

## **COURSE CONTENT FOR SEMESTER – III**

### **BBA-301: ADVERTISING MANAGEMENT**

**Unit – I:** Advertising: Introduction, Scope, importance in business: Role of advertising, function of advertising, key players in advertising, types of advertising.

**Unit – II:** Public Relation and Publicity: Meaning of Public Relation, Difference between public relations and advertising, Role of Public Relations, Process of Public Relation, Advantages and disadvantages of Public Relations, Publicity, Advantages and disadvantages of publicity.

**Unit-III:** Sales Management and Sales Promotional: Defining Sales Management, Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executive, Scope and Role of sales promotion.

**Unit – IV:** Print Media and Broadcasting: Characteristics of the press, Basic media concepts, newspapers, magazines, Factors to be considered for print media advertising,, Meaning of Broadcasting, Radio as a medium, television as a medium, internet advertising.

**Unit –V:** Media Planning and Strategies: Growth and Importance of Media, Meaning and role of media planning, Media Plan, Market Analysis, Media Objectives, Developing and implementing Media Strategies.

#### **Suggested Readings:**

1. Advertising and Promotion: George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management: Concept and Cases Manendra Mohan, TMH
3. Advertising Management: Rajeev Batra, PHI
4. Advertising Management: Thakur publications Rajeev S, N. S. Rana

## **BBA-302: TEAM BUILDING & LEADERSHIP**

**UNIT – I:** Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

**UNIT – II:** Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

**UNIT – III:** Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership, Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

**UNIT – IV:** Personality: Meaning & Concept of Personality; Types of personality; Personality Determinants; Evaluation of Personality.

**UNIT -V:** Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

### **Suggested Readings:**

1. Yukl G - Leadership in Organizations (Prentice hall, 7thEd.)
2. Lall& Sharma – Personal Growth Training & Development (Excel Books)
3. Janakiraman- Training & Development(Biztantra)
4. UdaiPareek - Understanding Organizational Behavior (Oxford, 2ndEd.)
5. Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

## **BBA-303: INDIAN ECONOMY**

**Unit – I:** Meaning of Economy, Economic growth & development, characteristics of Indian Economy, Factors affecting economic development.

**Unit – II:** An overview of Economic Resources of India, Human Resources of India, Concept of Population Explosion Interrelation of Population and Economic Development, Population policy of India, Problem of Unemployment in India.

**Unit – III:** Agriculture: Land Reforms and land tenure system, Green Revolution and capital formation in agriculture industry, trends in composition and growth, role of public and private sector, small scale and cottage industries.

**Unit – IV:** Problems and prospects of Indian Agriculture, Plan period Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile).Role of small scale industry in Indian economy.

**Unit – V:**Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-Operative banks; Development banks .NITI Aayog: formation ,Function and contribution of NITI Aayog.

### **Suggested Readings:**

1. Kenes J.M. General Theory of Employment, Interest and Money
2. Brooman Macro Economics
3. Seth, M..L. Monetary Theory
4. Vaish, M.C. Monetary Theory
5. Singh, S.P. Macro Economics

## **BBA-304: CUSTOMER RELATIONSHIP MANAGEMENT**

**UNIT – I** Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

**UNIT – II** CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**UNIT – III** Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

**UNIT – IV** CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off Support.

**UNIT – V** Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation.CRM Links in E-Business: E-Commerce and Customer Relationships on the Internet, Supplier : Role and Importance.

### **Suggested Readings:**

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)-PHILearning
2. Bhasin: Customer Relationship Management (Wiley Dreamtech)
3. Dyche: Customer relationship management handbook prentice hall
4. Peelan: Customer relationship management prentice hall
5. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw-Hill Professional
6. Chaturvedi: Customer Relationship Management(Excel Books)
7. Sheth J N, Parvatiyar A. and Shainesh G: Customer relationship management: Emerging

## **BBA-305: MANAGEMENT INFORMATION SYSTEM**

**Unit – I:** Management Information System( MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.

**Unit – II:** Planning & Decision making: The concept of corporate planning, Strategic planning Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

**Unit – III:** Information &System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS &System concept, MIS & System analysis ,Computer System Design.

**Unit – IV:** Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the Information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

**Unit – V:** Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

### **Suggested Readings:**

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick& Ross, R.claggetti

## **BBA-306: INCOME TAX LAW & PRACTICE**

**Unit – I:** Basic Concept: Income, Agriculture Income, Casual Income, and Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance and Tax Planning

**Unit – II:** Basis of Charge: Scope of Total Income, Residential Status and Tax Liability, Income which does not form part of Total Income.

**Unit – III:** Heads of Income: Income from Salaries, Income from House Properties.

**Unit – IV:** Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.

**Unit – V:** Set off and Carry forward of losses, deduction from gross total Income, Deemed Income, Aggregation of Income.

### **Suggested Readings:**

1. Mehrotra, H.C.: -Income Tax Law and Account
2. Chandra Mahesh and Shukla D.C.: - Income Tax Law and Practice
3. Agarwal, B.K.: - Income Tax
4. Jain, R.K.: -Income Tax
5. Prasad, Bhagwati: -Income Tax Law and Practice

## **COURSE CONTENT FOR SEMESTER – IV**

### **BBA-401: CONSUMER BEHAVIOUR**

**Unit – I:** Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

**Unit – II:** Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles  
External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

**Unit – II:** Consumer Decision Making Process: Problem Recognition- methods of problem solving; Pre-Purchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision; Post Purchase Behaviour; Situational Influences; Cognitive Dissonance.  
Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

**Unit – IV:** Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach

**Unit – V:** Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy, Consumer Behaviour in Indian Perspectives.

#### **Suggested Readings:**

1. Consumer Behaviour by Leon G. Schiffman & Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour by R.D. Blackwell, P.W. Miniard, & J.F. Engel, Cengage Learning
3. Consumer Behaviour in Indian Perspective Suja. R. Nair
4. Consumer Behaviour Schiffman & Kanuk
5. Consumer Behaviour Louden & Bitta

## **BBA-402: FINANCIAL MANAGEMENT**

**Unit – I:** Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

**Unit – II:** Capital Structure: Planning, Capitalization Concept, Basis of Capitalization, Consequences and Remedies of Over and Under Capitalization, Determinants of Capital Structure, Capital Structure Theories, Leverage Analysis.

**Unit – III: Capital Budgeting and Cost of Capital:** Nature & Scope of Capital budgeting- payback, NPV, IRR and ARR methods and their practical applications. Analysis of Risk & Uncertainty, Computation of Cost of Capital.

**Unit – IV:** Management of Working Capital: Concepts of working Capital, Approaches to the Computation of Working Capital (with numerical problems), Management of Different Components of Working Capital.

**Unit – V:** Management of Earning: Concept & relevance of Dividend decision. Dividend Models- Walter, Gordon's, MM Hypothesis. Dividend policy-determinants of dividend policy.

### **Suggested Readings:**

1. Financial Management: K. G. Gupta
2. Financial Management; Khan & Jain
3. Financial Management; M.Pandey
4. Financial Management; Dr.A.K. Garg
5. Financial Management;S.N. Maheshwari



## **BBA-403: PRODUCTION & OPERATON MANAGEMENT**

**Unit – I:** Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

**Unit – II:** Types of manufacturing Systems: Intermitted & Continuous Systems etc, Product design & development.

**Unit – III:** Plant Location & Plant layout. Introduction to method study and work study.

**Unit – IV:** Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping

**Unit – V: Quality Control:** Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control

### **Suggested Readings:**

1. Production Operation management B.S.Goel
2. Production & Operation Management Buffa
3. Production & Operation Management S.N Chany
4. Operation Management: K. G. Gupta.

## **BBA-404: SALES & DISTRIBUTION MANAGEMENT**

**Unit – I:** Sales Management :- Evolution of sales function- Objectives of sales management positions - Functions of Sales executives- Relation with other executives

**Unit – II:** Sales Organization and relationship: Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive Network relations.

**Unit – III:** Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, prospecting, pre-approach and post-approach- Organizing display, showroom & exhibition

**Unit – IV:** Distribution network Management, Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.

**Unit – V:** Sales Force Management; Recruitment and Selection, Training, Leadership, Controlling and Motivation.

### **Suggested Readings:**

1. Sales Management- Cundiff, Still, Govoni
2. Salesmanship & Publicity - Pradhan, Jakate, Mali
3. Sales Management - S.A. Chunawalla

## **BBA-405: RESEARCH METHODOLOGY**

**Unit – I:** Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation, various problems encountered by researchers

**Unit – II:** Methods of Data Collection, Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Construction of Questionnaire.

**Unit – III:** Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

**Unit – IV:** Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing-Chi-square test, Z test, t-test, f-test. Elementary Knowledge of SPSS.

**Unit – V:** Presentation-; Graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution For writing report, Oral report, Formulation of business problems in research, Elementary Knowledge for Writing a research paper

### **Suggested Readings:**

1. Research Methodology; C.R. Kothari
2. Research Methods; Patrick McNeill
3. Research Process; Gary Bouma
4. Research Methodology; Ranjit Kumar
5. Business Research Methodology; Dr. Arun Kumar.

## **BBA-406: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

**Unit – I:** Introduction: concept of entrepreneurship, theories of entrepreneurship traits of entrepreneur , Different types of entrepreneurs, problems faced by entrepreneurs.

**Unit – II:** Entrepreneurial Development, Role and functions of measure support institutions such as SIB,CSIO,SSDO,SISIs etc., EDPs and Role of Women Entrepreneurs

**Unit – III:** Concept, definition, and framework of Small Business, Social benefits and incentives for small industry in India; Elementary Knowledge of Make in India, Start up, Stand up India, Mudra Loan, Schemes of Union Government and it's Initiative on ATAMNIRBHAR BHARAT and Vocal for Local.

**Unit –IV:** Transformation of Idea into Reality :Project classification ,identification and selection, Project formulation and Project Appraisal and Preparing Project Report.

**Unit – V:** Steps in starting a small industry, incentives and subsidies available, export possibilities. Teething problem in setting small units: location, technology, marketing, Labour and Planning

### **Suggested Readings:**

1. Entrepreneurship Development; Vasant Desai
2. Entrepreneurship Development; Shobha Singh Khanka
3. Entrepreneurship - Strategies and Resources ; Mark Dollinger
4. Entrepreneurship – Small Business Approach by Charles E. Bamford

## **BBA-407: COMPUTER ORIENTED PRACTICAL & VIVA VOCE**

**Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.**

### **Course Objectives:**

This course offers a good practical understanding of basics of Information Technology. The students will proficiency in the use of personal computers, specifically in the use of spreadsheets and database packages will enhance. The curriculum is so designed as to provide required expertise in the use of personal computer as an effective management tool.

**Unit I :**Network: Services and its classification : Knowledge management using internet search engines, techniques to use search engine effectively: *practical* use of *MS Office, MS Word, MS Excel, MS PowerPoint, MS Paint etc.* web page designing using any software: application of computers in project management: features, capabilities and limitation of project management software ( with reference to popular software viz.ms-project), Official use of Blogs, Facebook, LinkedIn, Twitter, Poster making using canwa

**Unit II:** Digitization: Digital signature, e-Governance, Application of Digital Financial Services, Basics of E- mail, Electronic payment system, Digital signature, Mobile app based operations, Modern functions of smart phones, Android phone applications etc.

**Unit III:** Mobile computing & its application: Introduction, issues in mobile computing, overview of wireless telephony: cellular concept, GSM: air-interface, channel structure, location management, CDMA, GPRS.

**Unit IV:** Online Transaction and Trading: Understand the E-Commerce and E-Commerce Transition in India Recognize the benefits and limitations of E-Commerce Analyze different E-Commerce business models Understand E-Marketing and E-CRM

**Unit V:** Network security & its application: Application security (Database, E-mail and Internet), Data Security Considerations Backups, Archival Storage and Disposal of Data, Security Technology- Firewall and VPNs, Intrusion Detection, Access Control. *Security Threats-Viruses, E-mail viruses, Macro viruses*, Network and Security Threats to E-Commerce Electronic Payment System, e- Cash, Credit/Debit Cards. Digital Signature, public Key Cryptography.

### **Suggested Readings:**

1. P.K. Sinha : Fundamental of Computers, BPB Publishers.
2. Leon & A. Leon: Internet for Everyone, Leon Tech World.
3. Curtin, Foley, Sen& Martin: Information Technology, Tata McGraw Hill.
4. Ron Masfield : MS-Office, Tech Publication.
5. V.K. Jain: Information Technology ,Atlantis.
6. D. Anfinson& K. Quamme: Information Technology Essentials, Pearson Education