

**SIKKIM MANIPAL UNIVERSITY
SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
THREE YEAR FULL TIME DEGREE PROGRAMME**

SIKKIM MANIPAL UNIVERSITY

VISION

- Global Leadership in Human Development, Excellence in Education and Healthcare.

MISSION

- Develop professionals of excellent technical calibre in the field of Health Sciences, Engineering, Management and Social Sciences with a humane approach capable of shouldering the responsibility of building the nation and be globally competent.

OBJECTIVES

- To support, promote and undertake the advancement of academics
- To promote use of ICT and modern education technologies.
- To encourage research, creation and dissemination of knowledge.
- To facilitate extension and community service.
- To empower people of Sikkim and contribute to human development in Northeast.
- To create environmental and social responsibilities among students and employees
- To ensure steady growth of the University.

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY

VISION

- To achieve eminence in the field of quality technological education and research.

MISSION

- To develop SMIT into an Institution of Excellence capable of producing competent techno-managers who can contribute effectively to the advancement of the society.

OBJECTIVES

- To provide wholesome education to meet the intellectual aspirations of the students.
- To equip students with techno-managerial skills to enable them to take their assigned role in the industry.
- To inculcate essential ethics and values to meet the spiritual needs to the students.
- To provide a sound institutional environment nurturing emotional strength, healthy mind, body and resilience amongst the students.

DEPARTMENT OF MANAGEMENT STUDIES

VISION

- To develop Department of Management Studies as a centre of excellence in management education through quality education, training, research, innovation which will eventually nurture employability and entrepreneurship.

MISSION

- To bridge the gap between theory and practice in the knowledge economy.
- To develop knowledgeable leaders with high degree of integrity and ethics.
- To undertake research and innovation for catering to the emerging societal needs.

OBJECTIVES

- To prepare students to detect, formulate and resolve real life and industrial problems with their knowledge of management.
- To develop managerial and research skills to perform assigned roles.
- To infuse high ethical and moral values among students to meet their career objectives.
- To provide a healthy, sound, and challenging environment to attain holistic management education as per the requirements of the industry.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- Graduates will be able to make decision and apply suitable quantitative and qualitative methods in unravelling business problem.
- Graduates will have a foundation to pursue professional careers and take up higher education.
- Graduates will be able to acquire core business knowledge.
- Graduates will be able to comprehend global perspectives of business.
- Graduates will be able to initiate entrepreneurial ventures.
- Graduates will be able to incorporate social and ethical aspects in business.

PROGRAM OUTCOMES (POs)

- To provide the basic and essential knowledge regarding various fields of management.
- To impart basic skills and aptitude to the students for taking up any activity in a dynamic business environment.
- To inculcate global view of the business establishments and their functional activities.
- To provide basic understanding of the specialized branches of management like marketing, operations, human resource, finance and systems.
- To advance the ethos of entrepreneurship among students.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- Graduates are acquainted well with the concepts and principles of Management required for understanding and solving practical industrial problems of current interests.
- Graduates are initiated to work on Innovative Ideas that will eventually motivate them to pursue Higher Studies and Research in Management.
- Graduates can function in a Multidisciplinary Environment by being able to associate and integrate their domain knowledge with other disciplines.

DURATION OF THE COURSE

- The BBA course is of three-year duration extended over six semesters.
- The student shall undergo an internship project study at the end of second year.
- The student shall be allowed a maximum of six years (twelve semesters) of duration to become eligible for award of the BBA degree, failing which he/she shall have to register once again as a fresh candidate.

COURSE STRUCTURE

All six semesters are common to all.

INTERNAL ASSESSMENT

- Internal marks shall be based on quizzes/sessionals/assignments/oral examination/presentation and seminars conducted at respective intervals.

SUMMER TRAINING

- Students will undergo summer training at the end of IV semester.
- A project report shall be submitted to the Department and the programme coordinator shall fix the responsibility of evaluating the reports.
- Based on the training report, a viva-voce shall be conducted.
- Examiners will be appointed to conduct the viva-voce.
- A minimum of 40 marks is required to pass in the viva-voce examination

CREDIT REQUIREMENT

- It is compulsory to complete minimum 25 out of 41 credits for students to become eligible to promote from first year to second year.
- From second year to third year, minimum credit requirement is 49 out of 81 credits
- If a student fails to obtain required credit, then he/she will not be promoted to the higher year.

Minimum number of Credits to be earned for Promotion		
From	To	Min. Credits to be earned
I Year	II Year	25/41
II Year	III Year	49/81
Final	Final	122/122
• Promotion criteria are applicable for year-wise promotion		

BBA FIRST SEMESTER

Principles & Practice of Management (BA10103A)

(Credit:3)

Objective: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multi-functional approach to organizational objectives.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction of Management: Definition, nature, functions, process, scope and significance of Management. Managerial roles & skills. Difference between management and administration. Levels of management. Evolution of management thought. Different school of management thoughts.

UNIT-II

Planning and organization: Nature, objectives and significance of planning. Steps of planning. Decision making. Span of control. Authority and Organizational structures. Directing: Effective directing, Supervision, Motivation. Different theories of motivation-Maslow, Hertzberg, Vroom, Job satisfaction, Concepts of leadership-Theories and styles. Controlling and coordination: Elements of managerial control, Control systems, Management control techniques, Coordination concepts, Importance, Principles and techniques of coordination.

Texts Books / Reference Books:

1. Principles & Practice of Management : VSP Rao & PS Narayana
2. Principles of Management : T Ramasamy
3. Principles of Management -Concept & Cases: Rajesh Viswanathan

Business Mathematics (MA10121A)

(Credit:4)

Objective: The objective of the course is to provide basic knowledge of the concept of mathematics and acquire some of the mathematical techniques having their application in the field of business.

Prerequisites: No Departmental Prerequisites required

UNIT –I

Arithmetic progression ; General Term of A.P. Business Application of A.P., Business of A.P. Geometric Progression: General term of G.P., Geometric Mean, Summation of G.P., Business Application of G.P. Quadratic Equation: Methods of solving Quadratic Equations, Roots of Quadratic Equation, simultaneous Equations with Two or Three Unknowns. Binomial Theorem; General Term and Greatest term in the Expression $(x+y)^n$, Binomial Coefficient. .

UNIT-II

Logarithms: Definition and Properties of Logarithms, Common Logarithms, Business Application of Logarithms, Functions: Algebraic, Logarithmic and Exponential Functions, Set Theory. Mensuration, Geometry, Ratio & Proportion, Determinants and Matrix; Definition and Types of Matrices, Transpose of matrix, Matrix Addition and subtraction, Multiplication of two Matrices, Matrix Inverse, Matrix applications in Business, Simultaneous Equations Solution By Matrix method.

Texts Books / Reference Books:

1. Grawoing Dennis : Decision Mathematics
2. Sancheti D.C.Kapoor : VR Business Mathematics
3. Prasad Gorakh : Integral Calculus

Financial Accounting (BA10105A)**(Credit: 4)**

Objective: The course aims to introduce the students to the world of finance. It will assist in having a basic knowledge of financial accounting concepts such as principles, policies, concepts, and conventions and help the students to prepare a few financial statements.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Meaning and definition of Accounting and Book-Keeping; Accounting Process; Objectives of Accounting; Difference between book-keeping and accounting. Branches of Accounting.

Users of Accounting Information; Limitations of Accounting; Basic Terminologies.

GAAP; Accounting Concepts; Accounting Conventions; Accounting Policies. Accounting Standards; IFRS.

Meaning of Double Entry Accounting; Accounting Trail; Transactions and Events; Meaning and Rules of Debit and Credit

UNIT-II

Journalizing; Posting to Ledger; Accounting Equation

Trial Balance: Features and Objectives; Methods; Errors and their rectification; Preparation of Trial Balance

Financial Statements- Components; Needs; Importance of Trading Account; Profit and Loss Account; Balance Sheet; Preparation of Financial Statements.

Texts Books / Reference Books:

1. Financial Accounting: Dr. A. K. Singhal and Prof. H.J. Ghosh Roy
2. Financial Accounting: A. Mukherjee and M Hanif
3. Basic of Accounting : Rajni Sofat and Preeti Hiro
4. Practice in Accountancy: Basu & Das

Business Economics (BA10106A)

(Credit:3)

Objective: The objective is to provide the knowledge of economic theories and their application for managerial decision.

Prerequisites: No Departmental Prerequisites required

UNIT- I

Introduction: Definition, nature, and scope of business economics. Basic Characteristics of Indian Economy, Major problems of Indian economy. Demand analysis: Meaning of demand; Determinants of demand; Assumptions of Law of demand; Exceptions to Law of demand; Reasons for change in demand. Elasticity of Demand: Meaning, types & measurement, Demand Forecasting: Meaning, types and techniques, Supply: Meaning, types, law of supply & elasticity of supply.

UNIT-II

Cost and Production Analysis: Different concept of cost, Production Analysis: Meaning, Production function (long & short run), Cost-Output relationship, Law of constant returns, Law of increasing returns, Law of decreasing returns. Pricing under different market conditions: Nature of markets, Pricing under perfect, monopoly and monopolistic market conditions, Profit management and appropriation: Meaning and theories, Economic versus accounting profit, factors in profit measurement, Business cycle: Meaning, Phases, Theories, and its practical implication. Inflation and recession: Meaning, Types and theories, Economic growth: Meaning and factors

Texts Books / Reference Books:

1. Paul Keat, Philip Young : Managerial Economics
2. J. Maheshwari: Business Economics

Business Law (BA10107A)

(Credit:3)

Objective: The objective is to provide knowledge about important laws and regulations relevant to Business and Corporate World.

Prerequisites: No Departmental Prerequisites required

UNIT –I

Meaning and Importance of Business Laws, Laws and Business managers, Government and Business Relationship in India. Indian Contract Act, 1872 : Proposal, Acceptance, Promise, Consideration Capacity to Contract, Performance of Contracts, Discharge of Contracts, Breach of Contracts, Remedies Against Breach of Contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency. The Sale of Goods Act, 1930: Contract of Sale, Essential of Contract of Sale, Sales agreement and Agreement to sale, Conditions and Warranties, Passing of Property in Goods, Transfer of Title by Non - Owners, Performance of Contract of Sale, Duties and Rights of Parties, Breach of Contract of sale, Auction sale.

UNIT-II

Indian Partnership Act, 1932: Definition of partnership, Partner, Firm, Kinds of Partnership, Duties and Rights of partners, Dissolution of a firm, Minor as a partner. Negotiable Instrument Act, 1881: Definition and Essential features of Negotiable Instruments, Types of Instruments and Endorsement. Parties to Negotiable Instrument. Consumer Protection Act- Provisions related to Consumer Production & Re-dressal of Consumer Grievances.

Texts Books / Reference Books:

1. Kuchal MC- Mercantile Law
2. Kapoor ND - Mercantile Law
3. Shukla MC - A Manual of Mercantile Law

MS Application for Business (BA10401A)

(Credit:2)

Objective: At the end of this course, students will be able to apply advanced functions in MS Office to implement e-procedures with the use of computers and digital devices.

Prerequisites: No Departmental Prerequisites required

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|---------------|--|
| Experiment 1 | Introduction to excel, entering and editing data, creating and copying formulae, creating functions easily, formatting: inserting/deleting rows/columns, changing fonts, colours and borders. |
| Experiment 2 | Merging and aligning cells, printing: page break preview, using page layout view, headers and footers, freezing print titles. |
| Experiment 3 | Charts: selecting data, quick ways to create charts, formatting your chart. |
| Experiment 4 | Basic tables: table styles, using calculated columns.
Header rows and total rows, sorting and simple filtering. |
| Experiment 5 | Advanced excel: using range names: using if conditional functions. |
| Experiment 6 | Using VLOOKUP functions |
| Experiment 7 | Creating, sorting and filtering lists/tables of data. |
| Experiment 8 | Creating pivot tables, Number formatting: Creating custom formats |
| Experiment 9 | The four parts of a format, scaling numbers, dates and times: how dates and times are stored, useful date/time functions, formatting dates and times
Formatting |
| Experiment 10 | Creating/using cell rules, data bars and colour sets, styles and themes, how themes work, using the default styles, creating custom styles |
| Experiment 11 | Validation and protection: setting cell validation, protecting cells/worksheets. Grouping and outlining, cell comments, range names and absolute references: absolute references (\$ symbol), fixing only the row/column, creating range names, labelling ranges automatically |
| Experiment 12 | Excel Functions: Mathematical Functions, Text Functions, Logical & Reference Functions Date & Time Functions Financial Functions, Information Functions. |
| Experiment 13 | IF and LOOKUP functions: the conditional (if) function, nested ifs, lookup tables, |
| Experiment 14 | Advanced Tables, Removing duplicates, Advanced filters |
| Experiment 15 | Pivot tables: creating pivot tables, swapping rows, columns and pages, grouping fields, drill-down, slicers, pivot table slicers, |
| Experiment 16 | Regression and trend lines |
| Experiment 17 | Using arrays |

Texts Books / Reference Books:

1. John Walknbach, Excel Bible, Wiley, PAP/CDR edition
2. John Walkenbach, Excel Power Programming with VBA (Mr. Spreadsheet's Bookshelf) Wiley; PAP/CDR edition

Research Orientation (BA10703A)**(Credit:1)**

Objective: Research orientation focuses on developing a considerable impact on students' attitude towards research and research motivation. The student will also learn to identify a research problem or develop a research question. He will have to observe people or things, visit places, read print materials, or consult experts to find the research problem that is right for the chosen area of interest. At the end of the semester, he will be assessed on the basis of the work done.

BBA SECOND SEMESTER

Quantitative Analysis (MA10122A)

(Credit:4)

Objective: The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction, Importance Uses of Statistics and quantitative techniques, Methods of Presenting Statistical Information's and Collection of Data, Frequency Distribution, Measures of Central Tendency, Mean, Mode, Median, Measures of Dispersion. Range, Qua Deviation, Mean deviation, Standard Deviation and Variance: Measures of variation and Skewness. Probability Theory: Definition of Probability, Events, Counting rules and Computation of Probabilities, Addition, Multiplication rules, Conditional Probability, Rules of Bays and Permutation and Combination, Probability Distribution: Introduction, Binomial Model, the Poisson Model and Normal Distribution.

UNIT-II

Sampling and Sampling techniques, Forecasting: Meaning, Nature and techniques, Qualitative Techniques, Curve Fitting and method of Least Squares. Correlation and regression: Nature and significance of Correlation, Types of Correlation. Methods of Studying Correlation, graphic method. Non Graphic Method, Karl Pearson's Rank and Concurrent Deviation Methods, regression: Nature and uses of Regression Analysis, Regression Equation (Two Variables Only). Time Series: Nature, Components, Models of Time series, Measure of Trends, Graphic Methods, Methods of Moving Average, Methods of Least Square, Secular trends, Cyclical, seasonal and Irregular Fluctuations.

Texts Books / Reference Books:

1. Statistics for Management, Dr A K Gupta, Vayu Education of India
2. Business Statistics, Dr J S Chandan, Prof Jagjit Singh, K K Khanna, Vikas Publishing House Pvt Ltd
3. Fundamentals of Business Statistics, J K Sharma, Pearson

Human Resources Management (BA10108A)

(Credit:3)

Objective: The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relation.

Prerequisites: Basic undertsndng of the concept of Management and its principles

UNIT-I

Human Resource Management: An Introduction, Personnel Functions and Organizational Goals, Personnel Management: Definition, Objectives, Significance, Qualities of Personnel Managers, Human Resource Planning: Meaning and nature of Human Resource Planning, Theory and Practice. Recruitment, Selection and Placement, Induction Training, Development and Growth, work Study: Job Design and Appraisal, Job Description, Job Analysis and Evaluation, Job enrichment, Performance Monitoring and Appraisal Methods, Motivation and Productivity.

UNIT-II

Wage and salary Administration: Wage policy, Concept and Remuneration, Factors affecting Wages and Wage Fixing Machinery. Industrial relations: concept and significance of Industrial Relations, Trade Unions, Concept, Objectives and functions of Trade Unions. Collective Bargaining, Dispute Resolution and Grievance settlement, Employee Discipline Regulatory Mechanism, Suspension, Dismissal, Retrenchment, Industrial Conflicts and resolutions, Role of Trade Unions in Collective Bargaining.

Texts Books / Reference Books:

- (1) Flipppo, EB -Principles of Personnel Management
- (2) Yoder Dale -Personnel Management and Industrial Relations
- (3) Strauses, Gand -Personnel, The Human and Problems in Mgt.& Sayles LR
- (4) Singh, Chhabra-Personnel Management and Industrial Relations & Taneja

Business Environment (BA10109A)

(Credit:3)

Objective: The objective is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship between business and the India's social, legal, political, economic, financial and fiscal environment.

Prerequisites: Basic understanding of the concept of Business

UNIT-I

Business Environment and Society Concept: Nature and Significance of Business environment, Economic and non-economic factors, interaction matrix, Social responsibility of Business, Business ethics, Business and Culture; Business and Economy: Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public sector, Private sector, Mixed Economy: Meaning, features, Roles in Indian Economy and its problems.

Small scale industries: Concept, significance, Issues and Priorities, MSME Act

UNIT-II

Business and Government: Role of Government in Economic Planning in India, Different five years plans, Introduction to Industrial Policy Resolution 1948, Industrial Policy Resolution, 1956, New Industrial Policy, Privatization, Liberalization and Globalization and their Implications on Indian Economy. Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company, MRPT Act: provisions Under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practices, Consumer Protection Act: Silent Features of the Consumer Protection Act relating to Consumer protection in India. International Business Environment - an overview International Economic Groupings: GATT, W.T.O., UNCTAD, World Bank, IMF, European Union.

Texts Books / Reference Books:

1. Cherunilam Francis - Business Environment
- 2 Ghose A N - Indian Economy-Its Nature and Problems
- 3 Agarwal A N - Emerging Dimensions of Indian Management

Organization Behavior (BA10110A)

(Credit:3)

Objective: The objective is to develop an understanding of an individual personality and motivational aspect and their impact on an organization. It also aims to develop skills in team building, leadership, managerial effectiveness and conflict resolution.

Prerequisites: Basic knowledge of the principles and practices of Management

UNIT-I

Organization and its Analysis, Nature of Organization, Scope and significance of Organization Behavior, Relevance O.B. in To-days Business Environment. Individual Dimensions of Organizational Behavior: Nature of Human Behavior Perception, Learning and Behavior Modification. Personality, attitudes, Motivation, Socio-cultural Factors and Behavior Dynamics of Groups. Interactive Dimension of Organizational Behavior: International Behavior, Group Dynamics and Behavior, Power, Authority, and Politics, Leadership, Communication, Organizational conflicts, Organizational Climate.

UNIT-II

Structural Dimensions of Organizational Behavior: Organization Theory. Determinates of Organization Structure, Designing of organization Structure, Forms of Organization structure, Bureaucratic Organization. Organizational Effectiveness and change: Organizational effectiveness, Organizational change, and Development. Major Forces of change, Types of change, Reaction to Change, Developing Support for change.

Texts Books / Reference Books:

1. Organizational Behavior, Mc Shane, Van Glinow, Sharma- McGraw Hill Companies
2. Organizational Behavior, Stephen P Robbins , Pearson Prentice Hall
3. Organization Theory and Behaviour, BP Singh, TN Chhabra, Dhanpat Rai & Co.,(P)Ltd
4. Organizational Behaviour, Bhattacharyya, Oxford University Press

Business Finance (BA10111A)

(Credit:4)

Objective: It aims to develop skills for making financial decisions in practical situations and knowledge of the type and characteristics of problems and their possibility of occurring from different perspectives.

Prerequisites: Basic knowledge of Financial Accounting

UNIT- I

Business finance-conceptual foundation, Finance Functions in Business, Corporate Finance. Nature and Scope of Financial Management, Objectives of Financial Management, role of Financial Management and Financial Manager in Business Organizations, Forms of Business Organizations, regulatory Framework. Financial Statement Analysis and Capital Budgeting: Ratio Analysis, Trend Analysis, comparative analysis. Importance of capital budgeting, various techniques of capital budgeting.

UNIT-II

Cost of Capital: Time Value of Money, Meaning and Importance of Cost of capital, Measurement of Cost of Debt, Preference Share Capital, Equity shares and Retained Earnings, Overall Cost of Capital of the Firm, Capital Rationing. Cost of Debt, Cost of Preference shares. Debentures, Convertible Debentures, Relative Merits and Limitations. Financial Securities, Characteristics of Different Securities, Capital Structure: Meaning of Capital Structure. Operating Leverage, Financial leverage, Guidelines for Capital Structure Planning. Dividend Policy and Retained Earnings : Dividend- Payout Ratio, Managerial Considerations in determining Dividend Payout, Factors Affecting Dividend Policy, Dividend Stability, Dividend policy and share Valuation Traditional Position, Walter Model, M-M Position.

Texts Books / Reference Books:

1. Financial Management: Khan, M Y
2. Financial Management: Prasanna Chandra
3. Financial Management: G. Sudershan Reddy

Business Communication (BA10112A)

(Credit:3)

Objective: The objective of the course is to acquaint the students with knowledge of the communication mechanism (written as well as verbal) required in the corporate world in its day-to-day functioning.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Reading and Listening skills: Creative writing: Skills of essay writing and précis writing. Basic forms of communication: Communication models, communication process, barrier and bottlenecks in communication, corporate communication: Formal and informal communication networks, Grapevine, non-verbal communication. Importance of communication in business world.

UNIT-II

Oral communication, public speaking, body language, presentation before the group, factors affecting presentation, effective listening, interview skills, arranging and participation in group discussion, seminars and conferences. Letter writing: Principles, structure, planning, drafting, writing, re-writing, editing, different types of letters, memos in business communication, modern office techniques used in business communication. Report writing: Writing skills, planning, drafting, writing, re-writing, editing, different types of business reports, structure, steps towards writing of different types of business reports, style of report writing.

Texts Books / Reference Books:

1. Dr. P N Reddy: Essentials of Business Communication
2. Namita Gopal : Business communication

Research Seminar - I (BA10704A)

(Credit:1)

Objective: A research problem is ambiguous at the beginning. To have a vivid picture of the fundamental research, the student will have to read various publications to become aware of the earlier works already done in the chosen area. At the end of the semester, he will be assessed based on a seminar review of related literature.

BBA THIRD SEMESTER

International Business (BA10113A)

(Credit:3)

Objective: The objective is to impart knowledge and skills of analysis of operational processes of the business between two or more nations.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Overview of International Business, Influences of IB, Stages of internationalization, Difference between domestic business and international business, Modes of entry, Goals of IB, Theories of international trade: Absolute cost advantages, Competitive cost Advantages, Factor endowment, product life cycle, Problems in IB. International Business Environment: Social, cultural, technological, economical and political, Globalisation and multinational corporations, Introduction to FEMA.

UNIT-II

Role of International Institutions like GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, Recent Trends in World trade, Direct Foreign Investment. Export and import Policy, Balance of Payment, Role of Documentation in International trade, Export Pricing, Methods of International Payments, Pre and post shipment credit. Regional Economic Groupings: NAFTA, SAARC, ASEAN, EU.

Texts Books / Reference Books:

1. International Business, Hill & Jain, Tata McGraw Hill
2. International Business, P Subba Rao, Himalaya Publishing House
3. International Business, K Ashwattappa, Tata McGraw Hill

Production Management (BA10114A)

(Credit:4)

Objective: The course's objective is to give the students firsthand information and knowledge to be familiar with the basics of production areas and their management process.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Nature and Scope of Production management, Production Analysis and planning, Production Functions, Responsibilities of the Production Manager, Plant Location and layout, factors to be taken care for Plant Location. Production Planning And control, Procedure, Objectives And Importance of Production Planning And Production Control, Manufacturing systems, Materials Management-its scope And Importance, Purchasing Functions and Procedures, Store Keeping.

UNIT-II

Inventory Control, Relevant Costs, Economic Lot Size, Inventory Analysis, Sales Forecasting Techniques. Productivity-Concept And factors on Which Productivity depends, Measurement of Productivity, Input Output Analysis and Productivity, Product Development and Designing, stages of New Product Development, Standardization, Simplification and specialization, Automation. Development of efficiency Work Method, Method, Material Flow Process Chart, Man flow Process Chart, Principles of Motion Economy, Comparison of Alternative Work Methods, Safety and health considerations, Maintenance of Production Facilities, Quality Control and Inspection. Sampling Inspection, Quality Control Charts, Attributes and Variables Charts.

Texts Books / Reference Books:

1. Production and Operations Management, K Ashwathappa & K Shridhara Bhatt, Himalaya Publishing House
2. Production Management, Martand T. Telsang, S Chand & Company Ltd

Entrepreneurship and Small Business (BA10115A)

(Credit:3)

Objective: The objective is to provide adequate knowledge to the students for setting up small scale business venture and to inculcate a spirit of entrepreneurship amongst them.

Prerequisites: No Departmental Prerequisites required.

UNIT-I

Definition of Entrepreneurship: Characteristics of Entrepreneur, Concept of Entrepreneurship- Conceptual model. Views of Schumpeter, walker And Drucker, Entrepreneurship Culture, Traits of a true Entrepreneur, difference between Entrepreneur and Manager, entrepreneurial Motivation- Motivation Factors. Motivation Theory. Definition of Small Business, The Benefits and Opportunities of small Business Ownership, Ownership Structure and Organizational Frame work, Sole Proprietorship. Partnership, Corporations, Advantages and Disadvantages, Evaluation the existing Business, The Potential Drawbacks of Entrepreneurship, forms of Ownership.

UNIT-II

Problems Related to Financial Management, Operational Management and Marketing Management in Small Scale Enterprises. Role of Government And Financial Institution, IFCI, ICICI, IDBI, EXIM Bank, UTI, LIC, GIC, SIDBI, NSSIC, SFCs, Commercial Bank in Entrepreneurial Development, Different Governmental Agencies Providing Guidance, Assistance to Small Scale Industries, General Problems of Small Scale Industries in India.

Texts Books / Reference Books:

1. Entrepreneurship, Madhurima Lall, Shikha Sahai Himalaya Publishing House
2. Entrepreneurship Development, Gordon and Natarajan, Himalaya Publishing House
3. Entrepreneurship and Small Business Management, BS Bhatia & G S Bhatia, Deep & Deep Publications Pvt Ltd.

Accounting for Management (BA10116A)

(Credit:4)

Objective: The objective is to offer an introduction towards the fundamentals of management accounting and get the students familiar with various aspects of cost accounting and their terminologies like- cost-volume-profit analysis, budgeting, standard costing, variance analysis.

Prerequisites: Basic understanding of Financial Accounting

UNIT-I

Introduction to Management accounting: Nature, scope, Significance, and functions of accounting, Management Accounting VS Financial Accounting Management accounting VS Cost Accounting. Cost sheet, various component of cost sheet, Preparation of cost sheet, Cost appropriation and absorption. Break-even Analysis: The Break -Even Point, on the P/V Graph, Uses of Break Analysis. Cost-Volume- profit Relationship, its Uses and Limitations.

UNIT-II

Cost Analysis for Decision making: Opportunity Cost, Decision to make or Buy, Decision to Accept a Special order. Budgeting and Budgetary Control: Budgeting as a Tool, Uses and organization of the Budgeting, Limiting Budget factors, The Budgeting Process, step in Budget Preparation, Types of Budgets. Problems related to Cash and Flexible budget. Standard Costing and Variance analysis: Standard Costing VS Historical Costing, Types of Standards, Concept of Variance Analysis, Computation of Material, Labour Variance.

Texts Books / Reference Books:

1. A Textbook of Accounting for Management : Prof. H.J. Ghosh Roy
2. A Textbook of Accounting for Management: Dr. A. K. Singhal
3. Cost Accounting: Jawahar Lal & Seema Srivastava

Marketing Management (BA10117A)

(Credit:4)

Objective: The objective is to develop an understanding of the basic concepts of Marketing, its functions and relevance for managers in modern world.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction: Definition, Nature, Scope and Importance of Marketing, Marketing Mix and Marketing Environment. Meaning and Dimensions of Market, Market segmentation. Consumer Behavior: Meaning and Its Importance, consumer Buying Behavior, Determinants of Consumer Behavior, Product: Meaning, Role, Product Planning and process, Product Life Cycle, Product-Market Integration, Product- positioning, Branding, Packaging. Pricing: Meaning, Role, Theory and Practice of Pricing Management.

UNIT-II

Advertising - Meaning, Role, Profile of advertising in India, Management of advertising. Channels of Distribution: Channel of Distribution Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries. Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution, Physical distribution Management, Marketing Organization: Organization for Marketing Evaluation of Marketing Organization, Principle of Organization Design, Organizational problems. An Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

Texts Books / Reference Books:

1. Marketing Management : VS Ramaswamy, S Namakumari, Macmillan Publisher India Ltd.
2. Marketing Management : Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, 13th edition, Pearson Education.

Research Seminar- II (BA10705A)

(Credit:2)

Objective: A research design is the blueprint of the research that has been undertaken. It is the framework of research methods and techniques chosen by a student. The design allows the student to hone on research methods that are suitable for the subject matter. At the end of the semester, he will be assessed based on the framework of research methods and techniques chosen for the selected topic through a seminar.

BBA FOURTH SEMESTER

Business Policy and Strategy (BA10118A)

(Credit:3)

Objective: The objective is to develop an understanding of the concept of corporate strategy-formulation, implementation and its evaluation.

Prerequisites: Basic understanding of the principles and practices of management.

UNIT-I

Introduction to Business Policy and Strategic Management, Bell's Framework, Strategy Formulation, Implementation and Evaluation, Evolution of Strategic Management, Nature, and Scope of Business Policy, Parameters of Policy, Levels of Strategy, BCG Portfolio Matrix, Statretegic Planning, Planning Process, SMART Goal, Types of Plans, Mission, Vision, Objective and Goal, Strategic Decision Making, Types of Decisions, Group Decision.

UNIT-II

Major Strategic Options, Stability Strategy, Growth or Expansion Strategy, Retrenchment Strategy, Combination Strategy, Diversification Strategy, Acquisition vs Joint Venture vs Strategic Alliances, Factors Influencing Choice of a Strategy, Tests of Winning Strategy, Turnaround Strategy, Growth Strategy, Judgment for Business Growth, Implementation of Strategy, Strategy and Organizational Structure, Different types of Organizational Structure, Means of Resource Allocation, Factors affecting Resource Allocation, Formulation of Functional Strategies and their significance. Strategy Evaluation and Control, Definition, Nature and Purpose, Barriers in Evaluation, Types of Strategic Control.

Texts Books / Reference Books:

- 1.Strategic Management: A Book on Business Policy/Corporate Planning, Francis Cherunilam, Himalaya Publishing House.
- 2.Business Policy and Strategic Management, Azhar Kazmi, TATA McGraw Hill.
- 3.Strategic Management and Competitive Advantage, Bamey and Hesterly, Pearson Education
- 4.Global Strategic Management, Neeta Baporikar, Himalaya Publishing House.

Marketing Research (BA10119A)

(Credit:3)

Objective: The objective is to introduce the students with the fundamental techniques in Marketing Research, relevant to the modern business world.

Prerequisites: Basic understanding of Marketing Management

UNIT- I

Market Research: Introduction, Definition, Importance, scope and Limitations of Market Research, Objectives, Types of Research planning and Designing Research. Secondary and Primary Data Collection- Introduction to Secondary Data Source and their Types, Methods of Data Collection, Data Preparation-Validation, Editing, Coding Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, Univariate and Bivariate Data Analysis, Multivariate Data Analysis. Sampling -Introduction to Sampling, Sampling Process, Sampling Designs, Sample Size, Application of Sampling,

UNIT-II

Questionnaire Design and Construction- Steps involved in Questionnaire Construction, Questionnaire Designs, Attitude Measurement, Types of Scales for Attitude Measurement. Application of Marketing Research, Product Research, Utility of Market Research to Brand Positioning and Market Segmentation Analysis, Distribution Research, Advertising and sales Promotion Research, Sales Control Research, Financial Research and Strategic Planning. Presentation and Follow-Through-Role of the Report, Types of Reports, Contents of the reports, Personal Presentation of the Report, Follow-through.

Texts Books / Reference Books:

1. Marketing Research, Malhotra, Pearson
2. Research Methodology, R. Panneerselvam

Marketing of Services (BA10120A)

(Credit:3)

Objective: The objective of the course is to familiarize the students with concepts, theories and techniques in the field of Service Marketing.

Prerequisites: Basic understanding of Marketing

UNIT-I

Introduction: The Nature of Services Marketing-Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services marketing, Importance of Services Marketing in Indian Economy. The Services Marketing Mix-Importance of 7 Ps in Services Marketing. The Services Marketing- The People Component, Services and the Importance of the People Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.

UNIT-II

Market Segmentation, Selection Of Market And Positioning Of Services, Quantity and Quality Of Services, Determinants Of Quality and Quantity. Application of the Components of Marketing of services in Financial services with special reference to Banking, Mutual Fund, Portfolio Management Services, Hospitals, Consultancy Services, Education and Training Services. Application of the Components of Marketing of Services in Marketing of Tourism, Travel and transport Services.

Texts Books / Reference Books:

1. Services Marketing and Management : Audrey Gilmore
2. Services Marketing Management: Peter Mudie, Angela Pirrie

Consumer Behavior (BA10121A)

(Credit:3)

Objective: The objective is to make students aware about behavior of the consumers in different situations which is an important component of Marketing.

Prerequisites: Basic understanding of Marketing.

UNIT-I

Introduction: Nature and Scope of Consumer Behavior, importance of Study of Consumer Behavior, Types of Buying Behavior, Needs and Buyer Motivation, Personality Self Concept and Consumer Behavior, Consumer Perception, Consumer Attitudes, Consumer as a Learner. Group Dynamics and Consumer Reference Group, Family as Consuming Unit, social Factors-Social and Cultural Environment of Consumer-Economic, Demographic, Cultural, Sub-Cultural and Cross Cultural Influence, Social Class and social Stratification.

UNIT-II

Consumer Decision Process, Pre and Post Purchase behavior, Purchase Process, Rationality in Buying, Models of Consumer Decision Making. Models of Buying Behavior-Nicosia, Howardsheth, Engel, Blackwell Kollat Model, Organization Buying Behavior. Consumer Satisfaction-Need and Importance, Mechanism of Consumer Satisfaction and Dis-satisfaction, Repeated Buying, Brand and shifting Loyalty, Opinion Leadership, Complaint Behavior.

Texts Books / Reference Books:

- 1.Consumer Behaviour: Rajesh Bhatt
- 2.Consumer Behaviour: C. L. Tyagi, Arun Kumar
- 3.Consumer Behaviour: Schiffman & Kanuk

Project Management (BA10122A)

(Credit:4)

Objective: This subject will help the students in understanding of various working processes, legal requirements, financial requirements, operational requirements, difficulties faced during starting of a project and its management in subsequent phases.

Prerequisites: Basic understanding of operation management

UNIT-I

Project Management- Nature, Scope, Process Elements, Significance and Emergence of Projects, Project Planning, Developing Project Models through Simulation, Benefits of Project Management. Location of Project Site, Working Conditions Development, Plans and Policies of the Government and the Local Bodies, Elements and Factors Affection Locational Decisions, Analysis of Infrastructure Labour, Raw Material, Transport and Other Factors.

UNIT-II

Capital Expenditure, Importance and Difficulties, Market Demand and Situational Analysis, Technical Analysis, Financial Analysis. Project Implementation and Management: Project Monitoring, and Cost Control System Network Analysis Resource Scheduling Leveling Crashing of Project Cost, Risk-Firm Risk and Market Risk, Social Cost Benefit Analysis, Multiple Projects and Constraints, Network Technique for Project Management. Different Criteria for Project Appraisal, Project review and Administrative Aspects, Environmental Appraisal of Projects.

Texts Books / Reference Books:

1. Bhavesh M Patel - Project Management
2. S S Khanka - Entrepreneurship Development
3. Prasana Chandra - Project Management
4. P.C.K. Rao - Project Management and Control

Team Work and Leadership (BA10123A)

(Credit: 3)

Objective: No management course can be completed without a detailed coverage of leadership and its nuances. The subject of leadership-in conceptual form as well as its practice is one of the most crucial areas and must be conceptualized by all students.

Prerequisites: No departmental prerequisites required

UNIT I

Introduction to Teamwork: Teamwork and High-Performance Teams, Introduction to Teamwork, Factors Contributing to High-Performance Teamwork, Common Factors of High Performance Teams, Theoretical Framework, Characteristics, Features, or Attributes of Effectively Functioning Teams, Team Definition, Purpose, and Goals, Talent, Skills, and Ethics, Incentives, Motivation, and Efficacy, Leadership, Conflict and Communication, Power & Empowerment, Norms and Standards

Leadership Theories: Theoretical Concepts of Leadership, Trait Theory, Behavioural Theory, Theory X and Theory Y, Other Theories on Leadership, Leadership Styles, Autocratic, Persuasive, Consultative, Democratic, Delegative Leadership. Leadership and Management: Leadership in Business Organizations, Dynamics between Leadership and Management, Leadership Qualities, Leadership Examples in Business World, Leadership Styles in India, Creating a Sense of Mission, Engaging through transparency and accountability, Empowering through communication, Invest on Training, Emotional Intelligence, Evaluating Emotional Intelligence, the Five Components of Emotional Intelligence at Work, Learning Emotional Intelligence.

UNIT II

Leadership, Critical Aspects of Leadership, Planning, Trust, Connection, Empowerment, Priorities, Growth and Legacy Leadership Techniques, Vision, Inspiration, Momentum, Preparing for Leadership, Leading and Managing Teams. Leadership Lessons: Embrace change, Get Employees to Perform at High Levels, Hire the Right People, Lessons from Indian Business Leaders, Future of Leadership, Changes in Organizational Structures, Leaders for New Organizations, Leadership at All Levels, A New Paradigm of Leadership, Leader Integrator, Attitudes of Leaders. Global Leadership Perspective: Historical and contemporary international events, trends and processes that affect global leadership, Analysing leadership theories in the context of globalization and leadership abroad, Universal characteristics of good and bad leadership.

Texts Books / Reference Books:

1. Robert H. Palestini, (2009) Leadership Theory To Practice: A Game Plan For Success As A Leader: Rowman& Littlefield Education
2. Peter G Northouse Authentic Leadership Theory And Practice: Origins, Effects And Leadership: Theory And Practice, 5/e, Sage South Asia,
3. William L. Gardner, Bruce J. Avolio, Fred O. (2005) Development - Walumbwa, Jai

Research Based Learning- I (BA10706A)

(Credit: 1)

Objectives: The actual study begins with the collection of data. Data can be collected through a questionnaire, observations, or literature. At the end of the semester, the student will be evaluated based on the data collected.

BBA FIFTH SEMESTER

Project Presentation and Seminar (BA10501A)

(Credit:4)

All the students must undergo a summer project study at the end of IV semester for a duration of 8-10 weeks.

- A project report shall be submitted to the department and the programme co-coordinator shall fix the responsibility of evaluating the reports through concerned supervisors
- Based on the project reports, a Viva-Voce shall be conducted.
- Examiners will be appointed to conduct the said viva-voce.
- A minimum 40 marks is required to pass in viva-voce in the ratio of 60:40

E-Commerce (CA10181A)

(Credit:3)

Objective: The objective of the course is to learn the process of e-commerce, its tools and channels and related issues in implementing e-commerce practices. Students will be familiar with the mechanism of conducting business transactions through different media platforms. An overview of Digital Marketing will also be provided during the conduction of the course.

Prerequisites: No departmental prerequisites required.

UNIT-I

Introduction to Electronic Commerce: origin and need: Framework, applications; network infrastructure (including internet), internet commercialization; factors affecting e-commerce; business and technologies dimensions of e-commerce. Electronic payment system, inter-organizational commerce & intra organizational commerce, EDI, Value-added network; digital library; smart card, credit card and emerging financial instruments.

UNIT-II

B2B e-commerce; e-procurement, supply-chain coordination; on-line research; organizing for online marketing. Internet retailing; multi channel retailing, channel design; selling through online intermediaries. Mobile commerce: introduction to mobile commerce : benefits of mobile commerce; mobile commerce framework: Internet advertising. Security advertising & marketing in the internet, introduction to marketing & CRM, consumer search & resource discovery, computer based education & training, digital copyrights. Search engines & directory services: Agents in electronic commerce.

Texts Books / Reference Books:

- 1.E-Commerce: Schneider P. Gary. Perry. T.James
- 2.Internet Marketing & E-commerce: Hanson & Kalyanam
- 3.Electronic Commerce: Bharat Bhaskar
- 4.Understanding E-Commerce: Kosiur

Marketing Communication and Advertising (BA10125A)

(Credit:3)

Objective: The objective of the course is to make the students think creatively and understand the world of advertising and communication.

Prerequisites: Basic understanding of Marketing Management

UNIT-I

Communication Process- Nature of Communication Process and its Different Elements, Obstacles in Communication Process, Role of Communication Process, Role of Communication Process in Perception, Learning in and Attitude change Communication Process in Marketing-Importance and Applications of Communication Process in Marketing, Different Elements of Promotional Mix and Communication Process Relevant to them, Communication Process in Corporate Image Building, Advertising and Consumer Psychology. Advertising - Definition, Objectives, Functions, Classifications of Advertising, Advertising as a Tool of Communication, Social and Economic aspects of Advertising, Advertising Department and Agencies.

UNIT-II

Setting advertising Objectives, DAGMAR Approach, Continuous Advertising Planning Programme, Message And Copy, Message Strategy and Message Design, Elements Of Advertisement, Copy Developing Effective Advertising Copy, Creativity and Visualization in Advertising. Media Planning: Role of Media in Advertising, Comparative Study of Different Advertising Media, Media Choice, Allocation Of Budget For Advertising, Approaches and Procedures for Determining the Size of the Budget. Social And Economic Aspects of Advertising, Productivity of Advertising, Its Contribution to Economic Development and standard of Living, Ethics and Advertising..

Texts Books / Reference Books:

- 1.Integrated Advertising, Promotion and Marketing Communication : Kenneth Clow
- 2.Advertising: Principles and Practice: Wells Burnett Morairty

Logistics and Supply Chain Management (BA10126A)

(Credit: 3)

Objective: To introduce the fundamental concepts and familiarize the students with the issues in core functional areas in logistics and supply chain management.

Prerequisites: No departmental prerequisites required

UNIT I

Supply Chain Management –Concept, objectives, significance , Process view of a supply chain-cycle and push pull view , Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling, Achieving tradeoff between customer service and cost

Physical distribution –Definition, Importance, participants in physical distribution process, Marketing Channels – Definition and Importance, Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi-channel, Functions of Marketing Channels , Channel Management – Channel Selection Process & criteria , Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts.

UNIT II

Procurement - Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation; Warehouse and Dispatch Management - Types of Warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management

Inventory - Need and Types of Inventory - Costs associated with Inventory– Basic EOQ Model – EOQ with discounts; ABC Analysis - (Numericals expected on Basic EOQ, EOQ with discounts & ABC), Stacking and Racking Systems. LIFO, FIFO

Current trends in Supply chain management – Green Supply Chain Management, Role and Future of IT in the Supply Chain, Customer Relationship Management, Supplier Relationship Management, E-Business and the Supply Chain; E-Business in Practice

Texts Books / Reference Books:

1. Supply Chain Management by Sunil Chopra, Peter Meindl & D.V. Kalra
2. Inventory Management by L.C. Jhamb
3. Principles and Practices of Costing by Sunita Pokharna, Success Publications, Pune
4. Sales and Distribution Management by Krishna K. Havaladar & Vasant M Cavale
5. Purchasing and Supply Management by Dobler and Burt
6. Supply Chain Management Best Practices by David Blanchard
7. Channel Management & Retail Management by Meenal Dhotre

Industrial Relation (BA10127A)

(Credit:3)

Objective: The subject will help students to understand the importance of management-worker relationships in an organization. How to maintain a good relationship with workers and solve industrial disputes in an amicable manner will also be discussed during conduction of the course.

Prerequisites: Basic understanding of Business Law

UNIT-I

Meaning, Scope and Importance of Industrial relations; Major Participants in Industrial Relations; Industrial Relations System in India. Collective Bargaining. Trade Union Movement in India- Growth, Problems, Recent Trends and Future of Trade Unionism in India. Trade Unions in India- Concept, Objectives, Structure and Functions. Trade Unions Act, 1926, Major Problems and Issues, Employers Organizations in India. Registration and recognition of Trade Union.

UNIT-II

Workers Participation in Management- Meaning and Objectives of WPM and Factors Influencing the WPM. Workers Participation in Management in India- An Overview. Industrial Disputes- Nature and Causes, Machinery Provided for Investigation, Prevention and Settlement of Industrial Disputes. Industrial Disputes Act, 1947. Grievance: Meaning, characteristics, pre-requisite for grievance, Disciplinary procedures, Types of Punishment.

Texts Books / Reference Books:

1. P.Subba Rao–Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House.
2. N.G. Nair and Latha Nair- Personnel Management & Industrial Relations, S.Chand.

Banking and Insurance (BA10129A)

(Credit:3)

Objective: The objective is to impart knowledge about the evolution and role of the banking sector in India. Responsibilities and functions of RBI and commercial banks, methods of granting loans and advances, meaning, purpose and principles of insurance will be highlighted during the conduction of the course.

Prerequisites: No departmental prerequisites required

UNIT-I

Banks and Banking System- Evolution of Banking System, Definition of Bank, Types and functions of Banks, Structure of commercial banks in India, Central Banking, Functions of Central Bank (Reserve Bank of India), Banking sectors: Corporate Banking, Retail Banking, International Banking, Electronic Banking, Priority sector lending, Loans and Advances, Export credit.

UNIT-II

Insurance: Definition, Nature, Evolution, Role, and Importance of Insurance, Types of insurance Contract: Life Insurance Contract, General insurance contract, Health Insurance. Risk Management: Meaning, Nature, Cause, Types, and methods, Insurance pricing: Reserves Investment of Funds: Reinsurance: Meaning, Nature and types, Progress of Life Insurance. Underwriting Business in India: Meaning, methods and types: Tax Benefit and Insurance, Rural Insurance in India. Policy servicing and claims settlements.

Texts Books / Reference Books:

1. Financial Institution and Markets : S. Gurusamy
2. Financial Management : I. M. Pandey

Research Based Learning – II (BA10707A)

(Credit:1)

Objective: This is the heart of the research procedure, where the research findings are done based on qualitative or exploratory research using statistical tools to interpret the results of the research. The results of this analysis are then reviewed and summarized in a manner directly related to the research questions. At the end of the semester, the student will be appraised based on data analysis.

BBA SIXTH SEMESTER

Viva-Voce on Research (BA10701A)

(3 Credits)

Objective: A Research report is prepared by each student after analyzing the information gathered and submit the same to the department. At the end of the sixth semester, each student will have to face an interview wherein his or her knowledge and skill acquired related to research shall be examined. The Viva-Voce shall be conducted jointly by a group of faculty experts, and the total assigned mark is 100 without any break-up ratio and a minimum pass mark of 40 is required to clear the said Viva-Voce.

Corporate Governance and Business Ethics (BA10131A)

(Credit:3)

Objective: This paper is to make the students familiar with various issues in Corporate Governance. By studying this paper they will learn how to ensure a set of systems, processes and principles that a company is governed by in best interest of all stakeholders with promoting corporate fairness, transparency and accountability. It will also highlight on importance and significance of Ethics and its requirement in Business world.

Prerequisites: No departmental prerequisites required.

UNIT-I

Understanding Corporate Governance: Concept of Corporate Governance, Capitalism at crossroads, increasing Awareness, Global concern, Historical perspective of corporate governance. The Theory and Practice of Corporate Governance, Mechanisms, System, Indian Model of Corporate Governance. Obligations of corporate governance to society at large, to investors, to employees, to customers, managerial obligation. Agents and Institutions in Corporate Governance: Rights and Privilege of Shareholders, Investors Problem and Protection, Board of Directors and their role and duties, Role and Duties and Responsibilities of Auditors, Role of the Government in Ensuring corporate governance. Business Social Responsibility, Organizational Performance, Domains of Excellence.

UNIT-II

Definition, Determinants of Ethics, Ethical Behavior Influencers, An Overview of Business Ethics, Ethical & Unethical Work Place, Ethical issues in Business, Principles of Business Ethics and Conduct, Role and Significance of Ethics, Sources of Ethics, Ethics and Law, Characteristics of Ethical & Value-Based Leaders, Attitude and Values, Ethical Dilemmas, Framework of Ethical Decision Making, Key Branches of Ethics and Models, Organizational Culture, Implementing Ethics in Workplace.

Texts Books / Reference Books:

1. Corporate Governance, Principle, Policies and Practices: A. C. Fernando
2. Corporate Governance in India: Sunita Upendra Sharma
3. Business Ethics: C.S.V. Murthy, Publisher : Himalaya Publishing House
4. Business Ethics: By Robert A Peterson, Publisher : Prentice Hall
5. Business Ethics: By Manuel G. Velasquez, Publisher : Prentice Hall

International Marketing Management (BA10132A)

(Credit:3)

Objective: This paper is to make the students familiar with the scenario under which various companies survive in International arena. The techniques of entering such market will be beneficial to understand the penetration process and survival in global market.

Prerequisites: Basic understanding of Marketing Management

UNIT-I

Introduction to International Marketing: Basic Concept and the Environment, Difference between Domestic Marketing and International Marketing, Scanning of International Marketing Environment, Scope and Size of International Marketing. International Marketing Selection and Segmentation, entry options and Strategies, International Marketing Planning, Coordination and Control.

UNIT-II

International Product Policy and Planning, Product Development, Product Life Cycle. International Pricing Policy, Pricing Objectives, Determination Pricing Policy and Pricing Strategy. International Distribution Channels, Selection and Management of Distribution Channels, International Promotion. Marketing Communication, Developing Promotional Mix for Foreign Markets

Texts Books / Reference Books:

1. International Marketing Management: Text and Cases by U C Mathur
2. International Marketing: Rakesh Mohan Joshi
3. International Marketing: P.K Vasudeva
4. International Marketing-Analysis and Strategies: Sak Onkvisit and John Snow
5. Global Marketing

Rural Marketing (BA10133A)

(Credit:3)

Objective: The course aims to enable the students to understand the difference between urban and rural markets and their marketing strategies. It includes size, nature, segmentation, channels, communications, and sales promotions relevant to Indian rural markets. It helps in having knowledge of Agri-products and their market base as well.

Prerequisites: Basic understanding of Marketing Management

UNIT-I

Overview of Rural Marketing, Nature, Concept and Scope of Rural Marketing, The People, the Purchasing Power, Buying Pattern, socio- Cultural, Economic and Other Environmental factors affecting Rural marketing. Characteristics of Rural Market, Problems of Rural market. Difference between Rural AND Urban Market. 4 A's approach: challenges of rural market, Rural Marketing Model, evolution of rural marketing. Segmentation, Targeting and positioning in rural market, 4p's of Rural Market, Attitude and Behavior Pattern of Rural Consumers, Marketing of consumer Durables and Non Durable Goods and services in Rural Markets with special Reference to Product planning and Media Planning.

UNIT-II

Planning of Distribution channels, Organizing Personnel selling in Rural Markets, Marketing of Agricultural Inputs with special Reference to Fertilizers, Seeds, Agricultural Implements and Tractors. Product Life Cycle in Rural Marketing Thompson Rural Marketing Index, Sericulture, Floriculture, Impact of IT revolution in Rural Market.

Texts Books / Reference Books:

1. Rural Marketing, Text and Cases, C.S.G. Krishnamacharyulu, Lalitha Ram
2. Rural Marketing, Pradeep Kashyap, Sidartha Raut, Biztantra.
3. Organising Rural Business Policy-Planning and Management, Raja Gopal

Human Resource Development (BA10134A)

(Credit:3)

Objective: This course aims at enabling the students to understand the framework of Human Resource Development and its implications in modern business world.

Prerequisites: Basic understanding of Human Resource Management

UNIT-I

Human Resource Development: Introduction, Functions, Scope, Need, Objectives, HRD Framework, Techniques, Outcome. Functions and Attributes of HRD Managers. Concepts and Importance of Training, Education, process of training, On the Job and Off the Job methods of training. Training for Special Groups, Executive Development Programmes, Difference between training and development, Evaluation of Training

UNIT-II

Career Planning and Development: Nature and Definition; Significance, Need and its Components. Elements of Career Development Programme, Steps in career development system.

Key Aspects of Career Planning; Career planning and Manpower Planning, Career Stages, Methods used to aid Individual Career Planning, Process of career development, Career Development – Activities, Effective Career Planning, Succession Planning.

Texts Books / Reference Books:

1. C.B. Mamoria – Personnel Management.
2. Training and Development Dr. B. Janakiram, Biztantra
3. Training and Development, G. Pandu Naik, Excel Books.
4. Human Resource Management by V.S.P. Rao. (Publisher: Excel)

Management of Financial Services (BA10136A)

(Credit:3)

Objective: The course acquaints the student with the analytical framework for a range of financial products and services offered by various financial institutions and agencies in India.

Prerequisites: Basic understanding of Financial Management.

UNIT-I

Financial Services: Introduction, concept, features, functions, institutions providing financial services, constituents of financial services market, recent trend in financial sector.

Factoring: Definition, types, factoring mechanism, factoring cost, legal aspects, benefits, differences between bills discounting & factoring, characteristics of international factoring, mechanism of international factoring, needs and benefits.

Forfaiting: Definition, pricing of a forfaiting transaction, mechanism, difference between forfaiting & factoring.

Leasing: Definition, types, procedural aspects, legal aspects, advantages and disadvantages, myths about leasing, difference between leasing and installment sales.

Hire Purchases Finance: Definition, features, differences between leasing and hire purchases, legal position.

UNIT-II

Merchant Banking: Definition, functions, scope, types, categories, eligibility criteria for the merchant banker.

Venture Capital: Definition, features, process, stages, exit mechanisms.

Credit Rating Services: Concept and origin, significance, types, credit rating agencies, rating process, rating methodology, reasons of failure.

Underwriting: Definition, types, benefits/functions, underwriting agencies, obstacles.

Mergers and Acquisitions: Definitions, types, difference between mergers and acquisitions, reasons for mergers, financial evaluation of merger.

Texts Books / Reference Books:

Merchant Banking and Financial Services :Dr. S. Gurusamy, Publisher : Thomson

Financial Services : M. Y. Khan, Publisher : Tata Mc Graw Hill

Taxation (BA10137A)

(Credit:3)

Objective: This paper helps the student to understand taxation system in India (indirect) and to compile mandatory legal requirements related to tax regulation in an organization.

Prerequisites: Basic understanding of Finance.

UNIT-I

Concept of goods and service tax GST, Main features of GST implemented in India, Background, Causes for adoption and implementation of GST, Favorable impacts and difficulties of GST, Evaluation and suggestion of GST, Classification of GST Dual and Integrated GST, Important terms. Registration under GST provision and process. Amendment and cancellation of registration, Practical problems relating to registration.

UNIT-II

Supply of goods and services-Meaning, Scope and types. Determination of time and place of supply of goods and services. Levy and collection of tax. List of exempted goods and services.

Provision of integrated GST regarding interstate supply. Calculation of Taxable supply and tax payable under IGST and adjustment. GST council and administration.

Texts Books / Reference Books:

1.Income Tax Law and Practice - Chandra M

2.Student's Guide to Indirect Tax-Dr. Yogendra Bangar, Dr. Vandana Bangar

3.Reference Book/Publication on GST