

BBA 601: E-Commerce

Course Objective :

To develop an understanding of the concepts and functions of e-business and related aspects

Course Content:

Unit I (8 lectures)

Evolution of E-Commerce, Concept, importance, objectives, types, nature and need of e-commerce, Essential Requirements. E-Business- Principles, Models, Infrastructure, Advantages & Disadvantages. Reasons for popularity of e-commerce over traditional system, E-Business & its solutions, Business benefits from e-commerce. Comparison of e-business and e-commerce

Unit II (10 lectures)

Models of E-Commerce, Business Operation, E-Commerce business practices. Core concepts of B2B, B2C, C2C, B2G- its advantages & Limitations. Relevance & Challenges for E-Commerce in India, Management Issues relating to e-commerce

Unit III (10 lectures)

Concept of Online Marketing – Internet marketing--- Concept, Marketing Mix, Online marketing Strategies, Methods & benefits of online Advertisement.

Electronic Transactions : Concept of electronic payment systems, types of payment systems; Electronic Fund transfer, Digital Token on notational based Electronic Payment System, Smart Card, Emerging Financial Instruments.

Unit IV (8 lectures)

E-Governance – Meaning, Concept, Online tools, sources & articles that help communication with government. Concept of G2G-(government to government), G2E –(government to Employees).

SUGGESTED READINGS

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| • E-Commerce E-Business | C.S.Rayudu |
| • E-Business | Gary P.Schneider;Cengage |
| • Learning E-Business and E-commerce Management | Dave chaffey |
| • Electronic Business | Geoffrey Sampson |
| • E-commerce- An Indian Perspective | P.T. Joseph |

BBA 602: Advertising Management

Course Objective:

This course aims to enable the students to gain an insight about the various issues related to advertising

Course Content:

Unit I (10 lectures)

Introduction to Advertising: Definition, Nature, Scope, Objectives and Importance of Advertising, Role of Advertising in marketing Mix. Types of advertising, Communication : Process and Mix, Role of Advertising in Social and Economic Development, Advertising Regulatory Bodies.

Unit II (10 lectures)

Advertising Media Decisions: Media Planning, Types of Media, Factors affecting media selection, Setting and Allocating Advertising Budget, Market Segmentation and Targeting, Advertising a new product. Role of advertising agencies and their selection. Meaning and Importance of personal selling, Difference between personal selling. Advertising and sales promotion. Methods and procedure of personal selling

Unit III (8 lectures)

Advertising Message Design : Advertising Copy- Meaning, Components. Advertising appeal, Unique selling proposition and principles. Advertising program. Advertising Campaign and its management. Measurement and Effectiveness of advertising Campaign

Unit IV (8 lectures)

Integrated Marketing Communication: Core Concepts, Elements, Implementing IMC; Evaluating IMC, Barriers, the communication process. Ethics in Advertising.

SUGGESTED READINGS

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| • Advertising Theories and Practices | S.A. Chunawalla |
| • Advertising Management :Concept and Cases | M. Mohan |

BBA 603: Management of Financial Institutions & Services

Course Objective:

To enable the students to explore Indian financial system and to be able to understand its implication for economic growth

Course Content:

Unit I

(06 lectures)

Financial System : Nature & Importance of financial system, Structure , Role & Importance of Financial System, A brief study of the Government Interventions, Regulatory and Promotional Institutions : RBI- Role and functions. SEBI- Structure, objectives, functions, regulatory developments.

Unit II

(10 lectures)

Banking Institutions: Commercial Banks- basis of banking operations, role of banks, corporate governance in commercial banks, commercial banking in India.

Co-operative Banks – Origin, features, types, structure, weaknesses of co-operative banks.

Unit III

(10 lectures)

Non Banking Financial Companies – Nature, Significance, Types & Challenges before NBFCs. Development Financial Institutions – concept, Role, History, Growth (ICICI,IFCI,IDBI,NABARD, EXIM, SIDBI)

Unit IV

(10 lectures)

Specialized Financial Institutions – Insurance institutions- LIC, UTI. Financial Services – Mutual Funds, MFIs, Underwriting, Loan Syndication, Hire Purchase Installment,

SUGGESTED READINGS

- Financial Institutions & Markets
- Financial Services
- Financial System
- Financial Institution& Markets
- The Financial System in India

Shashi K.Gupta
Shashi K. Gupta
Bharati V, Patnaik
L.M.Bhole
Subhash Chandra Das

BBA 604: International Business Management

Course Objective:

To enable the students to understand the Global Business Management

Course Content:

Unit I (8 lectures)

Introduction: Definition, Nature, Scope, Trends, Challenges & Opportunities, Meaning and Theories of International Trade.

International Financial Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA

Unit II (8lectures)

Globalization – Forces, Meaning, Dimensions & Stages, Impact of Globalization on Indian Economy , Rationale for Globalization, Liberalization and Unification of World Economies

Trade Barriers- Tariff and Non Tariff

Unit III (10 lectures)

Global Strategies: Structure of Global Organizations, Types of strategies used in strategic planning for achieving global competitiveness; Merger, Acquisitions and Takeovers. Methods of foreign market entry- Exporting, Licensing, Joint Venture Free trade zones

Unit IV (10 lectures)

Socio cultural Environment: Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Types, Need for risk evaluation; Globalization with social responsibility and policy implications. Global Human Resource Management: Selection, Development, Performance Appraisal and Compensation, Motivating employees in the global context.

SUGGESTED READINGS

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| • International Business | Francis Cherunillam |
| • International Business Environment & Management | V.K.Bhalla |
| • International Business Environment : | Sundram & Black |
| • International Business Management | Shamsher Singh |
| • International Business Management | F.L. Bascunan |

BBA 605: Project Report

Course Objective:

Each student shall undertake a project allotted to him at the end of the Vth Semester to be pursued by him /her under the supervision of an Internal Supervisor & the topic to be allocated by the Academic Committee of the institute/ college concerned. Two copies of the Project Report along with a soft copy will be submitted at least four weeks before or the time allotted by the institute/college prior to the commencement of the End Term Examination of the Sixth Semester. The evaluation of the report and the viva voce will be conducted by the external examiner.