Relative importance of people, policy, and technology, Legal, Ethical and Professional Issues in Information Security Program foundation: policy, education,</p>			

ownership, defined responsibilities Role of risk management in information security programs Information Security Management- Supporting role and purpose of: policy, training, culture, baselines, system acquisition and development, change management, configuration management, monitoring, personnel policies, assessments, metrics, and evaluation Incident response and basic steps: identification, containment, collection, recovery, analysis Cyber frauds, cyber attacks, impact of cyber frauds on enterprise, techniques to commit cyber frauds. (12 Hrs.)

Unit IV: Software / System Development Life Cycle- Four basic steps in SDLC: analysis, development, testing, implementation General sense for SDLC risks, Differences between pre-and post implementation audits Pre-implementation and Post-implementation: approaches, role of auditor, advantages, disadvantages (in both phases) (12 Hrs.)

Unit V: Evidence Collection- Audit software, Code review, test data, and code comparison, Concurrent auditing techniques, Interview, questionnaires, and control flowcharts, Performance measurement tools. Evaluating Asset Safeguarding and Data Integrity Introduction, measures of asset safeguarding and data integrity, Nature of the global evaluation decision, Determinants of judgment performance, Audit technology to assist the evaluation decision, Cost-effectiveness considerations, Overview of the efficiency evaluation process, Performance indices, Workload models, System models, combining workload and system models, Overview of the effectiveness evaluation process, A model of Information System effectiveness, Evaluating system quality, Evaluating information quality, Evaluating perceived usefulness, Evaluating perceived ease of use, Evaluating computer self-efficacy, Evaluating Information System use, Evaluating individual impact, Evaluating Information System satisfaction, Evaluating organizational impact (12 Hrs.)

Reference Books :

1. Information Technology Audit Handbook II - Doug Dayton, Daug Dayton, Prentice Hall, ISBN: 0136143148
2. Information Systems Control and Audit- Ron Weber-Pearson Education

Online references:

1. <https://core.ac.uk/download/pdf/6673169.pdf>
2. https://en.wikipedia.org/wiki/Information_security_audit

BBA- Sem -VI (CBCS 2018)			
IT-603: ELECTIVE – III : Information Technology			
RDBMS with Oracle			
Course Code	IT-603	Course Type	Discipline Specific Elective (DSE - ELECTIVE – III)
Credits	Four	Examination Pattern	UE + IA: 60:40
<p>Learning objectives:</p> <ul style="list-style-type: none"> • To understand and learn how to work with an Oracle database. • To understand the Structured Query Language and be able to use it in conjunction with Oracle database. • To understand Procedural Language SQL (PL/SQL) and be able to use it in conjunction with an Oracle database. 			
<p>Learning outcomes : After studying this course student are able to</p> <ul style="list-style-type: none"> • Simple Query using sample datasets • Complex queries using SQL. • Writing PL/SQL blocks 			
<p>Unit I: Introduction to oracle RDBMS: DBMS VS RDBMS, CODD’s Rules, Introduction to Oracle: History, Features, Versions of oracle, introduction to oracle RDBMS, Tools of Oracle: SQL, SQL*Plus, SQL Form, SQL Reports. (12 Hrs.)</p>			
<p>Unit II: SQL and Components of SQL Defining a database in SQL, Components of SQL: DDL, DML, DCL, DQL, SQL query Rules, Data types, Keywords, Delimiters, Literals. DDL Commands – Defining a database in SQL, Creating table, changing table definition, removing table. Truncating Table. DML Commands- Inserting, updating, deleting data, DQL Commands: Select Statement with all options. Renaming table, Describe Command, Distinct Clause, Sorting Data in a Table, Creating table from a table, Inserting data from other table, Table alias, and Column alias. Data Constraints: Primary key, Foreign Key, NOT NULL, UNIQUE, CHECK constraint (12 Hrs.)</p>			
<p>Unit III: Operators, Functions and Joins Arithmetic, Logical, Relational, Range Searching, Pattern Matching, IN & NOT IN Predicate, all, % any, exists, not exists clauses, Set Operations: Union, Union All, Minus, Intersect. Relating data through join concept. Simple join, equi join, non equi join, Self join, Outer join, Sub queries, Aggregate Functions , Numeric Functions, String Functions, Conversion functions, Date conversion functions, Date functions. . (12 Hrs.)</p>			

Unit IV: Database Objects

Index: Creating index, simple index, composite index, unique index, dropping indexes, multiple indexes on table, using rowid to delete duplicate rows from a table, Sequence: Creating sequence, altering sequence, dropping sequence. Views: Defining, modifying, deleting views. **(12 Hrs.)**

Unit V: Introduction to PL/SQL programming Introduction, Advantages, PL/SQL Block, PL/SQL Execution Environment PL/SQL Character set, Literals, Data types, Variables, Constants, Displaying User Message on screen, Conditional Control in PL/SQL, Iterative Control Structure: While Loop, For Loop, Goto Statement. **(12 Hrs.)**

Reference Books :

1. SQL for oracle 9i- P.S.Deshpande
2. PL/SQL The Programming Language of Oracle- Ivan Bayross

Online references:

1. <https://www.w3schools.com/sql/>
2. <https://www.tutorialspoint.com/sql/index.htm>

BBA- Sem -VI (CBCS 2018)**IT-604: ELECTIVE – IV : Information Technology****Enterprise Business Applications**

Course Code	IT-604	Course Type	Discipline Specific Elective (DSE - ELECTIVE – IV)
Credits	Four	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To enable knowledge about E-commerce
- To enable knowledge about types of business models in E-commerce
- To enable knowledge about security issues of e-commerce
- To enable knowledge about payment systems of e-commerce.
- To enable knowledge about various e-commerce applications.
- To enable knowledge about Mobile commerce

Learning outcomes : After studying this course student are able to

- Recognize the impact of Information and Communication technologies, especially of the Internet in business operations.
- Recognize the fundamental principles of e- Business and e- Commerce
- Use tools and services of the internet in the development of a virtual e- commerce site

Unit I: Introduction: Brief history of e-commerce, definitions of e-commerce, technical components and their functions, e-commerce versus traditional business, requirements of e-commerce. Advantages and disadvantages of e- commerce, Value chain in e-commerce, current status of e-commerce in India.

(12 Hrs.)

Unit II: Types of business models (B2B, B2C, C2B, C2C) with examples. EDI – Requirement of EDI, types of EDI, advantages and disadvantages of EDI. ISP, Types of ISP, Choosing an ISP, domain name, domain name types, how to register domain name.

(12 Hrs.)

Unit III: Security issues, privacy issues, basic computer security, secure transaction, security threats, risk, security tools. Hacking, viruses, denial of service attacks, malicious code, Intruders, attacking methods. Cryptography, types of cryptography, symmetric and asymmetric cryptography. Firewall, types of firewall, components of firewall. Digital signature, digital certificate, secure electronic transactions, secure socket layer.

(12 Hrs.)

Unit IV: E-commerce Payment System Overview of Electronic payment technology, limitations of the traditional payment system, requirements of e- payment system. B2B Electronic Payments, Third-Party Payment Processing, Electronic Payment Gateway Electronic or digital cash, properties of digital cash, how it works. Online credit card Payment system, smart card. (12 Hrs.)

Unit V: E-Commerce Applications: E-Commerce and banking, e-commerce and retailing, e-commerce and online publishing, online marketing, e-advertising, e-branding. (12 Hrs.)

Reference Books :

1. ERP Demystified- Alexis neon- Mc Graw hill
2. ERP Ware: ERP Implementation Framework- V.K. Garg & N.K. Venkita Krishnan
3. E-Commerce A Managerial Perspective- P.T. Joseph- Prentice Hall of India

Online references:

1. [http://index-of.co.uk/IT/Wiley%20-](http://index-of.co.uk/IT/Wiley%20)
2. https://mrcet.com/downloads/digital_notes/ME/III%20year/ERP%20Complete%20Digital%20notes.pdf