

BBA(CBCS)Syllabus2021-2022



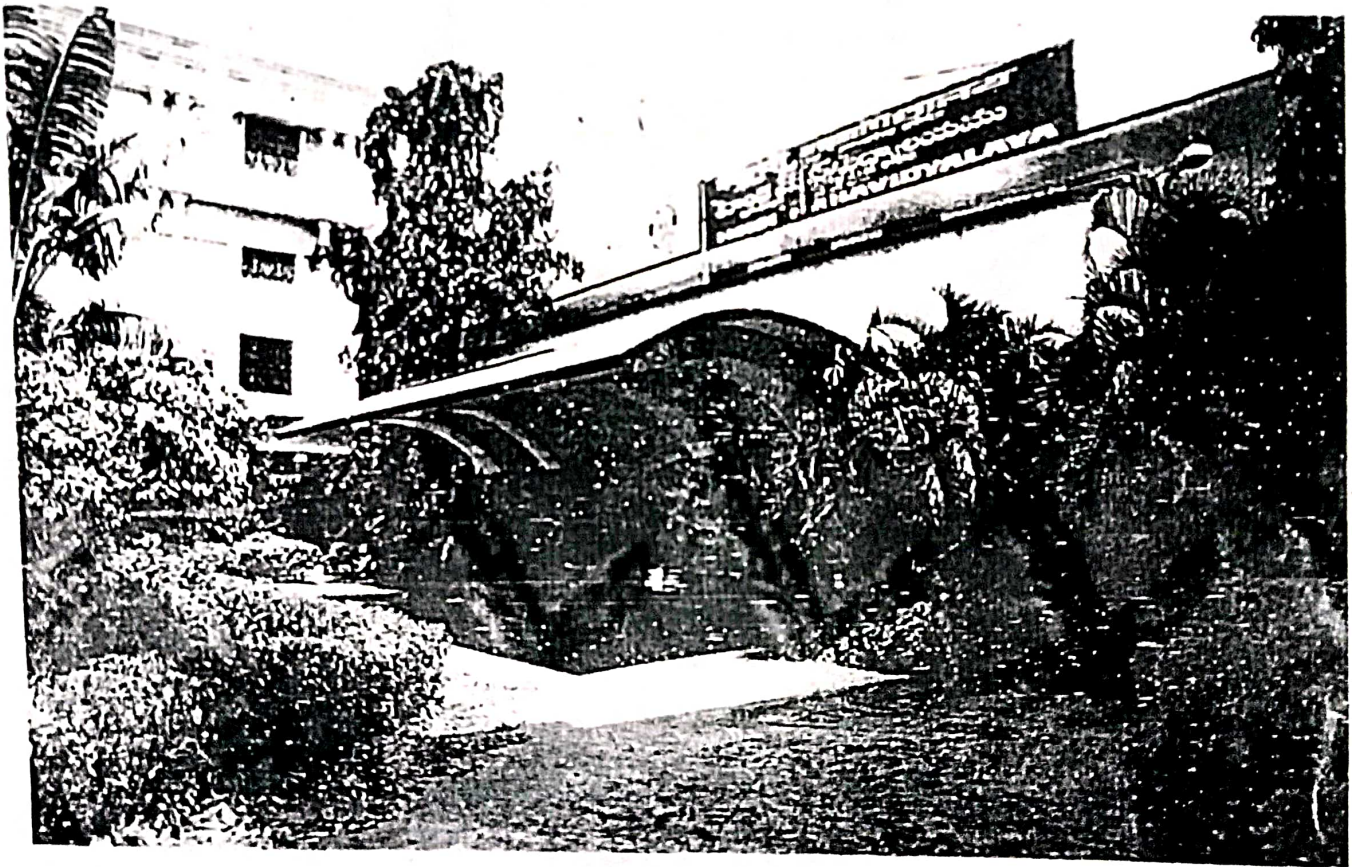
**HINDI MAHAVIDYALAYA
(AUTONOMOUS)**

2-1-569, O.U ROAD, Nallakunta, Hyderabad – 500044.

Ph: 040 – 65145529, Tele-Fax: 040-27616330

url: www.hindimahavidyalaya.org

Email:-info@hindimahavidyalaya.org



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
2021-2022**

VG- II, III

BBA(CBCS)Syllabus2021-2022

HINDI MAHAVIDYALAYA

(AUTONOMOUS & NAAC RE-ACCREDITED)

(Affiliated to Osmania University)

Nallakunta, Hyderabad



B. O. S.

DEPARTMENT OF BBA

Bachelor of Business Administration

IInd & IIIrd YEAR

(2021-2022)

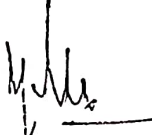
HINDI MAHAVIDYALAYA, NALLAKUNTA, HYDERABAD
(Autonomous)

BBA(CBCS)Syllabus2021–2022

BACHELOR OF BUSINESS ADMINISTRATION II & III YEAR (2021-2022)

Duration of Internal Assessment	30minutes
Duration of Semester Examination	2 1/2 hours
Marks of Internal Assessment	20 Marks (MCQ'S) 20 x 1
Assignment	05 Marks
Minor project/Presentation	10 Marks
Total	30 Marks
Marks for semester Examination	70 Marks
Total	100 Marks

(Implementation of CBCS pattern)

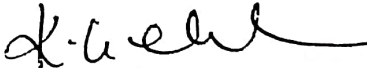

Dr. Y. V. RAO

BOS CHAIRPERSON


Prof. V. SUDHA

BOS CHAIRPERSON O.U.

BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India.


Prof K. G. Chandrika

O U NOMINEE

DEAN

Faculty of Management
Osmania University,
Hyderabad-500 007, Telangana

PRINCIPAL

NDP MANA VIDYALAYA
(AUTONOMOUS)

S. Commerce & Science
Jankunta, Hyderabad-44.
MEMBERS:

1. Chandramouli-Subject Expert

2. V. Santoshi-Asst prof Dept of Business management

3. Ravindra Varma –Industry Expert

4. Aarti sharina- Asst prof Dept of Business Management

5. Praneeth J-Asst prof Dept of Business management

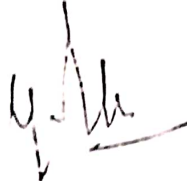


BBA(CBCS) Syllabus 2021-2022

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION BOARD OF STUDIES

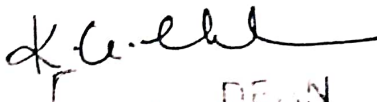
Chairperson:
Sri Dr Y V RAO

HOD,
Department of Business Management
Hindi Mahavidyalaya College
Nallakunta, Hyderabad-500044


PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44.

UNIVERSITY NOMINEE:

Prof. K.G. Chandrika
Professor & Chairperson -BOS
Department of Business Management
Osmania University, Hyderabad-500007


DEAN
Faculty of Management
Osmania University,
Hyderabad-500 007, Telangana

MEMBERS:

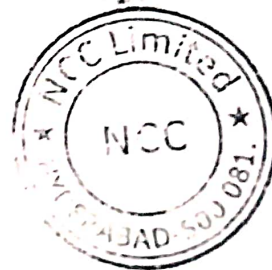
1.Chandramouli-Subject Expert

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5.Praneeth J- Asst prof Dept of Business management



BBA(CBCS)Syllabus2021-2022

Date: _____

To,

Sub: Convening of Board of studies meeting - Reg.

Sir,

We are happy to inform that Hindi Mahavidyalaya had been Re-Accredited by NAAC and completed 2nd cycle of autonomy for a period of five year i.e. from 2018-2022 conferred Autonomy for a period of Six years, from 2012 to 2018. We have introduced B.B.A course in English medium in the year 2012 – 13 and we have introduced CBCS from the academic year i.e., 2016 – 17.

As a consequence, we have constituted Board of Studies for different departments as per the UGC norms duly ratified by Osmania University. As a member of Board of studies you are requested to make it convenient to give the date and time of meeting after in the month of April 2021, For the approval of BBA syllabus for the academic year 2021-2022 for II(3rd& 4th)& III(5th& 6th) year.

Thanking You,

Yours faithfully,



Dr. Y.V. Rao,
Principal,

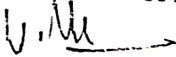
PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44

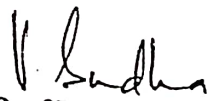
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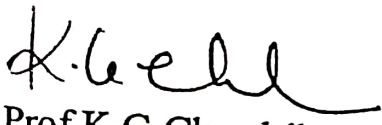
DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION 2021-2022

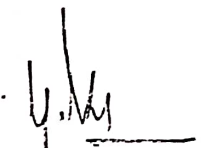
BBA I AND III YEARS

- BOS
- Agenda
- Members Present and Minutes of Meeting
- Syllabus
- Internal Exam Model Question Papers
- External Exam Model Question Papers
- Panel of Examiners


Dr Y V RAO
BOS CHAIRPERSON
PRINCIPAL


Prof.V.SUDHA
BOS CHAIRPERSON O.U
CHAIRMAN


Prof K.G.Chandrika
O U NOMINEE
DEAN


Dr Y.V.Rao
PRINCIPAL

HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44.

BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., India.

Faculty of Management
Osmania University,
Hyderabad-500 007, Telangana

PRINCIPAL
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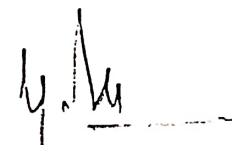
BBA(CBCS)Syllabus2021-2022

DEPARTMENT OF BACHELOR OF BUSINES ADMINISTRATION

AGENDA

Date:

- Welcoming the Members by Chairperson, Sri Dr Y V RAO
- To present the Syllabus of II and III YEAR Papers and approval by the BOS members.
- To approved the II and III Year Syllabus
- Any other matter with the permission of Principal/Director.



Dr. Y. V. Rao
Principal

PRINCIPAL
HINDI MAHA VIDYA LAY,
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44

BBA(CBCS)Syllabus2021-2022

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

Course: Bachelor of Business Administration
Academic Year: 2021-2022

Course Objectives:

- To impart the students with multi-Disciplinary knowledge in Business Management, Commerce and Accounting, Economics, Statistics, IT and Legal Framework governing modern enterprises and corporate.
- To train students to have competitive advantage in terms of both horizontal and vertical mobility in their career path and growth.
- To equip students to become successful in getting placement in corporate as Junior Managers, Professional Certification and Higher Education.

Instructions Schedules:

The course is carried out under Semester pattern with respect to teaching, evaluation, assessment and award of degree. Semester is a period of instruction lasting 16 weeks.



Dr. Y. V. Rao
Principal

PRINCIPAL
HINDI MAHA VIDY
(AUTONOMOUS)
Arts, Commerce & S
Nallakunta, Hyderabad

BBA(CBCS)Syllabus2021-2022

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

BOARD OF STUDIES

Notice/Agenda
For Board of Studies Meeting

Date:

Time:

Location: Committee Room, Hindi Mahavidyalaya

Notice is hereby given to the members of the Board of Studies, Department Of Business Management, Hindi Mahavidyalaya that the Board of Studies will held on 25/10/2021 at 12:00 in Committee Room. All the members are requested to attend the meeting and give their valuable suggestions.

The Agenda for the meeting is as follows:

Topic:

1. Approval of II& III year Syllabus
2. Approval of Question Paper pattern
3. Approval of Model Question Paper
4. Any other matter with the permission of the chairman.

Sri Dr Y V RAO

HOD,

Department of Business Management

Hindi Mahavidyalaya College

Copy To:

All BOS members

MEMBERS:

1. Chandramouli-Subject Expert
2. V. Santoshi-Asst prof Dept of Business management
3. Ravindra Varma -Industry Expert
4. Aarti Sharma - Asst prof Dept of Business management
5. Praneeth J- Asst prof Dept of Business management



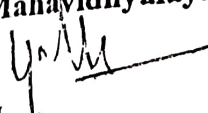
BBA(CBCS) Syllabus 2021-2022

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION BOARD OF STUDIES

Minutes of the first Meeting of Board of Studies in Department of
Business Management on 25-10-2021 (25/10/21) at 12:00 AM/PM at Committee Room
Hindi Mahavidhyalaya.

The following members were present:

1. Dr Y V RAO Chairperson
2. Dr. V. SUDHA, BOS Chair person OU
3. Prof. K.G. Chandrika, OU Nominee
4. Mrs. Santoshi
5. Mr. Praneeth J
6. Mrs. Aatri sharma.


PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Arts, Commerce & Science
Nallakunta, Hyderabad-44.

CHAIRMAN

BOS IN BUSINESS MANA

OSMANIA UNIVERSITY

Hyderabad-500 007, T.S.

The formal BOS meeting commenced with the chairperson extending a warm welcome to all members of the BOS. He introduced all the members of the BOS and after the brief introduction; the agenda items listed were taken up for discussion.

Topic No. 1:

The BOS discussed in depth, for all two semesters of BBA for SEM – II&III Years syllabus which was given directly by the university for all the Subjects. Copies of the syllabus for all semesters of 3rd & 4th year are enclosed.

Topic No. 2:

Question Paper pattern was discussed for SEMESTER- II & III rd YEARS of BBA and following points are incorporated:

Each Course Will Have 100 Marks per semester (30 Marks for Internals & 70 Marks for End Semester Examination).

Internals Assessment:

- 2 internal Assessments per course.
- Half an hour per test
- 20 Multiple Choice Questions carry 1 mark each,
- 20 marks each (average to be given)
- Assignment of 5 Marks.
- No Retest.
- Mini project & Presentation of 5 Marks

External Examination:

- 3 Hours semester exam per course.
- 5 Short answers to be set for 4 marks each (5 X 4 = 10 marks) Compulsory, No Choice.
- 5 Long questions with internal choice to be set for 10 marks each (5 X 10 = 50 Marks).
- No Supplementary exams. Backlog rules, detention, etc to be notified later.

Topic No. 3: The members of BOS discussed the Model Question Paper for Semester IIST and III of years and after taking into account all the suggestions proposed by the members, the Model Question Paper was approved and enclosed. The panel of examiners was approved. The same is enclosed.

Topic No. 4: The Chairperson BOS took a note of the member's suggestion to exercise the option of introducing some new topics in the syllabus. The meeting ended with a vote of thanks by the BOS chairperson who thanked all the members for their valuable suggestions, efforts and cooperation.

BBA(CBCS)Syllabus2021-2022

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

BBA – IIYear (III&IVSemester) Syllabus for the year 2021– 2022

2NDYEAR

SEMESTER-III

Course Code	Course Title	HPW	Credits	Exam Hrs.	Marks
ELS3	English(FirstLanguage)-3	3	3 ✓		
MIL 3	MIL-3	3	3 ✓		
SEC1	a) Communication skills b) Professional skills	2	2 ✓	1½Hrs.	35U +15I
SEC2	a) Basic Quality Management b) Business Policy and Strategy	2	2	1½Hrs.	35U +15I
DSC301	Human Resource Management	5	5	3Hrs.	70U +30I
DSC302	Information Technology for Business	4T+ 1P	5	3Hrs.	60U+20P+ 20I
DSC303	Financial Management	5	5	3Hrs.	70U +30I
	Total Semester Credits	24/25	25		

Dr Y V RAO

BOS CHAIRPERSON

PRINCIPAL

Prof. V. SUDHA

BOS CHAIRPERSON O.U.

CHAIRMAN

Prof K.G.Chandrika

O U NOMINEE

DEAN

Dr Y.V.Rao

PRINCIPAL

PRINCIPAL

HINDI MAHA VIDYALAYA

MEMBERS

(AUTONOMOUS)

Arts, Commerce & Science

Nallakunta, Hyderabad-44

BOS IN BUSINESS MANAGEMENT

OSMANIA UNIVERSITY

Hyderabad-500 007, T.S., India

Faculty of Management

Osmania University,

Hyderabad-500 007, Telangana

HINDI MAHA VIDYALAYA

MEMBERS

(AUTONOMOUS)

Arts, Commerce & Science

Nallakunta, Hyderabad

3.Ravindra Varma –Industry Expert

4.Aarti Sharma - Asst prof Dept of Business management

5.Praneeth J- Asst prof Dept of Business management

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SEMESTER-IV

Course Code	Course Title	IIPW	Credits	Exam Hrs.	Marks
ELS4	English(First Language)-4	3	3		
MIL 4	MIL-4	3	3		
SEC3	a) Leadership and Management skills b) Universal Human Values	2	2	1½Hrs.	35U +15I
SEC4	a) StartUpManagement b) BusinessIntelligence&Data Visualization	2	2	1½Hrs.	35U +15 I
DSC401	Business Law and Ethics	5	5	3Hrs.	70U +30I
DSC402	Market Research	5	5	3Hrs.	70U +30I
DSC403	Management Science	5	5	3Hrs.	70U +30I
	TotalSemesterCredits	25	25		

Dr Y V RAO
BOS CHAIRPERSON
PRINCIPAL
HINDI MAHA VIDYALAYA
(AUTONOMOUS)
Nallakunta, Hyderabad-500 007, T.S., India.

Prof. V. SUDHA
BOS CHAIRPERSON O, U
CHAIRMAN
OSMANIA UNIVERSITY, Faculty of Management
Hyderabad-500 007, T.S., India.

Prof. K. G. Chandrika
O U NOMINEE
DEAN
Osmania University,
Hyderabad-500 007, Telangana

Dr Y. V. Rao
PRINCIPAL
PRINCIPAL
HINDI MAHA
(AUTONOMOUS)
Arts, Commerce
Nallakunta, Hyderabad

3. Ravindra Varma - Industry Expert ✓
4. Aarti Sharma - Asst prof Dept of Business management
5. Praneeth J- Asst prof Dept of Business management

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Hyderabad-500 007

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3RD YEAR

SEMESTER-V

Course Code	Course Title	HPW	Credits	Exam Hrs.	Marks
ELS5	English(FirstLanguage)-5	3	3		
MIL 5	MIL-5	3	3		
GE -1	MobileCommerce	4	4	3Hrs.	60U+20I
DSE501	a) FinancialMarketsandServices(F) b) BrandManagement(M) ✓ c) OrganizationDevelopment(HR)	5	5	3Hrs.	70U +30I
DSE502	a) AnalysisofInvestmentinFinancialAssets(F) b). RetailManagement(M) ✓ c) PerformanceAppraisalandCounseling(HR) ✓	5	5	3Hrs.	70U +30I
DSE503	a) InsuranceServices(F) b) CustomerRelationshipManagement(M) ✓ c) CompensationManagement(HR) ✓	5	5	3Hrs.	70U +30I
	TotalSemesterCredits	24/25	25		

 CHAIRMAN
 DEAN
 BOS IN BUSINESS MANAGEMENT
 FACULTY OF MANAGEMENT
 OSMANIA UNIVERSITY, Osmania University,
 Hyderabad-500 007, T.S. Hyderabad-500 007, Telangana

BBA(CBCS) Syllabus 2021-2022

SEMESTER-VI

Course Code	Course Title	HPW	Credits	Exam Hrs.	Marks
ELS6	English(First Language)-6	3	3		
MIL 6	MIL-6	3	3		
GE -2	Business Analytics	4	4	4Hrs.	60U+20I
DSE601	a) Banking(F) b) Buyer Behaviour(M) c) Leadership and Change Management(HR)	5	5	3Hrs.	70U +30I
DSE602	a) Risk Analysis And Management(F) b) Advertising and Sales Promotion(M) c) Talent and Knowledge Management(HR)	5	5	3Hrs.	70U +30I
DSE603	a) International Finance(F) b) Rural Marketing(M) c) Employees Relations(HR)	5	5	3Hrs.	70U +30I
DSE604	Project Report & Viva-Voce	4	4	Viva	Grade
	Total Semester Credits	29	29		
	Total All Semester Credits	148/150	150		

Dr Y.V. RAO

PRINCIPAL

BOS CHAIRPERSON

HINDI MAHA VIDYALAYA

(AUTONOMOUS)

Arts, Commerce & Science

Vallakunta, Hyderabad-44.

Prof. V. SUDHA

BOS CHAIRPERSON O.U

CHAIRMAN

BOS IN BUSINESS MANAGEMENT

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Prof K.G. Chandrika

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Faculty of Management

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Dr Y.V. Rao

PRINCIPAL

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Arts, C

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MEMBERS:

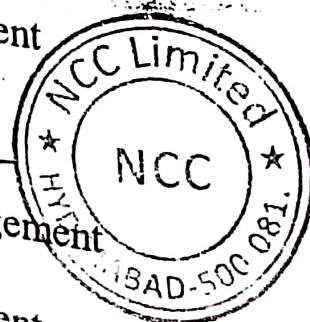
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Course 1: Communication Skills

Context and Justification :

Communication plays an important role in shaping an individual's life, personal as well as professional. Also it is the backbone of any organisation/institution. Success in life to a considerable extent depends on effective communication skills. In today's world of computers and digital media, a strong communication skill base is essential for learners and for smooth functioning of an organisation.

Objectives :

This course has been developed with the following objectives:

1. Identify common communication problems that may be holding learners back
2. Identify what their non-verbal messages are communicating to others
3. Understand role of communication in teaching-learning process
4. Learning to communicate through the digital media
5. Understand the importance of empathetic listening
6. Explore communication beyond language.

Expected Outcome :

By the end of this program participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.

Credit: 02

Duration: 30 Hours

Number & Titles of Modules:

Total of 7 Modules

Module 1	Listening	4 Hours
Module 2	Speaking	6 Hours
Module 3	Reading	3 Hours
Module 4	Writing and different modes of writing	4 Hours
Module 5	Digital Literacy	4 Hours
Module 6	Effective use of Social Media	4 Hours
Module 7	Non-verbal communication	5 Hours

DEAN

PRINCIPAL

CHAIRMAN Faculty of Management

INDI MAHA VIDYALAYA BUSINESS MANAGEMENT Indira University, Hyderabad 500 007, Telangana

Module Outline :

Module 1: Listening

4 Hours

- Techniques of effective listening
- Listening and comprehension
- Probing questions
- Barriers to listening

Module 2: Speaking

6 Hours

- Pronunciation
- Enunciation
- Vocabulary
- Fluency
- Common Errors

Module 3: Reading

3 Hours

- Techniques of effective reading
- Gathering ideas and information from a given text
 - i. Identify the main claim of the text
 - ii. Identify the purpose of the text
 - iii. Identify the context of the text
 - iv. Identify the concepts mentioned
- Evaluating these ideas and information
 - i. Identify the arguments employed in the text
 - ii. Identify the theories employed or assumed in the text
- Interpret the text
 - i. To understand what a text says
 - ii. To understand what a text does
 - iii. To understand what a text means

Module 4: Writing and different modes of writing

4 Hours

- Clearly state the claims
- Avoid ambiguity, vagueness, unwanted generalisations and oversimplification of issues
- Provide background information
- Effectively argue the claim
- Provide evidence for the claims
- Use examples to explain concepts
- Follow convention
- Be properly sequenced
- Use proper signposting techniques
- Be well structured
 - i. Well-knit logical sequence
 - ii. Narrative

- Different modes of Writing
 - i. E-mails
 - ii. Proposal writing for Higher Studies
 - iii. Recording the proceedings of meetings
 - iv. Any other mode of writing relevant for learners

Module 5: Digital Literacy**4 Hours**

- Role of Digital literacy in professional life
- Trends and opportunities in using digital technology in workplace
- Internet Basics
- Introduction to MS Office tools
 - i. Paint
 - ii. Office
 - iii. Excel
 - iv. Powerpoint

Module 6: Effective use of Social Media**4 Hours**

- Introduction to social media websites
- Advantages of social media
- Ethics and etiquettes of social media
- How to use Google search better
- Effective ways of using Social Media
- Introduction to Digital Marketing

Module 7: Non-verbal communication**5 Hours**

- Meaning of non-verbal communication
- Introduction to modes of non-verbal communication
- Breaking the misbeliefs
- Open and Closed Body language
- Eye Contact and Facial Expression
- Hand Gestures
- Do's and Don'ts
- Learning from experts
- Activities-Based Learning

Pedagogy : Instructor-Led Training, Supplemented by Online Platform (SWAYAM)

Materials : Teaching & Learning

Assessment : Paper-Based or Online Assessment

Bibliography & Suggested Reading including audio video material :

Books

- Sen Madhucchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi
- Silvia P. J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC

BBA(CBCS) Syllabus 2021-2022

COURSE NO. SEC-2(a)

BASIC QUALITY MANAGEMENT

OBJECTIVE:

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

UNIT-I: INTRODUCTION TO TQM:

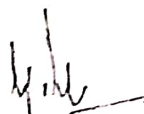
Quality - its dimensions. Quality control - Inspection and statistical. Concept of TQM - History, Contributions of Deming, Juran, Crosby and Taguchi. Advantages and Disadvantages of TQM.

UNIT-II: TOOLS AND TECHNIQUES OF TQM:

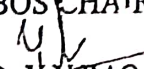
Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations, Six Sigma and its applications to manufacturing, service sector including IT. Kaizen quality Japanese technique.

SUGGESTED BOOKS:

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mukherjee, P.N., "Total Quality Management", 2007, PHI.
5. R.P. Mohanty & R.R. Lakhe, "TQM in the Service Sector", Jaico Books, 2016


Dr. Y.V. RAO

BOS CHAIRPERSON


Dr. Y.V. RAO

PRINCIPAL


Prof. V. SUDHA

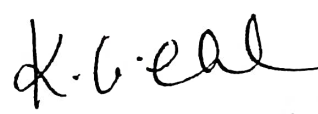
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CHAIRMAN

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Prof. K.G. Chandrika

O.U. NOMINEE

DEAN

Faculty of Management

Osmania University,

Hyderabad-500 007, Telangana

ENCE

44.

COURSE NO. SEC-2(b)

BUSINESS POLICY AND STRATEGY

OBJECTIVE:

To acquaint the students with understanding the business environment and design strategies to meet challenges. It focuses on designing plans and policies.

UNIT-I: INTRODUCTION TO BUSINESS POLICY AND STRATEGY:

Strategy- Strategic Management process, Strategic Intent, Strategic decision making. What is a Business policy? Drafting And Executing Business policy. Corporate planning in India.

Environmental Analysis for Business Policy Formulations-Evaluating a Company's External and Internal Environmental analysis for creating business policy and strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues.

Strategy Formulation-

Strategy Formulation; Business-Level, Functional Level Strategy, Strategy analysis and choices

Competitive analysis and advantages: Generic strategies, Choice

based strategies, Tailoring Strategy of fit specific industry, Strategy for Leaders, Challengers, weak crisis Businesses.

UNIT II: ALTERNATIVE STRATEGY DEVELOPMENT AND STRATEGY IMPLEMENTATION AND

CORPORATE ETHICS:

Strategy Implementation: Evaluation and Control, Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations. Business policy implementations and challenges – Best practices business policies and strategies.

SUGGESTED BOOKS:

1. Arthur A Thompson Jr, Strickland "Strategic Management- Concepts and Cases" TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. P. Subba Rao, "Business Policy and Strategic Management" HPH, 2017.
3. Fred R. David, "Strategic Management", 2008, 12th Edition, PHI Learning Limited, New Delhi.
4. Michael Porter, "Competitive Strategy", 2005, Reprint, Free Press, London.
5. R.M. Srivastava, "Management Policy and Strategic Management- Concepts, Skills and Practices" 2014, Revised edition, HPH, Hyderabad.

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COURSE NO. DSC-301

HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT-I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT:

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management- Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT-II: ACQUIRING HUMAN RESOURCES:

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT-III: DEVELOPING HUMAN RESOURCES:

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT-IV: LABOUR MANAGEMENT:

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling. Standing Orders – Role and Contents. Labour Relations and Collective Bargaining. Measures for Employee Health and Safety.

UNIT-V: PERFORMANCE APPRAISAL & QUALITY OF WORK LIFE:

Performance Appraisal – Methods and needs for Performance Appraisal – Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture, 360 degrees appraisal.

SUGGESTED BOOKS:

1. Human Resources – Bernardin H. John. TMH
2. Managing Human Resources – Wayne E. Casio – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resource Management Texts and Cases – TMH
5. Human Resource Management, P. Subba Rao, HPH, 2009
6. Human Resource Management, Sen Gupta, 2018, 1st Edition, Sage Publication

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COURSE NO. DSC-302

INFORMATION TECHNOLOGY FOR BUSINESS

OBJECTIVE:

The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

UNIT-I: INTRODUCTION TO IT:

Computer Systems-Hardware-I/O devices, Memory devices, Processors-Software-classification of software-systems software, Application software-Operating Systems-Definition-Types of OS-Understanding of GUI-Networks-Definition-Types of Network-LAN, WAN-Network Topologies-Physical Communication Media-TCP/IP, OSI Model.

UNIT-II: INTRODUCTION TO IS:

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems-Types of IS-Operation, Tactical, Strategic IS-Executives Information Systems(EIS)-Definitions-Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

UNIT-III: MULTIMEDIA CONCEPTS:

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats-Video formats-Compression/Decompression issues-Business Applications of Multimedia.

UNIT-IV: ONLINE BUSINESS AND SECURITY ISSUES:

Online Business. Types of Online Business and related issues. Internet Services- Email- Chatting- Messaging- Groups- Social Networking. definition of e-commerce, m-commerce. Security Issues in Internet.

UNIT-V: OFFICE MANAGEMENT APPLICATIONS:

Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max - RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXCEL) - Use of Databases for the Office (MS-ACCESS)-Database applications.

SUGGESTED BOOKS:

1. Kenneth C. Laudon & Jane P. Laudon-Management Information Systems- Managing the Digital Firm, Pearson Education, Fourth Edition, 2008.
2. Turban, McLean, Wetherbe-Information Technology For Management, Wiley Student Edition- Fourth Edition.
3. Leonard Jessup, Joseph Valacich-Information Systems Today, Why IS matters, Pearson Education- Low Price Edition, Second Edition.
4. Effy Oz-Management Information Systems, Thomson Course Technology, Fifth Edition.

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COURSE NO. DSC-302 (PRACTICAL)

INFORMATION TECHNOLOGY-LAB

OBJECTIVE:

The aim of this course is to give a management students practical experience on working in typical office software like MS-OFFICE.

UNIT-I: MS-EXCEL:

Create, Naming Saving, Editing and Printing of Worksheets. Data Entry, Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. Data And Graphical Options: Filling a Series, Sorting data, querying of data. Working with graphs and charts.

ADVANCED OPTIONS OF MS-EXCEL:

- Statistical tools—use of statistical functions such as average, Standard Deviation, ANOVA, etc.
- Financial Tools—use of Financial Functions such as NPV, IRR etc.
- Date Functions
- Building Simple Macros.

UNIT-II: MS-ACCESS:

Creating a database and tables by different methods—Entering and Editing data—Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels. Transfer of data between Excel & Access.

SUGGESTED BOOKS:

- David Whigham, "Business Data Analysis Using Excel", Oxford University Press, Indian Edition.
- Paul Cornell, "Accessing & Analyzing DATA with MS-EXCEL".
- R&D, "IT Tools and Applications", Macmillan India Ltd.
- Sanjay Saxena, "A First Course in Computers—Based on Windows Office XP", Second Edition—Vikas Publishing House.

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COURSE NO. DSC-303

FINANCIAL MANAGEMENT

OBJECTIVE:

To acquaint students with the techniques of financial management and their applications for business decision making.

UNIT-I: NATURE OF FINANCIAL MANAGEMENT:

Finance and its functions, finance and other related disciplines, Concept of Financial Management - scope, functions, objectives. Profit Maximization Vs. Wealth Maximization. Approaches of FM.

UNIT-II: CONCEPT OF TIME VALUE OF MONEY:

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting - meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting, calculation of NPV and IRR

UNIT-III: SOURCES OF LONG TERM FINANCE:

Sources of Long term finance - features of equity shares, preference shares, debentures, long term loans; Capital Structure - meaning, determinants of capital structure; cost of capital - component costs of capital, weighted average cost of capital; Dividend Policy Decision - types of dividend, determinants of dividend policy.

UNIT-IV: WORKING CAPITAL MANAGEMENT:

Gross Vs. net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lockbox, concentration banking)

UNIT-V: RECEIVABLES MANAGEMENT - OBJECTIVES:

Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

SUGGESTED BOOKS:

1. M. Y. Khan & P. K. Jain, Financial Management, Tata McGraw Hill Publishing Co. Ltd.
2. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
3. I. M. Pandey, Financial Management, Vikas Publishing House, 11th edition, 2015
4. J. V. Horne & J. M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India, 13th edition, 2009.
5. Rustogi, Financial Management, Taxmann, 5th edition, 2011.

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IV SEMESTER

Course 3: Leadership and Management Skills

Context with Justification :

Leaders are foundations of the society, who face and win against adversities and odds of life. Through their words and deeds, they show path to others and transform into inspirational role models, affecting social life vividly. In the current times of cut-throat competitions, disbelief in values, techno-centric complex lifestyles, there is a dire need to emphasise the 'human' agency in community living. This can be done by cultivating and nurturing the innate leadership skills of the youth so that they may transform these challenges into opportunities and become torch bearers of the future by developing creative solutions.

Objectives :

The Module is designed to:

- Help students to develop essential skills to influence and motivate others
- Inculcate emotional and social intelligence and integrative thinking for effective leadership
- Create and maintain an effective and motivated team to work for the society
- Nurture a creative and entrepreneurial mindset
- Make students understand the personal values and apply ethical principles in professional and social contexts.

Expected Outcomes :

Upon completion of the course students will be able to:

1. Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision
2. Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc.
3. Understand the basics of entrepreneurship and develop business plans
4. Apply the design thinking approach for leadership
5. Appreciate the importance of ethics and moral values for making of a balanced personality.

Credit: 02

Duration: 30 Hours

Number & Titles of Modules:

Module 1	Leadership Skills	6 Hours
Module 2	Managerial Skills	6 Hours
Module 3	Entrepreneurial Skills	6 Hours
Module 4	Innovative Leadership and Design Thinking	6 Hours
Module 5	Ethics and Integrity	6 Hours

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Module Outline :

6 Hours

Module 1- Leadership Skills

a. Understanding Leadership and its Importance

- What is leadership?
- Why Leadership required?
- Whom do you consider as an ideal leader?

b. Traits and Models of Leadership

- Are leaders born or made?
- Key characteristics of an effective leader
- Leadership styles
- Perspectives of different leaders

c. Basic Leadership Skills

- Motivation
- Team work
- Negotiation
- Networking

Module 2 - Managerial Skills

6 Hours

a. Basic Managerial Skills

- Planning for effective management
- How to organise teams?
- Recruiting and retaining talent
- Delegation of tasks
- Learn to coordinate
- Conflict management

b. Self Management Skills

- Understanding self concept
- Developing self-awareness
- Self-examination
- Self-regulation

Module 3 - Entrepreneurial Skills

6 Hours

a. Basics of Entrepreneurship

- Meaning of entrepreneurship
- Classification and types of entrepreneurship
- Traits and competencies of entrepreneur

b. Creating Business Plan

- Problem identification and idea generation
- Idea validation
- Pitch making

c. Innovative Leadership and Design Thinking

- Concept of emotional intelligence

6 Hours

- Synthesis of human and artificial intelligence
- Why does culture matter for today's global leaders

b. Design Thinking

- What is design thinking?
- Key elements of design thinking:
 - Discovery
 - Interpretation
 - Ideation
 - Experimentation
 - Evolution.
- How to transform challenges into opportunities?
- How to develop human-centric solutions for creating social good?

Module 5- Ethics and Integrity

6 Hours

a. Learning through Biographies

- What makes an individual great?
- Understanding the persona of a leader for deriving holistic inspiration
- Drawing insights for leadership
- How leaders sail through difficult situations?

b. Ethics and Conduct

- Importance of ethics
- Ethical decision making
- Personal and professional moral codes of conduct
- Creating a harmonious life

Pedagogy : Pedagogy for the modules is as follows:

1. Leadership Skills - Lectures (augmented with videos); role-plays for leadership models; team building games
2. Managerial Skills - Lectures (augmented with videos), case studies (AMUL, TESLA, Toyota, DMRC, Tata Group, Google, The Mumbai Dabbawala), SWOT analysis, Johari window
3. Entrepreneurial Skills - Lectures (augmented with videos), case studies and practicing business plans
4. Innovative Leadership and Design Thinking- Concept discussion through lecture and videos followed by role-plays and exercises for each set of intelligence, activities using 5 steps – discovery, interpretation, ideation, experimentation, and evolution (Ref.: Workbook of Design Thinking by IDEO)
5. Ethics and Integrity- Experiential learning through stories suggested list (Ahilya Bai, Holkar, Abdul Kalam, Raja Harishchandra, Mahatma Gandhi, Abraham Lincoln), audio visual augmented role plays and storytelling (leaders from varied fields like academics, corporate, social, sports, art, etc.)

COURSE NO. SEC-4(a)

STARTUP MANAGEMENT

OBJECTIVE:

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

UNIT-I: ENTREPRENEUR AND ENTREPRENEURSHIP

Concept of Entrepreneur- History. Who is an Entrepreneur? Responsibilities and functions of an entrepreneur. Classification of entrepreneurs. Role of entrepreneurship in Economic Development. Rural Entrepreneurship - development and problems. Entrepreneur v/s Manager.

UNIT-II: ROLE OF SUPPORT INSTITUTIONS:

Business study- feasibility study- business plan- preparation of project. Role of financial institutions- CDB, IDBI, IFCI, SIDBI, ETC. Other sources of finance- venture capital, private agencies, etc.

SUGGESTED BOOKS:

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises", 2006, Pearson Education.
4. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
5. P. Narayana Reddy, "Entrepreneurship - Text and Cases", 2010, 1st, Ed. Cengage Learning.
6. Longencker, Morge, Mitchell, "Managing Small Business", Sage South Asia Edition.

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COURSE NO. SEC-4(b)

BUSINESS INTELLIGENCE & DATA VISUALIZATION

OBJECTIVES:

The aim in this course is to provide a basic understanding of Business Intelligence and its appreciation through Data Visualization.

UNIT-I: INTRODUCTION:

Business Intelligence – evolution, elements, pros and cons of BI. Types of BI – real and artificial.

UNIT-II: DATA VISUALIZATION:

Definition – Importance of Data Visualization –

Tools of Data Visualization (Brief discussion on Power BI, Tableau, GIS, GPS, GISV, GPS).

SUGGESTED BOOKS:

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King – Pearson – Second Edition – 2014
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada – Pearson, latest Edition
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.

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BUSINESS LAW & ETHICS

OBJECTIVES:

It helps the students to understand importance of contracts companies act & ethics. It focuses on legal aspects of contracts.

UNIT-I: LAW OF CONTRACTS:

Definition of Contract and Agreement - Classification of Contracts, Essential elements of a valid Contract - Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts - Legality of Object - Performance of Contract - Remedies for breach of Contract - Quasi Contracts.

UNIT-II: LAW RELATING TO SPECIAL CONTRACTS:

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act - Distinction between Sale and agreement to sell - Conditions and Warranties.

UNIT-III: COMPANIES ACT:

Definition of company - Characteristics - Classification of Companies - Formation of Company - Memorandum and Articles of Association - Prospectus - Shareholders meetings - Board meetings - Law relating to meetings and proceedings - Company Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

UNIT-IV: CONSUMER PROTECTION LAW:

What is consumer protection law? Consumer protection law in India. Rights of a consumer. Consumer consciousness. Pollution control - related laws.

UNIT-V: BUSINESS ETHICS:

Ethical and Value based Considerations - Need and Justification - Business ethics and efficiency - Social responsibility of business - Fair and just cooperation among owners, managers, workers and customers - Fair Market Wages - Integrity and ethical consideration in business operations - India: a value system and its relevance in Management.

SUGGESTED BOOKS:

1. N.D. Kapoor, "Elements of Mercantile Law", 2015, Sultan Chand & Co.
2. K.R. Bulchandani, "Business Law for Management", 2018, HPH.
3. PPS Gogna, "A Text Book of Company Law", 2006, S. Chand
4. Mariannemooddy Jennings, "The Legal, Ethical and Global Environment of Business", 2009, Southwestern Cengage Learning, New Delhi.
5. Richard Schaffer, Agusti & Earle.
6. V. Ramakrishna Raju, "Business Laws and Economic Legislations", 2005, HPH.

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COURSE NO. DSC-402

MARKETING RESEARCH

OBJECTIVE:

To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

UNIT-I: MARKETING RESEARCH:

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

UNIT-II: SOURCES OF DATA:

Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview, Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

UNIT-III: SECONDARY METHOD OF DATA COLLECTION:

Importance and Risks of Secondary data. Evaluation basis for secondary sources. Data, Criteria for evaluating secondary sources, Secondary method of data collection in context to India.

UNIT-IV: MEASUREMENT AND SCALING:

Concept of measurement and scaling – Types of Scales – Nominal, Ordinal, Interval and Ratio Scales – Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of a scale.

SAMPLING:

Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to the theoretical concept of ANOVA

UNIT-V: MARKETING RESEARCH REPORT:

What is marketing research report? Concept-report format-market survey-report preparation (field case study should be given as project).

SUGGESTED BOOKS:

1. Green E. Paul, Tull S. Donald & Albaum, Gerald: "Research for Marketing Decisions", 2018, PHI.
2. Tull and Hawckins, "Marketing Research", 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw Hill Education.
4. Martincallingam, "Market intelligence", 2009, Kogan Page Publishers.
5. G.C. Beri, "Marketing Research", 2008, 8th Ed, Tata McGraw Hill.
6. Malhotra, K. Naresh, "Marketing Research- And applied orientation", 2014.
7. Kumar, Marketing Research, 2015, Sage Publication.

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COURSE NO. DSC-

403 MANAGEMENT SCIENCE

OBJECTIVE:

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

UNIT-I: INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT:

Definition of Production and Operations. An overview of Manufacturing processes: Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design—Project, Job, Batch, Assembly and Continuous process.

UNIT-II: PLANT MANAGEMENT AND WORK STUDY:

Capacity Planning, factory location, plant layout—types of layout. Sequencing of Operations: n-Jobs with one, two and three facilities. Work Study: The concept and various techniques of methods analysis and work measurement.

UNIT-III: PURCHASE AND STORES MANAGEMENT:

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating.

Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

UNIT-IV: INTRODUCTION TO OPERATIONS RESEARCH:

Introduction to Operation Research: Need, Significance, limitations of OR. Types of Operation Research Models. Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

UNIT-V: TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY:

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method (VAM).

Assignment Problem (AP): Mathematical model, method of obtaining solution - Hungarian method. Queuing Theory - Concepts of Queue - General structure of a Queuing system - Operating Characteristics of Queues.

SUGGESTED BOOKS:

1. S.N. Chary, "Production & Operation Management", 5th Edition, Tata-McGraw-Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw-Hill Publishing Company Ltd.
3. Kanishka Bedi, "Production and Operations Management", 2007, 3rd Edition, Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4th Edition, Tata-McGraw-Hill Publishing Company Ltd.

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V SEMESTER

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COURSE NO. GE-

1 MOBILE COMMERCE

OBJECTIVE:

The objective of the course is to provide the students with the Mobile Commerce concepts, environment and customer value.

UNIT-1: INTRODUCTION TO MOBILE COMMERCE

What is Mobile Commerce? Nature and scope. M-commerce and its working. M-Commerce Framework, M-commerce business models, E-commerce Vs M-Commerce.

UNIT-2: MOBILE COMMERCE TECHNOLOGY:

Types of Mobile clients (mobile phones, PDAs, laptop computers, vehicle-mounted devices, hybrid devices), Device limitations: considerations for user interface and application design. Device location technology: GPS, triangulation. Mobile client software: Mobile device operating systems, Micro browsers, Mobile device communications protocols: WAP, i-Mode, Mobile device page description languages, Mobile device application software.

UNIT-3: WIRELESS COMMUNICATIONS TECHNOLOGY:

Wireless wide area network (WWAN) technology: cellular systems 2G (CDMA, TDMA, GSM), 2.5G (GPRS, EDGE), 3G (WCDMA/UMTS, CDMA2000), 4G, 5G. Wireless local area network (WLAN) technology (Wi-Fi), Wireless metropolitan area network (WMAN) technology (WiMAX) Wireless personal area network (WPAN) technology (Bluetooth).

UNIT-4: M-COMMERCE APPLICATIONS:

Mobile financial services, Mobile advertising, Mobile Payment, Mobile Ticketing, Mobile product location and shopping, Mobile business services, Mobile auction, Mobile entertainment, Mobile office, Mobile distance education.

SUGGESTED READINGS:

1. Mobile Commerce, Karabi Bandyopadhyay, PHI Learning Pvt. Limited, 2013.
2. Mobile Commerce: Technology, Theory and Applications, E. Brian Mennecke, J. Troy Strader, Idea Group Inc., IIR Press, 2003.
3. The Economics of Electronic Commerce, Choi, S. Y., D. O., Stahl, and A. B. Whinston, Macmillan Technical Pub., 1997.
4. Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business, Paul May, Cambridge University Press March, 2001.
5. M-Commerce Crash Course, P. J. Louis, McGraw-Hill Companies.
6. The Definitive Guide, 5th Ed., Musciano, C, and B. Kennedy, HTML & XHTML, O'Reilly Media, 2002.

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BBA(CBCS)Syllabus2021-2022

COURSE NO. DSC-501(a)

FINANCIAL MARKETS AND SERVICES(F)

OBJECTIVE:

- To explain the structure of Indian Financial System.
- To understand leasing ,hirepurchase and Mutual funds.

UNIT-I:STRUCTURE OF INDIAN FINANCIAL SYSTEM:

Indian Financial System – Structure, Functions, Types of Financial Markets, Securities traded in Financial Markets, Regulatory Institutions and their functions– RBI & SEBI, Global Financial Markets

UNIT-II:FINANCIAL MARKETS:

Introduction, Types – Capital market- Primary and secondary (introduction), Money market: introduction, types of money market instruments – money at call, treasury bills, certificates of deposits, commercial papers.

UNIT-III:LEASING AND HIRE PURCHASE:

Asset/ Fund Based Financial Services – Leasing, Concept and classification, Advantages and Limitations, Hire Purchase–Definition, mechanism, Differences between Leasing and Hire Purchase, Venture Capital–Definition, Rationale, stages of financing.

UNIT-IV:NON FUND FINANCIAL SERVICES:

Non- Fund Based Financial Services – Credit Rating, Factoring and Forfeiting, Merchant Banking – Definition, Features, Mechanism, Types

UNIT-V:MUTUAL FUNDS:

Mutual Funds–History, Definition, Classification, Advantages and Disadvantages, Estimating the Net Asset Value, Mechanics of MF Operations, Functions of AMC, Evaluating Mutual Funds.

SUGGESTED BOOKS:

1. Meir Kohn, 2015, Financial Institutions and Markets, 2nd edition, Oxford University Press, South Asia Edition.
2. Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, 2018
3. Madura, Financial Institutions and Markets, Cengage Learning
4. M. Y. Khan, Financial Services, McGraw Hill
5. Dr. S. Guruswamy, Financial Services and Markets, Thomson
6. L. M. Bhole and Jitendra Mahakud, Financial Institutions and Markets, McGraw Hill

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COURSE NO. DSC-501(b)

BRAND MANAGEMENT (M)

OBJECTIVE:

To provide an understanding of Different Types of Brand Awareness, Equity.

UNIT-I: INTRODUCTION TO BRAND MANAGEMENT:

Concept of Branding-Definition-Significance of Brand – Brand Types-Difference between Brand and Product-Branding-Brand Building-Brand Launching.

UNIT-II: BRAND COMMUNICATIONS:

Brand image building-Brand loyalty programmes-Brand promotion methods – Role of Brand ambassadors, celebrities- Online Brand Promotions.

UNIT-III: BRAND EXTENSION:

Brand Line Extension-Horizontal Extension Pros and Cons of Brand Extension-Related Extension-Unrelated Extension-Brand Generic Branding.

UNIT-IV: BRAND PERSONALITY:

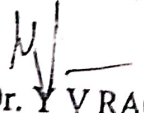
Branding-Brand Personality-Brand Positioning-RePositioning-Brand Positioning Strategies-Brand Positioning Variables.

UNIT-V: BRAND EQUITY:

Concept of Brand Equity-Brand Awareness-Personality-Positioning-Enhancing Brand Equity – Brand Management-Planning-Sources Brand.

SUGGESTED BOOKS:

1. Brand Management- Gulnar Sharma, Karan Singh Khundia-Himalaya Publishing House
2. Brand Management: Principles and Practices-Kirti Dutta -Oxford University Press.
3. Brand Management: The Indian Context-YLR Moorthi-Vikas Publishing House


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COURSE NO. DSC-501(c)

ORGANIZATION DEVELOPMENT (HR)

OBJECTIVE:

This course offers an exploration of the field of OD through its human and social process and address new management and OD paradigms in rapidly changing context of Globalization and Organizational Change.

UNIT-I: INTRODUCTION:

Organization Development- Definition, Characteristics, Evolution, Process, Benefits and Limitations, Values, Assumptions and Beliefs in OD.

UNIT-II: ORGANIZATIONAL CHANGE:

Concept and significance, managing change, concept of analyzing the environment, perspectives on change: Contingency; Resource dependence, Population Ecology, Implications of change.

UNIT-III: OD PROCESS:

The Six Box Model, Third wave consulting, Phases of OD Programs, Change Management Models, The Generic Parallel Learning Structure Intervention Process, Steps to Transforming an Organization.

UNIT-IV: OD INTERVENTIONS:

Factors to Plan and Implement OD, Results of OD Interventions, Classification of OD Interventions. OD Consultation: Process Consultation, Coaching and Counseling Interventions. Team Building: Gestalt Approach to Team Building, Techniques in Team Building.

UNIT-V: APPLICATIONS OF OD:

Socio-Technical Systems, Self-Managed Teams, MBO and Appraisal, Quality Circles, Quality of Work Life, Total Quality Management, Self-Design Systems, High Performance work systems.

SUGGESTED BOOKS:

1. Wendell French, Cicil, H. Bell, Jr. (6e) "Organization Development", Prentice Hall of India.
2. Wendell French, Cicil, H. Bell, Jr, Veena Vohra, "Organization Development", 2006, Pearson Education.
3. Thomas G. Cummings, Christopher G. Worley, "Organization Development and Change", 2007, Thomson, 8th Ed.
4. S. Ramanarayan, T. V. Rao, Kuldeep Singh, "Organization Development- Intervention and Strategies", 2006, Response Books.
5. Kavitha Singh, "Organization Change & Development", 2005, Excel Books

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COURSE NO. DSC-502(a)

ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS(F)

OBJECTIVES:

The objective of the course is to provide the students with a basic view of valuation and investment in financial assets.
To explain the basic concepts of risk and return and various methods of analysis.
To explain the concept of portfolio and the various portfolio theories and evaluation methods.

UNIT-I: INTRODUCTION:

Definition of Investment; Real vs. Financial assets; Investment, Speculation, Hedging and Arbitraging. Par Value, Book Value, Market Value and Intrinsic Value of Financial Assets. Sources of investment information. Factors to be considered in investment decisions - Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept of returns - realized return and expected return. Concept and Types of risk. Measurement of Risk - Range, Standard Deviation and Co-efficient of Variation. Risk-return trade-off. Behavioural aspects of investing. An overview of approaches to security analysis - Fundamental Analysis; Technical Analysis and Efficient Market Hypothesis.

UNIT-II: VALUATION OF FIXED INCOME SECURITIES:

Features and types of fixed income securities. Bond yield measures - Current yield, holding period return, YTM, AYTM and YTC. Bond duration, Valuation of deep discount bonds. Bond price theorems.

UNIT-III: VALUATION OF COMMON STOCK:

Features of Common Stock. Approaches to valuation of Common Stock. Dividend Discount Model, Earnings Capitalization Models, Price-Earnings Multiplier Approach. Systematic and Unsystematic Risk, Capital Asset Pricing Model (CAPM).

UNIT-IV: PORTFOLIO ANALYSIS:

Portfolio - risk and return, Harry Markowitz's Portfolio model; Risk and return of two and three assets portfolios. Concept efficient frontier and optimum portfolio. Market model: Concept of Beta. Systematic and unsystematic risk. Investor risk and return preferences: Indifference curves and the efficient frontier.

UNIT-V: EVALUATION OF PORTFOLIO:

Measures of return - Types of Formula Plans: Constant - Rupee - Value Plan, Constant Ratio Plan, Variable Ratio Plan; Rupee - Cost Averaging; Risk - Adjusted Measures of Performance: Sharpe's Reward - to - Variability Ratio, Treynor's Reward - to - Volatility Ratio, Jensen's Differential Return Measure.

SUGGESTED BOOKS:

1. Francis J.C. & Taylor, R. W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill.
2. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3rd Ed.
3. V.K. Bhalla, "Fundamentals of Investment Management", S. Chand & Company Ltd.
4. R.P. Rustagi, "Investment Management", Sultan Chand & Sons.
5. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.

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RETAIL MANAGEMENT (M)

OBJECTIVE:

This course introduces the role of retailing and various formats and theories. It focuses on distribution management.

UNIT-I: INTRODUCTION TO RETAIL MANAGEMENT:

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

UNIT-II MALL MANAGEMENT

Mall management: Types of various retail formats- concepts in mall design, factors influencing mall establishments – aspects in finance- aspects in security / accounting- aspects in HR- aspects in quality management – statistical methods used in measuring mall performance.

UNIT-III: MERCHANDISE MANAGEMENT:

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

UNIT-IV: RETAIL STORE DESIGN:

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

UNIT-V: DISTRIBUTION MANAGEMENT:

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

SUGGESTED BOOKS:

1. Retail Marketing Management- Second Edition- David Gilbert- Pearson Education
2. Retailing Management- Swapna Pradhan- Tata Mcgraw Hill
3. Contours of Retailing Management- S.A. Chunnawalla- Himalaya Publishing House
4. Retail Management- Gibson G. Vedamani- Jaico Books
5. The Art of Retailing- A.J. Lamba- Tata Mcgraw Hill
6. Sales and Distribution Management- Dr. S. Gupta- Excel Books
7. Sales and Distribution Management- Panda & Sahadev- Oxford University Press

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COURSE NO. DSC-502(c)

PERFORMANCE APPRAISAL AND COUNSELLING (HR)

OBJECTIVE:

This course offers an understanding of employee performance and measures to improve through HRD.

UNIT-I: INTRODUCTION:

Performance Appraisal - Concept, Definition, Philosophy, Nature, Scope, purpose, Uses, Benefits, Components, objectives and systems.

UNIT-II: PLANNING PERFORMANCE:

Performance Appraisal - Employer and Employee perspective, performance appraisal versus performance management and merit rating. Identifying performance dimensions, KPA's and performance planning, Performance Appraisal process. Developing an effective appraisal program. Issues in appraisal design.

UNIT-III: PERFORMANCE MEASUREMENT:

Methods of Performance Appraisal, Pro's and con's of 360 Degree Appraisal. Types of Appraisal Interviews and Conducting Appraisal Interviews. Barriers to effective appraisal and overcoming barriers to appraisal.

UNIT-IV: PERFORMANCE MANAGEMENT PRACTICES IN INDIA:

Unique performance management systems followed in 1) Tata consultancy services 2) Ford 3) Deloitte 4) Titan 5) DHL Global services 6) Murrugappa group 7) ICICI Bank LTD 8) Reliance Retail 9) Future value retail ltd. 10) Scope international.

UNIT-V: COUNSELLING:

Employee counselling, characteristics of people with good mental health, need and functions of counselling, manager's role in counselling. Types of counselling.

SUGGESTED BOOKS:

1. David A. DeCenzo, Stephen P. Robbins, "Fundamentals of Human Resource Management", Wiley Publications.
2. Snell/Bohlander, "Human Resource Management", Thomson.
3. Luis R. Gomez Mejia, David B. Balkin, Robert L. Cardy, "Managing Human Resources", PHI Pvt. Ltd.
4. John W. Newstrom, "Organizational Behaviour", McGraw Hill.
5. L.M. Prasad, "Principles and practices of Management", Sultan Chand & Sons.

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INSURANCE(F)

OBJECTIVES:

The course helps the students to know about insurance. It focuses on latest trends in insurance.

UNIT-I: INTRODUCTION TO INSURANCE:

Definition and nature of insurance, Role, importance and functions of insurance.
Meaning of insurance and re-insurance, principles of insurance, types of insurance, globalization of insurance and insurance sector reforms in India.

UNIT-II: LIFE INSURANCE: Legal aspects of life insurance

Life insurance - procedure for issuing a policy, Indian contract act, special features of insurance contract, insurance laws, insurance ACL, LIC, IRDA ACT.

UNIT-III: GENERAL INSURANCE:

Concept of General Insurance procedure, group insurance, Group Insurance Types - Health, Accident, Motor, fire insurance marine insurance, claim settlements.

UNIT - IV : POLICY DOCUMENTS AND ASSIGNMENT, NOMINATION & SURRENDER OF POLICY:

- a) Policy Documents : Life Insurance Policy Application and Process - Proposal Form and Related Documents - Importance of a Policy Document - Format of a Policy Document - Policy Schedule and its Various Components - Conditions and Privileges in a Policy Document - Duplicate Policies.
- b) Assignment, Nomination & Surrender of Policy : Assignment of Life Insurance Policies - Conditional Assignment - Absolute Assignment - Process of Assignment - Nomination - Process of Nomination - Features of Nomination - Assignment Vs. Nomination - Surrender of Policies - Foreclosure of Insurance Policies.

UNIT-V: POLICY CLAIMS:

Types of Policy Claims - Survival Benefits - Death Claims - Maturity Documents required for Processing Early Claims Processing State - Early Claims and Non-early Claims - Documents required for Processing Early Claims - Death due to Un-natural Causes or Accidents - Nomination - Assignment - Waiver of Evidence of Title - Claims Concession Clause and Extended Claims Concession Clause - Presumption of Death - Insurance Riders - Accidental Death Benefit Rider - Permanent Death Benefit Rider - IRDA Regulations for Claim Payments.

SUGGESTED BOOKS:

1. Banking and Insurance, O.P. Agarwal, Himalaya Publishing, 2010.
2. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
3. Indian Insurance - A Profile, H. Narayanan, Jaico Publishing House, 2008
4. Insurance - Principles and Practice, M.N. Mishra and S.B. Mishra, S. Chand, 16th Edition

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COURSE NO. DSC-503(b)

CUSTOMER RELATIONSHIP MANAGEMENT (M)

OBJECTIVES:

To know the importance of customer involvement and relations with corporations making the student know and build beneficial relations.

UNIT-1: EVOLUTION OF CUSTOMER RELATIONSHIP:

CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability.

UNIT-II: CRM CONCEPTS:

Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability.

UNIT-III: PLANNING FOR CRM:

Steps in Planning – Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM Plan, CRM Strategy: The Strategy Development Process.

UNIT-IV: CRM AND BUSINESS STRATEGY:

CRM- issues and strategies winning markets through effective CRM. CRM as business strategy, CRM process, Effective customer relation management through customer knowledge management, call center management in CRM. Measuring customer life time value -customer life cycle management.

UNIT-V: CRM PROBLEMS IN IMPLEMENTATION:

Issues and Problems in Implementing CRM, Information Technology Tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

SUGGESTED BOOKS:

1. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH
2. Francis Buttle, "CRM: Concept and Technologies", Elsevier, a division of Read Elsevier India Pvt. Ltd.
3. Dilip Soman & Sara N. Marandi, "Managing Customer Value" Cambridge.
4. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI.
5. Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.
6. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management – An Indian Perspective", Excel Books
7. K. Govind Bhat, "Customer Relationship Management", (2018), HPH.

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COURSE NO. DSC-503(c)

COMPENSATION MANAGEMENT (HR)

OBJECTIVE:

To impart techniques and methods for competing employer- employee negotiations for arriving at optimal compensation system.

UNIT-I: INTRODUCTION TO STRATEGIC COMPENSATION MANAGEMENT:

Concept of compensation-Exploring and defining the compensation context-System of compensating-compensation dimensions-concept of reward-Role of compensation in Organization-Non-financial compensation system-New trends in compensation management.

UNIT-II: COMPENSATION AND EMPLOYEE BEHAVIOUR:

Bases For Traditional Pay System and Modern Pay System-Establishing Pay Plans-Aligning Compensation Strategy with HR Strategy and Business Strategy-Seniority and Longevity pay-Linking Merit Pay with Competitive Strategy-Incentive Pay-Person focus to Pay-Team Based Pay.

UNIT-III: DESIGNING COMPENSATION SYSTEM:

Building internally consistent Compensation System-Creating Internal Equity through Job Analysis and Job Valuation-Building Market Competitive Compensation System-Compensation Surveys-Integrating Internal Job Structure with External Market Pay Rates-Building Pay Structures that Recognize Individual Contributions-Constructing a Pay Structure-Designing Pay for Knowledge Program.

UNIT-IV: MANAGING EMPLOYEE BENEFITS:

Benefits – meaning ,strategic perspectives on benefits – goals for benefits , benefits need analysis , funding benefits , bench marking benefit schemes, nature and types of benefits, employee benefits program – security benefits , retirement security benefits ,health care benefits , time- off benefits . benefits administration.

UNIT-V: CONTEMPORARY STRATEGIC COMPENSATION CHALLENGES:

International Compensation and Competitive Strategies-Executive Compensation Packages-Compensating Executives-Compensating the Flexible Workforce-Contingent Employees and Flexible Work Schedules-Strategic Issues and Choices in Using Contingent and Flexible Workers.

SUGGESTED READINGS:

1. Handerson, "Compensation Management in a Knowledge Based World", 2007, Pearson Ed. 9th Ed.
2. Joseph J. Martocchio, "Strategic Compensation", 2006, Pearson Ed Richard I 3rd Ed.
3. Milkovich & Newman, "Compensation", 2005, Tata McGraw-Hill, New Delhi.
4. Dr. Kanchan Bhatia, "Compensation Management", 2009, Himalaya Publishing House.
5. Tapomoy Deb, "Compensation Management", 2009, Excel Books, New Delhi.
6. Dipak Kumar Bhattacharyya, "Compensation Management", 2009, Oxford University Press.

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VI SEMESTER

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COURSE NO. GE-2

BASIC BUSINESS ANALYTICS (GE-II)

OBJECTIVE:

The course aims to provide an understanding of basics concepts related to Business Analytics and practical approach using MS-EXCEL and simple programming concepts in R.

UNIT-I: INTRODUCTION TO BUSINESS ANALYTICS:

Definition, Types of Analytics-

Descriptive, Predictive and Prescriptive, Business Analytics Applications in Different Areas (BA in Practice), Big Data.

UNIT-II: DESCRIPTIVE ANALYTICS 1:

Types of Data- Population and Sample Data, Quantitative and Categorical Data, Cross-Sectional and Time Series Data, Sources of data, Descriptive Statistics- Measures of Location (central Tendency)-Mean, Median and Mode and relationship between them-Problems.

UNIT-III: DESCRIPTIVE ANALYTICS 2:

Measures of Variability-

Range, Variance, Standard deviation, Coefficient of Variation, Percentiles, Quartiles, Analyzing Distributions - Empirical Rule, Identifying Outliers, Box Plots, Measures of Association- Scatter Charts, Covariance, Correlation Coefficient-Problems.

UNIT-IV: INTRODUCTION TO DATA MINING & ITS APPLICATIONS:

Definition and concept of data mining, Data Mining tasks, KDD process, Benefits of Data Mining . Data Mining applications in the area of marketing and finance, Web Mining , text mining.

SUGGESTED BOOKS:

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essential of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics-Data Analysis- Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.

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COURSE NO. DSC-

601(a) BANKING (F)

OBJECTIVES:

The course helps the students to know about banking and its regulations. It focuses on latest trends in banking.

UNIT-I: INTRODUCTION TO BANKING:

Evolution of Commercial Banking in India, Definition of Banker, Customer, Functions of Reserve Bank and Commercial Bank. Emerging role of bankers and Role of Banks in Economic development, Reforms in banking sector, Global financial crisis & Indian banking sector.

UNIT-II: RBI AND TYPES OF BANKS:

RBI, Constitution, Organizational structure, Management, Objectives, Functions, monetary Policy. Dist. Cooperative Central Bank, RRB, NABARD, IDBI, SIDBI, Development Banks.

UNIT-III: DELIVERY CHANNELS:

Overview of delivery channels - its types - ATM < phone banking, call centres, internet banking, mobile banking, payment gateways, MICR Electronic clearings.

UNIT-IV: CUSTOMER RELATIONSHIP IN BANKS:

Banking Customers Relationship, Procedure for opening account difference types of loans, advances, operation of banking cheques crossing, endorsements. Types and rules of wrong principles of sound lending.

UNIT-V: REGULATION AND INNOVATION IN BANKING SYSTEM:

Commercial Bank, credit allocation policies, Types of banks, Branch banking, Unit banking, Group banking, RRB, Cooperative banks, micro, NABARD, IDBI. Latest trends in banking ATM, E-banking, mobile banking, E-payment, credit card, online banking, plastic money, electronic purse, digital cash, EFT, ECS (Electronic Clearing System), Safeguard for Internet Banking, comparison of traditional banking and E-banking. MSME'S, role of foreign banks, advantages & disadvantages of foreign banks.

SUGGESTED BOOKS:

1. Introduction to Banking, Vijayaragavan Iyengar, Excel Books, 2009.
2. Banking and Insurance, O.P. Agarwal, Himalaya Publishing, 2010.
3. Bank Financial Management, IIBF, Macmillan 2010.
4. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
5. Indian Insurance - A Profile, H. Narayanan, Jaico Publishing House, 2008
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(AUTONOMOUS)

BBA(CBCS) Syllabus 2021-2022

COURSE NO. DSC-601(b) BUYER BEHAVIOUR (M)

OBJECTIVE:

- To understand the depth concept & theories of Consumer buying Behaviour
- To Focus on Learning theories
- To Know the impact of culture on Buyer Behaviour

NIT-I: INTRODUCTION TO BUYER BEHAVIOUR:

Understanding basics of Buyer Behaviour, Factors affecting Buyer Behaviour, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behavioural factors in framing Marketing Strategies.

NIT-II: THEORIES OF BUYER BEHAVIOUR:

Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as source of information; encoding and Information Retention, Retrieval of information.

NIT-III: IMPACT OF CULTURE ON BUYER BEHAVIOUR:

Social and Cultural Settings: Social Class, Indian Socio - Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle- Changing aspects of family size.

NIT-IV: BUYER BEHAVIOUR DECISION:

Buyer decision making: Information Search, sources of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

NIT-V: ATTITUDE AND CONSUMER BEHAVIOUR:

Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, model of attitude.

SUGGESTED BOOKS:

1. Schiffman and Kannik, "Consumer Behavior", 2018, Pearson Education/PHI.
2. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, Oxford University Press
3. Gary Lilien, "Marketing Models", 2018, PHI.
4. Suja R. Nair, "Consumer Behaviour in Indian perspective", 2010, HPH.
5. Sheth and Mittal, "Consumer Behavior", 2004, Thomson Learning.
6. Shish Batra, "Consumer Behavior", 2009, Excel Books New Delhi.

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BBA(CBCS) Syllabus 2021-2022

COURSE NO. DSC-

601(c) LEADERSHIP AND CHANGE MANAGEMENT (HR)

OBJECTIVE:

This course offers an understanding into Leadership Activities and its influence on the Management of change in the organizations.

UNIT-I: INTRODUCTION TO LEADERSHIP:

Leadership: Role & functions of a leader, leadership motives, characteristics of an effective leader, Leadership as a process- the complexities of leadership- Effective leadership behaviours and attitudes- leadership and power, coercion, management, Trait approach, leadership behavior and styles.

UNIT-II: LEADERSHIP STYLES AND THEORIES:

Popular Leadership Styles, Entrepreneurial and Super leadership. Transactional Vs Transformational leadership. Trait and Path-Goal theories of leadership.

UNIT-III: ORGANISATIONAL CHANGE:

Types and forces of change, Framework for change management. Proactive change and reactive change. Elements of planned change. Action research model.

Individual and organisational barriers to change management and overcoming the barriers to change management.

UNIT-IV: INFLUENCE OF CHANGE:

Six belief changers that Influence change, organisational change through influencing individual change.

Approaches : Kotter's eight step plan, Greiner's Change process model. Four key drivers of organisational change. Factors contributing to resistance to change. Best practices to overcome resistance to change.

UNIT-V: ORGANISATIONAL CULTURE AND CHANGE MANAGEMENT:

Organisational Culture and Leadership, Types of Cultures, Primary and Secondary ways to influence culture, elements of organisational culture. Diagnosing, creating and managing organisation culture.

SUGGESTED BOOKS:

1. S.Chandan, "Organisational Behaviour", Vikas Publishing House Pvt.Ltd. 3rd Edition
2. Herbert G.Hicks and C.Ray Gullett, "Theory and Behavior", McGraw Hill.
3. Andrew I Dubrin, "Research Findings, Practice and Skills", Houghton Mifflin Company, 3rd Edition.
4. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
5. Adrain Thornhill, Phil Lewis, Mike Millmore, Mark Saunders, "Managing Change- A Human Resource Strategy Approach", Pearson Education, 2006.
6. Nilakant Vand Ramnarayan, "Managing Organizational Change", Response Books, 2006.

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BBA(CBCS) Syllabus 2021-2022

COURSE NO. DSC - 602(a)

RISK ANALYSIS AND MANAGEMENT (F)

COURSE OBJECTIVE:

This course enables the students to understand the Risk associated with Financial Institutions and helps to manage risk effectively.

UNIT-I: INTRODUCTION:

Risk Vs Uncertain, Risk Management, objectives and tools of Risk Management. Principles of Risk Management and Risk Management process.
Risks associated with Financial services firm – Types of Risks, Product and Capital Market Risk. Risk Reporting: Internal and External reporting.

UNIT-II: MEASUREMENT & MANAGEMENT OF FINANCIAL RISK:

Value at risk (VaR): The concept, computation, stresses testing, back testing. Cash flow at risk (CaR):
VaR and CaR to make investment decisions. Managing risk when risk is measured by VaR or CaR. Non-Insurance methods of Risk Management - Risk Avoidance, Loss Control, Risk Retention and Risk Transfer. Asset-Liability Management (ALM): evolution & concept, RBI guidelines. Capital Adequacy. Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

UNIT-III: MARKET RISK MANAGEMENT:

Risk management principles, Sources of market risk, Derivatives and Risk management, Risk management before VaR; Measures of financial risk, Coherent Risk Measures, Estimating Market Risk; Estimating Liquidity Risk.

UNIT-IV: SWAPS AND OPTION TO MANAGE RISK:

Swaps, Concept of Swap. Types of Swaps: Interest Rate and Currency Swaps. The process of Managing Risk using Swaps.

Options : Definition, terminology, types of options : call, put, American and European options. Options in the money, out of the money and at the money. Black and Scholes option pricing model: Assumptions and limitations.

UNIT-V: FINANCIAL ENGINEERING:

Concept, scope of financial engineering. Factors contributing to growth of Financial Engineering: Environment and intra firm factors. Tools of Financial Engineer: New product development and New Product Strategy.

SUGGESTED BOOKS:

1. Dunand and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Ravi Kumar, "Asset Liability Management", Vision Books Pvt. Ltd.
3. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
4. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
5. John F. Marshall & Vipul K. Bansal, "Financial Engineering: A Complete guide in innovation", PHI.

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BBA(CBCS) Syllabus 2021-2022

COURSE NO. DSC-

602(b) ADVERTISING AND SALES PROMOTION (M)

OBJECTIVE:

It helps the students to understand the important of advertisements for promotion of products. It focuses on media planning, personal selling and sales promotion.

UNIT-I: INTRODUCTION:

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies- Push Strategy and Pull Strategy.

UNIT-II: ADVERTISING:

Definition, Importance & Functions of advertising. Importance of advertising in modern marketing, Role of advertising in the national economy. Types of advertising, commercial and non-commercial, Primary Demand and Selective demand, Classified & Display advertising, comparative advertising, cooperative advertising. Advertising appeals. Advertising message, Advertising budget.

UNIT-III: MEDIA PLANNING:

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.

UNIT-IV: PERSONAL SELLING:

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

UNIT-V: SALES PROMOTION:

Sales Promotion-Objectives Types of Sales Promotion-Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.

Consumer Sales Promotion Tools: Off-Self Offers, Price Promotions, Premium Promotions.

SUGGESTED BOOKS:

1. David Aaker, "Advertising Management", 2018, HPH
2. Belch & Belch, "Advertising and Promotion", TMH.
3. Aaker, Kumar, "Advertising Management", PHI.
4. S.A. Chundawalla, "Advertising Management", HPH.
5. Still Richard, Sales Management Latest Edition, 2018, Prentice Hall

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BBA(CBCS) Syllabus 2021-2022

COURSE NO. DSC-602(c)

TALENT AND KNOWLEDGE MANAGEMENT (HR)

OBJECTIVE:

The main objective of the course is to offer knowledge on various approaches to talent and knowledge management in business organizations. The course also facilitate discussion on a variety of institutional strategies and models for dealing with talent and knowledge management.

UNIT-I: INTRODUCTION TO TALENT MANAGEMENT:

Talent Management – Evolution, elements, benefits and challenges of Talent Management system. Building Blocks of Talent Management: Competencies, Performance Management, Evaluating employee potential- modern practices in Talent attraction, selection, retention & engagement. Talent management and social media – emerging trends in Talent Management.

UNIT-II: SUCCESSION AND CAREER PLANNING:

Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management.

UNIT-III: KNOWLEDGE MANAGEMENT:

Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factors influencing knowledge management

UNIT-IV: NATURE OF KNOWLEDGE:

Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions, mechanisms and systems knowledge infrastructure.

UNIT-V: KNOWLEDGE FRAME MANAGEMENT:

Knowledge management frame Hands on – early's seven schools of knowledge management. Alvesson & Kärreman's knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems.

SUGGESTED BOOKS:

1. Ed by Lance A. Berger and Dorothy R Berger. "The Talent Management Handbook", 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, "Talent Management", ASTD Press.
3. Sajjad M Jasmuddin, "Knowledge Management", 1st ed, 2009, Cambridge.
4. Stuart Barnes, "Knowledge Management Systems", Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal "Knowledge Management", 2009, Pearson Education Inc.
6. Donald Hislop, "Knowledge management in Organizations", 2009, Oxford University Press, Second edition.

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COURSE NO. DSC -

603(a) INTERNATIONAL FINANCE (F)

OBJECTIVE:

The objective of this course to provide inputs on globalisation, exchange Risk Management, Financing of International Trade etc.

UNIT-I: INTRODUCTION:

International Trade- its importance, Theories of International trade- theory Comparative costs, Classical theory, Absolute Advantage, Heckscher-Ohlin theory, Free trade vs protection. Barriers to Foreign trade, tariff and non-tariff barriers.

UNIT-II: RISK AND EXPOSURE:

Nature of Exposure of Risk, Defining Exposure and Risk Classification of Foreign Exchange Exposure and risk, Risk Management and Wealth Maximization, Classification of foreign Exchange Exposure and risk, Measuring Exposure and Risk

UNIT-III: BALANCE OF PAYMENTS:

Features of BOP, components of BOP the global economy, balance of payments, economy of a country, exchange rates and BOP exchange of national currencies, basics of foreign exchange markets, Interpretation of exchange rates theories, currency convertibility and the strength of the rupee Financial or speculative, Price risk and exchange rate financial instruments like derivatives

UNIT-IV: FINANCING INTERNATIONAL TRADE AND MONETARY FUND:

Market instruments, Cash-in-advance, Modes of financing in international trade. World Bank: EXIM Bank. Functions and responsibilities of the Bank and its changing role, Primary responsibility of International Monetary Fund, Exchange rates and international payments, Special rights of the IMF, resources, Operations and current challenges, Multilateral institutions, International Bank for Reconstruction and Development, International Finance Corporation and Bank for International Settlements.

UNIT-V: INTERNATIONAL TRADE PRACTICES:

General Agreement on Tariff and Trade (GATT), Consensus on international trade practices, Journey of GATT, WTO: Global Financial Regulations: Global financial crisis in 2007, New global rules and regulations Volcker Rule, Dodd Frank Act, Basel III Accord, Solvency II rules for the insurance sector, Role of international financial institutions: and their role in global regulations.

SUGGESTED BOOKS:

1. Eun C.S., Resnick B.G., "International Financial Management", 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., "International Finance", 2009, 5th Ed. Routledge, Taylor & Francis Group.
3. Shailaja G., "International Finance", 2011, 2nd Ed. Orient Blackswan.
4. Hendrik VandenBerg, "International Finance and Open Economy Macro Economics", 2009, 1st Ed. Cambridge University Press.
5. Sharan V., "International Financial Management", 2009, 5th Ed. PHI, EEE.
6. Madura J., "International Financial Management", 2010, 4th Ed. Cengage Learning.
7. Apte P.G., "International Finance", 2008, 2nd Ed. McGraw Hill.
8. "Risk Management", 2006 Indian Institute of Banking & Finance, Macmillan.

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COURSE NO.DSC-603(b)

RURAL MARKETING(M)

OBJECTIVE:

The objective of the course is to introduce rural market dynamics to the students so that they can learn about rural behavior and factor that differs from urban market.

UNIT-I: INTRODUCTION TO RURAL MARKETING:

Definition of Rural marketing, Indian Rural markets, Environment: Population & its locations, occupation pattern, expenditure pattern, infrastructure facilities.

UNIT-II: RURAL MARKETING & RURAL BUYING DECISION PROCESS:

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing – Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

UNIT-III: PRODUCT MIX DECISIONS:

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

UNIT-IV: PRICING & PROMOTION STRATEGY:

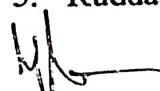
Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

UNIT-V: RURAL DISTRIBUTION:

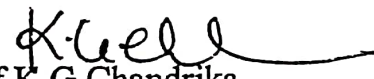
Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

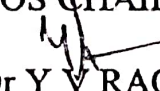
SUGGESTED BOOKS:

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. AK Singh & SPandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice-Hall India Ltd, New Delhi
5. Ruddar Dutt Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi


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COURSE NO. DSC-

603(c) EMPLOYEE RELATIONS (HR)

OBJECTIVE:

The main aim of this course is to introduce students to the theories and practices of Industrial Relations. The module examines the relationship existing between employer and employee.

UNIT-I: INDUSTRIAL RELATIONS:

Concept, Definition, Objectives, Scope, Approaches, Principles. Factors affecting employee stability. Employee Relations at Workplace, Culture.

UNIT-II: INDUSTRIAL DISPUTES, COLLECTIVE BARGAINING & WORKERS PARTICIPATION:

Meaning, Definition, and causes of Industrial disputes. Model Grievance Procedure, Types of conflict resolution: Negotiation, Investigation, mediation, conciliation, arbitration & adjudication. Works committee, conciliation officer, Board of conciliation, court of enquiry, labour court, Industrial Tribunal & National tribunal. Collective Bargaining- Meaning, characteristics, importance, process, pre-requisites and types. Employee Engagement- Concept, Importance & employee engagement in India. Workers Participation in Management (WPM).

UNIT-III: EMPLOYEE RELATIONS:

Changing concept of management and labour relations; Laws, development of the idea of social justice, limitation of management prerogatives, increasing labour responsibility in productivity. Joint consultation in India. The employment relationship, Employee relations, Managing employee relations, Employee voice.

UNIT-IV: TRADE UNIONISM AND INDUSTRIAL RELATIONS:

Labour movement: Trade union movement, Functions and problems of trade unions. International Labour Movement: International Confederation of Free Trade Unions (ICFTU), World Federation of Trade Unions (WFTU), International Labor Organization's (ILO). Worker's Participation in Management-Forms.

UNIT-V: WAGE LEGISLATION AND ADMINISTRATION:

Wage Legislation and Administration: The need for wage legislation, payment of wages Act-1936, The minimum wages Act-1948, The payment of Bonus Act- 1965, Equal remuneration Act- 1976. Managing the work environment, Health and safety management.

SUGGESTED BOOKS:

1. Mamoria C. Band Sathish Mamoria, "Dynamics of Industrial Relations", Himalaya Publishing House, New Delhi, 1998.
2. P.N. Singh and Neeraj Kumar, "Employee Relations Management", 2010, Pearson Education, New Delhi.
3. Pylee M. V and Simon George, "Industrial Relations and Personnel Management", Vikas Publishing House (P) Ltd., New Delhi, 1995.
4. Michael Armstrong, "Essential Human Resource Management Practice" Kogan Page Limited, 2010.
5. S. Srivastava, "Industrial Relations and Labour Laws", Vikas, 4th Edition, 2000.

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COURSE NO.DSC-604

PROJECT REPORT AND VIVA-VOCE

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

Model Question Paper – Internal Examination.

II & III Year- III, IV, V & VI Sem Internal Exam

Number of internal examinations

02

Duration of Internal examinations

30 Minutes

Marks allotted

Average of two internals

Multiple Choice Questions

20X1=20Marks

Assignment

05 Marks

Seminars

05 Marks

Total

30 Marks

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

Model Question Paper – External Examination.

II& III Year- III, IV,V & VI Sem Internal Exam

PART – A – SHORT QUESTIONS

I. Answer any 5 out of the following questions

5X4= 20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PART – B- ESSAY QUESTIONS

II. Answer any 5 out of the following questions.

5X10=50 Marks.

1. or 1. (Unit – I)
2. or 2. (Unit – II)
3. or 3. (Unit – III)
4. or 4. (Unit – IV)
5. or 5. (Unit – V)



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2	Dr Samunnath V	Dept of Business Management O U	Business Statistics	9441381847	samunnatha@gmail .com
3	Mr.MD.Haf fez MBA	Asst.Prof Omega PG College	Principles of Marketing	8686580668	Mdabdl.hafeez@gm ail.com
4	Dr.padmaja B	Asst .prof St.Pauls PG & Degree college	Principles of Marketing	9866346243	padmajabhagavath am@gmail.com
5	Dr.Vidyasag ar Rao.G	Dept of Business Management O U	Business Economics	9989121505	gvsrag@gmail.com
6	MS A V Swathi	Asst.prof Holy Mary Degree College,SR Nagar,Hyderab ad	Principles of Marketing	9963087118	



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7	Mrs. Shahana Sultana	Asst prof Shadan Degree & PG College	Principles of Marketing Organisation Behaviour	9949020751	
8	Mrs.Rubeen Parven	Asst prof Shadan Degree & PG College	Businees Statistics		
9	Mr.Amtul Mahraj	Asst prof Shadan Degree & PG College	Businees Statistics Organisation Behaviour		
10	Dr.J.Saritha	Asst prof	Financial Accounting		