



Deccan Education Society's
Brihan Maharashtra College of Commerce (AUTONOMOUS)
845, Shivajinagar, Pune-411004

Programme - BBA

Subject code- 2101

Semester - I

Credit -3

Subject title - **Principles of Management** (2022 Pattern)

Objectives:

1. To provide detail knowledge of management to the students.
2. To give the information about contribution of thinkers to the management studies.
3. Help the students to get familiar with trends in Management.

Course Outcomes:

On completion of this course, students will be able to -

CO1 Understand various management concepts.

CO2 Appreciate the contribution of Indian and Western Management thinkers.

CO3 Comprehend different functions of management.

CO4 Apply theoretical management knowledge to practical issues.

CO5 Imbibe Ethical practices in Management.

CO6 Explore diversity and inclusion, sustainability and other relevant trends.

Unit No.	Topics	No. of lectures
1	Nature of Management	5
	Meaning, Definition, Concept, purpose, importance & Functions	
	Concept of Performance Management	
	Management as a social science Universality of Management	
	Concept of Management, Administration and Organization	
2	Evolution of Management Thought	12
	Contribution of F.W.Taylor, Henry Fayol, C.K.Prahlad, Vijay Govindrajan to the Management Thought	
	Lessons of Management from: Chhatrapati Shivaji Maharaj, Chanakya, Swami Vivekanand.	
	Various approaches to management, school of management thought	
3	Functions of Management: part -I	10
	Planning- Concept, Importance, levels, Merits & Demerits	
	Forecasting -Meaning, Need	
	Decision Making -Concept, Importance	
	Organising	
	meaning, process, types of organisation	
	advantages and disadvantages of each organisation	
	Delegation of authority,	
	Difficulties in delegation	
	Decentralisation and centralisation	
	Staffing - Concept, Importance	
Direction-Concept, Importance, Principles		

4	Functions of management: part -II	10
	Motivation	
	meaning, importance, theories of motivation(Maslow's hierarchy of need, Herzberg's two factors theory)	
	Leadership- Concept, Importance, Styles	
	Qualities & functions of leader	
	Controlling	
	meaning, importance, nature, techniques	
	Co-ordination- Concept, Importance	
5	Trends in Management	8
	Social and Ethical issues in management	
	Stress management	
	Total Quality management	
	International management	
	Value based leadership	
	Basics of Sustainability	
	Diversity and Inclusion	
	Dealing with VUCA (Volatile, Uncertain, Complex and Ambiguous) World	
	Conflict Management	
Total number of lectures		45

Teaching Methodology 3 lecture method, presentation, case study, and guest lecture

Suggested Reference Material 3

1. Principles and Practice of Management by L.M.Prasad
2. Management Principles and Practices By Parag Dhawan
3. Management and Entrepreneurship By N.V.R.Naidu
4. Managing Organizations By Rachana Chaturvedi



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Programme - BBA

Subject code- 2102

Semester - I

Credit - 4

Subject title - **Basics of IT** (2022 Pattern)

OBJECTIVES:

- 1) To know the basics of Computer
- 2) To understand Operating System
- 3) To learn to use the applications of MS-Office
- 4) To know the basics of Networking
- 5) To understand the concept of Internet

Course Outcome:

On completion of this course, students will be able to -

CO1 Understand the basic terminology in IT.

CO2 Classify the types of Software.

CO3 Solve problems on number systems.

CO4 Analyse concepts of Internet, Intranet, Extranet and its services.

CO5 Use Application Software.

CO6 Explore new trends in ICT.

Syllabus -

Unit No	Topic	No. of lectures
	Introduction to Computer Definition, Characteristics of Computer, Block Diagram of Computer Types of Computer Data Organization Drives, Directory, File Memory Primary Memory RAM, DRAM, SRAM, DDRAM ROM, PROM, EPROM, EEPROM, Secondary Memory, Magnetic Tape, Magnetic Disc, Compact Disc(CD- ROM, CD-RW), DVD, Blu-Ray Disc, Input Output Devices - Keyboard, Scanner- Types, Joystick, Touch Screen, Digitizer, Types of Output Devices - Printer-types, Plotter, Monitor- Types(LCD, LED, Plasma display), Types of Programming Language, Machine Language, Assembly Language, High Level Language, Compiler and Interpreter	15
2	Number System Introduction to Binary, Octal, Hexadecimal System, Conversion to different systems, Simple Addition, Subtraction, Multiplication, Division	15
3	Software Types of software -System software, Application Software, Definition and functions of Operating System, Types of Operating System- Batch Operating System, Multiprogramming Operating System, Time Sharing Operating System, RealTime Operating System, Introduction to Android, MS-Word, Ms-Excel, Ms-PowerPoint	10
4	Introduction to Networking Definition of Communication, Types of Communication - Simplex, Half Duplex, Duplex, Types of Network - Wired Network, Wireless Network, Types of Cables in wired network, Wireless network - Microwave, Satellite network, LAN, MAN, WAN, Types of Topology, Networking Components - Router, Bridge, Hub, Switch, Repeater, Gateway	10
5	Internet, Intranet, Extranet	10

	Introduction to Internet, Internet Protocols, Advantages and Disadvantages of Internet, Internet Services - Bill Payment, Ticket Reservation, Share trading, Information search, Entertainment, Ebooks, Internet Service Provider (ISP), Concept of Domain and Website, Definition and Component of Intranet, Advantages and Disadvantages of Intranet, Virtual Private Network, Definition and Application of Extranet, Advantages and Disadvantages of Extranet, Difference between Intranet and Extranet	
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Teaching Methodology 3 Lecture, Presentation, Lab activity

Suggested Reading Material 3

- 1) Fundamental of Computers - V.Rajaraman
- 2) Introduction to Computers - Peter Norton (The McGraw Hill Companies)
- 3) Operating System Principles - Silberschatz, Galvin, Gagne (Willey & Sons)
- 4) Complete Guide to Networking - Peter Norton (Techmedia Publication)
- 5) Programming Android - Mednieks, Dornin, Meike, Masumi Nakamura (O'Reilly Publication)
- 6) Hello Android - Ed Burnette
- 7) The Complete Android Guide - Kevin Purdy
- 8) Computer Fundamentals - P.K. Sinha
- 9) E-commerce by C.S.V Murthy



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Programme 3 F.Y.BBA

Subject code- 2103

Semester - I

Credit 3 3

Subject title 3 **Business Accounting (2022 pattern)**

Objectives:

1. To know the concept of Accounting
2. To understand the various applications of Accounting

Course Outcome 3

On completion of this course, students will be able to -

CO 1 Understand the basics of book keeping and accountancy.

CO 2 Record business transactions using basic concepts.

CO 3 Prepare Final Accounts of a sole proprietor.

CO 4 Acquaint with accounting software.

CO 5 Examine methods of depreciation in financial statements. CO 6 Explore Indian and International accounting standards.

Syllabus -

Unit No.	Topic	No. of Lectures
1	Introduction to Accounting	10
	Accounting Meaning, Scope and Definitions	
	Advantages and Disadvantages of Accounting	
	Accounting Concepts and Conventions	
	Classification of Accounts	
	Rules for Different Types of Accounts and Their Application	
	Basics of Debit and Credit	
2.	Accounting Process	10
	Journalizing of Transactions	
	Ledger Postings	
	Preparation of Trial Balance	
	Preparation of Subsidiary Books	
3	Final Accounts	10
	Preparation of Trading Account, Profit & Loss Account and Balance Sheet of Sole Proprietor	
4	Accounting Software	03
	Introduction to Tally, Features, Uses, Application and Practical Use	
5	Depreciation Accounting	10
	Concept of Depreciation	
	Methods of Depreciation 3 SLM and WDV	
	Overview of Other Methods	
	Computation of Profit / Loss on Sale of Assets	
	Effect of Change in Method of Depreciation	
	Practical Questions on SLM and WDV methods	
6	Introduction to Accounting Standards	02
	Overview of Accounting Standards	
	Accounting Standards vis- vis Indian Accounting Standards	
	Introduction to IFRS	

Teaching Methodology 3 Presentation, Lecture, Examples, Numerical Solving

Suggested Reference Material:

1. <Business Accounting= by Prof Kulkarni and Prof Mahajan (Nirali Publication)
2. <Basic Accounting= by CA K. M. Bansal and Dr. Ritu Gupta (Taxmann Publication)
3. <Fundamentals of Accounting= study material by Institute of Chartered Accountants of India (ICAI)



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Programme 3 BBA

Subject code- 2104 Semester - 1 Credit 3 3

Subject title 3 Micro Economic Analysis (2022 Pattern)

Objectives:

1. To expose students to basic microeconomic concepts
2. To use economic reasoning to draw correct conclusions/solve economic problems
3. To apply economic concepts in day-to-day analysis

Course Outcomes:

- CO1 Understand the basic concepts of Micro-Economics.
- CO2 Explain graphs, charts and diagrams based on basic concepts of economics.
- CO3 Comprehend concept of producers' equilibrium.
- CO4 Analyse cause & effect relationship between market forces and equilibrium price & quantity.
- CO5 Compare perfectly and imperfectly competitive market structures.
- CO6 Understand theories related to factor pricing.

Unit No.	Topics	No. of lectures
1	Introduction to Economics	4
1.1	Scarcity and Problem of choice	
1.2	Concept of Opportunity cost	
2	Demand and Supply Analysis	13
2.1	Concept of utility, Cardinal measure of utility and Ordinal measure	
2.2	Concept of Individual and Market Demand and their determinants. Law of Demand and Elasticity of Demand: types, measures and methods	
2.3	Revenue Concepts - TR, AR, MR and their relationship	
2.4	Supply analysis- Meaning, definition, Law of supply, Factors affecting Supply	
2.5	Concept of Market Equilibrium, its limitations and government intervention	
3	Production and Cost Analysis	8
3.1	Short run and Long run production function	
3.2	Cost Concepts	
3.2.1	Short run Total, Average and Marginal costs and their relationship	
3.2.2	LAC as the Planning Curve and relation between LAC and LMC	
3.2.3	Economies of Scale and Economies of Scope	
4	Market Structures	11

4.1	Perfect Competition- Equilibrium of a firm and Industry in the short run and long run	
4.2	Monopoly -Price and Output determination in short and long run;	
4.3	Monopolistic Competition- price and output determination	
4.4	Oligopoly- meaning, characteristics and types	
5	Distribution	9
5.1	Rent- Modern Theory of Rent	
5.2	Wages-Marginal Productivity Theory	
5.3	Interest- Liquidity Preference Theory	
5.4	Profit- Innovation, Risk bearing, Uncertainty and Dynamic Theories	
5.5	Income inequalities	

Teaching Methodology 3

1. Lecture method and diagrammatic representation
2. Numerical Exercises
3. Caselets
4. Presentations

Suggested Reference Material 3

1. Dwivedi. D.N: Microeconomics - Pearson Publication, New Delhi.
2. N. Gregory Mankiw: Principles of Microeconomics, Harcourt College Publishers, Philadelphia
3. Mansfield. E.: Microeconomics - Theory and Applications, Norton & Company.
4. Ronald L. Meek, Figuring Out Society, Fontana; 1st Edition. (January 1, 1971)
5. Salvatore, Dominick, and Robert F. Brooker. 2001. Managerial economics in a global economy. Fort Worth: Harcourt College Publishers. Harvard (18th ed.).



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Program- F.Y. BBA

Subject code- 2105

Semester - I

Credit - 4

Subject title - **Business mathematics** (2022 Pattern)

Objectives:

1. To understand the concept and application of elementary mathematical concepts like ratio and proportion.
2. To understand the concept and application of Elementary Financial Mathematics.
3. To understand the concept and application of Functions.
4. To understand the concept and application of Derivatives.
5. To understand the concept and application of Matrices and Determinants (Up to order 3 only)
6. To understand the concept and application of Permutation and Combination.

Course Outcomes:

On completion of this course, students will be able to -

CO1 Understand the mathematical tools used in business.

Comprehend financial mathematics, matrices, counting tools and

CO2

derivatives.

CO3 Solve problems using various mathematical concepts.

CO4 Interpret results obtained by using mathematical tools.

CO5 Estimate the significance of mathematical decisions.

CO6 Apply relevant concepts to business.

Syllabus:

Unit No.	Topics	No. of lectures
1.	Elementary Financial Mathematics	
	1.1 Basics computation of ratio, proportion and percentage	

	1.2 Interest - Simple, Compound, Compounded more than once in a year	
	1.3 Annuity - Immediate EMI, Depreciation of Assets, Sinking fund	10
	1.4 Problems related to business	
2 .	Functions	
	2.1 Different type of functions	
	2.2 Functions related to Business and Economics	8
	2.3 Equilibrium point, break even analysis	
3 .	Derivatives and their applications	
	3.1 Derivative as measure of rate	
	3.2 Rules of Derivatives - Derivatives of certain functions	12
	3.3 Second order of derivatives	
	3.4 Application of derivatives - Marginal Cost, Marginal revenue, elasticity of demand, Maxima-Minima of certain functions in Economics and business	
	Basic Applications of Integration in Business:	

4 .	Introduction to the concept that integration can be used to obtain revenue function and demand function from marginal function, maximum profit from marginal revenue and marginal cost.	4
5 .	Matrices and Determinants (Upto order 3 only)	
	5.1 Determinants of order 2 & 3, properties	
	5.2 Types of Matrices and Matrix operations	
	5.3 Inverse of a matrix, solving a system of linear equations using adjoint method	12
	5.4 Problems based on application of matrices	
6.	Basics of Permutation and Combination	
	6.1 Concept of factorial, principles of counting, definition of permutation and combination	
	6.2 Permutation of dissimilar objects taken few at a time with or without repetition, permutation of similar objects , circular permutations etc. ,problems	14
	6.3 Combination problems	
	6.4 Relation between Permutation and Combination and their applications	

Teaching Methodology 3

Lecture, solving numerical problems , presentation and discussion

Suggested Reference Material 3

1. Business Mathematics by Bari - New Literature Publishing Company, Mumbai
2. Business Mathematics by Padmalochan Hazarika - Sutanchand & Sons- Delhi
3. Business Mathematics theory and applications - J. K. Sharma - Ane Books India
4. Business Mathematics by Qazi Zameeruddin, V K Khanna, S K Bhambri - Vikas Publishing House
5. Business Mathematics by D C Sancheti and V K Kapoor - Sutanchand & Sons- Delhi
6. Business Mathematics by Dr. Amarnath Dikshit and Dr. Jinendra Jain, himalaya Publication
7. Business Mathematics by Kashyap and Chirag Trivedi



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Programme - BBA

Subject code- 2106 Semester - I Credit - 3

Subject title Business Demography (2022 Pattern)

Course Objectives:

1. to study the basic concepts of Demography
2. to understand the relationship between business and population issues
3. To develop the insight regarding demographic variations and transformations
4. To know the geographical relation with the population characteristics

Course outcomes:

On completion of this course, students will be able to;











CO 1: Understand basics of Demography

CO 2: Explore Indian and World Population Trends

CO 3: Understand factors affecting Fertility, Mortality and Migration CO 4: Compare Population Distribution Patterns CO 5: Interpret settlement patterns.

CO 6: Analyze cases related to population issues.

Unit No.	Topics	No. of lectures
1	Introduction to Demography ☒ Definitions and basic concepts of Demography ☒ Nature of Demography ☒ Scope of Demography ☒ Relevance of applied Demography to Business organisations ☒ Introduction to census and population trends	8
2	Components of Demography ☒ Concepts of Fertility, fertility trends and Factors Affecting Fertility ☒ Concepts of Mortality, mortality trends and Factors Affecting Mortality	12
	☒ Migration Concept Definitions Classification, Causes and Consequences ☒ Demographic Transition Theory ☒ Concept Of Growth Rate and trends,	
3	Population distribution and density ☒ Definitions of Population Density and Distribution ☒ Indian Population Density: Spatial Distribution Interstate-variation ☒ Factors Affecting Population Distribution and Density ☒ Concepts, Causes and consequences of Over Under and Optimum Population	10

4	Composition and characteristics of population  Sex Ratio  Literacy Rates  Age Sex Pyramids  Work Participation Rate  Impact of these aspects on market for different goods and services	8
5	Settlement Studies  Rural and Urban Settlements (Concepts in Different Countries)  Factors Responsible for Urbanization  Urban Morphology: Central Business Districts, Rural Urban Fringe and Slums  Problems Faced by Urban Sprawls  Solutions To The Urban Problems	7

Teaching Methodology 3

1. Lecture method
2. Case studies
3. Presentations
4. videos
5. Map Reading

Suggested Reference Material 3

1. Contemporary Human Geography by James Rubenstein Pearson Publication
2. Demography and Population Problems Rajendra K Sharma Atlantic Publication
3. Human Geography by Majid Hussain
4. Human and Economic Geography: Leong and Morgan
5. Economic Geography Truman H Hartshorn And John Alexander
6. India : Comprehensive Geography: Dr.D.R. Khullar
7. Indian Economy: Mishra and Puri
8. India by Gopal Singh
9. Geography of international trade: Thomas R S and Conkling E C Prentice Hall
10. Economic and commercial geography of India : T C Sharma and O Coutinho



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Programme- F.Y.BBA

Subject code- 2201

Semester - II

Credit – 4

Subject title- Introduction to cost accounting (2022 Pattern)

Course Objectives-

1. To facilitate the students for learning cost concepts, elements and preparation of cost sheet.
2. To understand methods and techniques of cost Accounting to ascertain and control the cost.
3. To Understand Recent trends in cost accounting.

Course Outcomes-

- CO1. Understand various concepts of cost accounting.
- CO2. Prepare cost statements and cost reports.
- CO3. Solve problems on inventory management using Tally.
- CO4. Compute labour and overhead costs.
- CO5. Explore concept of Marginal Costing.
- CO6. Ascertain cost of products.

Syllabus:

UNIT NO.	TOPICS	NO. OF LECTURES
1	Overview of cost accounting: Concept of Cost, Costing, Cost Accounting & Cost Accountancy, origin, limitations of financial accounting, objective of cost Accounting Advantages, limitations, differences between cost and financial accounting, cost unit, cost center	4
2	Elements of Cost Direct cost and indirect Cost, Material, Labour, Expenses	4
3	Preparation of cost sheet Classification of Cost, Types of Cost Division of Cost, Cost sheet items to be included and excluded from Cost, Types Preparation of Cost Sheet	8
4	Introduction to Material Management Concept of Inventory, Inventory Management, types, Methods of inventory Valuation, Fixation of Inventory, Inventory Control Techniques Tally With Inventory: creation of company with inventory, create godown, stock items, level of inventory, Inventory vouchers, stock Journals, features(F11), configuration(F12)	14
5	Overheads Meaning, definition, classification of overheads	5
6	Labour Cost Meaning, Introduction, Records and methods of remuneration, incentive plans Time keeping, Book keeping, Time wage, piece rate system	10
7	Marginal Costing Meaning and concepts- Fixed cost, Variable costs, Contribution, Profit-volume Ratio, BreakEven Point & Margin of Safety. Cost-profit-volume analysis Application of marginal costing technique Make or buy, Limiting factors	15

Teaching Methodology/Pedagogy-

Lecture method, Problem solving, Case study method

Suggested Reference Material-

1. Videos: Marginal costing CD by Dr. Anil lamba
2. Cost Management - strategies for business Decisions, by Ronald Hilton, Michael Maher, Irin Mc-Grow hill
3. Accounting for Management, 3/e, S N Maheshwari, Sharad K Maheshwari & Suneel K Maheshwari; Vikas Publishing
4. Cost Accounting: A Managerial Emphasis, 13/e, Pearson, Charles H.Horngren, Shrikant M.Datar, Foster, Rajan, Ittner.



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Programme- F.Y.BBA

Subject code- 2202 Semester - II Credit - 3

Subject title- Business Organisation and Systems (2022 Pattern)

Course Objectives-

1. To provide adequate basic understanding about Business Organization
2. To make students aware about various activities of business practices and recent trends in business world

Course Outcomes-

- CO1. Recall the evolution of business.
- CO2. Differentiate the forms of organisation structures.
- CO3. Understand the characteristics of Entrepreneurs.
- CO4. Explore the relation between business and society.
- CO5. Understand the factors contributing to business.
- CO6. Analyse case-lets on Start-ups.

Syllabus:

Unit No.	Topic	No. of Lectures
1	Nature and evolution of business Introduction, Characteristics of Business, divisions of business, Objectives of Business, Effective Utilisation of Resources. Development of Commerce, Evolution of Industry, The industrial evolution, Economic Reforms since 1991 an overview, Emergence of MNCs, Developing and Developed economies Enterprise and Entrepreneurship, Characteristics of successful entrepreneurs, Women Entrepreneurs, Self Help Groups	11
2	Forms of business organisation	10
3	Mixed Economy, Private Sector, Public sector, Cooperative sector, Joint sector, Service sector Forms of Business Organisation, Sole Proprietorship, Partnership firm, Joint Stock Company, Non-Profit Organisation, Features, Merits, Demerits and suitability of various forms of business Domestic and Foreign trade Wholesale and retail trade, emergence of foreign players in trading, government policy, effects of FDI on retail trade Organisation of Finance, Insurance, Transportation and Communication and other services, Logistic management, Working capital management	12

4	Business and society Changing concept, Professionalization, Technological and Social changes Business ethics and culture, Social Responsibility of Business, Clean Technology, Corporate social responsibility, Social Audit	6
5	Recent trends Business Recessions, Merger and Acquisition, Networking, Franchising, BPOs and KPOs, E-commerce, Online Trading, patents, trademarks and Copy rights, Challenges before Indian business sector, start-ups- factors for success and reasons for failures of start-ups	6
	Total	45

Teaching Methodology/Pedagogy- lecture method, case study, Guest lecture on logistic management, and case study on working capital management

Suggested Reference Material-

Business studies NCERT, By P.K.Ghosh
 Business Organization and Management by D.P.Jain
 Essentials of Management by Harold Koontz
 Organization and Management, TMH by R.D. Agarwal

Public enterprise management by R.K.Maheshwari
 Industry and Infrastructure Development in India since 1947, By Anup Chatterjee



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Programme - BBA

Subject code- 2203 Semester -II Credit -3

Subject title - **Entrepreneurship Development** (2022 Pattern)

Objectives

1. To acquaint the students with the basic aspects of Entrepreneurship and to make the students understand what a prospective entrepreneur must know before embarking on a Business Venture.
2. To make them understand the reasons behind the success of the current start-ups.
3. To explore the contributions of notable entrepreneurs.
4. To make them aware of bank financing and venture capital funding.

Course Outcome

- CO1. Understand the basic aspects of Entrepreneurship.
CO2. Appreciate the role of Entrepreneurs in the economic development.
CO3. Plan financial and marketing feasibility of new business ideas.
CO4. Formulate business plans to launch start-ups.
CO5. Analyse threats and opportunities facing current start ups. CO6. Understand the trends in entrepreneurship development.

Unit No.	Topics	No. of lectures
1	Introduction to Entrepreneurship: Concept of an Entrepreneur-Definition and Meaning Concept of Entrepreneurship- Definition, Meaning and Importance. Qualities of an Entrepreneur and Functions of an Entrepreneur Role of Entrepreneurship in Economic Development. Entrepreneurial Competencies	10
2	Basics of wealth creation, innovation and idea generation: Concept of Wealth Creation, Innovation and Creativity, Intrapreneur, SelfEmployment Idea Generation and Business Opportunity Identification Opportunity Selection Divergent thinking and Convergent thinking (Brain storming) Concept of Market, and Marketing Mix, Swot analysis	10
3	Biographical study of entrepreneurs: Dr. Cyrus Poonawala Ms.Kiran Mazumdar-Shaw Ms. Falguni Nayar Mr. Hanmantrao Gaikwad (BVG Hospitality) One Local entrepreneur	12
4	Introduction to Bank financing and Venture capital funding: Concept of Commercial Banks. Bank financing and Loans Concept of Personal Funds, Angel Investors and Venture Capital Funding (Meaning and importance) Break even analysis-Meaning and Advantages Ratio Analysis-Need and Importance 3 ratios4Gross Profit Ratio.Net Profit Ratio, Return on Investment Ratio	13
Total		45

Teaching Methodology- Presentations, Group Discussions, Case Studies, Visits, Surveys, Interviews Etc.

Suggested Reference Material:

1. Entrepreneurship Development by S.S.Khanka published by .Chand and company Ltd.
2. Dynamics of Entrepreneurial Development and Management by Vasant Desai by Himalaya Publishing House



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Programme - FYBBA

Subject code - 2204

Semester - II

Credit – 3

Subject title - **Personality Development (2022 Pattern)**

Course Objectives:

1. To familiarize students with the basic concepts and origin of the term Personality.
2. To build confidence and self-esteem in students.
3. To sharpen communication skills of students.
4. To polish and inculcate good manners and etiquettes in students.
5. To help students in becoming value adding and contributing members of society.

Course Outcomes –

On completion of the course, students would be able to - CO1 Understand the basic concepts of Personality.

CO2 Examine different theories of Personality.

CO3 Develop interpersonal skills through Team Building exercises.

CO4 Ascertain self-worth through self-reflection exercises.

CO5 Overcome personal limitations and complexes.

CO6 Respect diversity at workplace.

Syllabus –

Unit No.	Topics	No. of Lectures
1	Personality	8
1.1	History & Origin of the term Personality	
1.2	Definitions & Meaning	
1.3	Determinants of Personality	
1.4	Theories of Personality	
2	The Concept of Self	8
2.1	Self-Meaning	
2.2	Self Esteem & Ego	
2.3	Perception	
2.4	Introspection	
2.5	SWOT analysis of the Self	
3	Personality Development Factors	6
3.1	Attitude	
3.2	Motivation	
3.3	Success	
3.4	Failure	
4	Paradigms for Excellence	10
4.1	Be Proactive	

4.2	Begin with the End in Mind	
4.3	Put First Things First	
4.4	Think Win-Win	
4.5	Seek First to Understand and then to be understood	
4.6	Synergize	
4.7	Sharpen the Saw	
5	Corporate communication & Essential Soft Skills	8
5.1	Effective communication	
5.2	Employee communication	
5.3	PR communication	
5.4	Crises Communication	
5.5	Listening Skills	
5.6	Manners & Etiquettes	
5.7	Appropriate Dressing	
6	Soul Sustenance	5
6.1	Team Building	
6.2	Fostering Humanistic Leaders	
6.3	Respecting Diversity	
6.4	Environment consciousness	
6.5	Meditation	
	(Case Studies, Experiential Learning, Motivational Speeches)	
	Total no. of Lectures	45

Teaching Methodology –

Ice-breaking Session, Self-Affirmation Exercises, Introspection, Johari window, Storytelling, Movie, Team Building Exercises, Public Speaking, Group Discussion, Dumb Charades, Chinese Whispers, Guest lecture, Activity for a Social/ Environmental cause.

Suggested Reference Material –

1. Personality Development by Hurlock
2. You Can Win by Shiv Khera
3. The 7 Habits of Highly Effective People by Stephen Covey
4. Basic Business Communication by Lesiker Flatley
5. Winning with People by John C. Maxwell
6. Everyday Greatness by Stephen R. Covey
7. You Can Heal Your Life by Louis Hay



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Programme – F.Y.BBA

Subject code- 2205

Semester - II

Credit - 3

Subject title - **Principles of Finance** (2022 Pattern) Course Objectives: 1

- To understand the basic concept of Finance
- 2 To pinpoint the role of a finance manager in today's business world
 - 3 To Impart knowledge regarding the current trends in the Financial markets.
 - 4 To provide an understanding about the Financial calculations and its uses.

Course Outcomes –

On completion of this course, students will be able to - CO1 Understand the basic concepts of Finance CO2 Comprehend role of Finance Manager.

CO3 Calculate problems related to capital structure.

CO4 Analyze cost of capital for funds raised.

CO5 Understand importance of financial planning.

CO6 Examine profitable capital composition.

Unit No.	Topics	No. of Lectures
1	Introduction to Finance	7
	--- Concept, nature, scope and definition of finance	
	---Financial Management - Meaning, organizational framework, Evolution,	
	Scope, Objectives, Functions and Changing role of a Finance Manager. (Reasons of change and its importance)	
	--- Introduction to Ethics in Finance	
2	Sources Of Finance	7
	---- Owned and Borrowed sources of Finance	
	---- External and Internal sources of Finance	
	----Advantages, Limitations and types of	
	Equity shares, Preference Shares, Debentures	
	Public deposits, Reserves, Bonus issue and Mini Bonus issue	
3	Capital Structure and Capitalization	12
	--Meaning and factors affecting Capital Structure	
	--Concept of Cost of Capital and Cost of raising Funds	
	--Difference in Interest and Dividend	

	--Calculation of EPS and Market Price of the Share	
	--Concept of Capitalisation	
	Over and Under Capitalisation	
4	Short Term and Long Term Financial Planning	15
	---- Meaning and steps in Planning	
	--- Working Capital Management	
	--- Computation of Working Capital	
	--- Concept of Capital Budgeting	
	---Concept of Leverages	
5	Recent trends in Finance	4
	--- Venture Capital, Angle Finance, Crowd Funding	
	---Stock Markets of India	
	--- Mutual Funds	
	---Leasing	
	TOTAL HOURS	45

Teaching Methodology – Lecture, Practical illustrations , Case study, PPT

Suggested Reference Material –

Financial Management By -- S. N. Maheshwari

Financial Management By -- Satish Inamdar

Financial Management By -- Ravi Kishore

Financial Management By -- R. P. Rustagi



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Programme - BBA

Subject code- 2206

Semester - Sem 2

Credit - 3

Subject title – Global Business Environment (2022 Pattern)

Course Objectives:

1. to study the basic concepts of environment and business environment
2. to understand the relationship between PESTEL issues and Business organizations
3. To develop the insight regarding risk in various environment
4. To know the Global Environmental Challenges in doing business

Course Outcomes:

On completion of this course, students will be able to:

- CO1 Understand concepts of Global Business Environment
- CO2 Explore demographic and socio-cultural factors affecting business environment
- CO3 Understand concept of capital flows
- CO4 Comprehend political and legal factors on business
- CO5 Analyze technological impact on Global Business Environment
- CO6 Evaluate business environment in different economic systems

Unit No.	Topics	No. of lectures
1	Introduction to Global business environment concept, meaning and definitions of environment nature and scope of business environment importance of environmental studies to business	8
2	Demographic and Sociocultural environment Demographic environment concepts of society: Social groups and subgroups Changing value system Introduction to Multicultural approach management of cultural diversity Interaction between social systems and business	12
3	Economic and Financial environment economic factors affecting business adapting foreign economic environment in the internationalization process Global Investments	10
4	Political and legal environment concepts of political environment home country perspective host country perspective Legal Framework of Global Trade	8

5	Physical and technological environment physical environment: concept and components Ecological Issues technological environment Technology Transfer environmental analysis PESTLE and SWOC	7
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Teaching Methodology –Lecture method, Case studies, Presentations, videos, Map Reading

Suggested Reference Material –

1. Global Business Environment Meeting the Challenges -Janet Morison Palgrave 2016
2. Essentials of Business Environment Text Cases and Exercises K Aswathappa Himalaya Publishing House
3. International Business P Subba Rao Himalaya Publication



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Programme- S.Y. BBA

Subject code- 2301

Semester- III

Credits- 3

Subject title- Income Tax and GST (Revised 2017 Pattern)

Course Objectives-

1. To understand the basic concept of Taxation
2. To understand computation of taxable income under different heads of income
3. To understand computation of total taxable income of an individual
4. To understand the concept of indirect taxes including GST
5. To understand how to file returns for an individual

Course Outcomes-

- On completion of the course, students would be able to
- CO1. Understand concepts of Income tax and GST.
 - CO2. Explore the various heads of income.
 - CO3. Calculate deductions under section 80 of Income Tax Act. 1961.
 - CO4. Compute income tax liability.
 - CO5. Comprehend the concept of indirect taxes.
 - CO6. Demonstrate the process of filing returns for an individual assessee.

Syllabus-

UNIT NO.	TOPIC	NO. OF LECTURES
1	Income Tax Act 1961(meaning, concepts and definitions) Income, Person, Assessee, Assessment year, Previous year, Agricultural income, Exempted income, Residential status of an assessee, TDS	4
2	Computation of Taxable income under the heads of a. Income from salary-Meaning, Allowances and tax liability, Perquisites, Deductions from salary (Theory) b. Income from capital gains- Definitions, Meaning, Short term and long-term capital gains (Theory)	14

	<p>c. Income from other sources- Chargeability, Deductions, Amounts not deductible (Theory)</p> <p>d. Income from house property- Chargeability, Annual value, Self-occupied and let out property, Deductions (Theory & Problems)</p> <p>e. Income from business and profession-Definitions, Concepts, Deductions allowed & disallowed (Theory & Problems only)</p>	
3	<p>Computation of Total Taxable income of an individual-</p> <p>Gross total income- deductions u/s 80(80ccc to 80u) Income tax calculation, Education cess</p>	10
4	<p>Introduction to indirect taxation:</p> <p>Meaning of indirect tax, History of Indirect tax, GST- Meaning, Need, Importance, Exclusions (Theory)</p>	6
5	<p>Levy of Goods and Services Tax : Scope, Taxability, Tax credit, Assessment of GST</p>	11

Teaching Methodology-

Lecture & Problem Solving, Presentation, Assignments and Test, Worksheets.

Suggested Reference Material-

1. Indian income tax act- H C Malhotra
2. Students guide to income tax- Dr Vinod Singhnia / Dr Monica Singhnia
3. Income Tax – Practice and Procedure- Prf L.P Wakale
4. Hand book of income tax- T N Manoharam
5. Indian income tax act- Dr Vinod Singhnia
6. Direct Tax- B.B Lal and N. Vaishisht
7. GST ready reckoner - V.S. Datey



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Programme – BBA

Subject code- 2302

Semester - III

Credit – 3

Subject title - Macro Economics Analysis (Revised 2017 Pattern) Objectives:

1. To study the behaviour of the economy as a whole
2. To develop an analytical framework to understand the inter linkages among the crucial macroeconomic variables.
- 3 To apply economic reasoning to macroeconomic policy.

Course Outcomes

- CO1 Understand the concepts of National Income.
- CO2 Solve problems on National Income.
- CO3 Ascertain the value of money.
- CO4 Analyse Keynesian Economics.
- CO5 Evaluate the phases of a trade cycle.
- CO6 Depict Macro Economic concepts through presentations.

Unit No.	Topics	No. of lectures
1	Introduction	5
1.1	Meaning, Definition, Nature, Scope, Importance and Limitations of Macro	
1.2	Differences between Micro and Macro	
2	Money and Value of Money	5
2.1	Definition and Functions of Money	
2.2	Money Supply Measures in India	
2.3	Credit Creation by Commercial Banks	
3	National Income Accounting	10
3.1	National Income concepts- Real and Nominal	
3.2	Methods of measuring national income in India	
3.3	Difficulties in calculating national income	
4	Theories Of Income and Employment	10
4.1	Say's Law of Market	
4.2	Keynes' Theory of Income and Employment	
4.2.1	Keynes' Psychological Law of Consumption	
4.2.2	Consumption and savings Function	
4.3	Investment Function, Autonomous and induced investments	
4.3.1	Investment Multiplier	
4.4	IS-LM analysis	
5	Trade cycles	15
5.1	Nature, Characteristics and Phases of a trade cycle	
	Inflation - Meaning, types, CPI, WPI	
5.2	Deflation	
5.3	Monetary and Fiscal policies in India	
5.4	Supply-side economics: Concepts	

Teaching Methodology –

Lecture method and diagrammatic representation, Numerical, Caselets, Presentations

Suggested Reference Material –

1. Edward Shapiro - Macro Economic Analysis, Harcourt, Brace and World.
2. Suraj B.Gupta- Monetary Economics, Institutions, Theory and Policy, published by S. Chand Group
3. Frederic S. Mishkin- The Economics of Money, Banking and Financial Markets, Tenth Edition, Pearson Publication.
4. Dr.H.L. Ahuja –*Macroeconomics* Theory & Policy, S. Chand Publication's
5. N. Gregory Mankiw - Macroeconomics, Macmillan International higher education.
6. D.N. Dwivedi – Macroeconomics Theory and Policy, McGraw Hill Companies.



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Programme – S.Y.BBA

Subject code- 2303

Semester - III

Credit – 3

Subject title - **Ecommerce Technologies** (Revised 2017 Pattern)

Objectives:

- 1.** To know the concept of Ecommerce
- 2.** To understand the various applications of Ecommerce
- 3.** To understand M-commerce and its use

Course Outcome –

On completion of this course, students will be able to -

- CO1 Understand concepts of E-commerce.
- CO2 Differentiate types of electronic payment system.
- CO3 Understand e-governance and electronic data interchange.
- CO4 Comprehend characteristics of mobile commerce.
- CO5 Explore types of network.
- CO6 Apply security methods to protect electronic transactions.

Syllabus -

Unit No.	Topic	No. of Lectures
1	Introduction to Ecommerce	10
1.1	Definition	
1.2	Main Activities, Goals of Ecommerce	
1.3	Technical Components and Functions of Ecommerce	
1.4	Advantages and Disadvantages of Ecommerce	
1.5	Ecommerce Business Models - B2B, B2C, C2C, C2B, B2G, G2B	
2	Intranet and Extranet	10
2.1	Concept of Domain and Website	
2.2	Definition of Intranet	
2.3	Component of Intranet	
2.4	Advantages and Disadvantages of Intranet	
2.5	Virtual Private Network	
2.6	Definition of Extranet	
2.7	Application of Extranet	
2.8	Advantages and Disadvantages of Extranet	
2.9	Difference between Intranet and Extranet	
3	Electronic Data Interchange (EDI), E-Governance	5

3.1	Introduction to EDI	
3.2	EDI model	
3.3	Cost of EDI	
3.4	Advantages and Disadvantages of EDI	
3.5	Introduction to E-Governance	
3.6	E-governance in India	
4	Electronic Payment System (EPS)	5
4.1	Introduction to EPS	
4.2	Types of Modern Payment System	
4.3	Credit Card system, Smart Card, Micropayment, GIRO, ECash, E-cheque, RTGS, NEFT, Stored Value Card	
5	Mobile Commerce	5
5.1	Introduction to Mobile Commerce	
5.2	Services of M-commerce	
5.3	Difference between M-commerce and PC based E-commerce	
5.4	Advantages and Disadvantages of Mcommerce	
6	Threats to Information and Security	10
6.1	Threats to Information	
6.2	Virus - Types	
6.3	Hacking	
6.4	Natural Calamity	
6.5	Failure of System	
6.6	Security measures	
6.7	Antivirus	
6.8	Cryptography - Encryption, Decryption	
6.9	Digital Signature	
6.10	Firewall	
6.11	Data Recovery methods	

Teaching Methodology – Presentation, Lecture, Examples, Case study

Suggested Reference Material – 1) E-commerce by C.S.V Murthy

2) Management Information System - W.S.Jawadekar

3) M-commerce by Norman Sadeh - Wiley publication



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Programme – S.Y.BBA

Subject code- 2304

Semester - III

Credit – 3

Subject title – **Management Accounting** (Revised 2017 Pattern)

Objectives:

Unit No.	Topic	No. of Lectures
1	Introduction to the concept of Management Accounting: -Meaning, Definitions, Uses , Advantages and Disadvantages of MA -Tools and Techniques -Difference between Management Accounting, Financial Accounting and & Management Accounting and Cost Accounting	4
2	Introduction to the concept of Analysis Meaning, Need , Tools and Techniques with special reference to Ratio Analysis and Trend Analysis	14
3	Types of Analysis -Common Size -Comparative	15

1. To know the concept of Management Accounting
2. To understand basic difference between Management Accounting, Financial Accounting and Cost Accounting
3. To Learn Tools and Techniques of Management Accounting
4. To understand the concept of Strategic Cost Management & its Methods

Course Outcome –

On completion of this course, students will be able to -

CO1 Understand concepts and relevance of Management Accounting

CO2 Comprehend various Management Accounting Statements CO3 Understand Cash Flow and Fund Flow Statements

CO4 Calculate various Ratios and comprehend its interpretation

CO5 Discuss Budget and Budgetary Controls

CO6 Understand the concepts of Strategic Cost Management

Syllabus -

	-Trend Analysis -Ratio Analysis (Examples on Financial Statement Analysis)	
4	Strategic Cost Management -Introduction -Meaning -Trends -Transfer Pricing -Target Cost -Bench Marking	12
	Total Hours	45

Teaching Methodology – Presentation, Lecture, Examples, Case study

Suggested Reference Material – 1) Management Accounting by M.A. Saraf

2) Financial Management – I.M. Pandey

3) Financial Management by R.P. Rustagi



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Programme - BBA

Subject code- 2305 (A) Semester – III Credit - 3

Subject title - Financial Management (Revised 2017 Pattern)

Objectives:

1. To understand the framework of a corporate Balance Sheet.
2. To Learn the practical computation of a comparative and common size Statements.
3. To learn ratio analysis and its interpretation.
4. To understand the computation of cash flows and fund flows

Course Outcome –

On completion of this course, students will be able to -

CO1 Understand the format of a Corporate Balance sheet.

CO2 Comprehend the categories of different ratios.

CO3 Calculate ratios for financial statement analysis.

CO4 Prepare cash flow statement.

CO5 Prepare fund flow statements.

CO6 Evaluate cash from operation through cash flow.

Syllabus -

Unit No.	Topics	No. of Lectures
1	Introduction of the Corporate Financial Statements – Vertical and Horizontal Statements --- Introduction, Nature and formats	10
2	Introduction to types of Analysis Meaning, Tools and techniques Types of analysis	6
3	Ratio analysis Meaning, Nature, classification (Problems and cases)	14
4	Introduction to cash flows and fund flows Meaning, Nature and formats Preparation of Cash Flows and Funds Flow (According to AS 3)(Problems)	15
	Total Hours	45

Teaching Methodology – Lecture, Problem solving, solving Case study

Suggested Reference Material –

Financial Management By -- S.N.Maheshwari

Financial Management By -- R.P. Rustagi



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Programme - SYBBA

Subject code – 2305 B

Semester – III

Credit – 4

Subject title – Fundamentals of Marketing (Revised 2017 pattern)

Course Objectives:

1. To familiarize students with the basic concepts of Marketing.
2. To make students understand the evolution, scope, and importance of the subject.
3. To develop essential skills necessary for Marketing.
4. To provide an academic platform to make students employable in the field of Marketing.
5. To develop entrepreneurial abilities in students.
6. To develop a mindset for research in students.

Course Outcomes –

On completion of the course, students would be able to -

CO1 Understand the concepts of Marketing.

CO2 Explore factors affecting marketing environment.

CO3 Comprehend various Marketing Strategies.

Unit No.	Topics	No. of Lectures	
1	Marketing & it's Environment	6	CO4 Explain marketing situations through case studies.
1.1	The Concept of Market & Marketing		CO5 Inculcate ethical marketing practices.
1.2	Evolution of the Marketing Concept		Support social and environmental causes through on-campus marketing activities.

Syllabus –

1.3	Scanning the Marketing Environment	
1.4	Marketing Planning Process	
1.5	Marketing Strategies	
2	Segmenting, Targeting and Positioning (STP)	8
2.1	Market Segmentation Levels	
2.2	Targeting Strategies	
2.3	Segmentation Variables	
3	Marketing Mix (Part-I)	8
3.1	Meaning and Significance of Marketing Mix	
3.2	Product Mix	
	Meaning-Goods, Services, Ideas	



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	Characteristics and Types	
	Product Life Cycle	
	Branding, Packaging and Labelling	
3.3	Price Mix	
	Meaning and Importance	
	Factors influencing Pricing	
	Pricing Techniques	
4	Marketing Mix (Part-II)	6
4.1	Place Mix - Meaning and concept	
	Channels of Distribution-Levels	
	Types of Intermediaries	
	Distribution Strategies	
4.2	Promotion Mix – Meaning	
	Elements of the Promotion Mix	
	* Advertising	
	* Sales Promotion	
	*Events & Experiences	
	*Publicity &Public Relations	
	* Personal Selling	
	* Word of Mouth	
5	Marketing Information System	6
5.1	Meaning and Importance	
5.2	Components	
	* Internal Company Records	
	* Marketing Intelligence	
	*Marketing Research	
6	Value Driven Marketing	6
6.1	The Pyramid of Corporate Social Responsibility	
6.2	Ethical & Social Issues in Marketing	
7	Marketing for Sustainability	5
7.1	Green Marketing	
7.2	Rural Marketing	
7.3	Experiential Marketing	
7.4	Digital Marketing	
	Total no. of Lectures	45



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Activities for 1 Credit

- Quizzes/Games on key concepts like Branding,
- Presentation and Discussions on Marketing Strategies.
- Games on Pricing, Branding
- Critical Thinking Exercises based on Chapter based case-studies.
- Internet exercises: Visiting a website and getting information for assignments. Visit to traditional formats of Retailing- like Haats, Maandis, Melas, exhibitions
- Green marketing initiatives- Hanuman Tekadi Green & Clean Drive.

Suggested Reference Material –

1. Marketing Management by Philip Kotler
2. Marketing Concepts & Strategies by Pride and Ferrell
3. Marketing management: Analysis, Planning, Implementation and control by Phillip Kotler - Prentice Hall publication Co., New Delhi
4. Fundamentals of Marketing by Williams J Stanton, Etzel, Walker - Mcgraw Hill Publication

Programme - BBA

Subject code- 2305 (C)

Semester - III

Credit - 4



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Subject title - **Introduction to functions of HRM** (Revised 2017 Pattern)

Objectives:

1. To introduce to the students the functional departments of HRM and acquaint them with planning, its different functions in an organization.
2. To introduce the HR processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.

Course Outcomes:

On completion of this course, students will be able to -

- CO1 Understand concepts in HRM.
CO2 Comprehend HRM functions.
CO3 Understand HR Planning and Development.
CO4 Examine various stages in training process.
CO5 Explore basics of Labour Laws.
CO6 Comprehend Performance Management and Compensation Management.

Unit No.	Topics	No. of lectures
1.	Understanding concept of HRM <ul style="list-style-type: none">• HRM• Personnel Management and HRM• Organization of HR department• Models of HRM• Strategic HRM	10
2.	Procurement of HR <ul style="list-style-type: none">• Job Analysis• HRP• Recruitment• Selection• Interview	10
	Induction and Placement	
3.	Training and Development <ul style="list-style-type: none">• Training: Definition, Importance, Objectives, Need, Process, gaps in training, evaluation of training, analysis of training needs, methods of training.• Development: Definition, need, importance, Management development EDPs and MDPs	10
4.	Industrial Relations, Separations and Safety Management <ul style="list-style-type: none">• IR• Dispute Settlements• Separations• Health and Safety	7
5.	Compensation Management And Performance Management <ul style="list-style-type: none">• Compensation Management: Wage and Salary administration, Benefits and Services, Incentive Schemes, Productivity Management• Performance Management: Objectives, Methods, Counselling, Coaching, Process, Legal issues with PMS	8
	Total No. of Lectures	45



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Activity: Any one (1 Credit)

1. HR Policy Formation: Students will interact with few HR Managers to gain insights into policy formation, and prepare a dummy policy as an assignment.
2. Legal Aspects in HRM: Students will analyse different laws and their features for manufacturing and service industry. Prepare a report for assessment.

Teaching Methodology – Lecture, Case Studies

Suggested Reference Material –

1. Designing and managing HR by Udai Pareek
 2. Recent Experiences in HR by TV Rao
-

Programme - SYBBA Services SPL

Subject code- 2305(D)

Semester -3

Credit - 4



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Subject title –Services Management (Revised 2017 pattern)

Course Objectives:

1. To study the basics of Services and its classification
2. To understand the relationship between service and its management

CO: On completion of this course, students will be able to;

- CO1 Understand the basic of Services
- CO2 Differentiate between goods and services
- CO3 Explore the classifications of services
- CO4 Comprehend capacity planning strategies
- CO5 Understand the factors responsible for growth of services
- CO6 Analyze the role of services in economy

Unit No.	Topics	No. of lectures
1	Introduction to services Meaning of services Definitions of services Nature and Scope of Services Characteristics of services	10
2	Classification of services WTO classification of services Fundamental Differences between goods and services	10
3	Demand and Supply of services Capacity planning Strategies to change demand Strategies to change supply	8
4	Services Environment Factors responsible for growth of services Changing environment for services	12
5	Role of services in Economy India Worldwide Emergence of e-services	5
6	Visit based activity for one credit	15
		60

Teaching Methodology –

Lecture method, Case studies, Presentations, Videos, Field visits Suggested Reference Material –

1. Services Management Harsh Verma e-book
2. Services Marketing : Text and Cases 4th edi Vinnie Jauhari and Kirti Dutta

	- NSDL and CDSL History and functions of major stock markets of India with special ref. to BSE, NSE and OTCEI - NIM and Secondary Markets	
	Total Hours	60

3. Services Management and Marketing: Rajendra Nargundkar

Programme - BBA



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Programme - SYBBA

Subject code – 2306 B

Semester - III

Credit – 4

Subject title – Sales Management (Revised 2017 pattern)

Course Objectives:

1. To familiarize students with the conceptual aspects of Sales.
2. To make students aware of the Current Sales Practices and changing role of the salesperson.
3. To acquaint students about the challenges in Personal Selling.
4. To develop competencies and creativity in students to take up Sales as a profession.

Course Outcomes –

On completion of the course, students would be able to –

- | | |
|-----|---|
| CO1 | Understand the evolution of Sales and Sales Management. |
| CO2 | Understand different types of sales organisations and their management. |
| CO3 | Explore Sales Management through Research. |
| CO4 | Demonstrate Selling Skills - on campus & off campus activities. |
| CO5 | Analyse the selling styles of Salesmen. |
| CO6 | Support a cause with selling activity proceeds. |

Syllabus –

Unit No.	Topics	No. of Lectures
1	Introduction to Sales Management	6
1.1	Definition & Objectives	
1.2	Sales Management Process	
1.3	Difference between Sales Mgt. & Marketing Mgt.	
1.4	Importance of Sales Management	
(Case Study/Discussion Questions/Role Play)		
2	Sales Research & Sales Planning	8
2.1	Introduction to Sales Research	
2.2	Methods & Process of Sales Research	
2.3	Application of Sales Research	
2.4	Sales Planning- Meaning, Types, Process, Components & Requisites	
2.5	Sales Budget	
(Case Study/Discussion Questions/Role Play)		
3	Sales Organisation	8
3.1	Meaning	
3.2	Principles of Organisation	
3.3	Organisation Structures- Types	
3.4	Introduction to Sales Manager	
3.5	Duties & Responsibilities of the Sales Manager	
(Case Study/Discussion Questions/Role Play)		
4	Sales Force Management	9
4.1	Staffing the Sales Organisation	
4.2	Training & Development	
4.3	Motivation	



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4.4	Compensation	
4.5	Evaluation	
4.6	Control	
(Case Study/Discussion Questions/Role Play)		
5	Personal Selling	6
5.1	Meaning & Definitions	
5.2	Process of Personal Selling	
5.3	Personal Characteristics & Sales Aptitude	
5.4	Salesperson Performance: Behaviour, Role Perceptions, and Satisfaction	
(Case Study/Discussion Questions/Role Play)		
6	The New Sales Realities	8
6.1	Managing Sales in Crisis	
6.2	Value Added selling	
6.3	IT in Sales Management	
6.4	Ethics in Sales	
(Case Study/Discussion Questions/Role Play)		
Total no. of Lectures		45

Teaching Methodology –

Activities for 1 Credit (15 Hours)

- Live Project: Selling Spree followed by presentation.
- Mock Sales Calls, Sales Pitching & Role Playing.
- Visit to exhibitions/fairs to experience different types of Salespersons & their Selling styles & skills.
- Critical thinking exercises in each lecture.
- Expert Speaks: On-line Guest lectures by experienced salespeople.

Suggested Reference Material –

1. Sales Management by William L. Cron, Thomas E. DeCarlo.
2. Sales Force Management by Mark W. Johnston, Greg W. Marshall.



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Programme – BBA

Subject code- 2306 C

Semester-III

Credit - 4

Subject title - Organizational Behavior (Revised 2017 Pattern)

Objectives:

1. Describe current research in organizational behavior and identify how can be applied to workplace settings
2. Understand how application of OB frameworks, tools, and concepts can enhance individual, group, and organizational effectiveness
3. Reflect on students' own beliefs, assumptions and behaviors with respect to how individuals, groups and organizations act in order to expand approaches and increase student effectiveness.

Course Outcomes:

On completion of this course, students will be able to –

CO1 Understand basics of Organisational Behaviour.

CO2 Comprehend aspects of individual and group behaviour.

CO3 Explore theories of Motivation.

CO4 Understand the importance of teams.

CO5 Explore traditional and modern approaches to leadership.

CO6 Analyse factors related to Organisational Change and Culture.

Unit No.	Topics	No. of lectures
1.	Fundamentals of OB Definition, Scope, Importance of OB, Evolution, Theoretical framework and Limitations. Dynamics of People and OB Models of OB OB and organizational Performance	10
2.	Individual Process and Behavior Ability Learning Attitude Personality and Values Perception Emotional Intelligence	12
3.	Motivation Definition, Concept Content theories Contemporary Theories	4
4.	Interpersonal Process and Behavior Foundations of group behavior Managing Teams Managing Conflict	10
5.	Leadership Concept Styles Contemporary Leadership Success stories of Global Indian Leaders	6
6.	Organizational System Foundations of organizational structure Organizational Culture	10
7.	Managing Change Organizational Change Implementing organizational change	8

Teaching Methodology – Lecture, Presentation, Cases

Suggested Reference Material –

1. Understanding OB by Uday Pareekh
2. Change and Knowledge Management by Janakiram, Ravindra and Shubha Murlidhar.



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Programme - SYBBA Services SPL

Subject code- 2306(D)

Semester - III

Credit - 4

Subject title –Services Marketing (Revised 2017 Pattern)

Objectives:

1. To study the basics of Services Marketing
2. To understand the relationship between service marketing and 7Ps of Services Marketing

Course Outcome : On completion of this course, students will be able to;

CO 1: Understand concept of Services' Marketing

CO 2: Comprehend marketing mix 4Ps for Goods and Services.

CO 3: Comprehend extended 3Ps for Services.

CO 4: Explore trends of modern Services' Marketing. CO 5: Understand the concept of Service Package

CO 6: Analyze relevant cases in Services' Marketing.

Syllabus

Unit No.	Topics	No. of lectures
1	Introduction to the Concept of services marketing mix Meaning of services marketing Definitions of services marketing Nature and Scope of Services marketing services marketing mix	10
2	Services product mix & price mix New Product Development Product Package Pricing objectives and strategies	10
3	Services promotion mix & place mix Concepts and components	8
4	Extended services marketing mix Ps: Process: Concepts and components	12
5	Extended services marketing mix Ps: People: Concepts and components	5
6	Extended services marketing mix Ps: Physical Evidence : Concepts and components	7
7	Recent trends in marketing mix	8

Teaching Methodology –

Lecture method, Case studies, Presentations, Videos, Field visits

Suggested Reference Material –

1. Services Management Harsh Verma e-book
2. Services Management and Marketing: Rajendra Nargundkar
3. Services Marketing Venugopal & Raghu
4. Services: Marketing operations and Management V. Jauhari and K Dutta



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Programme- **S.Y.BBA**
Semester - **IV**
Credits: **03**

Subject title 3 **Production & Operations Management (2017 Revised Pattern)**

Course Objectives-

1. To understand operation management.
2. To get an overall idea about manufacturing sector.
3. Explain importance of limited resources available for business and effective utilization of the same.
4. To understand value of timely delivery of material and product from supplies to the customers.

Course Outcomes-

On completion of this course, students will be able to-

- CO1 Understand concepts of Production & Operations Management.
- CO2 Identify various techniques used in Production & Operations Management.
- CO3 Understand importance of plant location and layout.
- CO4 Explain importance of product design.
- CO5 Comprehend importance of quality control.
- CO6 Explore relevant trends in Productions and Operations Management.

Unit No.	Topics	No. of lectures
1	Introduction to Operation Management	8
	1.1 Definition. Evolution from production to operation management.	
	1.2 Operation Management as a system perspective	
	1.3 Functions of Operation management	
	1.4 Types of production systems	
	1.5 Plant location and layout	
2	1.6 Introduction to Quality	9
	New Product design and introduction in Market	

1

3	2.1 Definition and Importance	9
	2.2 Factors affecting product design	
	2.3 Standardization	
	2.4 Stages in developing the new product	
	2.5 Value analysis and Value Engineering	
4	Production Planning and Control	6
	3.1 Role of PPC department in organization	
	3.1. Functions and Importance of PPC department	
	3.2. Process of Planning. Preparing Master Production Schedule. Time bucket	
	3.3. Order preparation and routing and Dispatching. Feedback.	
5	3.4 Concept of Outsourcing	9
	3.5 Introduction to CPM and PERT	
	Maintenance	
	4.1 Types of maintenance	
5	4.2 Total Productive Maintenance	9
	4.3 Concept of calibration	
	Work study, Time study and Method study	
	5.1 Concept, scope and application of work study.	
5	5.2 Time study by stop watch. Types of allowances. Introduction to PMTS system	9
	5.3 Principles of motion economy	
	5.4 SIMO charts	



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	5.5 Introduction to Productivity 5.6 Introduction to ISO 9000, ISO 14000, Quality circle and Kaizen		
6	Ergonomics		4
	6.1. Definition and Importance		
	6.2 Effect of Light, sound and heat on performance		
	6.3. Safe practices of handling different types of materials 6.4. Safety on Shop floor		
	TOTAL NO. OF LECTURES		45

Teaching Methodology/ Pedagogy 3
Discussion, PPT, Video, Case Study

Suggested Reference Material 3

1. Operation Management - Chary
2. Production and Operation Management 3 Bedi
3. Production and Operation Management 3 Dr.C.N. Rawal



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Programme :SY BBA

Subject code- 2402

Semester - 4

Credit 3 3

Subject title 3 International Business (Pattern 2017)

Objectives:

1. To acquaint the students with emerging issues in international business
2. To study the impact of international business environment on foreign market operations of a firm.

Course Outcomes:

CO1 Comprehend basic concepts of International Business.
CO2 Explore different trade theories.
CO3 Understand challenges faced by MNCs.
CO4 Compare different exchange rate systems.
CO5 Explore role of regulatory and financial institutions. CO6 Analyse working of different trading blocks.

Unit No.	Topics	No. of Lectures
1	Introduction to IB	10
1.1	Trade theories- Mercantilism, absolute advantage, comparative advantage, HO	
1.2	Globalization- drivers, advantages and disadvantages	
2	Emergence of MNCs	8
2.1	Definitions, impact, classification and approaches	
2.2	Modes of entry	
2.3	FDI and FII, BOT and BOP	
3	International Monetary System	12
3.1	Gold standard, Brettonwoods conference	
3.2	Fixed, flexible and managed exchange rates	
3.3	Foreign exchange market- terms and concepts, introduction to FERA and FEMA	
4	IMF, World Bank, WTO	5
4.1	Evolution, objectives, functions	
5	Trading blocks	10
	NAFTA, ASEAN,EU,SAARC	
	Cases	

Teaching Methodology 3

Lecture Method, Caselets, Videos, Numericals

Suggested Reference Material 3

1. Internal Business- Hill and Jain
2. International Business 3 K Ashwathappa 3. International Economics- Miltiades Chacholiades.
4. International Economics- Francis Cherunilam
5. International Business- P. Subba Rao



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Program - S.Y. BBA

Subject code- 2403

Semester - IV

Credit - 4

Subject title - **Business Statistics** (Revised 2017 Pattern)

Objectives:

1. To understand the concept of sample, population and frequency distribution.
2. To understand and calculate measures of central tendency.
3. To understand and calculate measures of dispersion.
4. To understand and calculate correlation between two variables and use it in (linear) regression analysis.
5. To predict using concepts of regression analysis, time series and index numbers.
6. To understand the concept of probability and distributions.

Course Outcomes:

- CO 1 Describe various statistical tools relevant to decision-making in business.
CO 2 Demonstrate descriptive statistical analysis of data in EXCEL.
CO 3 Distinguish between components of time series and use them for estimating values.
CO 4 Forecast using regression analysis.
CO 5 Interpret discrete probability distributions and compute their parameters. CO 6 Compute relative change in values of variables using index numbers.

Syllabus:

Unit No.	Topics	No. of Lectures
1.	Population and Sample 1.1 Definition of statistics, scope of statistics in economics, management, sciences and industry. 1.2 Concept of population and sample, types of samples, methods of sampling 3 SRSWR, SRSWOR, stratified and systematic with illustrations	4
2.	Frequency distribution 2.1 Raw data, attribute and variable, classification, frequency distribution. 2.2 methods of classification, concepts of class limits, class boundaries, class mark, class width, open end classes 2.3 cumulative frequencies, relative frequencies, problems 2.4 graphs-histogram, frequency polygon, frequency curve, ogives, diagram- pie chart , bars	5
3.	Measures of central tendency and dispersion 3.1 objective and requisites of measures of central tendency, arithmetic mean for grouped and ungrouped data, problems 3.2 median for grouped and ungrouped data, problems 3.3 mode for grouped and ungrouped data, problems	8



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	3.4 concept of dispersion, absolute and relative measures of dispersion, range and coefficient of range 3.5 quartile deviation , coefficient of quartile deviation 3.6 variance , standard deviation and coefficient of variation	
4.	correlation and regression 4.1 concept of correlation, types of correlation , scatter diagram 4.2 Karl Pearson's coefficient of correlation 4.3 concept of regression, regression coefficients and their properties, regression lines, prediction using these lines	8
5.	Time series 5.1 Definition and components of time series 5.2 measurement of trend- moving averages, least squares 5.3 introduction to measurements of other components	5
6.	Index Numbers	
	6.1 definition, price index numbers, price relatives, theory on problems in construction of index numbers 6.2 construction of index numbers-Laspeyre's , Paasche's and Fisher's methods 6.3 consumer price index number, cost of living index number and other commonly used index numbers	8
7.	Probability and distributions 7.1 random experiments, sample space, events, algebra of events, classical definition of probability, application of addition theorem in problems, independence of events, problems 7.2 Random experiment, expected value and variance of a distribution. 7.3 standard distributions 3 discrete uniform, Bernoulli, Binomial 3 examples and problems	22

Teaching Methodology 3

Unit 1 to unit 4 will be taught via practical which will be given in the form assignment for evaluation, Units 5 , 6 , 7 will be taught via lectures , presentation , discussion , problem solving etc.

Suggested Reference Material 3

1. Fundamentals of statistics by S C Gupta Sultanchand and sons
2. Business Statistics by N D Vohra-Tata Mcgraw Hill
3. Fundamentals of Mathematical Statistics by V K Kapoor 3 Sultan Chand and Sons
4. Fundamentals of statistics by D N Elhance-kitab mahal
5. Fundamental of statistics by Levin and Rubin



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Programme- SYBBA

Subject code- 2404 [A] **Semester-** 4 **Credits-** 4 **Subject title-**

German (Revised 2017 pattern) Objectives:

- 1) Students understand basic grammatical patterns.
- 2) Students acquire an active vocabulary of about 3000 words. Their passive vocabulary would have circa 2000 words.
- 3) Students can read, write, understand and speak basic German.
- 4) Students can manage basic communication in German.
- 5) Students understand and appreciate German cultural contexts and values.

Course Outcomes-

On completion of this course, students will be able to - CO1: Understand the basics of German language.

CO2: Comprehend grammatical structures of the language.

CO3: Explore grammatical and vocabulary-based elements.

CO4: Understand basic situational context.

CO5: Manage basic communication in German.

CO6: Apply studied concepts in practice.

Syllabus:

Unit no	Topics	Grammar	No. of lectures
1	Greetings, Introducing self and others, Conversation in a café/a canteen, The German alphabet, International words in German	Formulating simple sentences, questions, conjugation of verbs in present tense, personal pronouns, the verb 'to be', 'to have', etc	10
2	Communication in a Language course	Nouns: singular and plural forms, Negation, definite and indefinite articles	10
3	Cities, Countries and Languages	Past tense of the verb 'to be', 'to have', and the regular verbs, Wh-questions starting with an interrogative pronoun	10
4	Describing People, Family and Houses	Accusative case, possessive articles in the nominative case. Adjectives	10
5	Appointments	Time, asking questions related to time, prepositions, verbs with a separable prefix	10
6	Station 1	Grammar and vocabulary based revision of first 5 topics	10

Teaching Methodology/Pedagogy- Using audio visual mediums, referring to specific structured textbook and workbook and using online exercises related to vocabulary and grammar as and when required

Suggested Reference Material Studio D A1 Textbook and Workbook



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Programme- S.Y.B.B.A

Subject code- 2404 (B) Semester - IV Credit - 4 **Subject title 3 French**
(Revised 2017 Pattern) Objectives:
To impart

1. Basic general cultural information about France and general information about European Union.
2. Basic geographic information about France.
3. Basic ways of behavior and etiquettes in France.
4. Basic French general and business vocabulary.
5. To understand, express, read and write basic general and business French.

Course Outcome -

On completion of the course, students will be able to CO 1 - Relate the spellings to pronunciation.

CO 2 3 Understand some basic facts about France.

CO 3 3 Discuss introduction of a person and a company.

CO 4 3 Study basic concepts of grammar.

CO 5 3 Study the vocabulary and phrases of French business atmosphere.

CO 6 3 Apply the studied concepts in practice.

Unit no	Functional Competence	Grammar	Vocabulary	Culture	No. of hours
01	General information about France, map of France. Information about European Union. AND Alphabets AND to introduce yourself and others, Greetings, professions, work place, give consent.	Verb Être, s'appeler, indefinite and indefinite articles, adjectives, quel etc., possessive adjectives, prepositions ,dans,chez.	Professions, company related vocabulary, family members, countries and nationalities days and months.	Greetings, tu and vous	20
02	To start conversation, to thank, family, habits, express the likings weather, expressing wishes.	Contracted articles, ER verbs, avoir, faire, negations, possessive adjectives, emphatic pronouns, prepositions.	Family members, numbers, tastes, senses, weather, air travel activities, seasons.	To meet people and to strike a conversation, French companies, topics to avoid or to include in the conversation	20
03	Simple telephone conversation, leave a message, e mail., to give advise, to invite.	Personal pronouns, cause and consequence, time indicators, verbs, question formation.	Numbers, days of the week, leisure, telephonic and internet conversation.	Telephone in France, drafting of professional e mails.	20

Teaching Methodology - Map of France and Europe, Lecture, conversation



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practice, Lecture, repetition, visuals.

Suggested Reference Material 3

- 1) 8Objectif Express, le monde Professionel en Fran ais9. By Anne-Lyse Dubois, BØatrice Tauzin, Published by Hachette.
- 2) 9 Le Français à Grande Vitesse9. By Béatrice Tauzin, Margaret Mitchell, Sandra Truscott. Published by Hachette.



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Subject code- 2405 (A)

Semester 3 IV Credit - 4

Subject title - Short Term Financial Management (Revised Pattern 2017)

Course Objectives:

1. To understand the basic concept of working capital.
2. To learn the different types of sources of working capital.
3. To understand the concept of factoring and bill discounting.
4. To learn the computation of working capital.

Course Outcomes -

- On completion of this course, students will be able to - CO1 Understand the concept of working capital.
- CO2 Compare cash credit and bank overdraft.
- CO3 Compute Maximum Permissible Bank Finance.
- CO4 Comprehend the use of leverages.
- CO5 Analyze the cases related to working capital management.
- CO6 Manage a portfolio through virtual trading.

Unit No.	Topics	No. of Lectures
1	Introduction to Short Term Analysis - Concept and components	5
2	Introduction to the concept of Working capital Management - Concept and components	5
3	Sources of Working Capital - Reserves - C.C. and Bank Overdraft - Ploughing back of profits	10
4	Computation of working capital - Sums	10
5	Cases of working capital and consideration of Tandon committee norms	15
6	Investment in actual market with virtual money	15
	Total Hrs	60

Teaching Methodology 3 Lecture, Sum solving, Case Study.

Suggested Reference Material 3

Financial Management 3 By I M Pandey

Financial Management By - R.P.Rustagi

Financial Management By - Ravi Kishore

Financial Management By - M.Y. Khan

Programme : SYBBA



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Subject code 3 2405 B

Semester 3 IV

Credit - 4

Subject title 3 Product and Strategic Brand Management

Course Objectives:

1. To make students aware of the role of Brands.
2. To enable students to understand the importance of creating Strong Brands.
3. To enable students to learn to choose brand elements carefully for Effective Branding.
4. To narrate success and failure stories of Brands and explore careers in Brand Management.

Course Outcomes 3

On completion of the course, students would be able to-

- | | |
|-----|--|
| CO1 | Understand different products and their anatomy. |
| CO2 | Differentiate between Products and Brands. |
| CO3 | Explore the evolution of Branding. |
| CO4 | Comprehend various terminologies in Branding. |
| CO5 | Examine the blocks in brand building. |
| CO6 | Analyse the success and failure of Brands. |

Syllabus:

Unit No.	Topic	No. of Lectures
1	Product	6
1.1	Meaning and Anatomy	
1.2	Product Classification	
1.3	Product Mix	
1.4	Product Life Cycle	
2	Product Management	6
2.1	Meaning, Need and Scope	
2.2	Product Management Functions	
2.3	Product Management Decisions	
2.4	Changing/Challenging Role of the Product Manager	
3	Product Line Decisions	6
3.1	Product Differentiation	
3.1	Packaging	
3.3	Labelling	
3.4	Product Launch	
4	Brand	5
4.1	Meaning	
4.2	Products Vs. Brands	
4.3	Brand Creation	
4.4	Branding Challenges & Opportunities	
4.5	Historical Origins of Branding	
5	Strategic Brand Management	5



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5.1	Brand Management Process	
5.2	Brand Management Programs	
5.3	Measuring Brand Performance	
5.4	Growing & Sustaining Brand Equity	
6	Brand Elements to Build Brand Equity	5
6.1	Criteria for choosing Brand Elements	
6.2	Options & Tactics	
6.3	Legal Branding Considerations	
7	Secondary Brand Associations	6
7.1	Leveraging SBA	
7.2	Company	
7.3	Country of Origin	
7.4	Channels of Distribution	
7.5	Co-Branding	
7.6	Licensing	
7.7	Celebrity Endorsements	

7.8	Third Party Sources	
8	Branding Strategies & Naming New Products	6
8.1	Branding Strategies	
8.2	Brand Pyramid : Brand Building Blocks	
8.3	New Products& Brand Extensions	
8.4	Brand Failures	
8.5	Deadly Sins of Brand Management	
8.6	Guidelines for making a Strong Brand	
Total no. of Lectures		45

Teaching Methodology-

Activities for 1 credit

- " Video case studies: Success / Failure stories of Brands.
- " Anatomy of Products / Brand creation.
- " Bartering activity
- " Product Launch- Classroom/online group presentations. " Visits / Workshops on Product Designing " Expert Speaks: Guest lectures.

Suggested Reference Material 3

1. Strategic Brand Management by Keller
2. Jacob, Strategic Brand Management by Prof. Bhatia
3. Brand Management by Keller
4. Brand Failures by Matt Haig
5. Brand Encyclopedia by Sumit Sethi, Alok Satsangi
6. Brand Warfare by David F. D'Alessandr



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Programme : SYBBA

Subject code- 2405 C

Semester - IV

Credit 3 4

Subject title 3 **Human Resource Management 3 Training and Development** (Revised Pattern 2017)

Objectives:

- " Understanding different stages in training cycle
- " Understand the process of learning and different strategies in using technology for training
- " To develop an understanding in designing appropriate systems of competency mapping and career development.

Course Outcomes:

On completion of this course, students will be able to –

- CO1 Understand the steps in Training process.
- CO2 Identify Training Needs 3 Individual, Team, Organisational.
- CO3 Comprehend methods for implementing training program.
- CO4 Understand the use of ICT in Training methods.
- CO5 Explore the methods of Training Evaluation.
- CO6 Comprehend the importance of Competency mapping and Career Development.

Unit No.	Topics	No. of lectures
1.	Steps in Training process Identify job competencies Criteria for identifying training needs (personal, team and organizational) Training need assessment	10
2.	Designing and Implementing a training program Trainer identification Methods and techniques of training Designing a training module Train the Trainer Budgeting the training	10
3.	Evaluation of training programs Krikpatrick model of evaluation Measuring transfer of learning CIRO model ROI of training program Cost benefit analysis	8
4.	Technology in training programs Different aids of training and their limitations E-learning/Online training Distance learning	7
5.	Competency mapping and career development Definition and confusion about competency Components and categories of competencies Career development Innovative career development initiatives in organizations	10
6.	Activity for 1 credit	15

Teaching Methodology 3 Lecture, Case Studies, Activities

Suggested Reference Material 3

1. Employee Training and development by Raymond Noe
2. Competency based HRM by Ganesh Shermon



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Programme- SYBBA SERVICES

Subject code- 2405(D) Semester- IV Credits 4
Subject title- Current Trends in Services (revised Pattern 2017)

Course Objectives-

1. to study the recent trends in Services
2. to understand the relationship between service and its management

Course Outcomes: On completion of this course, students will be able to;

- CO1: Understand marketing mixes for services.
CO2: Explore different services like healthcare, education, entertainment etc.
CO3: Comprehend environmental factors responsible for growth of services.
CO4: Analyze relevant trends in services.
CO5: Interpret changes in service offerings.
CO6: Evaluate the changes in services management and marketing.

Syllabus:

Unit No.	Topics	No. of lectures
1	Healthcare services Meaning concepts, Marketing Mix and recent trends	8
2	Entertainment services Meaning concepts, Marketing Mix and recent trends	10
3	Education services Meaning concepts, Marketing Mix and recent trends	5
4	Transportation & telecommunication services Meaning concepts, Marketing Mix and recent trends	10
5	Social Media and other services Meaning concepts, Marketing Mix and recent trends	12
6	Visit based activity	15

Teaching Methodology 3 Lecture method, Case studies, Presentations, Videos, Field visits

Suggested Reference Material 3

1. Services Management Harsh Verma
2. Services Management and Marketing: Rajendra Nargundkar
3. Services Marketing S M Jha
4. Services Marketing C Bhattacharjee



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Programme : SYBBA

Subject code- 2406 (A)

Semester - IV BBA

Credit - 4

Subject title - Long Term Financial Management (Pattern 2017)

Course Objectives:

1. To understand the basic concept of long term funds
2. To understand the situations and computation of capital investment requirements.
3. To learn the Capital Budgeting and Risk Analysis
4. To understand and learn the cost of capital Course Outcomes 3

On completion of this course, students will be able to - CO1 Understand the concept of long-term funds.

CO2 Explore situations of capital investment.

CO3 Compute risk-analysis in long term investments.

CO4 Analyse capital budgeting techniques.

CO5 Evaluate capital investment scenario.

CO6 Apply weighted average cost of capital in capital structure composition.

Syllabus:

Unit No.	Topics	No. of Lectures
1	Introduction to Long Term Funds Concept and components Sources and requirements of Long Term Funds Concept and components	10
2	Introduction to Capital Budgeting and Risk Analysis Concept, components Introduction of Capital Budgeting techniques Traditional Modern	13
3	Cases and calculations of Capital Budgeting techniques	12
4	Capital Investment required for different situations of long term funds.	10
5	Calculation of Cost of Capital WACC	15
	Total hours	60

Teaching Methodology 3 Lecture, Solving Case Study.

Suggested Reference Material 3 Financial Management By -
R.P.Rustagi

Financial Management By - Ravi Kishore

Financial Management By - M.Y. Khan



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Subject code 3 2406 B

Programme : SYBBA
Semester - IV

Credit 3 4

Subject title 3 International Marketing (Revised 2017 pattern)

Course Objectives:

1. To familiarise students with the changing Global Marketing Environment.
2. To create awareness of the modes of entry into International Markets.
3. To study the marketing mix for International Markets.
4. To develop competencies of students to venture abroad.

Course Outcomes 3

On completion of the course, students would be able to -

- CO1 Understand basic concepts of international marketing.
- CO2 Explore international marketing management.
- CO3 Understand variables in the international marketing mix.
- CO4 Comprehend segmenting, targeting and positioning of global consumers.
- CO5 Analyse marketing strategies in international business operations.
- CO6 Develop an aptitude for international marketing research

Syllabus:

Unit No.	Topic	No. of Lectures
1	Introduction	6
1.1	Introduction	
1.2	Present global business scenario	
1.3	Commonly used terminologies.	
1.4	Market information, surveys, analysis.	
2	International marketing planning	8
2.1	Preparing for international marketing	
2.2	Planning phases	
2.3	Deciding target markets and entry modes	
2.4	Problems/hurdles faced in operations	
3	Planning the marketing mix: Product	8
3.1	Product Strategies	
3.2	Branding programs	
3.3	Segmentation and targeting	
3.4	Packaging and labelling strategies	
4	Planning the marketing mix: Promotion	8
4.1	Sales promotion	
4.2	Advertising, IMC	
4.3	Publicity	
4.4	Direct Marketing	
5	Planning the marketing mix: Price	8
5.1	Factors influencing pricing	
5.2	Questions to be considered	



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5.3	Environmental influences on pricing	
5.4	Various pricing methods	
5.5	Various pricing strategies	
6	Planning the marketing mix: Place	7
6.1	Channels of distribution	
6.2	Channels for consumer products	
6.3	Channels for industrial products	
6.4	Channel selection criteria/evaluation	
6.5	Logistics options, sea, air, road, rail, pipelines (The most viable options in crisis)	
	Total no. of Lectures	45

Teaching Methodology 3

For 1 Credit

" Kiosk 3 Marketing Fest with Global Themes.

" Case Studies on International Product Failures and Successes. " Visit (Physical/Virtual) to Companies with Global Outlook.

Suggested Reference Material 3

- 1) International Marketing Management by Varshney & Bhattacharya
- 2) Global Marketing Strategy by Douglas Craig
- 3) Essentials of Export Marketing by S.A. Chunnawaala.



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Subject code- 2406 C

Semester - IV

Credit - 4

Subject title : **HRM 3 Performance and Compensation Management** (Revised 2017 pattern)

Objectives:

1. Expose students to different performance appraisal techniques, with their industry applications.
2. To enable students to carry out practical designing, structuring and implementing various performance appraisal tools.
3. Impart skills in formulating a compensation policy, and planning suitable package on the basis of principles of equity and efficiency.

Course Outcomes:

On completion of this course, students will be able to - CO1 Understand the role of Performance Management.

CO2 Explore various performance appraisal methods.

CO3 Understand the mechanism of reward systems.

CO4 Comprehend issues in compensation management.

CO5 Explore different pay structures.

CO6 Analyse cases in performance management

Unit No.	Topics	No. of lectures
1.	Conceptual awareness of Performance Appraisals, Performance Planning and Analysis " Role of performance in organization " Role of appraisals in performance " Relevance of objectives in organization " Organization and individual performance " PMS and HRM	10
2.	Performance Review and Discussion " Significance of review " Performance review process " Performance rating " Performance appraisal factors " Methods and errors " 360 degree feedback " Assessment Centers	15
3.	Performance Management System in Action and Reward Systems " Critical Success factors " Case studies in performance management " Methods of appraisal " Who can appraise " Measuring results and behavior " Gathering performance information	15
4.	Pay Structures and Understanding a Salary Slip " Different pay structures " Payroll Management " Deductions " Cost to company " Competency based pay " Performance based pay	15
5.	Employee Benefits and Statutory Benefits Contemporary issues in Compensation Management	5

Teaching Methodology 3 Lecture, Case Studies,

Activities Suggested Reference Material 3

1. Appraising and Developing Managerial Performance T. V Rao
2. Compensation Management by Deepak Kumar Bhattacharya



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845, Shivajinagar, Pune-411004**

Programme - SYBBA

Subject code- 2406(D)

Semester - IV

Credit - 4

Subject title 3 Services operations Management and Quality issues (Revised Pattern 2022)

Course Objectives:

1. To study the operations of services in detail
2. To understand the quality issues
3. To know different service quality measurement techniques

Course Outcomes: On completion of this course, students will be able to;

CO 1: Understand the Service Quality concepts.

CO 2: Comprehend the GAP Model of Services.

CO 3: Explore methods of Customer satisfaction surveys.

CO 4: Understand Service Recovery concept.

CO 5: Explore case studies related to customer complaints.

CO 6: Appraise Distribution standards and Service Guarantee.

Unit No.	Topics	No. of lectures
1	Understanding customers' expectations and perceptions Gronroos model GAP Model	12
2	Framing customers' expectations Expectation surveys	8
3	Aligning service designs and standards Bench marking Blue printing	8
4	Delivering & performing services Service recovery & complaint handling process	12
5	Developing service distribution standards	10
6	Managing service processes Service guarantee Return on Quality Building a Quality Information System	10

Teaching Methodology 3 Lecture method, Case studies, Presentations, Videos, Field visits

Suggested Reference Material 3

1. Services Management Harsh Verma
2. Services Marketing Integrating customer focus across the firm Valarie Zeithaml
3. Services Management and Marketing: Rajendra Nargundkar
4. Services Marketing C Lovelock
5. Services Marketing Venugopal & Raghu
6. Services Marketing operations and Management V. Jauhari and K Dutta



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Programme : T.Y.BBA

Subject code- 2501

Semester - V

Credit - 3

Subject title - **Supply Chain and Logistics Management** (Revised 2017 Pattern) Course Objectives:

1. To understand the importance of SCM in total Business process
2. To understand the importance of strategic sourcing and Inventory
3. Explain the importance of limited sources and effective utilization of the same

Course Outcomes:

On completion of this course, students will be able to -

- CO1 Understand terms used in Supply Chain and Logistics.
- CO2 Illustrate importance of Supply Chain in Business Processes.
- CO3 Apply Supply Chain principles to the non-corporate world.
- CO4 Compare supply chains of different industries.
- CO5 Formulate a Supply Chain Strategy.
- CO6 Interpret Supply Chain and Logistics strategies in different countries.

Unit No.	Topics	No. of lectures
1	Introduction to Supply Chain Management 1.1 Definition. Information flow and Material flow, significance of scm 1.2 scope of scm 1.3 Objectives of scm 1.4 Supply Chain structure, transportation, warehousing, Material handling 1.5 Drivers of supply chain 1.6 Concept of Cash to Cash conversion 1.7 Measures of Scm performance	8
2	Logistics and its role 2.1 functions of logistics 2.2 Inbound, outbound, third party, global and reverse logistics 2.3 Customer service 2.4 Bullwhip effect	8
3	Procurement and strategic sourcing 3.1 Importance of purchasing. Purchasing as a profit centre 3.1. Purchasing cycle 3.2. Vendor developing and vendor rating 3.3. Changing relations with supplier 3.4 Make or Buy decision	8
4	Inventory 4.1 Need of the inventory 4.2 Types of inventory 4.3 Different costs associated with inventory, Economic order quantity 4.4. ABC and FSN analysis	8
5	Physical Distribution 5.1 Concept, introduction to physical distribution 5.2 Total distribution cost	8



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	5.3 Participants of distribution channel, channel design 5.4 Types of distribution channels 5.5. Unconventional channels. Vertical and Horizontal marketing channels	
	Current trends in Supply Chain Management	
6	6.1. Role of technology in scm 6.2 Bar coding, EDI, GPS, RFID in scm 6.3 Auction and Reverse auction 6.4 Green Supply Chain Management	5

Teaching Methodology 3 Power point presentations, Case study, Video

Suggested Reference Material 3

1. Supply Chain Management 3 Mohanty and Deshmukh
2. Logistics and Supply Chain Management 3 Bowersox and closs
3. Operation Management 3 B. Mahadevan



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Programme : T.Y.BBA

Subject code- 2502

Semester - V

Credit - 3

Subject title - **Research Methodology** (Revised 2017 Pattern)

Course Objectives:

1. Understand the concepts in Research Methodology
2. Be able to apply the concepts and do a research project independently

Course Outcome-

On completion of this course, students will be able to

- CO1 Understand concepts of research methodology.
- CO2 Comprehend research design methods.
- CO3 Review relevant literature.
- CO4 Collect primary and secondary data.
- CO5 Analyse collected data.
- CO6 Interpret data collected.

Syllabus

Unit No.	Topics	No. of lectures
1	Introduction to Research Methodology 3 1.1 Meaning & Definition of Research 1.2 Significance & Limitations of Research 1.3 Types of Research	10
2	Hypothesis and Research Design 2.1 Introduction to Hypothesis 2.2 Types of Hypothesis 2.3 Framing Hypothesis 2.4 Research Design (Definition, Objectives, Essentials of good Research Design)	8
2	Data Collection Process 3 2.1 Research Process & collection of data 2.2 Primary Data (Definition, Advantages, Disadvantages & Methods of collection of Primary Data) (Observation, Interview, Scheduling, Questionnaire) 2.3 Secondary Data ((Definition, Advantages, Disadvantages, Types &Methods of collection of Secondary Data) 2.4 Introduction to Sampling (Types and Techniques)	10
3	Sampling Techniques 3.1 Main Object of Sampling 3.2 Basic Principles of Sampling 3.3 Sampling Methods 3.4 Exercises	7
4	Analysis & Report Writing 3 3.1 Data Processing, Analysis, Interpretation, 3.2 Meaning & Characteristics of Research Report, Steps involve in report writing	10

Teaching Methodology 3 Classroom teaching, Presentation

Suggested Reference Material 3

1. Business Research Methodology 3 J. K. Sachdeva (Himalaya Publication)
2. Research Methodology 3 C. R. Kothari
3. Business Research Methodology 3 D. K. Sharma & A. K. Gupta



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Programme- T Y BBA

Subject code- 2503

Semester - V

Credit 3 3

Subject title- Customer Relationship Management (Revised 2017 Pattern)

Course Objectives-

1. This course aims to provide a conceptual background of CRM practice in the fast- growing Marketing and Services sectors.
2. The knowledge of the subject will enhance the required skill of managing consumers across life cycles (from Acquisition to Retention) and help the students face the challenges thrown upon them in today's competitive world. Course Outcomes-

CO1 Understand concepts of CRM.
CO2 Understand responsibility and accountability matrix.
CO3 Explore front-end and back-end business process integration.
CO4 Comprehend CRM processes.
CO5 Appreciate role of technology in CRM.
CO6 Categorise customers based on loyalty programs.

Syllabus:

Unit No.	Topic	No. of lectures
1	CRM: An Overview Introduction: Concept, Importance and Culture of CRM Transition from Database Marketing to CRM. Challenges building Loyal customers Evolution and Types Of CRM CRM Implementation options	10
2	Relationship Marketing Rogers and Peppers model of CRM Customer Engagement and Experience Management Building a Relationship Approach Creating a Responsibility and Accountability Matrix Level of Relationship Bonds	10
3	Process Structure CRM Levels Front End and Back end Business Process Integration Sales & Post sales process Marketing Campaign Process Contact and Activity Management Process	10
4	Role of Technology in CRM Web, Mobile, Email etc. to stay connected and collaborative Effective sales process building Analyzing Client Profile Key account sales process Permission Marketing	5
5	Loyalty Programs Objectives, characteristics of LP Effectiveness and drivers of LP Differences: Behavioral Loyalty and Attitudinal Loyalty CRM Driven ROI Matrix for internal customers	10



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Total	45
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Teaching Methodology/Pedagogy-

Including Case Study on marketing and services management related to CRM, guest lectures, classroom teaching, live assignments to observe consumer behavior in different set-ups.

Suggested Reference Material

- 1) Customer Relationship Management by Ed Peelen (Pearson)
- 2) Relationship Management by Mark Godson (South Asia Edition)
- 3) CRM by Vikas Publishing house4Delhi



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Programme- TY BBA

Subject code- 2504 [A]

Semester- 5

Credits- 4

Subject title- German (Revised 2017 pattern)

Course Objectives:

- 1) Students understand further grammatical patterns.
- 2) Students increase their stock of words.
- 3) Students can read, write, understand and speak German at a slightly more advanced level.
- 4) Students understand and appreciate German cultural contexts and values.
- 5) Students are better acquainted with the German achievements in various fields as this syllabus design believes that business deals are better if you <know= your partner.

Course Outcomes-

On completion of this course, students will be able to - CO1: Remember basic vocabulary and grammar.

CO2: Classify various themes being handled

CO3: Develop an understanding towards the basic level literature

CO4: Analyze grammatical and vocabulary structures of the content CO5: Identify co-relation between the elements of content in reference CO6: Communicate in simple German language.

Syllabus:

Unit no	Topics	Grammar	No. of lectures
1	Giving Directions	Prepositions + Dative	10
2	Professions and Daily Routine	Modal Verbs Possessive articles in accusative case	10
3	Sight-seeing Shopping	Prepositions + Accusative and Dative	10
4	Vacations & Holidays	Perfect tense of regular and irregular verbs	10
5	Culinary Details, Visit to a Restaurant, German Recipes	Comparative and Superlative	10
6	Station 2	Grammar and vocabulary based revision of next 5 topics	10

Teaching Methodology/Pedagogy- Using audio visual mediums, referring to specific structured textbook and workbook and using online exercises related to vocabulary and grammar as and when required

Suggested Reference Material 3 Studio D A1 Textbook and Workbook



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Programme - T.Y.B.B.A

Subject code- 2504 (B)

Semester - V

Credit - 4

Subject title 3 French (Revised 2017 Pattern)

04	Revision. To reserve and buy a travel ticket. To deal with situations in and describe a hotel. To understand and tell directions regarding a building and a city. To ask n tell the location of a thing and building. To ask about and to express the wishes. Give instructions. Describe a hotel. Tell the itenary, price, time, modes of transport. Numbers till 1000.	Interrogative pronouns, imperative form, qualificative adjectives, ordinal numbers, contracted articles, 9il y a', pronoun 8on9, some new verbs.	Regarding a hotel, train, place, movements, places n parts in a building, modes of transport.	Public transport in France, Types of lodging in France.	20
05	Revision. To speak about daily activities, explain the food habits, to give work indications, to ask explanations, sports activities, provenance and destination, meals, appointments, give positive appreciation.	Pronominal verbs, three ways of interrogation , more verbs and prepositions , near future tense, partitive articles, demonstrative adjectives.	Professional partners, professional activities, air travel, meals and dishes, internet.	Meals and food habits in France, invitation at the French people, work timings in France, business meals in France.	20
06	To order a meal in a restaurant, describe a dish/product/lod ging, purchases in a shop and on line buying, to find a lodging.	Personal pronouns COD, interrogative pronouns, demonstrative adjectives,	Restaurant, sale, renting, rooms of a house, clothes, on line shopping.	Food habits and eating habits of the French.	20

Course Objectives:

To impart

1. Further general cultural information about France.
3. Further ways of behavior and etiquettes in France.
4. Further French vocabulary related mainly with commerce and business.
5. To understand, express, read and write next stage more commercial and business French.

Course Outcome 3

On completion of this course, the students will be able to - CO 1 3 Understand the basic company hierarchy in French.

CO 2 3 Study business etiquettes in France.

CO 3 3 Execute basic conversational French in different business environments.

CO 4 3 Co relate between Indian and French cultural and business situations.

CO 5 - Use the acquired skills to talk about business tour.

CO 6 3 Make a presentation of a French company, businessman/woman, brand, imports exports from students as a team.



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Syllabus:

Unit no	Functional Competence	Grammar	Vocabulary	Culture	No. of lectures
	to indicate a price, describing an apartment, to speak about a past action.	interrogative pronouns, comparative and superlative, past tense.			



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Subject code- 2505 A

Semester - V

Credit - 3

Subject title - Working capital assets management (2017 Pattern) Objectives:

" To understand the concept of receivables management

Unit No.	Particulars	Hrs. per unit
1	Introduction to the concept of Receivables management - Concepts and components	7
2	Management of accounts receivables and ABC analysis of receivables - Concepts and components - Types	8
3	Management of trade credits and bills receivables - Bill discounting	7
4	Inventory Management and control - Re-order levels	11

" To learn the ABC analysis of receivables

" To understand concept of Bill discounting and factoring

" To understand to the concept of float

Course Objectives 3

On completion of this course, students will be able to -

- CO1 Understand the concept of receivables management.
- CO2 Compute different types of factoring contracts.
- CO3 Comprehend management of receivables through ABC analysis.
- CO4 Analyse cases in factoring contracts.
- CO5 Suggest solutions for issues in receivables management.
- CO6 Analyse the portfolio in virtual trading.

Syllabus-

	- EOQ	
5	Introduction to factoring - Concepts and parties involved - different contracts - Difference between Factoring and bill discounting	12
	Total Hrs	45

Teaching Methodology 3 Lecture, Case study

Suggested Reference Material 3

1. Financial Management By Dr. R.P. Rustagi
2. Financial Management By Ravi Kishore



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3. Financial Management By Saxsena & Vashishtha



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Subject code 3 2505 B

Semester - V

Credit 3 4

Subject title 3 IMC and Advertising (Revised 2017 Pattern)

Course Objectives:

1. To acquaint students with the fundamentals of IMC & Advertising.
2. To give insights to students about copy writing and creative writing.
3. To brief students about the working of Advertising Agencies.
4. To create awareness about the job opportunities in Advertising.

Course Outcomes 3

On completion of the course, students would be able to -

- | | |
|-----|--|
| CO1 | Explore tools of Integrated Marketing Communication. |
| CO2 | Understand evolution of advertising. |
| CO3 | Understand various communication models. |
| CO4 | Explore five 8Ms9 of advertising. |
| CO5 | Appraise different tools of promotion. |
| CO6 | Create content for Marketing communication. |

Syllabus:

Unit No.	Topics	No. of Lectures
1	Integrated Marketing Communication (IMC)	7
1.1	Understanding IMC	
1.2	Integrating Marketing Communication in the Marketing Mix	
1.3	IMC Tools Characteristics	
2	Advertising	8
2.1	Meaning, Features, Functions	
2.2	Types of Advertising	
2.3	Five Ms of Advertising	
2.4	History of Indian Advertising	
3	Advertising as a Communication Tool	8
3.1	Meaning	
3.2	Response Hierarchy Model	
3.3	AIDA	
3.4	High & Low Involvement Learning Models	
3.5	FCB Model	
4	Advertising Objectives and Campaign Planning	7
4.1	Objectives	
4.2	Advertising Budget	
	* Methods	
	* Factors to be considered	



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4.3	Advertising Campaign Planning Process	
5	Creative & Media Strategies	9
5.1	Creativity in Ads	
	* Copy writing, Creative Writing,	
	*Message Content, Appeals, Mascots, Endorsements	
	Jingles, Slogans	
5.2	Media Decisions	
	* Role of Media	
	*Types of Media	
	* Advantages & Disadvantages	
	* Factors affecting media choice	
	* Media Planning, Selection and Scheduling strategies.	
6	Advertising Effectiveness	7
6.1	Measurement of Ads	
6.2	Pre Testing & Post Testing	
6.3	Technology used in Testing	
7	Advertising agency	6
7.1	Meaning & functions	
7.2	Types of Advertising Agencies	
8	Legal & Ethical Aspects of Advertising in India	8
8.1	Statutory Provisions Governing Advertising	
8.2	ASCI's Code of Advertising	
8.3	General Rules of Conduct in Advertising	
	Total no. of Lectures	60

Teaching Methodology 3

Lectures, Discussions, Video Clips, PPTs, Advertising Theories, Creative Writing, Mascot Designing, Slogan Writing, Creative Briefs, Poster Making, Guest Lecture Workshops.

Suggested Reference Material 3

1. Advertising Management by Batra, Myers, Aaker
2. Principles of Advertising by Ruchi Gupta
3. Principles of Advertising by Chunawala
4. Principles of Marketing by Philip Kotler
5. Advertising Management by Jaishri Jethwaney, Shruti Jain
6. Advertising & IMC by Duncan



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Programme- T.Y.BBA

Subject code- 2505 C

Semester - V

Credit - 4

Subject title 3 HRM - Organizational Development (Revised 2017 Pattern)

Course Objectives:

1. To gain familiarity with the concept and skills to manage and improve organizational culture collaboratively
2. To understand how organizational goals are attained by furthering the human values in individuals.

Course Outcomes-

- On completion of this course, students will be able to -
- CO1 Understand the scope of Organization Development.
 - CO2 Comprehend the role of OD practitioner.
 - CO3 Explore various OD interventions.
 - CO4 Comprehend the process of OD.
 - CO5 Understand the importance of constant learning
 - CO6 Analyse the cases in Organisational Development.

Syllabus-

Unit No.	Topics	No. of lectures
1.	Organisational development- An introduction Meaning and Definition, History of OD, Organisational Development for Managers, Characteristics and Assumptions Role of OD Practitioner, Role of OD Professional in Organisations, Competencies Required for an OD Professional, Scope of the Role of an OD Professional	10
2.	Process of OD: Components of OD program, OD program phases, making an Entry, Developing Contract, Launch, Situational Evaluation, Closure Designing Interventions: OD Interventions, Characteristics of OD Interventions, Levels of Diagnosis in Organisations, OD Map, Factors Affecting Success of Interventions	10
3.	Human Resource Interventions HRM Interventions, Goal Setting, Performance Appraisal, Reward Systems, Career Planning and Development, Managing Workforce Diversity, Employee Wellness Structural Interventions Socio-Technical Systems, Techno-Structural Interventions, Physical Settings and OD, Types of Techno-Structural Interventions Strategic Interventions: Integrated Strategic Change, Trans-organisation Development, Merger and Acquisition Integration, Culture Change, Self-Designing Organisations, Organisation Learning and Knowledge Management, Confrontation Meetings, Learning Organisations	10
	Evaluating OD Interventions: Evaluation, Importance of Evaluating Interventions, Types of Evaluation, Methods of Evaluating Interventions	7



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5.	Future of OD: Organisational Development and Globalization, Emerging Trends in OD 3 Expanding the use of OD, Combining traditional <hard= business competencies and OD, Creating whole system change, Using OD to facilitate partnerships and alliances, Enhancing constant learning, Trends within the Organisation	8
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Activity: Understanding OD (1 Credit)

The students will complete Library Assignment (Using physical (hard copies) or digital (soft copies) materials) and present a report on OD interventions. e.g., Team interventions, Structural or Technostructural interventions (TQM, QC, MBO, BPR etc), Coaching and Mentoring, Life and Career Planning, Appreciative Inquiry, Self managed teams, Organisational Change Management etc.

Teaching Methodology 3 Lecture, Case Studies

Suggested Reference Material 3

Organizational Development by Wendell L Freanch and Cecil H Bell Recent Experiences in HR by TV Rao



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Programme- TYBBA SERVICES

Subject code- - 2505(D)

Semester- V

Credits-4

Subject title- 3 Financial Services Management (Revised 2017 Pattern)

Course Objectives-

1. To study the Financial services in detail
2. To understand the trust service issues
3. To know different financial service management techniques

Course Outcomes-

On completion of the course, students would be able to CO1: Understand Financial Service Management.

CO2: Explore components of financial services marketing mix.

CO3: Comprehend marketing mix in Banking services.

CO4: Understand segmentation in Financial Services.

CO5: Explore Indian Money Markets.

CO6: Analyze case studies on Financial Services.

SYLLABUS

Unit No.	Topics	No. of lectures
1	Introduction to Financial services Concepts meaning and special considerations for the customers Segmentation targeting and positioning Marketing mix of services	10
2	Banking services: History Functions and service operations Segmentation targeting and positioning Marketing mix of services	15
3	Insurance services: History Functions and service operations Segmentation targeting and positioning Marketing mix of services	15
4	Money Markets: concepts and components	5
5	Other financial services Mutual Funds Pension Plans Micro Finance Venture Capital	15
	Total	60



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Lecture method, Case studies, Presentations, Videos, Field visits

Suggested Reference Material 3

1. Services Management Harsh Verma
2. Services Marketing Integrating customer focus across the firm Valarie Zeithaml
3. Services Management and Marketing: Rajendra Nargundkar
4. Services Marketing C Lovelock
5. Services Marketing Venugopal & Raghu
6. Services : Marketing operations and Management V. Jauhari and K Dutta
7. www.rbi.org.in
8. www.irda.gov.in



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TYBBA

Subject code- 2506 A

Semester - V

Credit - 4

Subject title - Analysis of Corporate Financial reports (Revised 2017 Pattern)

Course Objectives-

1. To understand the corporate financial statements
2. To learn the preparation of comparative, common size and trend statements using corporate financial reports.
3. To calculate the ratios and analyze the financial statements

Course Outcomes 3

On completion of this course, students will be able to -

CO1	Understand corporate financial statements.
CO2	Comprehend financial health of companies.
CO3	Explore financial trends of companies.
CO4	Calculate ratios based on corporate financial statements.
CO5	Interpret ratios for investment decisions.
CO6	Construct Comparative Balance sheet for financial analysis.

Unit No.	Lectures	No. Of Lectures
1	Analysis of the corporate Financial statements - Concepts and components - Notes to accounts	15
2	Reading and analyzing the Annual reports - Concepts and components	10
3	Preparation of comparative statements and its analysis - Concepts, problem solving and analysis	7
4	Preparation of common size statements and its analysis - Concepts, problem solving and analysis	7
5	Preparation of Trend percentages and its analysis - Concepts, problem solving and analysis	6
6	Ratio analysis of a corporate balance sheet - Concepts, problem solving and analysis	15
	Total Hrs.	60

Teaching Methodology 3 Lecture

Suggested Reference Material 3

1. Financial Management By Dr. R.P. Rustagi
2. Actual Financial statements from the websites
3. Actual Audit reports



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Subject code 3 2506 B

Programme - TYBBA

Semester - V

Credit 3 4

Subject title 3 Retail Management (Revised 2017 Pattern)

Course Objectives:

1. To stimulate students' interest in Retailing.
2. To provide insight of the Indian economy as a favored destination for Global Retailers.
3. To make students aware of the exciting & challenging opportunities available in Retailing.
4. To expose students to the real Retailing Environment, through Visits to different Store Formats.
5. To provide an academic platform to make students employable in the field of Retailing.

Course Outcomes:

On completion of the course, students would be able to - CO1 Explore evolution of retailing in India.

- CO2 Understand the regulatory framework for Indian retailing.
CO3 Categorise the different formats of retail.
CO4 Understand the management of merchandise.
CO5 Analyse strategies of retailers.
CO6 Conduct surveys in retail market.

Syllabus:

Unit No.	Topics	No. of lectures
1	Retailing Overview	10
1.1	Meaning, Scope & Functions of Retailers	
1.2	Social & Economic Significance of Retailing	

1.3	Opportunities in Retailing	
1.4	Global Retailing Scenario	
1.5	The Indian Retailscape	
2	Retailer Characteristics	10
2.1	Classification of Retailers (Formats)	
2.2	Differences between Services & Merchandise Retailers	
2.3	Types of Ownership	
3	Retail Market Strategies	8
3.1	Meaning of Retail Strategy	
3.2	Target Market Retail Format	
3.3	Building Sustainable Competitive Advantage	
3.4	Growth Strategies	
3.5	Retail Pricing Strategies	



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4	Retail Locations	6
4.1	Types of Locations	
4.2	Site Selection Process	
4.3	Legal Considerations	
4.4	Mall Management	
5	Store Layout & Design	8
5.1	Store Design- Meaning & Objectives	
5.2	Types of Layouts	
5.3	Space Management	
5.4	Visual Merchandising	
5.5	Atmospherics	
5.6	Legal Considerations	
6	Merchandise Management	10
6.1	Meaning- Assortment, Variety, SKU	
6.2	Merchandise Management Process	
6.3	Category Management	
6.4	Private Labels	
7	IT in Retail & Current Trends	8
7.1	Role of IT (* UPC * EDI* RFID)	
7.2	Databases, Datamining, Datawarehousing	
7.3	Retail Communication	
7.4	Retailing in Rural Areas	
	Total no. of Lectures	60

Teaching Methodology 3

Opening Case, Closing Case, On site Visits, Reference Books, Caselets, Discussion, Live Projects, Rural Retail Visit, Activity for a Social Cause/Environment

Suggested Reference Material 3

1. Retail Management by Bajaj, Tuli, Srivastava
2. Retailing Management by Levy, Weitz, Pandit
3. Private Label Strategy by Kumar, Steenkamp
4. Walsmart by William Marquard



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Programme- TY BBA

Subject code- 2506 C

Semester- V

Credit-04

Subject title- Labour Laws (Revised 2017 pattern)

Course Objectives-

1. To know concepts from Labour Laws
2. To understand various objectives of Labour Legislations in India
3. To understand application of various Labour Laws

Course Outcomes-

CO1 Remember relevant provisions of Indian Labour Laws

CO2 Understand importance of Labour Laws

CO3 Comprehend the applicability of various Labour Laws

CO4 Understand procedure for redressal system

CO5 Explore effects of non-compliance and violations

CO6 Comprehend the role of ILO Syllabus:

Unit No.	Topic	No. of Lectures
1	The Maternity Benefit Act, 1961	10
2	Payment of Bonus Act, 1965	07
3	Payment of Gratuity Act, 1972	07
4	Employee Provident Funds and Misc. Provisions Act, 1852	07
5	Factories Act, 1948	10
6	Industrial Dispute Act, 1947	10
7	International Labour Organization	09
	Introduction Conventions India and ILO	
	Total	60

Teaching Methodology/Pedagogy-

Lecture, Discussions of various cases 3 illustrations- landmark judgments, Presentations, Moot Court

Suggested Reference Material- Industrial and Labour Laws-

P L Malik

Industrial and Labour Laws- S P Jain



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Subject code- 2506(D) Semester -TYBBA Services SPL Credit-4 Subject title 3 Tourism
Services, Marketing & Management (Revised Pattern 2017)

Course Objectives:

1. To Study the Basics of Tourism and Hospitality Services Marketing
2. To Understand the Relationship Between Service Marketing and 7Ps of Services Marketing
3. To Study the Tourism and Hospitality Services in Detail
4. To Understand the Management Issues in Tourism
5. To Know Different Tourism & Hospitality Market Issues
6. To Sensitize the Students About Indian Tourism Export Trends & Opportunities

Course Outcomes:

On completion of this course, students will be able to;

- CO 1: Understand concepts in Tourism Services.
CO 2: Explore new forms of Tourism.
CO 3: Understand concept of Destination Marketing.
CO 4: Explore use of ICT in Tourism.
CO 5: Analyze Crisis Management in Tourism. CO 6: Design customer driven market strategy.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to tourism & hospitality marketing Definitions	12

	Classifications and types of tourism Major concepts: Tourist Tourism	
2	Tourism & hospitality marketing environment PESTEL environmental analysis MkIS and marketing Research	8
3	Developing marketing mix Concept of service package 7 P9s of tourism services marketing mix 7P9s of Hospitality services marketing mix Special issues and challenges for the managers Crisis management	14
4	Designing customer driven market strategy Segmentation Targeting and Positioning Business Travelers and MICE segment Group Travelers and Family segments Gender and age specific needs	6



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5	Handling competition in tourism Indian Market Leaders and their strategies International Market Leaders and their strategies	6
6	Destination Marketing w.s.r.t India and Cross Border Geography and destination Demography and destination History and destination	10
7	Challenges in tourism & hospitality services	4
	Demand- supply analysis Tourism entrepreneurship Use of technology: impact of social networks	
		60

Teaching Methodology 3

Lecture method, Case studies, Presentations, Videos, Field visits Suggested Reference Material 3

1. Handbook of Tourism Management Majeed Shafiee
2. Services Management Harsh Verma
3. Advanced book on marketing of tourism Ravee Chauhan
4. Services Management and Marketing: Rajendra Nargundkar
5. Services Marketing Venugopal & Raghu
6. Handbook of tourism Product development World Tourism Organisation
7. Services : Marketing operations and Management V. Jauhari and K Dutta
8. Marketing for Tourism by Holloway e-book
9. Services Marketing Texts and Cases Harsh Varma e-book



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Programme : T.Y.BBA

Subject code- 2601

Semester - VI

Credit - 3

Subject title - Management Control System (Revised 2017 Pattern)

Course Objectives:

To introduce to the students, the function of management control, its nature, functional areas, and techniques.

Course Outcome - On completion of this course, students will be able to

CO1 Understand concepts of Management Control Systems.

CO2 Explore control systems in functional areas.

CO3 Explore components in designing MCS.

CO4 Appreciate use of ICT in MCS.

CO5 Comprehend different dimensions of project planning and control.

CO6 Implement management controls for SMEs, Services and Non- profit organization.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to Management Control System 1.1 The control function- Elements of Control- Nature of Control 3 Problems in control 1.2 Management Control 3 Characteristics, Principles & Types of Management Control 1.3 Factors Affecting Managerial Philosophy 1.4 Management Control Systems - Elements of MCS 3 Designing of MCS 3 10 commandments of Effective Control System	10
2	Management Controls in Functional Areas 2.1 Production Control: Need 3 Procedure 3 Techniques of Production Control 2.2 Inventory Control: Classification of Inventories 3 Motives For Holding Inventories- Determination of Stock Levels 2.3 Marketing Control: Process of Marketing Control- Importance Of Marketing Control System- Tools and Techniques Of Marketing Control 2.4 Control in Personnel Area: Reasons for Workers Resistance To Controls- Kind of Control Devices 2.5 IT Measures and Control 3 Installation of Management Information & Control System, Structured & unstructured Decision	11



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3	Computers Systems 3.1 Computer for Management Control Purposes- Are Computers essential for MIS? 3.2 Computers and Information System 3 Manual Systems 3 Mechanical Systems- MIS 3 Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.	8
4	Management Control of Projects 4.1 Meaning of project 3 Aspects of Project 3 Factors affecting Project - 4.2 Project Planning 3 Time Dimension 3 Cost Dimension- Quality Dimension 4.3 Project Control- Reports Costs and Time- Reports on output- Revisions.	8
5	Implementing MCS for small & medium size companies 5.1 Methodology of implementing Management Controls - Roles and responsibilities in implementing Management Control. 5.2 Management Control Structure - Responsibility centre, cost centre, profit centre, investment centre. 5.3 MCS in service & non-profit organizations.	8
	Total numbers of lectures	45

Teaching Methodology 3 lecture method, videos, case study & guest lectures Suggested Reference Material 3

1. Anthony R. N. and John Dearden: *Management Control Systems*
2. Bhattacharya S. K.: *Managerial Planning & Control System*
3. Mark G. Simkin : *Computer information systems for Business* 4. Robert J. Mockler: *Readings in Management Control*
5. Subhash Das : *Management Control Systems*.
6. P. Saravanavel : *MCS 3 H.P. House*
7. Arora Ashok & Akshay Bhatia, Excel Books, New Delhi: *Information Systems for Managers*



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Programme: T.Y.BBA

Subject code - 2602

Semester - VI

Credit 3 3

Subject title 3 Strategic Management (Revised Pattern 2017)

Course Objectives:

- 1) To understand the basic Concept of Strategic Management
- 2) To learn the importance of strategic management to business.
- 3) To understand the role and implementation of strategies.
- 4) To learn the challenges and recent trends in strategic management.

Course Outcome:

On completion of this course, students will be able to - CO1 Explore evolution of Strategic Management.

CO2 Understand concepts of Strategic Management.

CO3 Understand stages in strategy formulation.

CO4 Analyse strategic control and evaluation framework.

CO5 Apply strategic management concepts to cases.

CO6 Explore recent trends in strategic management.

Syllabus:

Unit No.	Topic	No. of lectures
1	Introduction to Strategic Management Origin and evolution of concept Concepts and characteristics of strategic management Scope and importance of strategies Corporate business and functional level of strategies	6
2	Strategic Management Concept of vision mission and purpose Role of strategies in decision making Definition features and importance of strategic management Limitations of strategic management	10
3	Strategy formulation and implementation Basic Concept and stages of strategic implementation Analyzing companies Resources and strategic advantage profile Reasons for strategic failure and methods to overcome Case study	10
4	Strategic control and evaluation Concept meaning and definition of strategic control Operations control and strategic control Concept of synergy Mc Kinsey's 7 S frame work	10
5	Challenges in strategic management Challenges in strategic management Recent trends in strategic management International Case study	9
	Total Hours	45



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Teaching Methodology 3
Lecture, Guest, Case study, Presentations

Suggested Reference Material 3

- 1) Strategic Management the Indian Context By -- R. Srinivasan 5th Edition
- 2) Strategic Management text and cases By 3 Ravi Kishore Taxmann Publication
- 3) Global Strategic Management By 3 Mike Peng
- 4) International and global Strategy By 3 Torben Pedersen
- 5) Cases in Strategic Management Indian experiences By 4Krishna Kuman and others



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Subject code- 2603

Semester - VI

Credit - 4

Subject title - Business Communication and Soft Skills (Revised 2017 Pattern)

Course Objectives:

1. To understand the importance of and develop Effective Communication
2. To consciously work towards changing one's personality towards a positive goal-oriented person
3. To understand the Corporate Culture and mould accordingly to be a successful performer.

Course Outcomes:

On completion of this course, students will be able to-

- CO1 Understand interpersonal skills.
- CO2 Enhance oral communication skills confidence.
- CO3 Write effectively for business (E-mails, Resumes, Letters).
- CO4 Cope with stressful situations.
- CO5 Use soft skills in business.
- CO6 Evaluate self-worth and remove self-doubt.

Syllabus:

Unit No.	Topics	No. of lectures
1	Basics of communication	7
	Importance of effective communication Interpersonal communication Verbal and Non-verbal communication Listening Skills	
2	Business communication	8
	Letter Writing Telephonic communication, Videoconferencing, Skype Written communication (email and resume building)	
3	Public speaking skills	8
	Preparing a good speech Commandments of good speaking Effective use of audio-visual aids Presentation skills	
4	Personality Development	8
	Self-awareness and personality development Positive attitude and confidence building Time and stress management Goal setting and Motivation	
5	Soft Skills in Business	7
	Range of Soft Skills Soft skills in service sector Soft skills in Management Team building and leadership skills Dressing and grooming Social networking skills	



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6	Corporate Communication	7
	Interview skills (Types) Group Discussion Corporate Grapevine Communication in Crisis	

Activity: Understanding Business Communication and Soft skills (1 Credit)

The students will complete Library Assignment (Using physical (hard copies) or digital (soft copies) materials) and present a report on the same.

e.g. Cross Cultural Communication, Conflict resolution, Change Management.

Teaching Methodology 3

Lectures, Guest Lecture, Demonstration and Role play
Case study for Non-Verbal Communication. Assignment for letter writing
Demonstration of Skype, Guest Lecture for Resume writing, Presentations, Workshop by a professional on Good Presentation Skills, Audio visual clips, SWOT Analysis via games and activities, Role Plays, Case Studies.

Suggested Reference Material 3

1. Mamta Puri- Effective Communication Skills,
2. Herta Murphy- Effective Business Communication,
3. Sanjay Kumar & Pushpa Lata- Communication Skills, P.D. Chaturvedi- Business Communication Cases and Applications, R.C. Sharma Business Correspondence & Report Writing, Barun Mitra- Personality Development
4. Elizabeth Hurlock- Personality Development, George Mutuale- Personality Development, Dipali Biswas- Enhancing Soft Skills, R K Madhukar- Business Communication. Business Communication for Managers-Payal Mehra,
5. IUP Journal of Soft Skills.



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Programme- T.Y. B.B.A

Subject code- 2604

Semester- VI

Credits- 03

Subject title- Introduction to Business Law (Revised 2017 Pattern)

Course Objectives-

1. To gain understanding of basic legal terms and concepts used in law pertaining to business
2. To comprehend applicability of legal principles to situations in business by referring to few cases, illustrations
3. To bestow confidence in students to deal with situations involving legal issues in commercial transactions

Course Outcomes-

- CO1 Remember definitions of legal terms
- CO 2 Appreciate the importance of business laws
- CO 3 Comprehend relevant provisions of Indian Contract Act
- CO 4 Understand relevant provisions of Sale of Goods Act
- CO 5 Interpret relevant provisions of Consumer Protection Act

- CO 6 Analyse cases related to Intellectual Property Rights

Syllabus:

Unit No.	Topic	No. of Lectures
1	Indian Contract Act, 1872	
	1.1 Definition and Concepts of Contract 1.2 Kinds of Contract 1.3 Capacity of parties 1.4 Free consent 1.5 Essentials of valid contract 1.6 Void Agreements 1.7 Performance of Contract 1.8 Discharge of contract and remedies	
2	The Sale of Goods Act, 1930	
	2.1 Introduction to The Sale of Goods Act, 1930 2.2 Contract of Sale of Goods 2.3 Conditions and Warranties 2.4 Doctrine of Caveat Emptor 2.5 Transfer of Property 2.6 Performance of contract of sale 2.7 Rights of unpaid seller	
3	The Companies Act, 1956	
	3.1 Features of a company 3.2 Types of companies 3.3 Formation of a company 3.4 Memorandum of Association 3.5 Articles of Association 3.6 Prospectus and Statement in lieu of Prospectus 3.7 Shares and Share Capital 3.8 Company Meetings and Board Meetings	
4	Information Technology Act, 2000	
	4.1 Preliminary and Definitions 4.2 Digital Signature, Concept, Authentication of Electronic Records	



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	4.3 Electronic Governance- Legal Recognition of Electronic Records, Legal Recognition of Digital Signature, Use of Electronic Records and Digital Signature by Government and its agencies 4.4 Advantages and disadvantages of E-Governance 4.6 Procedure followed by redressal agencies	
5	Intellectual Property Rights	
	5.1 Definitions and Conceptual understanding of Patent Trademark Copy Right Industrial Design	
	Total	54

Teaching Methodology/Pedagogy-

Lecture and Discussions, Presentation, Assignments and Test, Worksheets.

Suggested Reference Material- (in APA format only)



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Programme- T.Y. B.B.A

Subject code- 2605 A

Semester - VI

Credit - 4

Subject title - Current trends in Financial services and institutions (Revised 2017 Pattern)

Unit No.	Particulars	Hrs. per unit
1	Introduction to leasing and hire-purchase Concept and components Sums and case studies	20
2	Introduction to the concept of credit rating Concept and components	10
3	Mutual funds, venture financing, forfeiting, ETF9s and introduction to derivatives Concept and components	10
4	Recent trends in financial services 3 like Forensic accounting, money laundering, Masala bonds. Concepts	10
5	Introduction to the Recent trends in accounting and costing ZBB, Target costing, Life cycle costing, ABC, Inflation accounting	10
	Total Hrs	60

Course Objectives-

- " To understand the concept and calculations of Leasing and Hire-Purchase
- " To understand the recent trends and concepts in finance

Course Objectives :

- On completion of this course, students will be able to –
- CO1 Understand concepts leasing and hire-purchase.
 - CO2 Explore the concept of credit rating.
 - CO3 Comprehend concepts of forfeiting, derivatives and mutual funds
 - CO4 Analyze long term investments.
 - CO5 Understand the concepts of forensic accounting, masala bonds and money laundering.
 - CO6 Analyze the relevant cases in financial services.

Teaching Methodology 3

Lecture, Case study, Practical illustrations.

Suggested Reference Material 3

1. Financial Management By Dr. R.P. Rustagi
2. Dynamics of the Indian Financial system -By Preeti Singh
3. Your credit score By 3 Pullian Weston



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Programme- T.Y. B.B.A

Subject code 3 2605 B

Semester - IV

Credit 3 4

Subject title 3 Consumer Behaviour (Revised 2017 Pattern)

Course Objectives-

1. To gain insight in Consumer Psychology.
2. Create awareness in students' minds about Heterogeneous consumer preferences.
3. To research about consumer needs and preferences.
4. To understand the motivating factors that induce buying action.

Course Outcomes 3

On completion of the course, students would be able to -

CO1 Understand concepts of consumer behaviour.

CO2 Explore consumer research process.

CO3 Appreciate the role of technology in changing consumer buying behaviour.

CO4 Identify buyer's personal characteristics in making a purchase decision.

CO5 Comprehend marketers' segmentation strategies on the basis of consumers' traits.

CO6 Analyse environmental factors affecting consumers' choices.

Syllabus:

Unit No.	Particulars	Hrs. Total Per Unit
1	Consumer Behaviour	9
1.1	Introduction	
1.2	Meaning and importance	
1.3	Marketing mix and consumer behaviour	
1.4	Technology and consumer behaviour	
2	Consumer Research Process	8
2.1	Over view of process	
2.2	Purpose of research	
2.3	Steps involved in research	
2.4	Data collection	
2.5	Measurement of customer satisfaction	
3	Relation between segmentation and CB	8
3.1	Need for segmentation	
3.2	Need for target markets	
3.3	Segmentation criteria	
3.4	Brand positioning and segmentation	
3.5	Implementation	
4	Understanding Customer Motivation	10
4.1	Process of motivation	



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4.1	Maslow's needs hierarchy	
4.3	Needs, segmentation and positioning	
4.4	Cultures and consumer behaviour	
4.5	Brands, cultures and consumer behaviour	
5	Personalities and Consumer behaviour	10
5.1	Traits and brand personalities	
5.2	Personality theories	
5.3	Marketing communications and CB	
5.4	Consumer perceptions	
5.5	Consumer buying decisions and products	
	Total no. of Lectures	45

For 1 Credit

- " Encouraging students to visit website of companies and review information provided by the company about its Users9 Groups (Brand Communities). Study the efforts the company makes to maintain customer loyalty through its programs.
- " Conduct survey to get feedback from consumers about new product /service, failed product/service etc,
- " Encourage students to take up internships in sales assistants to understand consumer behaviour

Teaching Methodology 3 Lectures, presentations

Suggested Reference Material 3

1. Consumer Behaviour by Michael R. Solomon
2. Consumer Behavior by J. Paul Peter, Jerry Olson
3. Consumer Behavior by Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters



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Programme- TY BBA

Subject code- 2605 C

Semester - VI

Credit 3 4

Subject title 3 Global Trends in HRM (Revised Pattern 2017)

Course Objectives-

1. The course aims at making students aware of the current trends in HRM
2. To expose students to practical aspects of being a future HR Manager

Course Outcomes-

On completion of this course, students will be able to –

CO1 Understand the basics of HR Analytics.

CO2 Explore different HR management trends (Work Life balance, Workforce Diversity etc).

CO3 Comprehend HR practices (Employee engagement, Knowledge management etc).

CO4 Understand Human Resource Information System (HRIS).

CO5 Comprehend the importance of HR in sustainability.

CO6 Analyse cases in HRM.

Unit No.	Topics	No. of Lectures
1.	HR Analytics: Foundations of Analytics Managing with Analytics Team and Collaboration Analytics Big Data	10
2.	HR Best Practices: Building Sustainability through HR HR Accounting Knowledge Management Employee Engagement and Experience	10
3.	International HRM: Understanding all functions of HR from a global perspective Cases in HR	10
	Case studies based on Transformational HR Strategies	
4.	Management Trends: Workforce Diversity Dual Career Couples Work Life Balance Down Sizing Demographic changes	10
5.	Human Resource Information Systems: Management Information Systems Implementing HRIS Applications of HRIS	5

Activity: Understanding Global Trends in HRM (1 Credit)

The students will complete Library Assignment (Using physical (hard copies) or digital (soft copies) materials) and present a report on Global trends in HRM. e.g. Diversity and Inclusion (D&I), Cross cultural training, HRM in international Merger and Acquisition (M & A), Managing and supporting international assignments etc.

Teaching Methodology 3

Lecture, Case Studies

Suggested Reference Material 3

Human Resource Information Systems: Basics, Applications, and Future Directions Michael J. Kavanagh.



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Subject code-2605(D) Semester- TYBBA Services SPL Credit - 3

Subject title 3 International Business In Services Sector (Revised 2017 Pattern)

Course Objectives:

1. To study the international operations of services in detail
2. To understand the issues in internationalization of services

Course Outcomes:

On completion of this course, students will be able to;

- CO 1 Understand concepts in International Services.
- CO 2 Comprehend International Regulatory Framework.
- CO 3 Explore Modes of Entry.
- CO 4 Analyze Global Business Strategies.
- CO 5 Analyze cases on Global Marketing mix for service.
- CO 6 Explore role of services ICT in International Services.

Syllabus:

Unit No.	Topics	No. of lectures
1	Introduction to services marketing in international business: Cross border issues Definitions and concepts	10
2	International trade regulations for services sector GATS & WTO Modes of entry	13
3	Global business strategies for services growth Strategic planning Joint ventures Mergers & Acquisitions Franchising & Licensing	12
4	Global marketing mix planning for services	5
5	Global challenges faced by services Global Shared services	5
		45

Teaching Methodology 3

Lecture method, Case studies, Presentations, Videos, Field visits

Suggested Reference Material 3

1. Services Management Harsh Verma e-book
2. Services Marketing Integrating customer focus across the firm Valarie Zeithaml
3. Services Management and Marketing: Rajendra Nargundkar
4. Services Marketing C Lovelock
5. Services Marketing Venugopal & Raghu
6. Global Strategy in the services industries: Mario Glowik
7. WTO official website



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Subject code- 2606 A

Semester - VI

Credit - 4

Subject Title - Project

Course Objectives 3

1. To identify a research problem
2. To interpret financial data
3. To draw inferences from the financial data

Course Outcomes-

On completion of this course, students will be able to –

CO1 Identify Research Problems.

CO2 Design Research Methodology.

CO3 Collect Primary and Secondary data.

CO4 Analyse and interpret data.

CO5 Draw inferences from Research.

CO6 Suggest solution(s) to Research Problems.

Guidelines for the Project:-

1. The student shall select a topic for research, in the chosen specialization under the guidance of a faculty.
2. The topic should be approved by the faculty.
3. The student should consult and get the approval of the faculty at every stage of the project.
4. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
6. The allocation of marks for the project would be as under

6.1 Printed Project 50 marks

6.2 Project Viva Voce 50 marks

Teaching methodology 3 Guide students

Recommended Books

1. Business Research Methodology 3 J. K. Sachdeva (Himalaya Publication)
2. Research Methodology 3 C. R. Kothari
3. Business Research Methodology 3 D. K. Sharma & A. K. Gupta



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Programme - TYBBA

Subject code 3 2606 B

Semester - VI

Credit 3 4

Subject title 3 Project in Marketing (Revised 2017 Pattern)

Course Objectives:

1. To develop research aptitude in students.
2. Enable students to handle academic projects independently.
3. To encourage students contribute to the marketing environment through their learning and designing of innovative projects.
4. To instil and stimulate entrepreneurial ability in students

Course Outcomes 3

On completion of the course, students would be able to - CO1 Identify Business Research Problems.

CO2 Design Research Methodology.

CO3 Collect Primary and Secondary data.

CO4 Analyse and interpret data.

CO5 Draw inferences from Research.

CO6 Suggest solution(s) to Research Problems.

Guidelines for the Project: -

1. The student shall select a topic for research, in the chosen specialisation under the guidance of a faculty.
2. The topic should be approved by the faculty.
3. The student should consult and get the approval of the faculty at every stage of the project.
4. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
6. The allocation of marks for the project would be as under

6.1 Printed Project -50 marks

6.2 Project Viva Voce 50 marks

Topics: Market and Marketing Research, Consumer Behaviour, Product Designing & Development, Brand Management, Retail Decisions, Segmenting, Targeting & Positioning, Product Launch, Advertising Research, Public Relations, Sales Promotions, Event Management, Customer Relationship Management, Marketing of Services, Marketing of Ideas, Green Marketing, Experiential Marketing, Cause Related Marketing, Marketing Strategies, Social Marketing, Supply Chain Management

Teaching Methodology 3



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1. Study of Research Methods and Statistical Tools used in Research.
2. Assistance in Topic Finalization.
3. One on One Guidance to student from Concept to Completion of project.
4. Train students for viva voce.

Suggested Reference Material 3

1. Business Research Methodology by J. K. Sachdeva (Himalaya Publication)
2. Research Methodology by C. R. Kothari
3. Business Research Methodology by D. K. Sharma & A. K. Gupta



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Programme- T.Y.BBA

Subject code- 2606 C Semester - VI Credit - 4

Subject title 3 Project in HRM (Pattern 2017)

Course Objectives:

- 1) To acquaint the students with the practical issues in HRM . 2) To understand the technique of data collection and data analysis 3) To Enlighten the students in preparation of the project report.

Course Outcomes:

On completion of this course, students will be able to -

- | | |
|-----|---|
| CO1 | Identify Business Research Problems. |
| CO2 | Design Research Methodology. |
| CO3 | Collect Primary and Secondary data. |
| CO4 | Analyse and interpret data. |
| CO5 | Draw inferences from Research. |
| CO6 | Suggest solution(s) to Research Problems. |

Guidelines for the Project

1. The student shall select a topic for research, under the guidance of the faculty.
2. The topic should be approved by the faculty.
3. The student should consult and get the approval of the faculty at every stage of the project.
4. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
6. The allocation of marks for the project would be as under

Printed Project	50 marks
Project Viva Voce	50 marks

Teaching Methodology 3

- " Correction of each stage of the project
- " Teaching the basic concept of research methodology

Suggested Reference Material 3

- " Business Research Methodology 3 J. K. Sachdeva (Himalaya Publication)
- " Research Methodology 3 C. R. Kothari
- " Business Research Methodology 3 D. K. Sharma & A. K. Gupta



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Programme- T.Y.BBA

Subject title : PROJECT IN SERVICES

Subject code- 2606 D

Semester- V I

Credits- 4

Course Objectives-

1. To understand the concept and application of Services management
2. To understand the concept and application of services marketing.
3. To apply research methodology to find out customer preferences to services

Course Outcomes-

On completion of the course, students would be able to CO1: Identify Business Research Problems.

CO2: Design Research Methodology.

CO3: Collect Primary and Secondary Data.

CO4: Analyse and Interpret data.

CO5: Draw inferences from research.

CO6: Suggest solutions to research problems.

Guidelines for the Project

1. The student shall select a topic for research, under the guidance of the faculty.
2. The topic should be approved by the faculty.
3. The student should consult and get the approval of the faculty at every stage of the project.
4. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
6. The allocation of marks for the project would be as under

Printed Project 50 marks

Project Viva Voce 50 marks

Suggested Reference Material 3

" Business Research Methodology 3 J. K. Sachdeva (Himalaya Publication)

" Research Methodology 3 C. R. Kothari

" Business Research Methodology 3 D. K. Sharma & A. K. Gupta Teaching Methodology 3

" Correction of each stage of the project

" Teaching the basic concept of research methodology

Expected Outcome 3

" Understand the concept of research

" Learn the technique of balance sheet analysis

" Preparation of the project report

