Programme: B.B.A. Honours (Major)

w.e.f. AY 2023-24

COURSE STRUCTURE

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<th>No. of Hrs/Week</th>
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| Semester-VIII |  
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| 20 |  
| 21 | Global Marketing (OR) Industrial Marketing | 4 | 4 |
| 22 | Investment Management (OR) International Financial Management | 4 | 4 |
| 23 | Labour Welfare (OR) Industrial Safety | 4 | 4 |
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Learning Objectives:

The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development. To acquire Knowledge on Accounting and Taxation.

Learning Outcomes:

At the end of the course, the student will able to

Identify the role commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and micro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.


Unit 3: Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.

Unit 4: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

Lab Exercise:

- Build a sample website to display product information.
- Provide wide publicity for your product over social media and e-mail
- Estimate the customer behavior and provide necessary suggestions regarding the products of his interest.

Activities:

- Assignment on GAAP.
- Group Activates on Problem solving.
- Collect date and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a scheduled based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Reference Books:

2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications
The course aims to acquire conceptual knowledge of business, formation various business organizations. To provide the knowledge on deciding plant location, plan layout and business combinations.

Learning outcomes:

After completing this course a student will have:

Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization. The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems. The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.


Unit 3: Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location. Plant Layout


Unit 5: Computer Essentials: Milestones of Computer Evolution – Computer, Block diagram, generations of computer . Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection
Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice.
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

Reference Books:

5. Prakash, Jagdish, “Business Organisataton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson
SEMESTER-II

COURSE 3: PRINCIPLES OF MANAGEMENT

Theory Credits: 4 4 hrs/week

Course Objectives

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To comprehend the contemporary issues and challenges in the field of management
- To understand various control techniques practised at organisations.

UNIT-I: INTRODUCTION TO MANAGEMENT


UNIT-II: PLANNING


UNIT-III: ORGANIZING


UNIT-IV: STAFFING AND DIRECTING

Factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.

UNIT -V: CONTROLLING

Reference Books:
SEMESTER-II

COURSE 4: BUSINESS ECONOMICS

Course Objectives:
- Understand the concept of economics and its relevance to business.
- Comprehend the concept of Demand analysis for making important business decisions.
- Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.
- Understand concepts of perfect competition and monopoly for fixation of prices.
- Understand the international business scenario and concepts of BOP.

Unit-I: INTRODUCTION

UNIT-II: DEMAND ANALYSIS
Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand.

UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS

UNIT-IV: MARKET STRUCTURE

UNIT-V: NATIONAL INCOME AND STRUCTURAL REFORMS
Reference Books:

SEMESTER-III
COURSE 5: BUSINESS LAW

Theory Credits: 4 4 hrs/week

Course Objectives:

- To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.
- To provide an overview on Negotiable Instruments Act and Partnership Act in India.
- To understand the regulatory framework of companies with reference to various provisions of Companies Act.
- To understand the essentials and execution of Sale contracts.
- To acquire knowledge on Right to Information Act and Consumer Protection Act.

UNIT-I: LAW OF CONTRACT

UNIT-II: NEGOTIABLE INSTRUMENTS ACT 1881

UNIT–III: COMPANIES ACT, 2013

UNIT–IV: SALE OF GOODS ACT
UNIT–V: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT


Reference Books:
4. M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.
SEMESTER-III
COURSE 6: ORGANIZATIONAL BEHAVIOUR

Course Objectives:

- To understand individual and group behaviour at work place to improve the effectiveness of an organization.
- To understand different types of personality and learning styles.
- Comprehend concepts relating to group dynamics and conflict management.
- To understand leadership and its impact on group dynamics.
- To understand the process of Change management and issues involved in it.
- To understand organizational culture and organizational effectiveness.

UNIT-I: ORGANIZATIONAL BEHAVIOR


UNIT-II: GROUP DYNAMICS

Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams, Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.

UNIT-III: LEADERSHIP

Definition and Concept of Leadership, importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of groups.
UNIT-IV: MANAGEMENT OF CHANGE


UNIT-V: ORGANIZATIONAL CULTURE

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

Reference Books:


2. Luthans Fred – Organizational Behaviour - McGraw Hill Publishers Co. Ltd., New Delhi,


SEMESTER-III
COURSE 7: BUSINESS ENVIRONMENT

Theory Credits: 4 4 hrs/week

Course objectives:

- To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.
- To help them make effective decisions based on analysis of business environment.
- To develop an understanding of the MSME sector and challenges therein.
- To familiarize the students with international trade and issues related to Balance of Payments.
- To comprehend the role of International institutions in the growth of international business.

UNIT-I: INTRODUCTION
Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.

UNIT-II: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS

UNIT-III: MANAGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

UNIT-IV: BALANCE OF PAYMENTS
UNIT–V: INTERNATIONAL BUSINESS ENVIRONMENT

International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank, BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.

Reference Books:

SEMESTER-III

COURSE 8: BUSINESS STATISTICS AND MATHEMATICS

Theory Credits: 4 4 hrs/week

Course Objectives:

- Understand the importance of Statistics in real world business applications.
- Formulate complete, concise and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models, learn and apply the statistical tools to business.
- Create quantitative models to solve real world problems in appropriate contexts.

UNIT I: INTRODUCTION TO BUSINESS STATISTICS


UNIT II: MEASURES OF CENTRAL TENDENCY AND DISPERSION


UNIT III: MEASURES OF CORRELATION

Meaning, Definition and use of correlation. Types of Correlation- Karl Pearson’s correlation coefficient, Spearman’s Rank correlation. Probable error, Meaning and utility of Regression Analysis, comparison between Correlation and Regression, Regression Equations, Interpretation of Regression Co-efficients.

UNIT IV: SET THEORY

UNIT V: MATRIX

Reference Books:

SEMESTER-IV
COURSE 9: MARKETING MANAGEMENT

Theory Credits: 4 4 hrs/week

Course Objectives:
- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

UNIT-I: INTRODUCTION TO MARKETING MANAGEMENT

UNIT-II: SEGMENTATION, TARGETING AND POSITIONING
Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage.

UNIT-III: PRODUCT

UNIT-IV: PRICING AND DISTRIBUTION
Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures, Types of Pricing Strategy. Physical Distribution- Importance, various kinds of Marketing Channels, criteria of selecting a channel.
UNIT-V: PROMOTION
Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix-Advertising, Publicity, Public Relations, Personal Selling, Direct selling and Sales promotion. Significance of Promotional Mix in marketing decisions.

Reference Books:
SEMESTER-IV
COURSE 10: HUMAN RESOURCE MANAGEMENT

Course Objectives:
- To understand the significance of human resource management and role of HR Executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and the stages in selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

UNIT-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, Contribution to Company’s objectives and policies, organizing the HRM Department.

UNIT-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS


UNIT-III: TRAINING AND DEVELOPMENT


UNIT-IV: PERFORMANCE APPRAISAL AND COMPENSATION

UNIT-V: INDUSTRIAL RELATIONS


Reference Books:


SEMESTER-IV
COURSE 11: FINANCIAL MANAGEMENT

Course objectives:

- To gain basic knowledge of objectives of Financial Management and its functions.
- To understand the capital budgeting process and risk analysis in capital budgeting.
- To gain familiarization with different financial decisions that impact any organisation.
- Understand decisions relating to dividend policies and their valuation.
- Knowledge regarding significance of working capital management to organisation.

UNIT I: INTRODUCTION

UNIT II: INVESTMENT DECISIONS

UNIT III: FINANCING DECISIONS

UNIT IV: DIVIDEND DECISIONS

UNIT V: WORKING CAPITAL MANAGEMENT
**Reference Books:**

Course Objectives:

- To provide conceptual knowledge about different types of sales plans and sales organisations for different firms.
- To understand sales forecasting, budgeting and different methods of analysing market potential.
- To enable the students to understand the recruitment, selection, training, compensation and controlling approaches relating to the sales personnel of a firm.
- To give inputs to the students to design suitable channel structures as well as to manage (recruitment, selection, training, compensating and controlling of channel members) different channel members of a firm.

UNIT-I: INTRODUCTION TO SALES MANAGEMENT


UNIT-II: ANALYSIS OF MARKET POTENTIAL


UNIT-III: SALES PLANNING AND CONTROL


UNIT-IV: SALES FORCE RECRUITMENT AND SELECTION

UNIT-V: DISTRIBUTION MANAGEMENT


Recommended Books:

SEMESTER-V

COURSE 12: ADVERTISING MANAGEMENT

Course Objectives:

- To develop an awareness of the major types of advertising and role of Ad agencies.
- To understand the basics of Advertising and media planning.
- To know the importance of advertising budgeting, advertising agencies and evaluating advertising campaigns.
- To equip the students with the concepts, types and importance of branding.
- To learn about brand equity, brand evaluation and brand management.

UNIT-I: INTRODUCTION TO ADVERTISING MANAGEMENT


UNIT-II: ADVERTISING AND MEDIA PLANNING


UNIT-III: ADVERTISING BUDGET AND AD AGENCIES


UNIT-IV: BRANDING

UNIT-V: BRAND MANAGEMENT

Reference Books:
4. U.C. Mathur, Brand Management: Text and Cases, Macmillan India Ltd.
5. Strategic Brand Management, Kevin Lane Keller. Pearson.
SEMINER-V

COURSE 13: TRAINING AND DEVELOPMENT

Theory Credits: 4 4 hrs/week

Course Objectives:

- Understand basic concepts associated with learning process, learning theories, training and development.
- Understand training needs, identification of training needs, training processes, training methods.
- To familiarize with evaluation design to assess training program effectiveness.
- Emerging trends in training and development.
- Relevance and usefulness of training expertise in the organizational work environment.

UNIT-I: TRAINING AND DEVELOPMENT


UNIT-II: STEPS IN TRAINING PROGRAM


UNIT-III: TRAINING DESIGN

UNIT-IV: TRAINING METHODS AND TRAINER’S STYLE
Types of training- On-the-Job methods, Off-the-Job training methods (Job Instruction method, Job Rotation Method, presentation methods, hands on methods, group building methods), choosing a training method. Competence of trainer- Trainer’s skills and style , Trainer’s roles, Do’s and Don’ts for Trainers.

UNIT-V : DEVELOPMENT

Reference Books:
SEMESTER-V  
COURSE 13: LABOUR LEGISLATIONS  
Theory  
Credits: 4  
4 hrs/week

Course Objectives:
- To acquire expert knowledge of Labour Laws
- To understand and application of Labour Laws
- To discuss the legal framework of factories act
- To realize the provision for payment of wage
- To Interpret the mechanism for resolving industrial disputes

Syllabus

UNIT-I: Constitution and Labour Laws
Fundamental rights vis-à-vis labour laws, Equality before law and its application in Labour Laws, Equal pay for equal work; and Article-16 and reservation policies, Articles 19, 21, 23 and 24 and its implications.

UNIT-II: THE FACTORIES ACT 1948
Definition, approval, licensing and registration, health and welfare measures (intra mural and extra mural), employment of women and young persons ,leave with wages and weekly holidays. Amendments in Factories Act 2013

UNIT-III: PAYMENT OF WAGES ACT

UNIT IV: TRADE UNION ACT 1926
UNIT-V: LABOUR CODES

Reference Books:
1. C.B. Mamoria, Mamoria & Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd,
2. C.S. Venkat Ratnam, Industrial Relations, Oxford University Press, New Delhi.
4. T N Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House,
SEMESTER-V

COURSE 14: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Theory Credits: 4 4 hrs/week

Course Objectives:

- Understand the various forms of investment, security Markets and other concepts.
- Understand risks associated with investment and to measure different forms of risks.
- Analyse the fundamental strength of stocks and predict the price trends of securities using technical analysis and valuation of stocks and fixed income securities.
- To analyses the stocks using various tools of technical analysis.
- To understand various models of portfolio Management and evaluate the performance of portfolio.

Syllabus

UNIT I: CONCEPT OF INVESTMENT


UNIT II: RETURN AND RISK


UNIT III: FUNDAMENTAL ANALYSIS OF STOCKS

Economy, Industry and Company Analysis, Intrinsic Value – Approach to Valuation of Bonds, Preference Shares and Equity Shares.

UNIT IV: TECHNICAL ANALYSIS

Concept and Tools of Technical Analysis: Dow Theory, Charts, Chart Patterns, Mathematical tools (MA, EMA, ROC, RSI and MACD), Elliot Wave Theory, Market indicators – Technical Analysis Vs Fundamental Analysis – Efficient Market Hypothesis – Concept and Forms of Market Efficiency.
UNIT V: ELEMENTS OF PORTFOLIO MANAGEMENT


Reference Books:

1. Fisher and Jordan - Security Analysis & Portfolio Management, Pearson, PHI.
2. S. Kevin, Security Analysis & Portfolio Management, Prentice Hall India.
SEMESTER-V

COURSE 14: FINANCIAL MARKETS

Theory Credits: 4 4 hrs/week

Course objectives:

- To gain conceptual knowledge on financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.
- To understand concepts related to the foreign exchange market.
- To develop an understanding on derivatives market.

UNIT-I: INDIAN FINANCIAL SYSTEM

UNIT-II: MONEY MARKET:

UNIT-III: CAPITAL MARKET:

UNIT-IV: FOREIGN EXCHANGE MARKET:

UNIT-V: THE DERIVATIVES MARKETS:
Futures (Swaps and forward contracts) & Options- Derivatives markets (MEFF) -Hedging Vs speculating with derivatives.
Reference Books:

SEMESTER-V
COURSE 15: PRODUCTION AND OPERATIONS MANAGEMENT
Theory Credits: 4 4 hrs/week

Course objectives
1. To equip the students with conceptual knowledge on Production and Operations Management
2. To appreciate the need for selecting appropriate Plant location and layout.
3. To understand the need for Capacity planning and controlling.
4. To understand the importance of Productivity and Maintenance management.
5. To comprehend the need for Inventory management and Quality management.

Syllabus
UNIT I: INTRODUCTION

UNIT II: FACILITY LOCATION
Facility Location- Importance, Factors effecting choice of Location, Location analysis techniques, Facility Layout – Objectives, Basic types of layouts, Advantages.

UNIT III: PRODUCTION PLANNING AND CONTROL
Production Planning & Control (PPC) –Concept, Objectives and Functions. Decisions relating to PPC. Capacity Planning- Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT IV: PRODUCTIVITY

UNIT V: MATERIAL MANAGEMENT AND QUALITY MANAGEMENT
Significance of Material Management, Material Planning and Inventory Control. Inventory Models, Inventory costs, Basic EOQ Model, Re-order Level, ABC Analysis. Quality Control, Total Quality Management.
Reference Books:

2. Dr.B.S.Goel, Production & Operations Management, Pragathi Prakashan, Meerut.
4. R Panneerselvam , Production and Operations Management, PHI.
SEMESTER-V
COURSE 15: PROJECT MANAGEMENT

Course Objectives:

- To expose Students to the concepts of project management and planning.
- To enable students identify and select of project and its feasibility.
- To equip the students with network analysis tools and project evaluation techniques.
- To make them understand about the human aspects in managing the projects in an organisation.
- Demonstrate effective project execution and control techniques that result in successful projects.

UNIT-I: PROJECT MANAGEMENT

UNIT-II: PROJECT PLANNING AND SELECTION

UNIT-III: NETWORK ANALYSIS AND PROJECT EVALUATION

UNIT-IV: PROJECT ORGANIZATION
Handling Human aspects of Project management, Roles and responsibilities of a Project Manager. Project Organization- The project as part of the Functional Organization, Pure Project Organization, The Matrix organization, Leadership Styles.
UNIT-V: PROJECT MONITORING

Reference Books
1. Gopala Krishnan & Rama Murthy, A Text book of Project Management, McMillan India
SEMESTER-VII

COURSE 16: SERVICE MARKETING

Theory Credits: 4 4 hrs/week

Course Objectives:
- To develop an understanding on service sector and services marketing.
- To learn about the service process and elements of services marketing mix.
- To understand and analyse customer expectations and perceptions towards services.
- To analyze the impact of service failure and develop service recovery strategies.
- To understand the functional aspects of various service sector units.

UNIT-I: INTRODUCTIONS TO SERVICES:
Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:
Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:
Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:
Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:
Banking and Insurance, Health care, Hospitality services, retail services-Business process outsourcing (BPO).

Reference Books:
1. K.Ram Mohan Rao, Service Marketing, Pearson Education.
SEMESTER-VII

COURSE 16: BRAND MANAGEMENT

Theory

Credits: 4

4 hrs/week

COURSE OBJECTIVES:

- To understand the methods of managing brands
- To understand strategies for brand management.
- To study how brand communication is done by organisations.
- To successfully establish and sustain brands and lead to extensions.
- To understand the brand performance in modern digital world

UNIT-I INTRODUCTION:

UNIT-II BRAND STRATEGIES:

UNIT-III BRAND COMMUNICATIONS:
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – Online Brand Promotions.

UNIT-IV BRAND EXTENSION:
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT-V: BRAND PERFORMANCE:

Reference Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
4. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall,
SEMESTER-VII

COURSE 17: FINANCIAL DERIVATIVES

Theory Credits: 4 4 hrs/week

Course objectives

- To gain knowledge about various instruments
- To learn about forward contracts and advantages, disadvantages
- To understand about future contracts, mechanics of future contracts, advantages and disadvantages
- To learn about historical uses of options and types of options
- Knowledge regarding financial swaps

UNIT 1: INTRODUCTION:

UNIT 2: FORWARD CONTRACTS:
Meaning – Classification- Features- Advantages- Disadvantages-Pricing Forwards Contracts - Hedging with Forward Contracts Offsetting the Forward Position.

UNIT 3: FUTURES CONTRACTS:
Meaning -Nature - Characteristics - Significance - Types- Comparison between Futures and Badla - Mechanics of Futures Contracts- Advantages and Risks of Trading in Futures over Cash- Margin Requirements in Futures Trading- Settlement of Futures Position- Participants in Futures Markets.

UNIT 4: OPTIONS CONTRACTS:
Meaning - Historical Uses of Options - Types of Option- Participants in the Options Market – Regulatory Frameworks & Terminology - Options vs. Futures.

UNIT 5: FINANCIAL SWAPS:

Reference Books:

2. Financial Derivatives: S.L.Gupta –PHI publications
Course Objectives:
- To develop an understanding on regulatory framework of financial services in India.
- To enable the student to understand and evaluate the fee based and fund based financial services.
- To gain knowledge on functions of Merchant Banker.
- To understanding Housing Finance Companies and guidelines for Housing finance.

UNIT-I: FINANCIAL SERVICES:
Nature-scope and objectives financial services-Types of financial services. Regulatory Framework of Financial services Growth of financial services in India. Problems of financial services in India.

UNIT-II: MERCHANT BANKING:
Meaning and Types – Role and responsibilities of Merchant Bankers in Issue Management-Underwriting guidelines-Regulations of Merchant Banking in India. Credit rating –Meaning, functions- debt rating system of CRISIL, ICRA and CARE.

UNIT–III: LEASING:
Types of Lease, Structuring and Funding of Leases -Advantages and disadvantages of leasing, Lease Evaluation (Basic Problems), Hire Purchase Agreements- Evaluation of Hire purchase Agreements. Mutual Funds,

UNIT–IV: VENTURE CAPITAL FINANCING:
Features, Process of venture financing-Modes of Venture Capital Assistance- Factoring and Forfeiting: Meaning, - Theoretical Frame work, factoring services in India.

UNIT–V: HOUSING FINANCE:
National Housing Bank (NHB), NHB’s Housing Finance Companies- Need and nature- Fixed and Floating Rate Home Loans-Sources of Housing Finance in India. Growth of housing finance in India- Role of National Housing Bank-Concept of Mortgage and Reverse Mortgage-Housing loans and Mortgage Loans-Types of Mortgage Loans.

Recommended Books:
4. Tripati Nalini Prava, Financial Services, Prentice Hall of India
Course Objectives:

- To acquire knowledge of Performance Management.
- To gain an understanding about performance management system.
- To understand Reward Systems and legal issues.
- To Evaluate Reward Systems and High Performing Teams
- To Apply Modern performance measurement frameworks

UNIT I: INTRODUCTION TO PERFORMANCE MANAGEMENT:

UNIT II: COMMUNICATION OF PERFORMANCE EXPECTATIONS:

UNIT III: PERFORMANCE MANAGEMENT AND EMPLOYEE DEVELOPMENT:
Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management.

UNIT IV: REWARD SYSTEMS AND LEGAL ISSUES AND HIGH PERFORMING TEAMS:

UNIT V: MODERN PERFORMANCE MEASUREMENT FRAMEWORKS:
Reference Books:

1. Herman Aguinis, Performance Management, Pearson Education.
Course Objectives:
1. To discuss the principles and importance of compensation management
2. To relate the bases of compensation
3. To appraise the present trends in calculation of incentives and other pay system
4. To develop and design compensation system
5. To identify the contemporary compensation practices

UNIT I: INTRODUCTION TO COMPENSATION MANAGEMENT
Exploring and Defining the compensation context – Intrinsic compensation - Extrinsic compensation -- Compensation Trends in India. - The 3-P compensation concept

UNIT II: COMPENSATION PLANNING & BASES OF COMPENSATION:
Compensation and its components - Compensation Planning: Level, Structure and SystemsDecision – Compensation level planning- factors influencing compensation level planning : internal factors and external factors. Traditional Bases for Pay-Seniority and Longevity Pay- Merit Pay- Performance Appraisal- Methods- Biases -Strengthening the Pay for Performance Link- Possible Limitations of Merit Pay Programme

UNIT III: INCENTIVE PAY & OTHER PAY SYSTEMS:

UNIT IV: DESIGNING COMPENSATION SYSTEM:
UNIT V: CONTEMPORARY STRATEGIC COMPENSATION:

Reference Books:
1. Dipak Kumar Bhattacharya, Compensation Management , Oxford University Press.
4. Tapomoy Deb, Compensation Management text & cases, Excel Publication.
SEMESTER-VIII

COURSE 21: GLOBAL MARKETING MANAGEMENT

Course Objectives:

- To understand the various factors that influence the business at global level.
- To analyse the strategic segmentation, targeting and positioning (STP) process at global level.
- To analyse the marketing mix strategy at global level.
- To understand the effective global channels of distribution.
- To understand the various promotional strategies globally.

UNIT-I: INTRODUCTION:

UNIT-II: STP STRATEGIES:

UNIT-III: GLOBAL PRICING:

UNIT-IV: GLOBAL DISTRIBUTION AND LOGISTICS:
Global Channel Functions, Structure of Global Distribution Systems, Criteria for Channel Design.

UNIT-V: INTERNATIONAL PROMOTIONAL POLICY:
International Promotion, Concept, Strategies, International advertising, International Sales Promotion, Sales force and their management , other forms of promotion for global markets.

Reference Books:
SEMESTER-VIII
COURSE 21: INDUSTRIAL MARKETING

Theory Credits: 4 4 hrs/week

COURSE OBJECTIVES:

- To provide the students with in-depth knowledge of industrial market structure
- To provide students with understanding of the various attributes and models applicable in Industrial Marketing.
- To identify the planning process in industrial marketing.
- To analyze the industrial market environment.
- To analyze the determinants of pricing and decision making.

UNIT-1: BASIC OF INDUSTRIAL MARKETING:

Concept of industrial marketing—Attributes of Marketing Strategy—Concept of Industrial Marketing—Definition of Industrial Marketing—Types of Product—Industrial Product—Types of Industrial Customers—Commercial Enterprises—Industrial Distributors and Dealers—Original Equipment Manufacturers (OEMs)—Government Customers—Institutions—Cooperative Societies

UNIT-2: INDUSTRIAL BUYING BEHAVIOUR:


UNIT-3: PRICING IN INDUSTRIAL MARKETING:


UNIT-4: INDUSTRIAL DISTRIBUTION CHANNEL:

Marketing Channels Physical Distribution—Factors Affecting the Nature of Industrial Channels—Geographic Distribution—Channel Size—Characteristics of Intermediaries—Mixed System—Structure of Industrial Channel—Direct Channel—Indirect Channel—Types of Industrial Middlemen/Intermediaries—Industrial Distributors

UNIT-5: SALES PROMOTIONS IN INDUSTRIAL MARKETING:

Reference Books:
1. Industrial Marketing: A Process of Creating and Maintaining Exchange by Krishnamacharyulu Csg, Lalitha R, Publisher: Jaico Book House
2. Industrial Marketing by Ghosh, Publisher: Oxford University Press
4. Industrial Marketing Management by Govindarajan, Publisher: Vikas Publishing House Pvt Ltd.
5. Industrial Marketing by Phadtare M. T, Publisher: Prentice Hall of India Private Limited
Course Objectives:
- To familiarize students with various forms of investment
- To understand the functioning of securities markets.
- To evaluate the risk and return associated with securities.
- To acquire knowledge on valuation of securities.
- To analyse the securities using fundamental and technical analysis.

UNIT-I: INVESTMENT:

UNIT-II: SECURITIES MARKET:

UNIT-III: RISK AND RETURN CONCEPTS:
Meaning- Elements of Risk- Systematic Risk, Unsystematic Risk, Calculation of Risk and Return.

UNIT-IV: VALUATION OF SECURITIES:
Equity shares- Valuation, Dividend Valuation models(problems), Bond Valuation(Problems), Bond Duration(Theory).

UNIT-V: SECURITY ANALYSIS:

Reference Books:
1. Prasanna Chandra, Investment Analysis and Portfolio management, TMH.
4. Kevin S, Security Analysis & Portfolio Management, PHI.
SEMESTER-VIII

COURSE 22: INTERNATIONAL FINANCIAL MANAGEMENT

Theory Credits: 4 4 hrs/week

Course Objectives

• To understand the terms and theories of international trade
• To ensure the knowledge about balance of payments, importance also accounting principles in BOP
• To learn about foreign exchange markets, understanding SPOT and forward rates
• To gain knowledge about exchange rate discrimination
• To understand various instruments like Euro currencies etc.,

UNIT 1: INTRODUCTION:

UNIT 2: BALANCE OF PAYMENT:

UNIT 3: FOREIGN EXCHANGE MARKETS:

UNIT 4: EXCHANGE RATE DISCRIMINATION:

UNIT 5: INSTRUMENTS:

Reference Books:

SEMESTER-VIII

COURSE 23: LABOUR WELFARE

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To acquaint the students with special laws pertaining to Labour Welfare
- To study the demand and supply and aspects effecting labour welfare
- To understand various vulnerable groups of workers and legal provisions related to them.
- To aware about the working conditions of workers and legal provisions related to the accidents and hazards.
- To understand various agencies involved in labour welfare

UNIT 1: LABOUR WELFARE:


UNIT 2: LABOUR MARKETS:


UNIT 3: WELFARE OF SPECIAL CATEGORIES OF LABOUR:


UNIT-4: AGENCIES OF LABOUR WELFARE


UNIT-5: INDUSTRIAL SAFETY:


Reference Books:

SEMESTER-VIII
COURSE 23: INDUSTRIAL SAFETY

Course Objectives:
- To achieve an understanding of principles of safety management.
- To enable the students to learn about various functions and activities of safety department.
- To enable students to conduct safety audit and write audit reports effectively in auditing situations.
- To have knowledge about sources of information for safety promotion and training.
- To familiarize students with evaluation of safety performance.

UNIT-1: INTRODUCTION TO INDUSTRIAL SAFETY:

UNIT-2: SAFETY EDUCATION:

UNIT-3: TRAINING PROGRAMS:

UNIT-4: ACCIDENT PREVENTION:
Definition : Incident, Accident, Injury , Dangerous occurrence ,Unsafe Act, Unsafe, Conditions, Hazards, Error, Oversight, Mistake ,Near Miss ,Electricity & Hazards ,Of Electricity, Explosives And ,Transportation Safety.

UNIT-5: SAFETY AUDIT:
Components of safety audit, types of audit, audit methodology, non-conformity reporting (NCR), audit checklist and report – review of inspection, remarks by government agencies, consultants, experts – perusal of accident and safety records, formats – implementation of audit indication -
liaison with departments to ensure co-ordination – check list – identification of unsafe acts of workers and unsafe conditions in the shop floor.

**Reference Books:**