

BBA- Sem -V (CBCS 2018)

502: Management of Services

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

Learning objectives:

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

Learning outcomes

After studying this course students would be able to

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

Unit 1: Introduction to Services and Service sector

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

Unit 2: Marketing of Services :

7Ps in Service Marketing –

Service Product – service life cycle,

Pricing the Service- factors involved in pricing the services,

Service Location (Place) and Channels of Services,

Promotion and Communication of Services – promotion mix,

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

Process in Services – service as a process,

Physical Evidence in Services.

Unit 3: Quality of Services:

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

Unit 4: Management Demand and Supply of Services

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

Unit 5: Introduction To Management Of Different Service Sectors

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

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

Management of Insurance Services : Concept, Scope and Importance

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

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

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

Reference Books:

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

Journals

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

Online reference

<https://www.khanacademy.org>

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

<https://www.scribd.com>

MOOCs

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

NPTEL

BBA- Sem -V (CBCS 2018)

505: Introduction to Operations Research

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

Course Objective

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

Learning Outcome

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

UNIT 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

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

Reference Books :

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

Online Resources:

<https://www.khanacademy.org>

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

Moocs:

www:/Alison

www/SWAYAM

www/NPTEL

BBA- Sem -V (CBCS 2018)

506: Social Media Management

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

Course Objectives:

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

Learning Outcome:

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

Unit 1: Introduction To Social Media

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

Unit 2: Using Social Media

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

Unit 3: Evaluating Social Media

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

Unit 4: Setting-up own professional site

Content management, design, connectivity with social media

Assignments:

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

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

Reference Books

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

Online resources

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

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

BBA- Sem -V (CBCS 2018)

506: Road Safety Management

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

Course Objectives:

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

Learning Outcomes:

Unit 1 : Introduction to Road Safety Management

Importance and need of road safety management.

Unit 2: Management of Traffic and Traffic Rules.

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

Unit 3 : Management of Road Mishaps and Accidents:

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims,Rehabilitation of persons affected by accidents.

Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

Reference Books :

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

Online Resources:

MOOCs:

Alison

BBA- Sem -V (CBCS 2018)

506: Event Management

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

Course Objectives:

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

Learning Outcomes:

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

Unit 1:

Introduction to Event Management

(8 hours)

The concept of event. need and importance of events.

Unit 2:

Types of Events

(10 hours)

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

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

Unit 3: Assessment of Events

(12 hours)

Post event assessment of any 05 programmes

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

Preparation of Learning Value report :

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

Reference Books :

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

Online Resources:

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

MOOCs:

Alison

BBA- Sem -V (CBCS 2018)

MK 503: Consumer Behavior

Course Code MK 503

Course Type

**Discipline Specific Elective
(DSE-II Marketing)**

Credits Four.

Examination Pattern

UE + IA: 60:40

Learning objectives:

- 1 To highlight the importance of understanding consumer behavior in Marketing.
- 2 To study the environmental and individual influences on consumers
- 3 Understand the importance of consumer behaviour in designing marketing strategies.
- 4 To understand consumer behavior in Indian context.

Learning outcomes : After studying this course student are able to

- 1 Understand the consumers' attitude towards a particular product / service in a better manner.
- 2 Use the factors that influence the consumers' buying behaviour in determining the marketing mix strategies.
- 3 Identify new market segments to cater to their needs
- 4 Design effective marketing strategies

Unit 1	INTRODUCTION Meaning of Customers & Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing.	04 Hrs
Unit 2	Individual Determinants of Consumer Behavior Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes	14Hrs
Unit 3	External determinants of consumer behaviour: Culture, subculture, social class & reference group	10 Hrs
Unit 4	Consumers' Buying Decision Making Process, Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior and Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying. Consumer Behavior Models Howard Sheth Model, Nicosia model	12Hrs
Unit 5	Diffusion of innovation: meaning and definition, diffusion process. The adoption process.	05 Hrs

Reference books

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

Journals and E-journals

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

MOOCS:

1. <https://swayam.gov.in/course/3578-consumer-behaviour>
 2. <https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content>
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BBA- Sem -V (CBCS 2018)

MK 504: Sales and Distribution Management.

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

Learning objectives:

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

Learning outcomes : After studying this course student are able to

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

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

Reference books

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

Mc'Graw Hill Publications

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

Online references:

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

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

MOOCS:

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



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Fm 503: Elective – I : Elements of Financial Services

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

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

Learning outcomes : After studying this course student are able to

- 1 • Components of Indian Financial Systems
- 2 • Importance and utility of Financial Services

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

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

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

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

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

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

Unit –I V: Credit Rating. (12 Hrs.)

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

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

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

Reference books :

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

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

Online references:

MOOCS:

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

Web resources:

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



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FM 504: ELECTIVE – II: Introduction to Management Control Systems

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

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

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

Unit – I : Introduction to Management Control Systems. (12 Hrs.)

- Definition, Concept of Management Control,
- Nature Characteristics of Management Control System,
- Areas and Process of Control,
- Efficiency and Effectiveness of Control

Unit – II: Motivational Techniques. (12 Hrs.)

- Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

Unit – III: Responsibility Centre and Transfer Pricing. (12 Hrs.)

- Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Problems of Profit Centre.
- Meaning and Significance of Transfer Pricing.
- Objectives of Transfer Pricing.
- Transfer Pricing Methods.
- Simple problems of Transfer Pricing.

Unit – IV: Budgetary Control and Variance Analysis. (14 Hrs.)

- Objective of Budgetary Control.
 - Advantages and Limitations of Budgetary Control.
 - Fixed, Flexible and Functional Budgets.
 - Problems on Flexible Budget and Cash Budget.
 - Concept and Importance of Standard Costing
 - Material and Labour variance Analysis (Theory and Practical)
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Unit – V: Internal Audit.**(10 Hrs.)**

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

Reference books :

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

Online references:**For MOOCs:**

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

Web resources:

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

BBA - CBCS 2018

SEM V

HR 503 Performance & Compensation Management

Course Code
Credits

HR503
Four.

Course Type
Examination Pattern

DSE
UE + IA: 60:40

Objectives of the course:

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

Course Outcomes:

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

Unit 1: (12 hours)

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

Unit 2 (12 hours)

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

Unit 3 (12 hours)

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

Unit 4: (12 hours)

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

Unit 5 (12 hours)

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

Books:

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

Online Resources:

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

MOOCs:

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

BBA - CBCS 2018

SEM V

HR 504 Training & Development

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

Objectives of the course:

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

Course Outcomes: Students will be able to

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Unit 1 (12 hours)

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

Unit 2 (12hours)

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

Unit 3 (12 hours)

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

Unit 4 (12 hours)

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

Unit 5 (12 hours)

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

Books:

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

Online Resources:

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

MOOCs:

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

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IB 503: ELECTIVE –I : International Business Management(International Marketing.)

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

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

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

Unit – I: Introduction to International Marketing. (15 hrs.)

- International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process.

Unit – II: Global Marketing Environment. (10 hrs.)

- Assessing global marketing opportunities, Environmental Analysis, and its techniques; emerging markets.

Unit – III: Planning for International Marketing. (15 hrs.)

- Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.

Unit – IV: Development Global Marketing Strategies. (10 hrs.)

- Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

Unit – V: Global Quality Standards. (10 hrs.)

- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets

Reference books :

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

Online references: MOOCS:

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

Web resources:

- 1. Exchange control manual – RBI Publications.

- Foreign Trade Policies. (Latest)
 - Handbook of Export Import procedure.
 - Custom and Baggage Rules.
 - RBI Official website
 - www.ie.port.com
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BBA- Sem -V (CBCS 2018)

**Ib 504: elective –II : International Business Management
(Export Import Procedure Documentation)**

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

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

Learning outcomes : After studying this course student are able to

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

Unit – I: Introduction. (9 hours)

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

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

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

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

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

Unit – IV: EXIM procedures. (14 hours)

- Export procedure – Registration Stage.
 - Pre shipment inspection.
 - Sales post Shipment Stage.
 - Quality Control and Pre shipment Inspection.
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- Sales Tax Exemption.
- Excise Clearance.
- Shipping and Custom Formalities.
- Marine Insurance.

Unit – V: EXIM Documentations and International Logistics.

(15 hours)

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

Reference books :

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

Journals:

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

News Paper Readings:

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

Online references:

For MOOCs:

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

Web resources:

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

ED 503: Entrepreneurship & New Venture Creation

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

Objectives:

The aim of this course is

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

Learning Outcomes:

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

Unit 1: The entrepreneurial Perspective**(12 Hrs.)**

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

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

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

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

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

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

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

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

Unit 5: Small Businesses.

(12 Hrs.)

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

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

Business Incubation

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

References :

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

Online Resources:

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

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

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

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

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

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

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

MOOCs:

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

Swayam

BBA - CBCS 2018 SEM V
ED 504 Corporate Entrepreneurship

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

Objectives :

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

By the end of the course student will:

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

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

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

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

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

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

Importance of mindset, Entrepreneurial mindset and its impact, Entrepreneurial mindset enablers, entrepreneurial mindset in employees. Concept of entrepreneurial ecosystem, ecosystem and entrepreneurial mobility.

Unit 4: Challenges and best practices for successful business building inside firms. (12 Hrs.)

Rationale for intrapreneurship, major challenges and hurdles for CE, risks of corporate entrepreneurship, how to successfully and safely navigate Obstacles ,

Unit 5: Case studies on Corporate Entrepreneurship (12 Hrs.)

Case studies of TATA, Google, Apple, and others.

[1] Kuratko, D. F., Morris, M. H., & Covin, J. G. 2011. Corporate innovation & entrepreneurship: Entrepreneurial development within organizations (3rd ed.). Mason, OH: South-Western Cengage Learning.

[2] Burns, P. 2013. Corporate entrepreneurship: Innovation and strategy in large organizations (3rd ed.). New York: Palgrave Macmillan.

[3] Hisrich, R. D. & Kearney, C. 2012. Corporate entrepreneurship: How to create a thriving entrepreneurial spirit throughout your company. New York: McGraw-Hill.

[4] Raj Shankar, Entrepreneurship Theory and practice. Tata McGraw Hill

Online Resources:

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

<http://www.sciencedirect.com/science/article/pii/S088390261300058X>

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

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

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

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

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

MOOCs:

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

Swayam

BBA- Sem -V (CBCS 2018)

FMK-503: Elective – I : Financial Markets
Introduction to Financial Markets and Financial Institutions

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

- **Learning objectives:**
- To introduce to the theory and practice of Financial Markets and Institutions.
- To help students to gain a thorough understanding of the working of Financial Markets and Features of Financial Instruments
- To introduce to the management of Financial Markets and Institutions in an international context.

Learning outcomes : After studying this course student are able to

- 1 • The working of Financial Markets and Features of Financial Instruments
- 2 • The management of Financial Markets and Institutions in an international context.

Note :Students are expected to keep themselves updated with latest developments in the subject Through- Online Trading Workshop- Training Session, Business News Channel-line CNBC-TV, ZEE Business, NDTV Profit etc.

Unit I: Overview of Financial Market And Institutions:**(11 Hrs.)**

- Introduction to Indian Financial System & its Development,
- Importance of Capital and Money Market
- Foreign Exchange Market,
- Role of Financial Institutions in Financial Markets

Unit II Capital And New Issue Market and Secondary Market:**(15 Hrs.)**

- Capital markets: Primary market, Secondary Market
 - Advantage of Primary Market
 - Difference Between Primary and Secondary market,
 - New Issue Market(IPO) – Functions of New Issue market,
 - SEBI Guidelines for New Issue Market, Recent Trends in New Issue Market.
 - Functions/services of stock exchange- recognition of stock exchange, organization of Stock exchange in India-
 - Listing of Securities-Listing Procedure- registration of Stock Brokers- functions of Brokers.
 - Methods of Trading in Stock Exchange – Online Trading –BSE-BOLT System- Mobile
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Trading, Merits of Online Trading,

Unit III Mutual Funds:-

(12 Hrs.)

- Introduction & Origin of Mutual Fund-
- Types of Mutual Fund, Importance of Mutual Fund
- Concept of Net Assets value

Unit IV Introduction to Derivatives Market

(12 Hrs.)

- Concept of Derivatives, Functions, Types – Forward, Futures, Options Swap

Unit V Financial Institutions :

(10 Hrs.)

- Introduction to Banking and Non Banking Financial Institutions.
- Institutional Finance – IDBI, SIDBI

Reference books :

1. Financial Markets and Services-E Gordon-K.Natrajan-Himalaya Publishing House
2. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
1. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Thummuluri, Siddaiah, Financial Services, 1st edition, Pearson Education.
3. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill.
4. Essential: Howells, P., and K. Bain (2007),

Journals:

1. Financial Markets and Institutions, 5th ed. Financial Times/ Prentice Hall. ISBN: 0273709194
Supplementary: Pilbeam, K. (2010),
2. Financial Markets and Institutions, 3rd ed. Palgrave Macmillan. ISBN: 023023321X Valdez,
S. and P. Molyneux (2010),
3. An Introduction to Global Financial Markets, 6th ed. Palgrave Macmillan.. ISBN:
0230243096. Mishkin, F. and S. Eakins (2008),
4. Financial Markets and Institutions, 6th ed. Pearson Education. ISBN: 0321552113

Online references:

MOOCS:

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

Web resources:

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

BBA- Sem -V (CBCS 2018)

**FMK-504: ELECTIVE –II : Financial Markets
Capital Market Operations**

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

- **Learning objectives:**
- To help the students in understanding the capital market trading, clearing, settlement
To introduce the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts

Learning outcomes : After studying this course student are able to

- Capital Market Trading, Clearing and Settlement
- regulatory aspects and valuation concepts.

Unit – I: Introduction. (9 hours)

Unit I: Indian Securities Market – An Overview:

(12 Hrs.)

- Introduction, Capital Market Intermediaries,
- Industrial Securities market- Government securities Market- Long Term Loan Market Primary market, Secondary market, products
- Participants of Derivatives market

Unit II: Trading Operations:

(12 Hrs.)

- Introduction, NEAT system, Market types,
- Order Management, trade management, auction, Trade Mechanism
- Introduction to Debt Market, Wholesale Debt Market

Unit III: Clearing and Settlements: (12 Hrs.)

- Introduction, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures,
- International securities, Identification number, Demat and Electronic transfer of securities, In protection fund

Unit IV: Legal & Regulatory Framework:

(14 Hrs.)

- Introduction to various Acts governing securities Market –Important provisions of SEBI (Stock Brokers & Sub – Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities markets) Regulations,2003.

- The Depositories Act, 1996, Money Laundering Act, 2002.

Unit V: Fundamental and Technical Analysis:

(10

Hrs.)

- Fundamental and Technical Analysis, Types of Charts and Technical Indicators
Market Simulation Lab.Market simulation lab sessions on internet based software to develop Keyboarding skills for cash market.

Note : Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from webs SEBI, NSE etc.

Reference books :

1. E-Gorden K.Natrajn –Himalaya Publishing House.
2. Chandra Prasanna, (2009), Investment Analysis, 3rd edition, Tata McGraw Hill.
3. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
4. EDMadhusoodanan, (2008), Indian Capital Markets, Quest Publications.
5. Gurusamy, (2009), Capital Markets, 2nd edition, Tata McGraw, Hill.

Online references:

For MOOCs:

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

Web resources:

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