

**Shree Guru Gobind Singh Tricentenary University
Budhera, Gurgaon (Haryana)**



SYLLABI & SCHEME OF EXAMINATION

OF

BBA (HA)

For

1st to 6th Semester

w. e. f. 2019-20

ORDINANCE OF BBA (HA)

SCHEME OF EXAMINATION FOR THE YEAR 2019-20						
BBA (HA)						
Subject Code	Subject Name	Internal Marks	External Marks	Total Marks	Credits	Remarks
06050101	Business Statistics	40	60	100	4	Core Course 1
06050102	Business Statistics	20	30	50	2	
06050103	Management Concepts	40	60	100	4	Core Course 2
06050104	Management Concepts	20	30	50	2	
06050105	English Language	40	60	100	4	AECC 1
06110106	Basics of Entrepreneurship Skills	40	60	100	4	GE 1
06050201	Health Economics	40	60	100	4	Core Course 3
06050202	Health Economics	20	30	50	2	
06050203	Financial Accounting	40	60	100	4	Core Course 4
06050204	Financial Accounting	20	30	50	2	
06050205	Environmental Studies	40	60	100	4	AECC 2
06110206	Family Business	40	60	100	4	GE 2
06050301	Medical Terminology	40	60	100	4	Core Course 5
06050302	Medical Terminology	20	30	50	2	
06050303	Hospital & Health System	40	60	100	4	Core Course 6
06050304	Hospital & Health System	20	30	50	2	
06050305	Hospital Operations Management	40	60	100	4	Core Course 7
06050306	Hospital Operations Management	20	30	50	2	
06050307	Personality Development and Communication Skills	40	60	100	4	SEC 1
06050308	E Commerce	40	60	100	4	
06110310	Event Management	40	60	100	4	GE 3
06050401	Business Research Methods	40	60	100	4	Core Course 8
06050402	Business Research Methods	20	30	50	2	
06050403	Quality in Health Care	40	60	100	4	Core Course 9
06050404	Quality in Health Care	20	30	50	2	
06050405	Hospital Support & Utility Services	40	60	100	4	Core Course 10
06050406	Hospital Support & Utility Services	20	30	50	2	
06050407	Data Base Management System	40	60	100	4	SEC 2
06050408	R-Programming	40	60	100	4	
06110410	Online Marketing	40	60	100	4	GE 4
06050501	Epidemiology & Public Health Administration	40	60	100	4	Core Course 11
06050502	Epidemiology & Public Health Administration	20	30	50	2	
06050503	Hospital Related Law	40	60	100	4	Core Course 12
06050504	Hospital Related Law	20	30	50	2	
06050505	Financial Management	40	60	100	4	DSE 1&2

06050506	Financial Management - Practical	20	30	50	2	Finance
06050507	Tax Planning	40	60	100	4	
06050508	Tax Planning - Practical	20	30	50	2	
06050509	Management Accounting	40	60	100	4	
06050510	Management Accounting - Practical	20	30	50	2	
06050511	HRD : Systems and Strategies	40	60	100	4	DSE 1&2 HR
06050512	HRD : Systems and Strategies - Practical	20	30	50	2	
06050513	Training and Development	40	60	100	4	
06050514	Training and Development - Practical	20	30	50	2	
06050515	Human Resource Management	40	60	100	4	
06050516	Human Resource Management - Practical	20	30	50	2	
06050517	Advertising and Brand Management	40	60	100	4	DSE 1&2 Marketing
06050518	Advertising and Brand Management - Practical	20	30	50	2	
06050519	Consumer Behaviour	40	60	100	4	
06050520	Consumer Behaviour - Practical	20	30	50	2	
06050521	Digital Marketing	40	60	100	4	
06050522	Digital Marketing - Practical	20	30	50	2	
06050601	Strategic Management	40	60	100	4	Core Course 13
06050602	Strategic Management	20	30	50	2	
06050603	Hospital Hazards & Disaster Management	40	60	100	4	Core Course 14
06050604	Hospital Hazards & Disaster Management	20	30	50	2	
06050605	Project Appraisal	40	60	100	4	DSE 3&4 Finance
06050606	Project Appraisal - Practical	20	30	50	2	
06050607	Financial Institutions and Markets	40	60	100	4	
06050608	Financial Institutions and Markets - Practical	20	30	50	2	
06050609	Cost Accounting	40	60	100	4	
06050610	Cost Accounting - Practical	20	30	50	2	
06050611	Performance and Compensation Management	40	60	100	4	DSE 3&4HR
06050612	Performance and Compensation Management - Practical	20	30	50	2	
06050613	HR Audit	40	60	100	4	
06050614	HR Audit - Practical	20	30	50	2	
06050615	Organization Development	40	60	100	4	
06050616	Organization Development - Practical	20	30	50	2	
06050617	Sales and Distribution	40	60	100	4	DSE 3&4

	Management					Marketing
06050618	Sales and Distribution Management - Practical	20	30	50	2	
06050619	Service Marketing	40	60	100	4	
06050620	Service Marketing - Practical	20	30	50	2	
06050621	Marketing Management	40	60	100	4	
06050622	Marketing Management - Practical	20	30	50	2	
Note	Select any two of the following:					
DSE Finance	Financial Management					
	Tax Planning					
	Management Accounting					
	Project Appraisal					
	Financial Institutions and Markets					
	Cost Accounting					
	Research Project					
DSE HR	HRD : Systems and Strategies					
	Training and Development					
	Human Resource Management					
	Performance and Compensation Management					
	HR Audit					
	Organization Development					
	Research Project					
DSE Marketing	Advertising and Brand Management					
	Consumer Behaviour					
	Digital Marketing					
	Sales and Distribution Management					
	Service Marketing					
	Marketing Management					
	Research Project					
Note	Select any one of the following:					
SEC-1 SEC-2	Personality Development and Communication Skills					
	E Commerce					
	Data Base Management System					
	R-Programming					
	Summer Internship					

BUSINESS STATISTICS 06050101
BBA (HA)- 1st semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA (HA) (101)	BUSINESS STATISTICS	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students will obtain the knowledge regarding data and its related aspects. They will learn various statistical tools and techniques which have applications in solving different business problems.

Course Content

UNIT – I

Data, primary and secondary data, discrete and continuous data. Classification of data, Graphical representation of data.

UNIT – II

Central tendency, measures of central tendency, their properties and applications. Dispersion, various measures of dispersion, their properties and applications. Coefficient of variation.

UNIT – III

Correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient, properties of correlation coefficient. Linear regression, lines of regression, regression coefficient, relation between correlation coefficient and regression coefficient.

UNIT – IV

Index numbers, Methods of construction of Index numbers, Different formula of index number. Fisher's Ideal Index number, Time reversal test, factor reversal test and circular test.

UNIT – V

Time series, Trend, Seasonal fluctuations, Cyclical fluctuations, irregular components. Method of moving average and method of semi average for determination of trend value.

Suggestive Readings

1. Gupta, S.P., Statistical Methods, S. Chand & Co.
2. Elhance, D.N., Elhanc, V. and Aggarwal, B.M., Fundamentals of Statistics, Kitab Mahal.
3. Hooda, R. P., Statistics for Business and Economics, Mcmillan India Ltd.
4. Levin, R. I., Rubin, D. S., Siddiqui, M. H. and Rastogi, S., Statistics for Management, Pearson.
5. Aggarwal, N. P., Quantitative Techniques, Ramesh Book Depot, Jaipur.
6. Bajpai, N., Business Statistics, Pearson.
7. Gupta, S.C. and Kapoor, V. K., Fundamental of Applied Statistics, Sultan Chand & Sons.
8. Gupta, S.C. and Kapoor, V. K., Fundamental of Mathematical Statistics, Sultan Chand & Sons.

BUSINESS STATISTICS 06050102
BBA (HA)- 1st semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA (HA) (101)	BUSINESS STATISTICS	-	-	-	30	20	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students will obtain the knowledge regarding data and its related aspects. They will learn various statistical tools and techniques which have applications in solving different business problems.

Course Content

UNIT – I

Data on various medical facilities available at different hospitals and health centers in a city will be collected and represented through graphs for comparative study.

UNIT – II

Data on prices of four or more commodities in different markets of the city will be collected in order to know the average price of the commodity in the city with the help of different measures of central tendency.

UNIT – III

Determination of type and degree of correlation will be made by collecting the bivariate data on daily temperature – percentage humidity at a particular place, height – weight data etc.

UNIT – IV

Data of price and amount of commodity utilized in different house hold in a similar city will be collected. The concept of index numbers will be used to construct the consumer’s price index.

UNIT – V

Analysis of share prices will be made. Time series data of prices will be collected to identify the trend and other movement of share prices.

Suggestive Readings

1. Gupta, S.P., Statistical Methods, S. Chand & Co.
2. Elhance, D.N., Elhanc, V. and Aggarwal, B.M., Fundamentals of Statistics, Kitab Mahal.
3. Hooda, R. P., Statistics for Business and Economics, Mcmillan India Ltd.
4. Levin, R. I., Rubin, D. S., Siddiqui, M. H. and Rastogi, S., Statistics for Management, Pearson.
5. Aggarwal, N. P., Quantitative Techniques, Ramesh Book Depot, Jaipur.
6. Bajpai, N., Business Statistics, Pearson.
7. Gupta, S.C. and Kapoor, V. K., Fundamental of Applied Statistics, Sultan Chand & Sons.
8. Gupta, S.C. and Kapoor, V. K., Fundamental of Mathematical Statistics, Sultan Chand & Sons.

MANAGEMENT CONCEPTS-06050103
BBA (HA)- 1st Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA A 102	MANAGEMENT CONCEPTS	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

Students would understand basic concepts of management and gain appreciation for emerging ideas, techniques, procedures and practices in the field of management

Course Content

Unit-I

Importance, Nature, Process, Functions and Principles of Management. Management V/s Administration, Development of Management Thought: Classical, Neo-classical, Systems, contingency and Contemporary Approach to Management. Managerial Roles: Role of a Manager - Levels of Management - Managerial Skills.

Unit-II

Communication – Formal and Informal Networks, Barriers and Principles. Planning - Concept, Nature, Importance, Steps and Limitations, Types of Plans. Making Planning Effective - Strategic Considerations in Planning - Management by Objectives. Decision Making Concept, Process, Rationality and Techniques.

Unit-III

Need for Organization - Principles and Process of Organizing - Span of Management - Organization Structure - Variables affecting Structure - Departmentalization - Authority, Delegation and Decentralization - Committees. New Forms of Organization, Staffing - Concept, Nature, Importance and Steps, Motivation – Concept and Theories.

Unit-IV

Directing – Concept, Nature and Importance. Leadership - Concept and Theories, developing leaders across the organization, Controlling - Concept, Nature, Importance and Process of controlling. Contemporary control Techniques - Stakeholder Approaches (Balanced Score Card), Accounting Measures (Integrated Ratio Analysis), and Economic and Financial Measures (Economic Value added and Market Value added), Behavioral aspect of Management Control.

Unit-V

Challenges in Management practices: Management of Strategic Change, Culture, Knowledge Management, Learning Organization, Managing Diversity, Corporate Governance and social responsibility of business.

Suggestive Readings

1. Harold Koontz & Heinz Weihrich, *Essentials of Management*, Tata Mcgraw Hill.
2. Stephen F.Robbins Mary Coulter– *Management* – Prentice Hall of India Pvt. Ltd
3. P.C.Tripathi, P.N. Reddy, *Principles of Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Joseph L. Massie, *Essentials of Management*, Prentice - Hall of India Private Limited, New Delhi.
5. James A.F., R.Edward, Daniel R. Stoner, Freeman, Gilbert, *Management*, Prentice Hall of India Private Limited, New Delhi.
6. Prasad LM, *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi.
7. J.S. Chandan, *Management Concepts and Strategies*, Vikas Publishing House Private Limited, Delhi.
8. D. Chandra Bose, *Principles of Management and Administration*, Prentice-Hall of India Private Limited, New Delhi.

MANAGEMENT CONCEPTS-06050104**BBA (HA)- 1st Semester Theory**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA A 102P	MANAGEMENT CONCEPTS	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Unit-I

1. Conduct secondary research on common features of Fayol's principles of management and Weber's description of bureaucracy.
2. Conduct research and identify which organization structure organizations are adopting in highly unstable environments and turbulent environments.
3. Visit an organization and identify formal and informal organization operating in company.

Unit-II

1. **Case Study – Adored No More**

Unit-III

1. Case Study: Njoroge
2. Discuss in group extrinsic motivators have short-term effects while intrinsic motivators which are more concerned with the quality of working life are likely to have deeper and longer-term effects because they are inherent in individuals and not imposed from outside.

Unit-IV

1. Identify any manager or your supervisor under whom you have worked and try to make his / her managerial grid of Robert Blake and Jane Mouton. What is his / her management / leadership style.

Unit-V

1. List down merits and demerits of having diversity at workplace. Describe each point in detail.
2. You have joined as HR manager of Bajaj Auto which has decided to open an auto design center in Delhi with collaboration with Italy and Germany. You have been asked to recruit and prepare diversity policy for expatriates from these countries. List down your

points for consideration while deciding on diversity policy. Relate with theoretical concepts discussed in class.

Suggestive Readings

9. Harold Koontz & Heinz Weihrich, *Essentials of Management*, Tata Mcgraw Hill.
10. Stephen F. Robbins Mary Coulter– *Management* – Prentice Hall of India Pvt. Ltd
11. P.C. Tripathi, P.N. Reddy, *Principles of Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
12. Joseph L. Massie, *Essentials of Management*, Prentice - Hall of India Private Limited, New Delhi.
13. James A.F., R. Edward, Daniel R. Stoner, Freeman, Gilbert, *Management*, Prentice Hall of India Private Limited, New Delhi.
14. Prasad LM, *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi.
15. J.S. Chandan, *Management Concepts and Strategies*, Vikas Publishing House Private Limited, Delhi.
16. D. Chandra Bose, *Principles of Management and Administration*, Prentice-Hall of India Private Limited, New Delhi.

English Language- 06050105
BBA (HA)- 1st Semester

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	English Language	-	-	-						

2. Objective: To enhance listening-speaking skills

3. Syllabus:

Unit-I Listening Comprehension

- Speeches
- Interviews
- audio-video clippings followed by exercises

Unit-II Conversation Skills

- Greetings and Introducing oneself
- Framing questions and answers
- Role play
- Buying: asking details etc

Unit-III Reading Comprehension

- Simple narration and Stories
- Simple Passages
- Newspaper and articles clippings

Unit-IV Pronunciation

- Pronunciation
- Syllable and Stress

Unit-V Writing Comprehension

- Correct the sentences
- Note Making
- Letters
- Précis
- Paragraph
- Report

4. Suggested Readings

1. Spoken English with CD, Jayashree Balan, Tata McGraw Hill 2010
2. Fluency in English-II, Department of English, Delhi University, Oxford University Press
3. Murphy's English Grammar with CD, Murphy, Cambridge University Press
4. English Vocabulary in Use (Advanced), Michael McCarthy and Felicity, CUP
5. Learning Spoken English by Lynn Lundquist-ASIN: B0094XNOPW
6. Essential English Grammar: A Self-Study Reference and Practice Book for Elementary

BBA (HA) BBAHA104**GE 1**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA	GE 1	-	-	-	30	20	4	-	-	2

Health Economics-06050201
BBA (HA) 2nd Semester Theory
CBCS UG Course

1. Assessment

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME										
		THEORY			PRACTICAL				L	T	P	C
		EXTERNAL	TWO TERM		EXTERNAL	INTERNAL						
BBA (HA) 201	Health Economics	60	20	20	-	-		4	-	-	4	

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
 INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks.

2. Objective: The primary aim of this subject to build-up a clear concept and practices of microeconomics, macroeconomics and basic of development features tool in understanding the Health Economics.

3. Contents:

Unit I:

Basic Economics Concepts – Demand & Supply Analysis, Elasticity of Demand & Supply, Cardinal & Ordinal utility Analysis, Production Function with one & two Variables, Isoquant, Cost & Opportunity cost, Revenue in short run & Long run, National Income Accounting (GDP, GNP, NNP etc).

Unit II:

Nature and Scope of Health Economics: definition and meaning, basic concept of Health Economics, Various Indicators of health TFR, IFMR, MMR etc, Natural & Human Resources of a country & Health.

Unit–III

Utility analysis in Health economics: Using Economics to Study Health Issues: Relevance of Economics in Health Care, Economic Optimization, The Competitive Model: The Theory of Firm Behaviour, welfare Implications, Imperfect Competition

Unit–IV

Evaluation in Health Economics: Economic evaluation of health programs, basic Economics of Health programs in India and for communicable and non-communicable diseases.

Unit–V

Demand and Supply in Health care; Concept of Demand and Supply in health Care, Price Elasticity and characteristics of Third party Administrators & regulation in Hospital Economics. Life Insurance market in India.

Suggested Readings:

1. Park's Textbook of Preventive and Social Medicine. 22nded.
2. Philips, Ceri J. Health Economics: An introduction for health Professionals. Oxford: Blackwell Publishing.
3. Clewer, Ann and D Perkins. Economics for Health Care Management. Prentice Hall.
4. Folland S. A. C. Goodman and M. Stano. Economics and Health and Healthcare. Prentice Hall.
5. Adhikary, Manab. Business Economics. New Delhi: Excel Books.
6. Mehta, Paul. Managerial Economics. New Delhi: Sultan chand.
7. Dhingra, I.C. Fundamental of Business Economics. New Delhi: Sultan Chand.
8. Henderson James. W., Health Economics, India Edition, First Edition Reprint 2007

Health Economics-06050202
BBA (HA) 2nd Semester Practical

CBCS UG Course

Assessment

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM		EXTERNAL	INTERNAL				
BBA (HA) 201	Health Economics	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
 INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks.

Objective: The aim of this subject to practically build-up a clear concept and experimental of microeconomics, macroeconomics, health economics and basic of Indian economics features relating its health conditions & system.

Unit – I

Calculate the expenditure made on health in your contemporary studies years and its impact on Human Development Index and make Report on it.

Calculate the domestic production of India’s Health Sector of your contemporary studies years and make Report on it.

Unit – II

Find out the trends of the foods production of India since 1950 and make Report on it.

Study the importance of Human resources of education, technology of India since 1950 and make project on it..

Unit – III

Report On- Uncertainty and the Welfare Economics of Medical Care, Kenneth J. Arrow
 The American Economic Review Volume 53, Issue 5 (Dec 1963).

Make the studies report of Primary Health Centre (PHC) of your near rural Area.

Unit- IV

Makes a study report on the Programme of Government of India on Communicable Diseases.

Makes a study report on the Programme of Government of India on Non-Communicable Diseases.

Unit – V

Make a study report of health care’s supply of Doctors, Nurses, Hospital, Medical Colleges since 1950 in India.

Makes a study report on the Life Insurance market in India since 1950.

FINANCIAL ACCOUNTING- 06050203
BBA(HA)- 2nd Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA(G)/IMBA/BCP/BCH	Financial Accounting	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects.

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit II: Accounting Equation: Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance.

Unit III: Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, understanding contents of financial statements of a joint stock company as per the Companies Act 2013; Understanding the contents of annual report of a company, Preparation of cash flow statement as per AS-3 (revised).

Unit IV: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Unit V: Hire purchase and installment system: Hire Purchase System and Installment payment system; Branch Accounting (**Home branches:** - concept of dependent branches, accounting aspects, ascertainment of profit by Debtor method, Stock & Debtor method and Final accounts method, concept of Independent branch, and accounting treatment. **Foreign branches:** - Concept and accounting treatment.

Suggested Readings:

1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
2. Tulsian, P.C., Financial Accounting, Pearson
3. Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Gupta, Ambrish: Financial Accounting for Management
7. Bhattacharyya, Asish K., Financial Accounting for Business Managers
8. Jain, S.P. & Narang, K.L., Advanced Accountancy.
8. Charles T. Horngren, Gart L. Sundem, John A. Elliot and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.

FINANCIAL ACCOUNTING- 06050204
BBA(HA)- 2nd Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA(G)/IMBA/BCP/BCH	Financial Accounting				30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity;P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

This course intends to involve students to apply appraisal techniques for evaluating live projects and understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives.

Unit I: Introduction to Financial Accounting: Case study on accounting principles that are followed by different Indian industry. Students will prepare a report based on this study.

Unit II: Accounting Equation: Analysis of bank passbook to identify the items of debit and credit. On the basis of above analysis, Student will practically prepare report on accounting equations based on case study.

Unit III: Preparation of Financial Statements: Activities based on company balance sheet analysis wherein students will interpret the balance sheet in order to check the financial position of company.

Unit IV: Indian Accounting Standards (Ind-AS): Discussion on how accounts are prepared by the Indian firm on the basis of Accounting Standard. Report will be prepared by the students to find out the difference between Ind AS & AS.

Unit V: Hire purchase and installment system: Analysis based activities on installment based accounting that is used by Indian companies. Report will be prepared based on the case study.

Suggested Readings:

1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
2. Tulsian, P.C., Financial Accounting, Pearson
3. Maheshwari, S.N. &Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, &ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Gupta, Ambrish: Financial Accounting for Management
7. Bhattacharyya, Asish K., Financial Accounting for Business Managers
8. Jain, S.P.&Narang, K.L., Advanced Accountancy.
8. Charles T. Horngren, Gart L. Sundem, John A. Elliot and Donna R. Philbrick, Introductionto Financial Accounting, Pearson.

**BBA(HA)02nd Semester
Environment Studies
06050205**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
					30	20	4	-	-	2

MEDICAL TERMINOLOGY- 06050301
BBA HA – 3rd Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA 301	MEDICAL TERMINOLOGY	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective; This course provides an opportunity to develop skills for interpreting and understanding medical terms and abbreviations that are essential for working with auto accident, personal injury, or medical malpractice cases.

Course Content

Unit-I

Introduction to Medical Terminology, Word Formation & Syntax, Greek Alphabets, Greek & Latin Prepositional & Adverbial Prefixes, Singular & Plural Endings, Commonly Used Prefixes in Medical Terminology, Commonly Used Suffixes in Medical Terminology, Commonly used Root Words in Medical Terminology, Common Latin Terms used in Prescription Writing, Study of Standard Abbreviations, Commonly used Medical Terms to Define Different parts of external human body.

Unit-II

Different parts, basic Functions and Importance of the Following Systems in Human Body; Digestive system, Respiratory system, Muscular Skeletal System,

Unit-III

Different parts, basic Functions and Importance of the Following Systems in Human Body; Circulatory System, Male Reproductive System, Female Reproductive System

Unit-IV

Different parts, basic Functions and Importance of the Following Systems in Human Body, Central Nervous System, Excretory System, Endocrine Glands

Unit-V

Terminologies used by gastroenterologist, ENT surgeon & orthopaedecian, commonly terminologies used by cardiologist gynecologist (including family planning) and oncologist, commonly terminologies used by neurologist, endocrinologist & dentist.

Suggestive Readings

1. Bonnie F. Fremgen and Suzanne S. Frucht, *Medical Terminology: A Living Language*
2. Shirley Soltesz Steiner and Natalie Pate Capp, *Quick Medical Terminology: A Self-Teaching Guide (Wiley Self Teaching Guides)*
3. Marilyn White Wilson, *Basic Medical Terminology Concepts (2nd Edition)*
4. *Medical Terminology: The Basics (Quick Study Academic)*
5. *Medical Terminology: The Body (Quick Study Academic)* by BarCharts
6. Beatrice Saxon, *A guide for beginners to medical terminology*
7. Anne Ehrich, *Medical Terminology for health professionals*
8. David Andersson, *Medical Terminology*

MEDICAL TERMINOLOGY- 06050302**BBA HA – 3rd Semester Practical**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA 301	MEDICAL TERMINOLOGY	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective: This course provides an opportunity to develop skills for interpreting and understanding medical terms and abbreviations that are essential for working with auto accident, personal injury, or medical malpractice cases.

Course Content

Unit-I: -

Hospital facilitation round, Demonstration of different bones through skeleton

Unit-II: -

Demonstration of different parts of Digestive system through models in Gastro lab.

Unit-III: -

Demonstration of Reproductive system and circulatory system

Unit-IV: -

Designing and Demonstration of Central Nervous system & excretory system.

Unit-V :-

Learning and explanation of prefix and suffix of terminologies through charts.

Suggestive Readings

1. Bonnie F. Fremgen and Suzanne S. Frucht, Medical Terminology: A Living Language
2. Shirley Soltesz Steiner and Natalie Pate Capp, Quick Medical Terminology: A Self-Teaching Guide (Wiley Self Teaching Guides)
3. Marilyn White Wilson, Basic Medical Terminology Concepts (2nd Edition)
4. Medical Terminology: The Basics (Quick Study Academic)

5. Medical Terminology: The Body (Quick Study Academic) by BarCharts
6. Beatrice Saxon, A guide for beginners to medical terminology
7. Anne Ehrich, Medical Terminology for health professionals
- 8. David Andersson, Medical Terminology**

HOSPITAL AND HEALTH SYSTEM=- 06050303
BBAHA- 3rd Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA 302T	HOSPITAL AND HEALTH SYSTEM	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Basic purpose is to provide a conceptual insight into the main features of Indian healthcare delivery system and how it is compared with other system in the world

Course Content

Unit-I

Definition and Meaning of Health, Concept of Health, Holistic Approach to Health, Basic Information Relating to Health, Historical Development of Health Care System in India, Determinants to Health, Responsibility for Health, health & Development, Indicators of Health, Concept of Disease, Concept of Causation, Natural History of Disease, Concepts of Control, Modes of Intervention,

Unit-II

Definition and Meaning of Hospital, Historical Development of Hospitals, Growth of Hospital in India, modern Hospital as a Complex Entity, Changing Concept of Hospitals during 1990-2003

Unit-III

Present State of Government Hospitals, Health Committees and their Recommendations, Health Plan Outlays during 1951 till Date, National Health Budget, Purpose, Types & Practices in Indian Context.

Unit-IV

Health Manpower Planning & Distribution, Economics of Health manpower Planning & Political Process health Programmes in India, Managerial Process in National Health Development, Cost Benefit Analysis in Health Field.

Unit-V

Growth of Hospitals in the International Scenario, Present Status of Hospitals in India, Reforms of Healthcare System, Healthcare System in US, UK & Canada, Healthcare System in China, Srilanka & India, future of Healthcare System, Canadian Lessons in Healthcare Reforms, International Health under United Nations and its History & Evolution

Hospital Viewed as a System, Role of Hospitals, Hospital Viewed as a Social System, Peculiarities of Hospital Systems, Benefits to the Health Care Systems, Overview of Health Care Delivery System, Role of Hospitals in Primary Health Care, Administration of Rural Hospitals

Suggestive Readings

- Park K: 2005. *Text Book of Preventive and Social Medicine*. Banarsidas Bhanot Publishers: Jabalpur. 18th Ed.
- Beaglehole R & Bonita R. 1997. *Public Health at the Crossroads: Achievements and Prospects*. Cambridge University Press: United Kingdom
- Gupta M C, Chen L C & Krishnan T N. 1996. *Health Poverty and Development in India*. Oxford University Press: Bombay
- White K. 2006. *The Sage Dictionary of Health and Society*. Sage Publications: New Delhi
- Kumar R. 1998. *Medicine and the Raj: British Medical Policy in India (1835-1911)*. Sage Publications: New Delhi
- Goel S L. 2001. *Health Care System and Management: Primary Health Care management*. Deep & Deep Publications: New Delhi. Vol 4
- Harris M G & Assoc. 2003. *Managing Health Service: Concepts & Practices*. MacLennan + Petty: Sydney
- Beaglehole R, Bonita R & Kjellstrom T. 1993. *Basic Epidemiology*. WHO: Geneva
- Gwatkin D R, Wagstaff A & Yazbeck A S. 2005. *Reaching the Poor with Health, Nutrition & Population Services: What works, What doesn't & Why*. WB: Washington DC
- Bhende A & Kanitkar T. 1992. *Principles of Population Studies*. Himalaya Publishing House: Bombay. 5th Ed.

HOSPITAL AND HEALTH SYSTEM=- 06050304
BBAHA- 3rd Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA 302 P	HOSPITAL AND HEALTH SYSTEM	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks.

Course Objective

Basic purpose is to provide a conceptual insight into the main features of Indian healthcare delivery system and how it is compared with other system in the world

Course Content

Unit-I

- Analyze the history of health care system in India.

Unit-II

- Take any health care organization and find out the factor that led to changing concept of hospital with time.

Unit-III

- Monitor the improvement of health care system in government hospital of your community.
- Design the budget for the hospital and its dividend among departments respectively

Unit-IV

- Monitor the strategies related to health manpower planning

Unit-V

- Compare health care system at national & international level.

Suggestive Readings

Park K: 2005. *Text Book of Preventive and Social Medicine*. Banarsidas Bhanot Publishers: Jabalpur. 18th Ed.

Beaglehole R & Bonita R. 1997. *Public Health at the Crossroads: Achievements and Prospects*. Cambridge University Press: United Kingdom

Gupta M C, Chen L C & Krishnan T N. 1996. *Health Poverty and Development in India*. Oxford University Press: Bombay

White K. 2006. *The Sage Dictionary of Health and Society*. Sage Publications: New Delhi

Kumar R. 1998. *Medicine and the Raj: British Medical Policy in India (1835-1911)*. Sage Publications: New Delhi

Goel S L. 2001. *Health Care System and Management: Primary Health Care management*. Deep & Deep Publications: New Delhi. Vol 4

Harris M G & Assoc. 2003. *Managing Health Service: Concepts & Practices*. MacLennan + Petty: Sydney

Beaglehole R, Bonita R & Kjellstrom T. 1993. *Basic Epidemiology*. WHO: Geneva

Gwatkin D R, Wagstaff A & Yazbeck A S. 2005. *Reaching the Poor with Health, Nutrition & Population Services: What works, What doesn't & Why*. WB: Washington DC

Bhende A & Kanitkar T. 1992. *Principles of Population Studies*. Himalaya Publishing House: Bombay. 5th Ed.

HOSPITAL OPERATIONS MANAGEMENT-06050305
BBA HA 3RD SEMESTER Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA303	HOSPITAL OPERATIONS MANAGEMENT	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To expose the students for operations of hospitals in a detailed manner which will include all facets of hospital planning activities covering every department that is involved both in clinical care as well as supportive services.

Course Content

Unit-I

Promoting and building a new Hospital: Planning the Hospital, Guiding Principles in planning Hospital Facilities and Services in Planning, Preliminary Survey, Financial Planning Equipment Planning, Assessment survey of Community, Factors determining site, legal requirements & design consideration.

Unit-II

Planning an designing administrative services, Financial Management Unit, Hospital Information System, nursing Service Administrative Unit, Human resource management, Marketing and public Relations Unit

Unit-III

Planning & Designing Medical & Ancillary Service ;Out Patient services, Emergency Services, Clinical Laboratories, Radiological Services, Surgical Department, Labour and delivery suites, Physical Therapy, Occupational Therapy, Speech and Hearing therapy.

Unit-IV

Planning and Designing Supportive Services; CSSD, Pharmacy, Admitting department, Housekeeping services, Public areas, reception and help desks

Unit-V

Planning and Designing nursing services– general Nursing unit, Paediatric Nursing Unit, Obstetric Nursing Unit, Psychiatric Nursing Unit, Intensive Care Units

Suggestive Readings

Joshi, DC; Joshi, Mamta (2009), Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd.

Kunders, G.D.(2004)-Facilities Planning and Arrangement in Healthcare, Prism Books Pvt Ltd. Bangalore.

Davies Llewellyn R & macaulay H M C(1995)- Hospital Planning and Administration, Jaypee Brothers, New Delhi.

Sakharkar, B M (1998)-Principles of Hospital Administration & Planning-jaypee Publishers New Delhi.

Goel, S L (2001 Vol 1-4)-Healthcare Systems and Management, Deep and Deep Publications, New Delhi

Srinivasan A V (2002)- Managing a modern hospital, Response Books, New Delhi

Sharma K R, Sharma Yashpal(2003)- A handbook on Hospital Administration, Durga Printers, Jammu

Sharma, Madhuri(2003)-Essentials for Hospital Supportive Services, Jaypee Brothers, New Delhi

Tabish, Syed Amin-Hospital Planning, Organization and Management

HOSPITAL OPERATIONS MANAGEMENT-06050306
BBA HA 3RD SEMESTER Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA303	HOSPITAL OPERATIONS MANAGEMENT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To expose the students for operations of hospitals in a detailed manner which will include all facets of hospital planning activities covering every department that is involved both in clinical care as well as supportive services.

Course Content

Unit-I

- Facilitation round of hospital
- Evaluation on any planned hospital

Unit-II

- Demonstration of HIS system
- Take an organization and analyze the activities of HR department
- Design the financial management unit of any healthcare organization.

Unit-III

- Brain storming on OPD management in Hospital,
- Facilitation round of Labour and delivery suits, physiotherapy department
- Identify traffic control measures in emergency department.
- Live projects on radiological and laboratory services

Unit-IV

- Facilitation visit in CSSD,
- Observing and finding measures to improve housekeeping services in the hospital.

Unit-V

- Demonstration of nursing services
- Analyze Nursing satisfaction rate in any hospital.

Suggestive Readings

Joshi, DC; Joshi, Mamta (2009), Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd.

Kunders, G.D.(2004)-Facilities Planning and Arrangement in Healthcare, Prism Books Pvt Ltd. Bangalore.

Davies Llewellyn R & macaulay H M C(1995)- Hospital Planning and Administration, Jaypee Brothers, New Delhi.

Sakharkar, B M (1998)-Principles of Hospital Administration & Planning-jaypee Publishers New Delhi.

Goel, S L (2001 Vol 1-4)-Healthcare Systems and Management, Deep and Deep Publications, New Delhi

Srinivasan A V (2002)- Managing a modern hospital, Response Books, New Delhi

Sharma K R, Sharma Yashpal(2003)- A handbook on Hospital Administration, Durga Printers, Jammu

Sharma, Madhuri(2003)-Essentials for Hospital Supportive Services, Jaypee Brothers, New Delhi

Tabish, Syed Amin-Hospital Planning, Organization and Management

BBA HA 3RD SEMESTER
SEC-1
06050307

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
		-	-	-				-	-	

E COMMERCE- 06050308
BBA (HA) 3rd Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BCP 404T	E-COMMERCE	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The primary objective of course is to learn various aspects of E-Commerce. Appreciate the internet technology and its infrastructure. Understand the methodology for online business dealings using E-Commerce infrastructure.

Course Content

Unit-I

Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce. Planning Online Business: Nature and dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.

Unit-II

Technology for Online Business: Internet, IT Infrastructure, Middleware, contents: Text and Integrating E-business applications. Mechanism of making payment through internet: Online payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card

Unit-III

Virtual existence: Concepts, working, advantages and pitfalls of Virtual organization, workforce, work zone and workspace and staff less organization. Designing an E-Commerce Model for a middle level organization: The conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart.

Unit- IV

Security in E-Commerce: Digital Signatures, Network security, Data encryption with secret keys, data Encryption public keys.

Unit-V

Laws relating to online transactions: Salient Features. Applications in E-Commerce: E-commerce applications in manufacturing, wholesale, retail and service sector.

Suggestive Readings

1. Amor, Daniel (2000). E Business R (Evolution), 2nd Edition, Prentice Hall, New York.
2. Greenslein & Feinman. Electronic Commerce. TMH.
3. David Whiteley (2001). E-Commerce: Strategy, Technologies and Applications, Indian edition TMH.
4. Joseph, P.T. (2000). E-Commerce: An Indian Perspective, 5th edition, PHI.
5. Ravi, W. & Andrew B., (2002). Frontiers of Electronic Commerce, 1st Edition, Paperback. Kalakota.
6. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
7. S. J. Joseph, E-Commerce: an Indian perspective, PHI
8. Failing to Succeed: The Story of India's First E-Commerce Company, K Vaitheeswaran.
9. Turban, Efrain, "Electronic Commerce: A Managerial Perspective", Pearson Education Asia, 2002.
10. Chhabra, T.N., "E-Commerce New vistas For Business", Himalaya Publications, 2004-05.

BUSINESS RESEARCH METHODS- 06050401

BBA HA- 4th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
MBA206 MBAHA206	BUSINESS RESEARCH METHODOLOGY	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

Internal Assessment- It shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s).

Course Content

Unit I

Business Research: Meaning, Need, Types, Approaches, Research methods vs Research Methodology, Research Process, Role of research in important areas, Identification and Formulation of Research Problem, Variables and Variable type, Hypothesis, Types and Formulation of Hypothesis

Unit II

Research Design: Meaning, Need, and Different Research Design: Exploratory, Descriptive. Experimental and Diagnostic and Survey Research, Features of a Good Research Design

Unit III

Sampling Design: Meaning, Need, and Advantages of Sampling over Census, Probability and Non Probability Sampling Methods, Criteria of Selecting a Sampling Procedure, Factors Influencing Sample size

Unit IV

Data Collection Methods: Questionnaire/schedule; Questionnaire designing, Interview and Observational Methods, Measurement Scales, Techniques of Developing Scales, Reliability and Validity of Scales

Unit V

Data Analysis: Descriptive and Univariate Statistics; Bivariate Analysis: Test of Difference, Measures of Association; Introduction to Multivariate Analysis, Application of Excel and SPSS.

Suggestive Readings

1. William G. Zikmund, Business Research Methods, 7th Edition, Cengage Learning, India.
2. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education
3. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
4. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, 5th Edition, PHI.
5. Ranjeet Kumar, Research Methods, Pearson Education
6. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th Edition, PHI
7. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education
8. Mcburney, Research Methods, 7th Edition, Cengage Learning, India.

QUALITY IN HEALTHCARE-06050403
BBA HA-4th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA402	QUALITY IN HEALTH CARE	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective: To provide basic knowledge on the concepts of Healthcare Quality Management towards continuous improvement of quality patient care.

Course Content

Unit-I

Definition, concepts of Quality assurance, Continuous quality improvement - Benefits, Awareness and Obstacles–Quality Vision, Mission and Policy Statements– Customer Perception of Quality

Unit-II

Overview of the contributions of Walter Shewhart, Deming & Juran and others-Concepts of qualitycircle-Japanese 5S Principles and 8D Methodology and Kaizen.

Unit-III

Processes in service organization and their control, simple seven tools of quality control, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts

Unit-IV

Quality Improvement techniques, Implementing strategies – Quality circles, Benchmarking for Quality Standards- ISO 9000 Series- ISO2000, ISO 14000, ISO 18000,

Unit-V

Accreditation with special emphasis on NABH Accreditation, importance of NABH in Quality Control of Hospitals.

Suggestive Readings

1. Raandi Schmidt J. Trumbo and R. Jonson, Quality in Health Care Sector – ASQC Quality – Press.
2. Nelson Thrones - Quality Improvement in Health Care,2nd Ed
3. Bester field H.Dale, Total Quality Management, Pearson New Delhi, 2005.
4. Sridhar Bhat, Total Quality Management, Himalaya House publications, Mumbai, 2002
5. Sundara Raju, S.M., Total Quality Management: A Primer, Tata McGraw Hill, 1995.

QUALITY IN HEALTHCARE-06050404
BBA HA-4th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA 402	QUALITY IN HEALTHCARE	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To provide basic knowledge on the concepts of Healthcare Quality Management towards continuous improvement of quality patient care.

Course Content

Unit-I

Demonstration of quality department in hospital.

Unit-II

Demonstrate kaizen, TQM, 5s in any healthcare organization.

Unit-III

Application of quality improvement tools in any organization.

Unit-IV

Application of Quality Improvement Techniques to evaluate the working condition of hospital.

Unit-V

Take any small health organization (50 bedded) and do the gap analysis

Suggestive Readings

1. Raandi Schmidt J. Trumbo and R. Jonson, Quality in Health Care Sector – ASQC Quality – Press.
2. Nelson Thrones - Quality Improvement in Health Care, 2nd Ed
3. Bester field H.Dale, Total Quality Management, Pearson New Delhi, 2005.

4. Sridhar Bhat, Total Quality Management, Himalaya House publications, Mumbai, 2002
5. Sundara Raju, S.M., Total Quality Management: A Primer, Tata McGraw Hill, 1995.

HOSPITAL SUPPORT & UTILITY SERVICES- 06050405
BBA HA 4th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA 403	HOSPITAL SUPPORT & UTILITY SERVICES	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of non clinical services in a hospital

Course Content

Unit-I

Diagnostic-Radiology & Imaging Services, Hospital Laboratory etc, Blood Bank & Transfusion Services, Ambulance Services & Pharmacy

Unit-II

Housekeeping, Hospital Engineering and Maintenance, Biomedical Department, Medical Records-confidentiality of records, reception, enquiry.

Unit-III

Definition of Biomedical Waste, BMW – Segregation, collection, transportation, disposal, Liquid BMW, Radioactive waste, Metals / Chemicals / Drug waste, BMW Management & methods of disinfection, Modern technology for handling BMW, Monitoring & controlling of cross infection (Protective devices)

Unit-IV

Hospital Acquired Infection - Source and Control, hospital infection control team, Importance of controlling nosocomial infection

Unit-V

Telemedicine – Objective and Importance, planning and designing of Hospital Laundry and Linen, Mortuary, Dietary Service

Suggestive Readings

Joshi, DC; Joshi, Mamta (2009), Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd.

Kunders, G.D.(2004)-Facilities Planning and Arrangement in Healthcare, Prism Books Pvt Ltd. Bangalore.

Davies Llewellyn R & macaulay H M C(1995)- Hospital Planning and Administration, Jaypee Brothers, New Delhi.

Sakharkar, B M (1998)-Principles of Hospital Administration & Planning-jaypee Publishers New Delhi.

Goel, S L (2001 Vol 1-4)-Healthcare Systems and Management, Deep and Deep Publications, New Delhi

Srinivasan A V (2002)- Managing a modern hospital, Response Books, New Delhi

Sharma K R, Sharma Yashpal(2003)- A handbook on Hospital Administration, Durga Printers, Jammu

Sharma, Madhuri(2003)-Essentials for Hospital Supportive Services, Jaypee Brothers, New Delhi

Tabish, Syed Amin-Hospital Planning, Organization and Management

HOSPITAL SUPPORT & UTILITY SERVICES- 06050406
BBA HA 4th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA 403	HOSPITAL SUPPORT & UTILITY SERVICES	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of non clinical services in a hospital

Course Content

Unit-I

- Facilitation round in Laboratory department, blood bank, pharmacy and Radiology department.

Unit-II

- Study the processing of files in Medical record department of any hospital.
- Observation of work pressure in front office department of any hospital.

Unit-III

- Study the measures taken to protect the hospital from the infection through biomedical waste and its segregation process.

Unit-IV

- Framing policy and procedures of controlling measures to control hospital infection.

Unit-V

- Design the establishment of Telemedicine in any healthcare industry.

- Design the functional activity of dietary services, mortuary services & hospital laundry and linen services.

Suggestive Readings

Joshi, DC; Joshi, Mamta (2009), Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd.

Kunders, G.D.(2004)-Facilities Planning and Arrangement in Healthcare, Prism Books Pvt Ltd. Bangalore.

Davies Llewellyn R & macaulay H M C(1995)- Hospital Planning and Administration, Jaypee Brothers, New Delhi.

Sakharkar, B M (1998)-Principles of Hospital Administration & Planning-jaypee Publishers New Delhi.

Goel, S L (2001 Vol 1-4)-Healthcare Systems and Management, Deep and Deep Publications, New Delhi

Srinivasan A V (2002)- Managing a modern hospital, Response Books, New Delhi

Sharma K R, Sharma Yashpal(2003)- A handbook on Hospital Administration, Durga Printers, Jammu

Sharma, Madhuri(2003)-Essentials for Hospital Supportive Services, Jaypee Brothers, New Delhi

Tabish, Syed Amin-Hospital Planning, Organization and Management

EPIDEMIOLOGY & PUBLIC HEALTH ADMINISTRATION-06050501
BBA-HA 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA 501	EPIDEMIOLOGY & PUBLIC HEALTH ADMINISTRATION	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To provide the students a basic insight into the main features of Indian health care delivery system and how it works.

Course Content

Unit-I

Demography Trends: World population trends, Indian Population trends, Health implications. Health Policy : Meaning , Need, National Health Policy 2002, Priorities, National Health programmes. Health services: Committees on health services and planning, Health services through Five Year Plans, Health for All 2000.

Unit-II

Health Care : Concept of health care, Levels, Health care system in India, Classification of hospitals. Organization for Health: Voluntary health agencies in India, Indian Red Cross Society, Indian Council for Child Welfare, Tuberculosis Association of Indian Red Cross Society

Unit-III

National Health Programmes related to Communicable Diseases: NVBDCP (Malaria, Filariasis), RNTCP-2 (Tuberculosis), NLEP (Leprosy), NACP-2/3(AIDS), Impact of these programmes in public health improvement

Unit-IV

National Health Programs related to Non Communicable Diseases: NPCDCS (Cancer, Diabetes), NBCP(Blindness), NMHP (Mental Health), RMNCH+A (Reproductive and Child Health Programme). Health related National Programme: Integrated Child Development Scheme (ICDS), water supply and sanitation, Minimum needs programme.

Unit-V

National Rural Health Mission, Indian Council Welfare — Tuberculosis Association of India, PAI, Rockefeller Foundation, CARE, International Health Organizations: WHO, UNICEF, UNDP.

Suggestive Reading

- Park K: 2005. *Text Book of Preventive and Social Medicine*. Banarsidas Bhanot Publishers: Jabalpur. 18th Ed.
- Beaglehole R & Bonita R. 1997. *Public Health at the Crossroads: Achievements and Prospects*. Cambridge University Press: United Kingdom
- Gupta M C, Chen L C & Krishnan T N. 1996. *Health Poverty and Development in India*. Oxford University Press: Bombay
- White K. 2006. *The Sage Dictionary of Health and Society*. Sage Publications: New Delhi
- Kumar R. 1998. *Medicine and the Raj: British Medical Policy in India (1835-1911)*. Sage Publications: New Delhi
- Goel S L. 2001. *Health Care System and Management: Primary Health Care management*. Deep & Deep Publications: New Delhi. Vol 4
- Harris M G & Assoc. 2003. *Managing Health Service: Concepts & Practices*. MacLennan + Petty: Sydney
- Beaglehole R, Bonita R & Kjellstrom T. 1993. *Basic Epidemiology*. WHO: Geneva
- Gwatkin D R, Wagstaff A & Yazbeck A S. 2005. *Reaching the Poor with Health, Nutrition & Population Services: What works, What doesn't & Why*. WB: Washington DC
- Bhende A & Kanitkar T. 1992. *Principles of Population Studies*. Himalaya Publishing House: Bombay. 5th Ed

EPIDEMIOLOGY & PUBLIC HEALTH ADMINISTRATION-06050502
BBA-HA 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA 501	EPIDEMIOLOGY & PUBLIC HEALTH ADMINISTRATION				30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks.

Course Objective

To provide the students a basic insight into the main features of Indian health care delivery system and how it works.

Course Content

Unit-I

Investigate the health problems and health hazards of your community.

Unit-II

Design the structure of various health agencies in India.

Unit-III

Design the report on healthy lifestyle and non communicable diseases.

Unit-IV

Conducting a survey in their community for awareness of various healthcare programmes related to communicable disease.

Unit-V

Analyze the initiative taken for sustainability through Indian healthcare system.

Suggestive Readings

Park K: 2005. *Text Book of Preventive and Social Medicine*. Banarsidas Bhanot Publishers: Jabalpur. 18th Ed.

Beaglehole R & Bonita R. 1997. *Public Health at the Crossroads: Achievements and Prospects*.

Cambridge University Press: United Kingdom

Gupta M C, Chen L C & Krishnan T N. 1996. *Health Poverty and Development in India*. Oxford University Press: Bombay

White K. 2006. *The Sage Dictionary of Health and Society*. Sage Publications: New Delhi

Kumar R. 1998. *Medicine and the Raj: British Medical Policy in India (1835-1911)*. Sage Publications: New Delhi

Goel S L. 2001. *Health Care System and Management: Primary Health Care management*. Deep & Deep Publications: New Delhi. Vol 4

Harris M G & Assoc. 2003. *Managing Health Service: Concepts & Practices*. MacLennan + Petty: Sydney

Beaglehole R, Bonita R & Kjellstrom T. 1993. *Basic Epidemiology*. WHO: Geneva

Gwatkin D R, Wagstaff A & Yazbeck A S. 2005. *Reaching the Poor with Health, Nutrition & Population Services: What works, What doesn't & Why*. WB: Washington DC

Bhende A & Kanitkar T. 1992. *Principles of Population Studies*. Himalaya Publishing House: Bombay. 5th Ed

HOSPITAL RELATED LAW-06050503
BBA HA- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA 502	HOSPITAL RELATED LAW	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective; To acquaint the students with various legal aspects concerning type and character of the health care organizations and its duties towards patients and its employees

Course Content

Unit-I

Law and establishment of hospitals-private and public, legal requirements under Medical Council Acts, importance of MCI in establishment of a hospital

Unit-II

Legal aspects relating to Organ Transplantation, MTP Act, 1971, ESI Act, PNDDT Act, Significance of these acts in hospital

Unit-III

Legal liability of hospitals - criminal, civil and tortuous; liability for negligence, consumer protection act, absolute liability and vicarious liability, law of tort.

Unit-IV

Confidentiality and professional secrecy, codes of conduct: Hippocrates oath and declaration of Geneva – MCI regulation – professional conduct, etiquette and ethics.

Unit-V

Human experimentation, clinical trials, industrial dispute act, Basics of Drugs and Cosmetic Acts, importance of drugs and cosmetic act

Suggestive Readings

Anoop Kaushal K, Medical negligence and legal remedies, 3rd edition, universal law Pllblshcr.5. New Delhi, 2004.

Avtar singh, company law, 13th edition, Taxmann publishers, Lucknow, 2001.

Consumer Protection Act 1986

Francis D., Government and Business, Himalaya publishing House, 1988

Gupta D and Gupta, S. Government and business, Vikas Publishing House, 1987 Varma, D.P.S, Monopolies. Trade Regulations and Consumer Protection, T-ata McGraw Hill, New Delhi, 1985.

R.K. Chaube, consumer protection and the Medical profession, Jaypee Publishing, New Delhi, 2000.

Steven, D. Edwards, Nursing Ethics, A principle Based Approach, Macmillan Press Ltd., London, 1996.

Indian Penal code, Indian Evidence Act, Criminal Procedure code

Industrial Disputes Act, Indian Companies Act

Indian Medical council act.

Goswami, Labor law.

Commercial Laws – N.D.Kapoor.

HOSITAL RELATED LAW-06050504
BBA HA- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	HOSITAL RELATED LAW	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

To acquaint the students with various legal aspects concerning type and character of the health care organizations and its duties towards patients and its employees

Course Content

Unit-I

- Study the guidelines of MCI and review it any medical college.

Unit-II

- Observing the documentation and various process relating to MTP, PNDDT & Organ transplantation act

Unit-III

- Analyzing the case of medical negligence in any hospital.

Unit-IV

- Conducting a survey to know the awareness among employees about code of conduct

Unit-V

- Mention the ethics of clinical trials and human experimentation of any healthcare organization.
- Analyze the procedure for reference of dispute under the industrial dispute act

Suggestive Readings

Anoop Kaushal K, Medical negligence and legal remedies, 3rd edition, universal law
Publishers. New Delhi, 2004.
Avtar singh, company law, 13th edition, Taxmann publishers, Lucknow, 2001.
Consumer Protection Act 1986
Francis D., Government and Business, Himalaya publishing House, 1988
Gupta D and Gupta, S. Government and business, Vikas Publishing House, 1987
Varma, D.P.S, Monopolies. Trade Regulations and Consumer Protection, Tata McGraw Hill,
New Delhi, 1985.
R.K. Chaube, consumer protection and the Medical profession, Jaypee Publishing,
New Delhi, 2000.
Steven, D. Edwards, Nursing Ethics, A principle Based Approach, Macmillan Press Ltd.,
London, 1996.
Indian Penal code, Indian Evidence Act, Criminal Procedure code
Industrial Disputes Act, Indian Companies Act
Indian Medical council act.
Goswami, Labor law.
Commercial Laws – N.D.Kapoor.

DSE- FINANCE

FINANCIAL MANAGEMENT-06050505 BBA(HA) – 5th Semester Theory

DSE 1

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Financial Management Theory	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

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

Course Content

Unit 1: Introduction

Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management
Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

Unit 2: Investment

Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method.
Practical questions on RADR (Risk Adjusted Discount Rate). Fund flow statement & Cashflow statement

Unit 3: Financing Decision

Cost of Capital and Financing Decision: Sources of long-term financing, Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach) Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Unit 4: Dividend Decisions

Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage

Unit 5: Working Capital Decisions Working Capital-Meaning, Objectives. Factors affecting Working Capital Decision. Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis;

Suggested Readings:

1. James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education

2. Levy H. and M. Sarnat. Principles of Financial Management. Pearson Education
3. Joy, O.M. Introduction to Financial Management. Mc Graw Hill Education.
4. Brigham and Houston, Fundamentals of Financial Management, Cengage Learning
5. Khan and Jain. Basic Financial Management, McGraw Hill Education
6. Chandra, P. Fundamentals of Financial Management. McGraw Hill Education
7. Singh, J.K. Financial Management- text and Problems. 2nd Ed. Dhanpat Rai and Company, Delhi.
8. Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd.
9. Singh, Surender and Kaur, Rajeev. Fundamentals of Financial Management. Mayur Paperback, New Delhi.
10. Pandey, I.M. Financial Management. Vikas Publications.

Tax Planning - 06050507
BBA (HA) 5th Semester Theory

Assessment:

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
(DSE-F-T)	Tax Planning	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks.

Objective: The course aims to help students to gain basic understanding of principles and law governing the taxation statute in India. It will provide them knowledge of structure of direct tax, system, procedure and functioning of income tax related matters.

Unit-I:

Basic concepts of income tax, Definitions: Person, Assessee, Previous year, Assessment year, Finance bill, Finance Act, Residential status and tax incidence of an individual, scope of total income, income exempted from tax under section 10.

Unit-II:

Income from **salaries**: Basic salary, allowances, perquisites, provident funds, retirement benefits, income from **house property**: GAV, NAV, Deductions, profits and gains of **business and profession**: Expenses allowed as deduction, Inadmissible expenses

Unit-III:

Income from **capital gains**: Capital assets, Transfer, STCG, LTCG, Exemption under section 54/54B/54EC/54F, income from **other sources**, set off and carry forward of losses, clubbing of income

Unit-IV:

Provisions of deductions under chapter VI-A, meaning of gross total income, total taxable income, assessment of individuals & Hindu Undivided Family

Unit- V:

Deduction of tax at source, Collection of tax at source, advanced payment of tax

Suggestive Readings:

- 1) Dr. Vinod Kumar Singhania, Corporate Tax Planning, Taxmann's Publication

- 2) Dr. Girish Ahuja & Dr. Ravi Gupta, Simplified approach to Corporate Tax Planning & Management, Wolters Kluwer
- 3) Dr. H.C. Mehrotra, Corporate Tax Planning and Management, Sahitya Bhawan Publication, Agra
- 4) Mr. Sandeep K Sahu, A summarised notes on income tax law
- 5) CA Raj kumar Agarwal, Handbook on income tax, Bharat's Publication
- 6) Dr. Yogendra Bangar, a comprehensive guide to Taxation, Bangar's Publication
- 7) Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic approach to income tax, Wolters Kluwer

Tax Planning - 06050508
BBA (HA) 5th Semester Practical

Practical:

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
(DSE-F-T)	Tax Planning	-	-	-	30	20	4	-	-	2

Objective: The course aims to help the students to gain practical understanding of the computation of total income and tax liability thereon based on their residential status and scope of total earnings.

Unit-I:

Determination of Previous year, Assessment year, Residential status of individual, scope of total income, identification of income exempted from tax. (*Activity: two situation of identify PY & AY , three situations of computing residential status*)

Unit-II:

Computation of Income from salaries, income from house property and income from profits and gains of business and profession- Compute correct profit (*Activity: five different situations of computation under all heads*)

Unit-III:

Computation of Income from capital gains, income from other sources, Identification of losses under different heads and set off with respective heads, clubbing of income (*Activity: five different situations of computation under capital heads, set off of loses and clubbing*)

Unit-IV:

Identification of amount available as Deductions under chapter VI-A from gross total income, computation of gross total income, total taxable income, Computation of total income of individuals & Hindu Undivided Family using Microsoft excel. (*Activity: five different situations of assessment of individual / HUF*)

Unit- V:

Rate and applicability of TDS & TCS on income earned, compute the instalment of advanced payment of tax (*Activity: identify TDS amount and instalment of advance tax*)

Suggestive Readings:

- 1) Dr. Vinod Kumar Singhania, Corporate Tax Planning, Taxmann's Publication
- 2) Dr. Girish Ahuja & Dr. Ravi Gupta, Simplified approach to Corporate Tax Planning & Management, Wolters Kluwer

- 3) Dr. H.C. Mehrotra, Corporate Tax Planning and Management, Sahitya Bhawan Publication, Agra
- 4) Mr. Sandeep K Sahu, A summarised notes on income tax law
- 5) CA Raj kumar Agarwal, Handbook on income tax, Bharat's Publication
- 6) Dr. Yogendra Bangar, a comprehensive guide to Taxation, Bangar's Publication
- 7) Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic approach to income tax, Wolters Kluwer

MANAGEMENT ACCOUNTING (THEORY)- 06050509
BBA (HA)- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE 3/DSE 3& 4/BBA G 303/DSE (F)	MANAGEMENT ACCOUNTING	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The primary objective of course is to acquaint the students with fundamentals of management accounting. It will equip the students with the concept and methods of various managerial techniques for decision making.

Course Content

Unit-I

Introduction to different types of accounting : Financial Accounting , Cost Accounting and Management Accounting , Management Accounting –evolution, meaning, objectives, nature, scope, functions, techniques and limitations. Financial Accounting vs. Cost Accounting vs. Management Accounting.

Unit-II

Budgets- meaning, objectives, classification and preparation of budgets: Fixed and flexible, cash budget, importance of budgets. Ratio Analysis – meaning, objectives, significance, limitations, classification and computation of ratios: Liquidity Ratio, Activity ratio, Profitability ratio and Capital structure ratios.

Unit III

Standard costing: meaning, concept, objectives, advantages and limitations. Variance analysis: concept, types of variances: material and labour variances and their accounting treatment.

Unit-IV

Cost Volume Profit Analysis – meaning, objectives, advantages, methods of cost volume profit analysis. Concept of Angle of Incidence.

Unit-V

Funds Flow Statement: meaning, objectives, limitations, concept of funds from business operations, introduction to schedule of changes in working capital and preparation of funds flow statement. Cash Flow Statement: meaning, objectives, limitations, preparation of cash flow statement (indirect method), difference between cash flow statement and fund flow statement.

Suggestive Readings

- 1.) Charles T. Horngern, Gary L. Sundem, Jeff O.Schatzberg, Dave Burgstahler- Introduction to Management Accounting, Pearson.
- 2.) Khan & Jain, Management Accounting, Tata McGraw Hill Publication.
- 3.) I M Pandey, Management Accounting- Vikas Publishing House Pvt. Ltd.

- 4.) Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education.
- 5.) Kishore M. Ravi, Cost and Management Accounting, Taxman Publication.
- 6.) M.S Narasimhan-Management Accounting , Cengage.
- 7.) Brigham , Ehrhardt, Financial Management, Cengage Learning.
- 8.) S.K Gupta , R.K Sharma , Financial Management Theory and Practice, Kalyani Publishers.

MANAGEMENT ACCOUNTING (THEORY)- 06050510
BBA (HA)- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	MANAGEMENT ACCOUNTING	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-
Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The primary objective of course is acquaint the students with fundamentals of management accounting. It will equip the students with the concept and methods of various managerial techniques in order to facilitate decision making.

Course Content

Unit-I

Students will prepare a report on financial statements and analyse and interpret financial statements of any company with reference to common size statement and comparative statements.

Unit-II

Preparation of a report on budget allocation of various departmental activities and students will compute and compare Liquidity Ratios, Activity Ratios, Profitability ratios, Leverage ratios of different companies.

Unit III

Students will prepare a report on variance analysis of various companies and they will find out variances in the budgets of various departmental activities and will present a report on the causes of variances.

Unit-IV

Computation of break even point on the basis of a case study and analyse margin of safety and will prepare a report.

Unit-V

Preparation of report and analysis of Funds Flow Statement and Cash Flow Statement of companies and students will take a decision regarding financial assistance.

Suggestive Readings

- 1.) Charles T. Horngern, Gary L. Sundem, Jeff O.Schatzberg, Dave Burgstahler- Introduction to Management Accounting, Pearson.
- 2.) Khan & Jain, Management Accounting, Tata McGraw Hill Publication.
- 3.) I M Pandey, Management Accounting- Vikas Publishing House Pvt. Ltd.
- 4.) Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education.
- 5.) Kishore M. Ravi, Cost and Management Accounting, Taxman Publication.
- 6.) M.S Narasimhan-Management Accounting , Cengage.
- 7.) Brigham , Ehrhardt, Financial Management, Cengage Learning.
- 8.) S.K Gupta , R.K Sharma , Financial Management Theory and Practice, Kalyani Publishers.

DSE HRM (T&P) HRD SYSTEMS AND STRATEGIES- 06050511
BBA(HA)- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	HRD SYSTEMS AND STRATEGIES	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students would be able to understand concepts, methods and strategies for HRD.

Course Content

Unit-I

Introduction to Human Resource Development, Relationship between human resource management and human resource development; Roles and competencies of HRD professionals; Challenges in HRD.

Unit-II

Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

Unit-III

Approaches to employee development, leadership development, action learning, assessment and development centers; Intellectual capital and HRD; HRD mechanisms for workers; Role of trade unions; Industrial relations and HRD.

Unit-IV

Coaching and mentoring; Career management and development; Employee counseling; Competency mapping; PCMM, Balanced Score Card, Appreciative inquiry; Integrating HRD with technology.

Unit-V

HRD interventions; HRD Approaches for coping with Organizational Changes, International experiences of human resource development, Selected cases covering HRD practices in India.

Suggestive Readings

1. Pareek, U. et al., *Managing Transitions: The HRD Response*, New Delhi, Tata McGraw Hill, 1992.
2. Mankin, D., *Human Resource Development*, Oxford University Press India.

3. Haldar, U. K., *Human Resource Development*, Oxford University Press India.
4. Dayal, Ishwar, *Successful Applications of HRD*, New Delhi, Mittal Publications (1996).
5. Nadler, L., *Corporate Human Resources Development*, American Society for Training & Development (1980).
6. Dayal, Ishwar, *Designing HRD Systems*, New Delhi, Concept, 1993.
7. Tripathi, P.C.,(2005), *Human Resource Development*, Sultan Chand & Sons (2013).
8. Krishnaveni R, *Human Resource Development; A Researcher's Perspective*, Excel Books (2008).
9. Singh I S, *Globalization and Human Resource Development*, Excel Book (2010).
10. Kohli, Uddesh & Sinha, Dhama P., *Global Challenges & Strategies in 2000 A.D.* New Delhi, ISTD, 1995.
11. Maheshwari, B L & Sinha, Dhama P., *Management of Change Through HRD*, New Delhi, Tata McGraw hill, 1991.
12. Rao T V et al., *Alternative Approaches & Strategies of Human Resource Development*, Jaipur, Rawat Publications (2016).
13. Silvera, D.N., *HRD: The Indian experience*, Delhi, Newsindia Publications, (1988).
14. Werner J. M., DeSimone, R.L., *Human resource development*, Cengage Learning; 6 edition (2011).
15. Rao, T.V., *Future of HRD*, Macmillan Publishers India.
16. Rao, T.V., *HRD Score Card 2500: Based on HRD audit*, Response Books, SAGE Publications.
17. Rao, T.V., *Hurconomics for Talent Management: Making the HRD Missionary Business-Driven*, Pearson Education.
18. Curtis, B., Hefley, W. E., Miller, S. A., *The people capability maturity model: Guidelines for improving workforce*, Pearson Education.
19. Kaplan, R.S., and Norton, D.P. 1992, *The Balanced Scorecard: Measures that drive performance*, Harvard Business Review.

DSE HRM (T&P) HRD SYSTEMS AND STRATEGIES- 06050512
BBA(HA)- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	HRD SYSTEMS AND STRATEGIES	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Unit-I

1. List competencies and skills required from HRD Manager. Which of these skills is most important. Link these skills with your skill sets and identify your own efficacy as a HRD Manager.

Unit-II

1. You have been appointed as consultant and have been asked to design HRD program. What steps and preliminary organizational diagnosis will you implement and steps for preparing HRD action plan.
2. You have just finished implementing an organization wide HRD plan. Top Management has asked you to submit a review on plan. Enumerate various action points you're your presentations.
3. Analyse environmental impediment of today's environment in creating HRD culture and climate. Give strategies to overcome these impediments.

Unit-III

1. You have been appointed consultant to ensure continuous leadership pipeline for various positions. How can you achieve it. Give details of activities and plans.
2. A unit of Maruti Suzuki in Manesar has been developing labor unrest over period of time having an environment of mistrust. How do you ensure a progressive work culture and environment of trust. What HRD steps and interventions would you choose.

Unit-IV

1. You have joined as HRD Head in an organization. Your first task is to implement organization wide Coaching and Mentoring process. How would you go about it and how do you get buy in of top management and justify expense towards it.
2. Do research on Balanced Score Card and HR score card of any organization of your choice. Submit report and make presentation in class.

Unit-V

1. Select case study covering HRD practices in India.

Suggestive Readings

1. Pareek, U. et al., *Managing Transitions: The HRD Response*, New Delhi, Tata McGraw Hill, 1992.
2. Mankin, D., *Human Resource Development*, Oxford University Press India.

3. Haldar, U. K., *Human Resource Development*, Oxford University Press India.
4. Dayal, Ishwar, *Successful Applications of HRD*, New Delhi, Mittal Publications (1996).
5. Nadler, L., *Corporate Human Resources Development*, American Society for Training & Development (1980).
6. Dayal, Ishwar, *Designing HRD Systems*, New Delhi, Concept, 1993.
7. Tripathi, P.C.,(2005), *Human Resource Development*, Sultan Chand & Sons (2013).
8. Krishnaveni R, *Human Resource Development; A Researcher's Perspective*, Excel Books (2008).
9. Singh I S, *Globalization and Human Resource Development*, Excel Book (2010).
10. Kohli, Uddesh & Sinha, Dhama P., *Global Challenges & Strategies in 2000 A.D.* New Delhi, ISTD, 1995.
11. Maheshwari, B L & Sinha, Dhama P., *Management of Change Through HRD*, New Delhi, Tata McGraw hill, 1991.
12. Rao T V et al., *Alternative Approaches & Strategies of Human Resource Development*, Jaipur, Rawat Publications (2016).
13. Silvera, D.N., *HRD: The Indian experience*, Delhi, Newsindia Publications, (1988).
14. Werner J. M., DeSimone, R.L., *Human resource development*, Cengage Learning; 6 edition (2011).
15. Rao, T.V., *Future of HRD*, Macmillan Publishers India.
16. Rao, T.V., *HRD Score Card 2500: Based on HRD audit*, Response Books, SAGE Publications.
17. Rao, T.V., *Hurconomics for Talent Management: Making the HRD Missionary Business-Driven*, Pearson Education.
18. Curtis, B., Hefley, W. E., Miller, S. A., *The people capability maturity model: Guidelines for improving workforce*, Pearson Education.
19. Kaplan, R.S., and Norton, D.P. 1992, *The Balanced Scorecard: Measures that drive performance*, Harvard Business Review.

DSE HRM (T&P) TRAINING AND DEVELOPMENT-06050513
BBA (HA)- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	TRAINING AND DEVELOPMENT	60	20	20	-	-	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Student would be able to understand role of training and development for the organizational growth and development. Assess, develop, conduct and evaluate a training program.

Course Content

Unit-I

Introduction to Training and Development. Nature, Scope and Role of Training and Development. Forces influencing Working and Learning.

Unit-II

Strategic aspects in Training, Needs Assessment, Designing Effective Training, Determining Training Objectives, Learning: Theories and Program Design, Transfer of Training.

Unit-III

Training Climate and Training Techniques, Selecting Training Strategies, Training- Methods - Traditional, E – Learning and use of technology.

Unit-IV

Training Evaluation. Employee Development & Special Issues in Training and Development. Mentoring, Assessment and Development Centre.

Unit-V

Career planning and Career Management – Special Challenges, The Future of Training and Development.

Suggestive Readings

1. R. Noe, *Employee Training and Development* by, McGraw-Hill; 4th edition (January 1, 2007)
2. B.Taylor & G.Lippitt, *Management Development and Training Handbook*, McGraw Hill.
3. William E.Blank, *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey,1982.
4. Lynton R.P and Pareek U(1990). *Training for Development*. Vistaar Publications, New Delhi

5. *Effective Training – Systems, Strategies and Practices* by P. Nick Blanchard & James W Thacker, Pearson Custom; 2010.
6. Pareek Udai, *Training and Development*, Tata McGraw Hill.
7. Wexley, K & Lathan Gary, *Developing & Training HR in Organization*, P.Hall, 2002.
8. P.L.Rao, *Enriching Human Capital through Training and Development*, Excel Books; First edition.
9. William E.Blank: *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey.
10. David A.DeCenzo & Stephen P.Robbins: *Fundamentals of Human Resource Management*, Wiley.

DSE HRM (T&P) TRAINING AND DEVELOPMENT-06050514
BBA (HA)- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	TRAINING AND DEVELOPMENT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Unit-I

1. Study and list various training and development activities conducted by your Summer internship company or any other company of your choice. Submit report.
2. Prepare an induction cum orientation training for your new juniors. What aspects you will consider while designing it.

Unit-II

1. Form a group of 5 students each and conduct need assessment of each team member and on the basis of outcome design training and development interventions for each of them individually.
2. In same group prepare training program for the entire group. Critically analyze its efficacy and how it is different from individual customized training program.

Unit-III

1. Research on various e-learning platforms available and complete one free course of your choice. On completion submit report about your experience and merits and demerits of training at the end of course module.
2. Case Study :
 1. Human Resource Management by VSP Rao- 2nd edition- Ch 6- pg 142
 2. Human Resource Management by VSP Rao- 2nd edition- Ch 7- pg 166

Unit-IV

1. Visit an organization of your choice and submit report on:
 - a. Structure of training and development department
 - b. Comment on their annual training schedule
 - c. Training methods, evaluation methods used.
2. Case Study Toyota Motor Company's Toyota Technical Training Institute in India - Case Study 2 R. Noe, *Employee Training and Development* Pg 460 – 462.

Unit-V

1. Self conductance of Training program by students – conduct training need analysis, select training areas, resources, training proposal (training budget), conduct of program, training assessment / evaluation etc by students./ Group Presentations.
2. Case Study: Which is more important recruiting or retaining?

Suggestive Readings

1. R. Noe, *Employee Training and Development* by, McGraw-Hill; 4th edition (January 1, 2007)
2. B.Taylor & G.Lippitt, *Management Development and Training Handbook*, McGraw Hill.
3. William E.Blank, *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey,1982.
4. Lynton R.P and Pareek U(1990). *Training for Development*. Vistaar Publications, New Delhi
5. *Effective Training – Systems, Strategies and Practices* by P. Nick Blanchard & James W Thacker, Pearson Custom; 2010.
6. Pareek Udai, *Training and Development*, Tata McGraw Hill.
7. Wexley, K & Lathan Gary, *Developing & Training HR in Organization*, P.Hall, 2002.
8. P.L.Rao, *Enriching Human Capital through Training and Development*, Excel Books; First edition.
9. William E.Blank: *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey.
10. David A.DeCenzo & Stephen P.Robbins: *Fundamentals of Human Resource Management*, Wiley.

DSE 1 (T&P) HUMAN RESOURCE MANAGEMENT- 6050515

BBA(HA)- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE 1 (T&P)	HUMAN RESOURCES MANAGEMENT	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students would learn role of the HRM function, employee resourcing, performance, appraisal and development of Human Resource in the organization.

Course Content

Unit-I

Introduction to HRM - Evolution of 21st Century HR, Nature of Human Resource Management—Concepts, Objectives and Functions; HRD—Concept and Mechanisms, Business Challenges and Changing Role of HR, Role of New Age HR Manager.

Unit-II

HR Planning -Strategic Linkage with Business Goals, Job Analysis, Competency mapping, Demand and Supply Forecasting, Flexibility arrangements, Recruitment, Selection and Orientation, Career planning and Development.

Unit-III

Managing Performance - Performance Appraisal Methods, Errors and other issues, Compensation - Job Evaluation, Performance Appraisal—Techniques of appraisal; Potential Appraisal and employee counseling; Managing compensation, establishing reward and pay plans—job evaluation, incentive plans, employee benefits; Ensuring safety and healthy work environment.

Unit-IV

Training and Development - Importance and contemporary Issues, Need analysis, Processes and Techniques, Evaluation of training effectiveness, cross cultural training.

Unit-V

Human Resource Information Systems, Human Resource Accounting and Audit. HRM in globally competitive environment; Strategic Human Resource Management.

Suggestive Readings

1. Gary Dessler, *Human Resource Management* - 5th edition Pearson Education.
2. Snell and Bohlander *Human Resource Management* -, Thompson South –Western
3. M.Saiyadain, *Human Resource Management* - Tata McGraw Hill.
4. Jyothi, P and Venkatesh,D.N, *Human Resource Management* - Oxford University Press
5. R.W. Mondy & R.M.Noel, *Human Resource Management* - Pearson Education
6. B.Pattanayak, *Human Resource Management* - PHI
7. V.S.P.Rao, *Human Resource Management* - Excel Books
8. K Aswathappa, *Human Resource and Personnel Management* - Tata McGraw Hill
9. Gupta, C.B. (2014). *Human Resource Management*. Delhi. Sultan Chand & Sons.
10. Decenzo, A. David & Robbins, Stephen. (2011). *Fundamentals of Human Resource Management*. Wiley India.
11. Werther, William and Davis, Keith. (2000). *Human Resource Management*. Prentice Hall
12. Chhabra, T.N. (2006). *Human Resource Management*. Dhanpat Rai & Co.

DSE 1 (T&P) HUMAN RESOURCE MANAGEMENT- 6050516

BBA(HA)- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE 1 (T&P)	HUMAN RESOURCES MANAGEMENT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Unit-I

1. Student to list various functions of HR Manager and list most challenging tasks along with reasons.
2. Student to prepare JD and JS of his / her dream job title in their dream company.
3. Student to research the various generations: baby boomers, Generation X, and the Y Generation (millennial) and list their characteristics. Compare these characteristics and explain how these differences impact HRM?
4. Student to review news articles on the current state of the economy (past one year). Which aspect of these news / happening has most significant impact on HRM practices?
5. Student to research on internet and find out various sources of information / changes for :
 - a. Legislative changes
 - b. Training & Development
 - c. Compensation Management
 - d. Recruitment and Selection
 - e. Equal Employment Opportunity

That may keep HR Manager abreast with latest changes.
6. **Field Work:** Student are required to visit office of HR Manager and interview him / her to discuss his or her career path, skills, daily tasks and views on trends in HRM. Present findings to your class in form of a report.
7. Students are required to do research on internet and identify changes in Jobs in next 10 years from now. Which new jobs are expected to emerge and which will cease to exist. How do you think this might impact HR Planning, strategy and procurement of HR in an organization?

Unit-II

1. Analyse a Job descriptions of your choice.
2. Do an Internet search for “job description.” Review three different job descriptions and then answer the following questions for each of the jobs: • What are the job specifications? • Are the physical demands mentioned? • Is the job description task based or competency based? • How might you change this job description to obtain more qualified candidates? Why do the five steps of the recruitment process require input from other parts of the organization? How might you handle a situation in which the employees or management are reluctant to complete a job analysis?
3. Case Study on HR Planning – Annex -1.
4. Team Activity
5. Recruitment Effectiveness Exercise

Unit-III

1. Prepare various performance appraisal forms for MBA student or any job title and discuss its merit / demerits.
2. Research “salary negotiation” on the Internet. What tips are provided for job seekers? Do you think these same tips could apply to the HR professional? Why or why not?
3. In a team of two, take the Big Five personality test online (<http://www.outofservice.com/bigfive/>) and compare scores.
 - a. Assume you are hiring a retail salesperson and plan to administer the same Big Five personality test you took above. In your team, develop minimum percentile scores for each of the five areas that would be acceptable for your new hire
4. Think of your father / guardian current organization or a past organization. What do you think their pay policy is/was? Describe and analyze whether you think it was or is effective. If you haven't worked before, perform an Internet search on pay policies and describe/analyze the pay policy of an organization.
5. Perform an Internet search of average employee turnover cost and report findings from at least three different industries or companies.
6. Case Study
7. Activity: In a team discuss: Why do you think a transparent compensation policy is so important to motivating a workforce? And make presentation.

Unit-IV

1. **Case study : To train or not to train**
2. Analyse team training that you have participated in.
Video
3. This is a short video Starbucks uses to train new employees on customer service. Please view this video at <http://www.youtube.com/watch?v=OAmftgYEWqU>.
4. Develop a rough draft of a training framework using for a job you find on Monster.com.
5. Activity on training program.

Unit-V

1. Research on most important component of culture and explain why you feel it to be most important.
2. Visit <http://www.geert-hofstede.com/> and view the cultural dimensions of three countries. Then write a paragraph comparing and contrasting all three.
3. Choose a country you would enjoy working in, and visit that country's embassy page. Discuss the requirements to obtain a work visa in that country. 2. How would you personally prepare an expatriate for an international assignment? Perform additional research if necessary and outline a plan.
4. Case study : Visa Blues

Suggestive Readings

1. Gary Dessler, *Human Resource Management* - 5th edition Pearson Education.
2. Snell and Bohlander *Human Resource Management* -, Thompson South –Western
3. M.Saiyadain, *Human Resource Management* - Tata McGraw Hill.
4. Jyothi, P and Venkatesh,D.N, *Human Resource Management* - Oxford University Press
5. R.W. Mondy & R.M.Noel, *Human Resource Management* - Pearson Education

6. B.Pattanayak, *Human Resource Management* - PHI
7. V.S.P.Rao, *Human Resource Management* - Excel Books
8. K Aswathappa, *Human Resource and Personnel Management* - Tata McGraw Hill
9. Gupta, C.B. (2014). *Human Resource Management*. Delhi. Sultan Chand & Sons.
10. Decenzo, A. David & Robbins, Stephen. (2011). *Fundamentals of Human Resource Management*. Wiley India.
11. Werther, William and Davis, Keith. (2000). *Human Resource Management*. Prentice Hall
12. Chhabra, T.N. (2006). *Human Resource Management*. Dhanpat Rai & Co.

DSE-MARKETING

Advertisement and Brand Management-06050517 BBA (HA)- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Advertisement and Brand Management	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The objective of this course is to provide knowledge of creative advertising in the competitive world of business. It helps the students to acquire knowledge in various advertising media and Brand.

UNIT I

Marketing Communication, Nature and Scope of Advertising, Functions and Benefits of Advertising, Advertising Objectives and Goals, Types of Advertising, Economic Aspects of Advertising, Social and Ethical Aspects of Advertising

UNIT II

Advertising Agencies, Advertisement Budget, Advertising Campaign Planning, Advertising Copy, Advertising Themes and Appeals, Copy Design, Layout and Production, Advertising Media, Indoor Media, Outdoor Media Advertising, Measuring Advertising Effectiveness

UNIT III

Advertising Budgets: Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget

UNIT IV

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand equity; building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding, Branding strategies

UNIT V

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing communication options, leveraging secondary brand knowledge to build brand equity: conceptualizing the leveraging process, country of origin; co-branding, licensing, celebrity endorsement, sporting, cultural and other events

References:

1. Belch and Belch, **Advertising and Promotion**, Tata McGraw Hill Co.
2. Sharma, Kavita, **Advertising: Planning and Decision Making**, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, **Advertising and Brand Management**, Ane Books Pvt Ltd, New Delhi.

4. Burnett, Wells, and Moriatty, **Advertising: Principles and Practice**, Pearson Education
5. Terence A. Shimp, **Advertising and Promotion: An IMC Approach**, South Western, Cengage Learning.
6. O'Guinn, **Advertising and Promotion: An Integrated Brand Approach**, Cengage Learning.
7. Keller, Kevin Lane; **Strategic Brand Management**; Pearson Education; New Delhi
8. Kapferer, Jean Noel; **Strategic Brand Management**; Kogan Page; New Delhi
9. Kumar, S. Ramesh; **Marketing and Branding - The Indian Scenario**; Pearson Education; New Delhi
10. Kapoor, Jagdeep; **24 Brand Mantras**; Sage Publications; New Delhi

Advertisement and Brand Management-06050518
BBA (HA)- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Advertisement and Brand Management	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The objective of this course is to provide knowledge of creative advertising in the competitive world of business. It helps the students to acquire knowledge in various advertising media and Brand.

UNIT I

- Students need to present various types of Advertising (appeals) through ad mad
- Prepare Economic Aspects of Advertising in a chart
- Social and Ethical Aspects of Advertising to be quoted with lie examples in video class

UNIT II

- Meet/ visit Advertising Agency to develop the understanding of Advertisement Budget, Advertising Campaign Planning, Advertising Copy, Advertising Themes and Appeals, Copy Design, Layout and Production
- Enlist what are various Indoor Media, Outdoor Media Advertising used by SGT University

UNIT III

- Meeting with SGT university officials for developing the understanding of Advertising Budgets
- A comparative study of two well established FMCG brands for allocating the Marketing Communication Budget

UNIT IV

- Compare the brand positioning of five different retail outlets
- Prepare a presentation of various Branding strategies adopted by TATA/Reliance/ P&G/ HUL groups

UNIT V

- Create an hypothetical sports equipment brand by Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity
- Prepare a survey report on the impact of celebrity endorsement on consumer buying behavior.

References:

1. Belch and Belch, **Advertising and Promotion**, Tata McGraw Hill Co.
2. Sharma, Kavita, **Advertising: Planning and Decision Making**, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, **Advertising and Brand Management**, Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, **Advertising: Principles and Practice**, Pearson Education
5. Terence A. Shimp, **Advertising and Promotion: An IMC Approach**, South Western, Cengage Learning.
6. O'Guinn, **Advertising and Promotion: An Integrated Brand Approach**, Cengage Learning.
7. Keller, Kevin Lane; **Strategic Brand Management**; Pearson Education; New Delhi
8. Kapferer, Jean Noel; **Strategic Brand Management**; Kogan Page; New Delhi
9. Kumar, S. Ramesh; **Marketing and Branding - The Indian Scenario**; Pearson Education; New Delhi
10. Kapoor, Jagdeep; **24 Brand Mantras**; Sage Publications; New Delhi

CONSUMER BEHAVIOUR-06050519
BBA-HA 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA	CONSUMER BEHAVIOUR	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective:

The subject explores the mysterious world of the consumer's psyche and guidelines to the students to understand what makes consumers to purchase a particular product or avail a particular service

Syllabus

Unit I

Introduction to Consumer Behavior and Consumer Research: Nature, Scope and application of Consumer Behavior and Consumer Research.

Unit II

Consumer Decision-making Process – Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives.

Unit III

Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research

Unit IV

Individual Determinants of Consumer Behavior: Demographics Psychographics, Environmental Influences on Consumer Behavior: Culture, Cross cultural understanding, social class, family, Family life-cycle group and personal influence, word of mouth communication, opinion leadership.

Unit V

Organizational Buying Behaviour: Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, organizational Buyer Decision Process, Organizational Buying Roles

Suggested Readings:

1. Blackwell, Roger, Miniard, Paul & Engel, James; **Consumer Behaviour**; Thomson Learning; New Delhi
2. Loudon, David J. & DellaBitta, Albert; **Consumer Behaviour**; Tata McGraw Hill; New Delhi
3. Schiffman, Leon G. & Kanuk, Leslie Lazar; **Consumer Behaviour**; Pearson Education; New Delhi
4. Soloman, Michael R.; **Consumer Behaviour - Buying, Having and Being**; Pearson Education; New Delhi
5. Nair, Suja R.; **Consumer Behaviour in Indian Perspective** ; Himalaya Publishing House; New Delhi
6. Assael, H. **Consumer Behaviour and marketing Action**, Ohio, South Western, 1995
7. Engle, J F etc. **Consumer Behaviour**, Chicago, Dryden Press, 1993 Electives (Mktg)
8. Howard, John A etc. **Consumer Behaviour in marketing** Englewood Cliffs, New Jersey, Prentice Hall Inc.1989
9. Hawkins, D I etc. **Consumer Behaviour Implications for Marketing Strategy**. Texas, Business, 1995
10. Mowen, John C. **Consumer Behaviour** , New York, MacMillan, 1993

CONSUMER BEHAVIOUR-06050520
BBA-HA 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA	CONSUMER BEHAVIOUR	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective:

The subject explores the mysterious world of the consumer's psyche and guidelines to the students to understand what makes consumers to purchase a particular product or avail a particular service

Syllabus

Unit I

- Enlist various factors of Consumer Behavior towards specialty goods.

Unit II

- Prepare a process of your own, for the buying of Laptop/ Mobile

Unit III

- Identify the Consumer Motivation for Unsought goods through personal interviews

Unit IV

- Study the impact of Demographics on the intention to shop online.
- Prepare a questionnaire on environmental Influences on Consumer Behavior.

Unit V

- Accompany any sales personnel involved in B2B Marketing and differentiate consumer and organizational Buying Behavior
- Differentiate organizational Buying Decision Process from that of Consumer by a case study drafted by the student only

Suggested Readings:

11. Blackwell, Roger, Miniard, Paul & Engel, James; **Consumer Behaviour**; Thomson Learning; New Delhi
12. Loudon, David J. & Dellabitta, Albert; **Consumer Behaviour**; Tata McGraw Hill; New Delhi
13. Schiffman, Leon G. & Kanuk, Leslie Lazar; **Consumer Behaviour**; Pearson Education; New Delhi
14. Soloman, Michael R.; **Consumer Behaviour - Buying, Having and Being**; Pearson Education; New Delhi
15. Nair, Suja R.; **Consumer Behaviour in Indian Perspective** ; Himalaya Publishing House; New Delhi
16. Assael, H. **Consumer Behaviour and marketing Action**, Ohio, South Western, 1995
17. Engle, J F etc. **Consumer Behaviour**, Chicago, Dryden Press, 1993 Electives (Mktg)
18. Howard, John A etc. **Consumer Behaviour in marketing** Englewood Cliffs, New Jersey, Prentice Hall Inc.1989
19. Hawkins, D I etc. **Consumer Behaviour Implications for Marketing Strategy**. Texas, Business, 1995
20. Mowen, John C. **Consumer Behaviour** , New York, MacMillan, 1993

DIGITAL MARKETING- 06050521
BBA(HA)- 5th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA	Digital Marketing	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective: The objective of this course is to provide knowledge of creative digital advertising in the competitive world of business. It helps the students to acquire knowledge in various terms of digital marketing.

Unit I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.

Unit II

Email Marketing: Introduction, email marketing process, design and content, delivery, discovery.

Unit III

Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze.

Unit IV

Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.

UNIT V

Google Adwords Overview: Understanding Inorganic Search Results, Introduction to Google Adwords & PPC Advertising, Overview of Microsoft Adcenter (Bing & Yahoo)

References:

1. Ian Dodson. **The Art of Digital Marketing**. John Wiley & Sons, Inc
2. Philip Kotler. **Marketing 4.0: Moving from Traditional to Digital** , John Wiley & Sons, Inc
3. Ryan Deiss, Russ Henneberry: **Digital Marketing for dummies**, John Wiley & Sons, Inc
4. Marjolein Visser, Berend Sikkenga & Mike Berry: **Digital Marketing Fundamentals**, Noordhoff Uitgevers bv, Afdeling Hoger Onderwijs,
5. Digital Marketer: **The Ultimate Guide to Digital Marketing**, DigitalMarketer LLC

DIGITAL MARKETING- 06050522
BBA(HA)- 5th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA	Digital Marketing	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective: The objective of this course is to provide knowledge of creative digital advertising in the competitive world of business. It helps the students to acquire knowledge in various terms of digital marketing.

Unit I

- Prepare an assignment on the concept of Search Engine Optimization (SEO) by taking holiday package companies as example.
- Mobilize the Concept of Pay Per Click by starting your own you tube video/ Face book Ad

Unit II

- Prepare the content of Email Marketing of SYNERGY and start following the trends of the same.

Unit III

- Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze.

Unit IV

- Follow the process of mobile marketing and create a campaign of AURA- 2020

UNIT V

- Prepare a presentation on Google Adwords with key strategies
- Video watching on overview of Microsoft Adcenter (Bing & Yahoo)

References:

6. Ian Dodson. **The Art of Digital Marketing**. John Wiley & Sons, Inc
7. Philip Kotler. **Marketing 4.0: Moving from Traditional to Digital** , John Wiley & Sons, Inc
8. Ryan Deiss, Russ Henneberry: **Digital Marketing for dummies**, John Wiley & Sons, Inc
9. Marjolein Visser, Berend Sikkenga & Mike Berry: **Digital Marketing Fundamentals**, Noordhoff Uitgevers by, Afdeling Hoger Onderwijs,
10. Digital Marketer: **The Ultimate Guide to Digital Marketing**, DigitalMarketer LLC

STRATEGIC MANAGEMENT- 06050601
BBA(HA)- 6TH SEMESTER THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA601 BBAHA601	STRATEGIC MANAGEMENT	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

Internal Assessment- It shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.

Course Content

Unit: I: Strategy and Process

Historical perspective of Strategic management, Conceptual framework for strategic management, the Concept of Strategy, Strategy formulation: Company's vision, mission and objectives.

Unit: II: Competitive Advantage

External Environment- PESTEL Analysis, SWOT Analysis, Porter's Five Forces Model, Business ethics and corporate strategy, Concept of value chain, Core competencies.

Unit: III: The Strategic Alternatives

Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination strategies; Corporate Strategy- Vertical Integration, Diversification and Strategic Alliances; Business level strategies: Cost, Differentiation, and Focus Strategies; Strategic analysis and choice: Environmental Threat and Opportunity Profile (ETOP), Mc Kinsey's 7s Framework, BCG Matrix.

Unit IV: Strategy Implementation and Evaluation

Strategy implementation: Structural, Behavioral and Functional implementation.

Strategy Evaluation: Strategic and Operational Control; Techniques of evaluation and control.

Unit V: Strategy in the Global Environment

Definition of global strategy, Phases of global strategy, International strategy vs. global strategy, Drivers of global strategy

Suggestive Readings

1. Kazmi, Azhar, Business Policy and Strategic Management, TMGH, New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, Exploring Corporate Strategy, Pearson Edition Ltd, United Kingdom
3. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases, TMGH, New Delhi.
4. Fred R. David, Strategic Management- Concepts and Cases, PHI Learning, New Delhi.
5. Subba Rao, P, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House, Hyderabad
6. Jauch and Glueck, Business Policy and Strategic Management, McGraw-Hill Publications.
7. Thompson A.A. and Strickland A.J, Strategic Management- Concept and cases, Pearson
8. Michael Porter, Competitive Advantage of Nations, Free Press.
9. Kenneth, A. Andrews, Concepts of corporate Strategy, Irwin/McGraw-Hill
10. Melvin J. Stanford, Management Policy, Prentice-Hall

STRATEGIC MANAGEMENT-06050602
BBA(HA)- 6TH SEMESTER TYHEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA601	STRATEGIC MANAGEMENT	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

Internal Assessment- It shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.

Course Content

Unit: I: Strategy and Process

Download **Annual report** of a company and identify Company's vision, mission and objectives.

Formulate strategy: Company's vision, mission and objectives- Being the head of the organisation.

Unit: II: Competitive Advantage

Download **Annual report** of a company and submit an analysis report on PESTEL, SWOT and Porter's Five Forces Model.

Unit: III: The Strategic Alternatives

Download **Annual report** of a company and submit an analysis report on ETOP, Mc Kinsey's 7s Framework, BCG Matrix.

Unit IV: Strategy Implementation and Evaluation

Group discussion and analyses of three different case studies related to strategy implementation (Structural, Behavioral and Functional) and report submission.

Group discussion and analyse the case studies related to strategic and operational control and techniques of evaluation and control used by various organisation

Unit V: Strategy in the Global Environment

Download **Annual report** of a multinational company and submit an analysis report on phases and drivers of global strategy

Suggestive Readings

1. Kazmi, Azhar, Business Policy and Strategic Management, TMGH, New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, Exploring Corporate Strategy, Pearson Edition Ltd, United Kingdom
3. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases, TMGH, New Delhi.
4. Fred R. David, Strategic Management- Concepts and Cases, PHI Learning, New Delhi.
5. Subba Rao, P, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House, Hyderabad
6. Jauch and Glueck, Business Policy and Strategic Management, McGraw-Hill Publications.
7. Thampson A.A. and Stickland A.J, Strategic Management- Concept and cases, Pearson
8. Michael Porter, Competitive Advantage of Nations, Free Press.
9. Kenneth, A. Andrews, Concepts of corporate Strategy, Irwin/McGraw-Hill
10. Melvin J. Stanford, Management Policy, Prentice-Hall

HOSPITAL HAZARDS & DISASTER MANAGEMENT-06050603
BBA-HA 6th Semester

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAHA 602 T	HOSPITAL HAZARDS & DISASTER MANAGEMENT	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components- *Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

2. Course Objective- The objective of this paper is to acquaint the students with various hospital hazards, nosocomial infection and biomedical hazards.

Course Content

Unit-I

Hospital hazards meaning- Types- Physical- Biological Mechanical- Psychological- Its impact on employees- Preventive measures- Hospital Hazards Management: Meaning- Need- Principles- Purpose.

Unit-II

Control of Hospital Acquired infections: Control of hospital acquired infection, Types of infection- Common Nosocomial infection and their Causative Agents- Prevention of hospital acquired infection- Role of central sterile supply department - Monitoring and control or cross infection - Staff Health - Patient Safety.

Unit-III

Biomedical Waste Management: Meaning-Categories of Biomedical Wastes- Disposal of biomedical waste products- Incineration and its importance- Indian Medical Association- Government Rules and Schedules – Standards for Waste autoclaving, microwaving and deep burial- Segregation- Packaging- Transportation- Storage.

Unit-IV

Disaster: Meaning- Types- Manmade- Natural- Need for Disaster Management (NDMA)- Management of Natural Disaster: Food , Earth Quake, Drought, Cyclone, tsunami- Epidemics: Cholera, Plague, Typhoid, Jaundice - Management of epidemics.

Management of manmade disaster-Nuclear, Biological, Chemical Disasters- Accidents: Road, Train, Fire- Managment

Management of disaster- Prevention- Method Precautions- Ambulance Management- Role of Hospitals, Community, Voluntary agencies and Government in disaster management

Unit-V

Management of disaster- Prevention- Method Precautions- Ambulance Management- Role of Hospitals, Community, Voluntary agencies and Government in disaster management, role of hospital administrators in disaster management

Suggestive Readings

Shakti Gupta sunil kant,chandra sekhar and sidharth satpathy, Modern trends in planning and design of hospitals,Jaypee brothers New delhi

Hospital Planning, WHO, Geneva, 1984

Kunders G.D., Gopinath S., and Katakama a., Hospital Planning, Design and Management, Tata Mc.Graw Hill, New Delhi, 1999.

Arun Kumar, (ed) Encyclopedia of Hospital Administration and Development, Anmol Publications, New Delhi, 2000.

Srinivasan A. V. (ed), Managing a modern hospital, Chapter 2, Response Books New Delhi, 2000

Padmanand V. and P.C. Jain, Doing Business in India, Response Books, New Delhi, 2000

Bio-Medical Waste Act & Rules Govt. of India

Current Issues in BMW Waste Handling-ISHA, Bangalore

UGC Guidelines for Environmental Health.

HOSPITAL HAZARDS & DISASTER MANAGEMENT-06050604
BBA-HA 6th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBAH A 602P	HOSPITAL HAZARDS AND DISASTER MANAGEMENT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-

Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The objective of this paper is to acquaint the students with various hospital hazards, nosocomial infection and biomedical hazards.

Course Content

Unit-I

- Analyze different measures taken to control Hospital hazards in healthcare organization
- Survey on psychological impact of work on healthcare employees in any healthcare organization.

Unit-II

- Monitor preventive measures taken by the healthcare staff against the infection
- Monitoring the functions of CSSD on cross- infection control

Unit-III

- Observing the Proximity level for waste disposal
- Facilitation round on Biomedical Waste Department

Unit-IV

- Study the awareness of employees about disaster management
- Study the policy of any hospital to face any kind of disaster.

Unit-V

- Find the role of ambulance at the time of disaster.

Suggestive Readings

1. Principles of Hospital Management - S. A. Tabish
2. Hospital Management - S. L. Goel
3. Hospital Administration - Francis
4. Bio-Medical Waste Act & Rules Govt. of India
5. Current Issues In BMW Waste Handling-ISHA, Bangalore
6. UGC Guidelines for Environmental Health.

DSE (F)
Project Appraisal- 06050605
BBA (HA)- 6th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Project Appraisal	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To develop the profitability projections and the strategies employed in managing risk and it will make practice on project management decisions and Control

Unit I: *Basics of Project Appraisal*

Part-1 Appraisal: an introduction, Project appraisal and evaluation, Project concept, Types of Project, Project cycle, Project cycle management, Private and Public sector Projects/commercial / National probability;

Part-II Project Identification and Selection: Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Technical analysis and technology selection.

Unit II: Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary /secondary data, Forecasting techniques Technical appraisal of a project, Business and Technology Acquisition and management of technology

Unit III: **Investment appraisal:** Introduction and techniques, DCF (Discounted cash flow) and non DCF methods, Sensitivity Analysis, Financial needs of a Project, Investment criteria, Project Appraisal parameters of select Financial Institutions

Social cost benefit analysis – value added concept, social surplus indirect impact of projects, rationale of SCBA, Efficiency and Equity in Project Appraisal, UNIDO approach, Shadow pricing

Unit-IV: **Network Analysis:**

Construction of networks, CPM, various types of floats and their application, PERT and its applications, Time cost relationship, crashing for optimum cost and optimum time

Unit V: Project risk assessment – Risk and Sensitivity Analysis, Risk Management, Role of Risk Management in Overall Project Management, Steps in Risk Management, Risk Identification, Reducing Risks or mitigation

.

Suggested Readings:

1. Gray & Larson, Project Management: The Managerial Process, 3rd Edition. 2010, TMH
- 2 Pinto, Project Management: Achieving Competitive Advantage, Pearson,2010
- 3Sunil Abrol, Cases in Project Management, 2010, Excel Books
4. Maylor, Project Management, 3rd Edition, 2010, Pearson
5. McManus, Information Systems Project Management, 2010, Pearson
6. Kloppenborg, Contemporary Project Management, 1st Edition, 2008 Cengage Learning
7. Gopalakrishnan – Textbook of Project Management, 2005 – Macmillan Publishers
8. Joy- Total Project Management,2005 , Macmillan Publishers

**Project Appraisal- 06050606
BBA (HA)- 6th Semester Theory**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Project Appraisal	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

The objective of this paper is to help students to acquire Practical knowledge of the project that will allow them to initiate and manage projects efficiently and effectively.

Course Content

UNIT-1

Preparation of project report - Case Analysis

UNIT-II

Students will present case situations in groups, and prepare finally a financial design in a social enterprise setting of new product launching :Highlighting the points on behaviour of investor and behaviour of market considering the different feasibility in environment.

Unit-III

Demonstrate the Project Life Cycle and how it relates to project definition and control.

Unit-IV

Employ an Estimate Matrix to determine deliverables and also draw the breakdown structure.

Unit-V

Demonstrate the importance of a baseline scope and how it relates to cost control. Draw the CPM and evaluate your project with the help of PERT (With the help of case study OR live project)

Suggested Readings

1. Chandra. Prasanna, Project Preparation Appraisal and Implementation. Tata McGraw Hill.
2. Gray, Clifford .F. Project Management. McGraw Hill.
3. <https://canvas.harvard.edu/courses/7986/>
4. <https://nptel.ac.in>

Financial Institutions & Markets-06050607
BBA (HA) 6th SEMESTER Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Financial Institutions & markets	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The purpose of this paper is to make the students aware about capital market, working of money market, financial institutions and their working.

Course Content

Unit I:

An Introduction to Financial System and its Components: Financial markets and institutions, financial intermediation. Financial system and economic development, an overview of Indian financial system.

Unit II:

Money Market: Definition, Money Market vs. Capital Market, Features, Objectives, Importance of Money Market, Composition of money Market, money market Instruments: Treasury bills, Certificate of deposit, Commercial papers, Commercial Bills, Call money.

Unit III:

Capital Market: Meaning, Characteristics, Functions- Indian Capital Market-Evolution and Growth, Indian debt market; Indian equity market-Primary and Secondary Market, Instruments of Capital Market, Indian Capital Market- Major Issues, Rebound in Indian Capital market. Role of stock exchanges in India. Merchant Banking: Definition, Origin, Services, Progress in India, Problems, Scope , Qualities required for Merchant Banker, Merchant Banker as lead managers, guidelines.

Unit IV:

Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds-Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit V:

Venture Capital: Meaning, Concept, Origin, Features, Importance, Activities, Scope, Initiative in India, Guidelines, Methods. Hire Purchase and Leasing: Meaning, Origin, Types, Legal Position, Hire Purchase and Leasing, Problems and Prospects of Leasing Industry in India.

Suggested Readings:

1. L.M.Bhole, Financial Markets and Institutions, Tata McGraw Hill Publishing Company
2. M.Y.Khan, Indian Financial System-Theory and Practice, New Delhi: Vikas Publishing House
3. G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
4. Khan and Jain, Financial Services, Tata McGraw Hill
5. J.K.Singh, Venture Capital Financing in India, Dhanpat Rai and Company, New Delhi.
6. Annual Reports of Major Financial Institutions in India.
7. Frederic S.Mishkin, Stanley Eakins, Financial Markets and Institutions (8th Edition), Pearson
8. Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
9. K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICAI Publications
10. Gledstone, Venture Capital Investing, NY, Prentice Hall

Financial Institutions & Markets-06050608
BBA (HA) 6th SEMESTER Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE F(T&P)	Financial Institutions & markets	-		-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The purpose of this paper is to make the students aware about capital market, working of money market, financial institutions and their working.

Course Content

Unit I: An Introduction to Financial System and its Components

Make a project on money and capital market in India with reference to BSE & NSE.

Study and make a report on how financial market has helped in economic development India.

Unit II: Financial Markets

Draft out the report on RBI Instruments. How they control the fluctuations in our economy (with reference to RBI Instruments).

Prepare a report on the knowledge and functioning of stock exchange (NSE/BSE), market intermediaries, trading and Demat operations.

Unit III: Capital Market

Present a report on the role of Capital market in the domestic production GDP.

Analyze and make a report on the role of merchant banking in facilitating the big industries.

Unit IV: Financial Institutions

Visit the nearest village & present the report on NABARD development done in the village.

Brief out the role of SIDBI in transforming the small industries in India and prepare a report.

Unit V: Venture Capital

Assess the public private partnership and venture capital in fastening the growth of Indian economy.

Prepare a report on the new incorporated laws that is liberalizing and reforming the capital market in India

Suggested Readings:

1. L.M.Bhole, Financial Markets and Institutions, Tata McGraw Hill Publishing Company
2. M.Y.Khan, Indian Financial System-Theory and Practice, New Delhi: Vikas Publishing House
3. G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
4. Khan and Jain, Financial Services, Tata McGraw Hill
5. J.K.Singh, Venture Capital Financing in India, Dhanpat Rai and Company, New Delhi.
6. Annual Reports of Major Financial Institutions in India.
7. Frederic S.Mishkin, Stanley Eakins, Financial Markets and Institutions (8th Edition), Pearson
8. Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
9. K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications
10. Gledstone, Venture Capital Investing, NY, Prentice Hall

Cost Accounting-06050609

BBA (HA) DSE (F) Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Cost Accounting	60	20	20		-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

Course Content

Unit-I

Introduction to Cost Accounting: Concept, Objective, advantages, limitation of cost accounting. Difference between cost accounting and financial accounting. Cost unit and Cost center. Elements of cost, cost sheet.

Unit-II

Material Cost Control: Concept of Material Cost. Meaning and objectives of material control, fixation of inventory levels- Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues- LIFO, FIFO, HIFO, Weighted Average method, Simple average method.

Unit-III

Labour Cost Control: Meaning and Computation of Labour cost. Concept ,objectives and importance of labour cost control. Treatment and Control of Labour Turnover, causes and effects of labour turnover, Idle Time, Overtime, methods of wage payment system- time rate, piece rate, incentive plan- Halsey premium plan, Rowan bonus plan, Taylor's differential piece rate system.

Unit-IV

Overheads : Concept of Overheads. Classification: Functional Analysis (Factory, Administration, Selling and Distribution), Behavioural Analysis (Fixed, Variable and Semi-Variable), Collection, Allocation and Apportionment and Absorption of Overheads.

Unit-V

Costing Systems: Job Costing, Batch Costing, Contract Costing & Process Costing ; Meaning , Features, Normal and Abnormal Loss / Gains.

Standard Costing ; Various types of standard, Setting of standards, Basic concepts of material and labour variance analysis.

Suggestive Readings

1. Jain & Narang, Advanced Cost Accounting, Kalyani Publishers, New Delhi.
2. Mittal, S.N. Cost Accounting, Mahavir Publication
3. Gupta M.P, Cost Accounting, Sultan Chand and Co Ltd, New Delhi.
4. Bhar, B.K., Cost Accounting, Academic Publishers
5. Prasad, N.K., Principles and Practice of Cost Accounting, Book Syndicate Pvt. Ltd
6. Ashish K Bhattacharya, Cost Accounting Practices & Policies, PHI Learning Pvt. Ltd
7. Aggarwal M.L., Cost Accounting, Sahitya Bhawan Publication, Agra

Cost Accounting-06050610

BBA (HA) DSE (F) Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
BBA HA	Cost Accounting	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

Course Content

Unit-I

Computation of factory, office and selling cost, Preparation of cost sheet.

Unit-II

Calculation of inventory level using the concept of Reorder level, EOQ, Minimum level, Maximum level, Danger level for the material control and computation of Material valuation- LIFO, FIFO, HIFO, Weighted Average method, Simple average method.

Unit-III

Calculation of Labour cost using the concept of time & motion study, idle time, overtime, Computation of wage payment system- time rate, piece rate, incentive plan- Halsey premium plan, Rowan bonus plan, Taylor's differential piece rate system.

Unit-IV

Calculation of Overheads through Functional Analysis (Factory, Administration, Selling and Distribution) & Behavioural Analysis (Fixed, Variable and Semi-Variable), and computation of Allocation and Apportionment and Absorption of Overheads.

Unit-V

Calculation of Cost with Job Costing, Batch Costing, Contract Costing & Process Costing. Computation of material and labour variance analysis with the help of standard costing technique.

List of Activities:

- Identify the various costs involved in making the products provided in case study.

- Classify product costs as direct material, direct labour, and manufacturing overhead.
- Complete the Job Cost sheets by identifying the total product cost for each job.
- Calculate the material cost with implementing the different concept used in theory part.
- Discussion on advantages and disadvantages of methods used in material cost control.
- Using one overhead cost pool and units as the cost driver, allocate the overhead to each job.
- List of cost identified as product or period costs provided in case study.
- Calculate the labour cost using the concept of time & motion study, idle time provided in case study.
- Make a report on different incentive plan used in wage payment system.
- Identify the different areas where we can use job, batch, contract & process costing.
- Compute the material & labour variance analysis with the help of standard costing techniques data provided in case study.

Suggestive Readings

1. Jain & Narang, Advanced Cost Accounting, Kalyani Publishers, New Delhi.
2. Mittal, S.N. Cost Accounting, Mahavir Publication
3. Gupta M.P, Cost Accounting, Sultan Chand and Co Ltd, New Delhi.
4. Bhar, B.K., Cost Accounting, Academic Publishers
5. Prasad, N.K., Principles and Practice of Cost Accounting, Book Syndicate Pvt. Ltd
6. Ashish K Bhattacharya, Cost Accounting Practices & Policies, PHI Learning Pvt. Ltd
7. Aggarwal M.L., Cost Accounting, Sahitya Bhawan Publication, Agra

DSE HRM (T&P) PERFORMANCE AND COMPENSATION MANAGEMENT-06050611
BBA (HA) -6th Semesters Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	PERFORMANCE AND COMPENSATION MANAGEMENT	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students would be able to understand performances issues, design and conduct performance reviews, develop skills in analyzing and restructuring compensation packages.

Course Content

Unit-I

Introduction to Performance Management and Performance Appraisal. Foundations of Performance Appraisal. Performance Management Process, Philosophy behind Performance Management.

Unit-II

Job Description and Job Specification, Job Analysis & Its Process, Methods of Job Evaluation. Various Aspects and methods of Performance Appraisal: Identifying and Measuring Employee Performance, Uses of Performance Appraisal and Potential Appraisal.

Unit-III

Introduction to Compensation Management, Goals and Strategy of Compensation System, Components of Compensation - Types of Incentives and Rewards, Internal and External Equity in Reward Management.

Unit-IV

Performance linked compensation for employees and supplementary compensation. Modern techniques of compensation. Challenges in compensation management. Compensation: Problems, Objectives, Elements of Expatriate's Compensation Package.

Unit-V

Career and Development Planning- Mentoring – Coaching – Succession Planning. Ethical Issues and Dilemmas in Performance Management.

Suggestive Readings

1. Bergmann & Thomas, J. *Compensation Decision Making*. Harcourt College Publications (2003).
2. Venkatratnam, C.S., *Rethinking Rewards and Incentive Management*. Excel Books (2002).

3. Deb, T. *Compensation Management: Text and Cases* Excel Books
4. Singh, B.D. *Compensation and Reward Management*. Excel Books
5. Gerhart, B. & Rynes, S.L. *Compensation, Evidence, and Strategic Implications*. Sage Publication
6. Berger & Berger. *The Compensation Handbook: A State-of-the-Art Guide to Compensation Strategy and Design*. McGraw Hill.
7. Michael, Armstrong, *Performance Management*. Kogan Page (1999).
8. Chadha, P., *Performance Management: It's About Performing – Not Just Appraising*. McMillan India Ltd (2003).
9. Dwivedi, R.S. *Managing Human Resources and Personnel Management in India Enterprises*. Galgotia Publishing Company (2000).
10. Mathis, R. L & Jackson, J. H., *Human Resource Management*. Thomson Asia Pte. Ltd., (2004).
11. Dessler, G. *Human Resource Management*. Pearson Education Pte. Ltd., (2004).
12. Henderson, Richard I., *Compensation Management: Rewarding Performance*. Prentice Hall of India Pvt. Ltd (2004).

DSE HRM (T&P) PERFORMANCE AND COMPENSATION MANAGEMENT-06050612
BBA (HA) -6th Semesters Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	PERFORMANCE AND COMPENSATION MANAGEMENT	-	-	-	30	20	-	-	2	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students would be able to understand performances issues, design and conduct performance reviews, develop skills in analyzing and restructuring compensation packages.

Course Content

Unit-I

1. In group of 5 students each prepare list of differences between performance management and performance appraisal. Discuss and deliberate.

Unit-II

1. List down various methods of performance appraisal of company of your choice.
2. Present before class various methods of job evaluation along with its merits and demerits.

Unit-III

1. Conduct a survey of your area and present in form of report various compensation band for different category of employees. Present finding in class.

Unit-IV

1. Analyze various components of compensation package of an expatriate. What are new trends for expatriate compensation management.

Unit-V

1. In a group deliberate and differentiate between Mentoring and coaching. What are characteristics of a mentor and coach. Arrive at consensus and present in class.

Suggestive Readings

1. Bergmann & Thomas, J. *Compensation Decision Making*. Harcourt College Publications (2003).
2. Venkatratnam, C.S., *Rethinking Rewards and Incentive Management*. Excel Books (2002).
3. Deb, T. *Compensation Management: Text and Cases* Excel Books
4. Singh, B.D. *Compensation and Reward Management*. Excel Books
5. Gerhart, B. & Rynes, S.L. *Compensation, Evidence, and Strategic Implications*. Sage Publication

6. Berger & Berger. *The Compensation Handbook: A State-of-the-Art Guide to Compensation Strategy and Design*. McGraw Hill.
7. Michael, Armstrong, *Performance Management*. Kogan Page (1999).
8. Chadha, P., *Performance Management: It's About Performing – Not Just Appraising*. McMillan India Ltd (2003).
9. Dwivedi, R.S. *Managing Human Resources and Personnel Management in India Enterprises*. Galgotia Publishing Company (2000).
10. Mathis, R. L & Jackson, J. H., *Human Resource Management*. Thomson Asia Pte. Ltd., (2004).
11. Dessler, G. *Human Resource Management*. Pearson Education Pte. Ltd., (2004).
12. Henderson, Richard I., *Compensation Management: Rewarding Performance*. Prentice Hall of India Pvt. Ltd (2004).

DSE HRM (T&P) HR AUDIT- 06050613
BBA(HA)- 6th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	HR AUDIT	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

The primary objective of course is to develop understanding on importance, need, process and methodologies of HR audit. HR audit as strategic input for Organization Development.

Course Content

Unit-I

Introduction to Human Resource Audit. Need for Human Resource Audit, Identifying the Human Resource Audit Goal, Defining the Audit Team, Conceptualizing of Human Resource Audit, What you need to know before conducting Human Resource Audit. Limitations of HR Audit.

Unit-II

HR Audit Dimensions: HR Strategies, HR Competencies, HR Culture, HR Values, HR Impact. **HR Audit Methods:** Interviews, Group Discussion and Workshops, Observation, Analysis of Records and Documents, Questionnaires.

Unit-III

Audit of HR Systems: Competency Mapping, Manpower Planning, Recruitment, Induction and Integration, Performance Management, Potential Appraisal and Assessment Centers, Career Planning and Development, Job Rotation, Training and Learning, Organization Development. **Audit of HR Strategies:** Auditing Communication Strategy, Auditing of Employee Engagement, Auditing of Quality Orientation, Auditing of Customer Orientation, Auditing of Entrepreneurial Spirit, Auditing of Culture Building, Auditing Talent Management.

Unit-IV

Audit of HR Competencies: Auditing Competencies of the HRD Staff, Auditing Learning Attitude of Line Managers, Auditing Top Management Styles, Auditing Learning Orientation of Non-Supervisory Staff, Auditing Credibility of the HR Department.

Unit-V

Audit of HR Culture and Values: Collaboration and Team Work, Trust and Trustworthiness, Authenticity, Proactivity and Initiative, Autonomy, Confrontation, Experimentation, Organizational Culture. **HR Impact and Alignment:** Talent Management, Intellectual Capital, Financial Measures.

Suggestive Readings

1. T V Rao, *HRD Audit: Evaluating the Human Resource Function for Business Improvement*, Sage Publications (2014).
2. Brian E. Becker, David, Mark A. Huselid, *The HR Scorecard: Linking People, Strategy, and Performance*, Harvard Business Review Press; 1 edition (2001).
3. Durdana Ovais Rajni Gyanchandani, *HR Audit*, Everest Publishing House (2017).
4. Seema Sanghi, *The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations*, Sage Publications.
5. Ramesh S, Kuldeep S, *Winning on HR Analytics: Leveraging Data for Competitive Advantage*, Sage Publications.
6. Sibram Nisonko, *Hr Audit: Audit Your Most Precious Resources*
7. Eric, G. F. (1987). *Future directions of Human Resource Management*. monograph & Research series (Univ of California Inst of Industrial Relations).
8. Abdul, A. A. (2001). Human assets accounting and human resource audit. *Pakistan & Gulf Economist*, 20.
9. Boudreau, J. W., & Ramstad, P. M. (1997). Measuring intellectual capital: learning from financial history. *Human resource Management*, 36(3), 343-356.
[http://dx.doi.org/10.1002/\(SICI\)1099-050X\(199723\)36:3<343::AID-HRM6>3.0.CO;2-W](http://dx.doi.org/10.1002/(SICI)1099-050X(199723)36:3<343::AID-HRM6>3.0.CO;2-W)
10. Pareek, U., & Rao, T. V. (1992). *Designing and managing human resource systems* (2nd ed.). New Delhi: Oxford & IBH, pp.412.
11. Arun Sekhri, *Human Resource Planning And Audit*, Himalaya Publishing.

DSE HRM (T&P) HR AUDIT- 06050614
BBA(HA)- 6th Semester practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	HR AUDIT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Unit-I

1. Prepare a HR Audit manual for your organization clearly highlighting: Areas of HR Audit, HR Audit goals and objectives, Define HR Audit team, process and methodology to conduct.

Unit-II

1. Each student to write process of HR audit for the following:
 - a. HR Strategies,
 - b. HR Competencies,
 - c. HR Culture,
 - d. HR Values

On any one method: Interviews, Group Discussion and Workshops, Observation, Analysis of Records and Documents, Questionnaires.

Unit-III

1. Write down various parameters that you will check to conduct HR audit of :
 - a. Competency Mapping,
 - b. Manpower Planning,
 - c. Recruitment, Induction and Integration,
 - d. Performance Management,
 - e. Potential Appraisal and
 - f. Training and Learning.

Submit report.

Unit-IV

1. Visit HR department of any organization of your choice and identify process and activities involved in them to conduct HR Audit. Submit report in front of class

Unit-V

1. Conduct secondary research on any organization to identify
 - a. HR Culture and Values
 - b. Collaboration and Team Work,
 - c. Trust and Trustworthiness,
 - d. Talent Management,
 - e. Intellectual Capital, and

f. Financial Measures.

Submit report with your findings on above.

Suggestive Readings

1. T V Rao, *HRD Audit: Evaluating the Human Resource Function for Business Improvement*, Sage Publications (2014).
2. Brian E. Becker, David, Mark A. Huselid, *The HR Scorecard: Linking People, Strategy, and Performance*, Harvard Business Review Press; 1 edition (2001).
3. Durdana Ovais Rajni Gyanchandani, *HR Audit*, Everest Publishing House (2017).
4. Seema Sanghi, *The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations*, Sage Publications.
5. Ramesh S, Kuldeep S, *Winning on HR Analytics: Leveraging Data for Competitive Advantage*, Sage Publications.
6. Sibram Nisonko, *Hr Audit: Audit Your Most Precious Resources*
7. Eric, G. F. (1987). *Future directions of Human Resource Management*. monograph & Research series (Univ of California Inst of Industrial Relations).
8. Abdul, A. A. (2001). Human assets accounting and human resource audit. *Pakistan & Gulf Economist*, 20.
9. Boudreau, J. W., & Ramstad, P. M. (1997). Measuring intellectual capital: learning from financial history. *Human resource Management*, 36(3), 343-356.
[http://dx.doi.org/10.1002/\(SICI\)1099-050X\(199723\)36:3<343::AID-HRM6>3.0.CO;2-W](http://dx.doi.org/10.1002/(SICI)1099-050X(199723)36:3<343::AID-HRM6>3.0.CO;2-W)
10. Pareek, U., & Rao, T. V. (1992). *Designing and managing human resource systems* (2nd ed.). New Delhi: Oxford & IBH, pp.412.
11. Arun Sekhri, *Human Resource Planning And Audit*, Himalaya Publishing.

DSE HRM (T&P) ORGANIZATION DEVELOPMENT- 06050615
BBA(HA)-6th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	ORGANIZATION DEVELOPMENT	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

Students would understand the importance of change management, Models of change, the core values of organization development, principles and interventions of organization development and organization restructuring.

Course Content

Unit-I

Concept of Organization Change; Types of Change –Planned and Unplanned Change, Transformational and Realignment Change; Reactions to change: Resistance to change, Acceptance to change; concept of Force-Field Analysis; Models of Organizational Change: Kotter’s Model, Lewin’s Model and Systems Model; Strategic Leadership for management of change; conflict management and building support for change.

Unit-II

Introduction to Organizational Development: Definition, Nature and Characteristics of Organization Development; Managing the Organization Development Process; Values and Assumptions of OD; Role and Competencies of the OD practitioner; Action research Model of OD;

Unit-III

The Diagnostic Process and Introduction to OD Interventions: Diagnosis at the Organization, Group and Individual Level, Data Collection Process, Diagnostic Methods, Challenges in Diagnosis; Diagnostic Information Feedback: Characteristics of Effective Feedback, Survey Feedback;

Unit-IV

Characteristics of Effective Interventions; Designing Interventions; the Intervention Process. Major families of OD interventions- T-group, Process Consultation, Interpersonal, Intra-group and Intergroup process, Third Party Intervention, Team, Coaching, Mentoring, Role Focused and Systems Interventions;

Unit-V

Contemporary OD interventions- Learning Organizations, Organization Restructuring, Employee Involvement, Work Design and Organizational Transformation; Contemporary issues and applications. OD in Global Context; Future Trends in OD; Case Studies related to the concept of OD.

Suggestive Readings

1. Anderson, D. (2012). *Organization development: The process of leading organizational change* (3rd ed.). Thousand Oaks, CA: Sage.
2. French, W.L. and Bell, C.H., *Organisation Development*, Prentice-Hall, New Delhi, 1995.
3. Gilley, J. W., & Maycunich, A. (2000). *Organizational learning, performance, and change: An introduction to strategic human resource development*. Perseus Publishing.
4. Dr. Mrs. Anjali Ghanekar, *Essentials of Organisation Development*, Everest Publishing House.
5. Harvey, D.F. and Brown, D.R., *An Experimental Approach to Organization Development*, PrenticeHall, Englewood Cliffs, N.J., 1990.
6. Cummings, T. G. & Worley, C. G. (2009). *Organization Development and Change* (9th edition). Canada: South-Western Cengage Learning.
7. Thomas G. Cummings and Christopher G. Worley, *Organization Development and Change*, Thomson South-Western, 8th Edition 2004.
8. Cummings, T. G., *Theory of Organization Development and Change*, South Western.
9. Ramanarayan, S. and Rao, T.V., *Organization Development: Accelerating Learning and Transformation*, 2nd Edition, Sage India, 2011.
10. Singh, Kavita, *Organizational Change & Development*, Excel Books.
11. Robbins, Judge and Vohra, *Organisational Behaviour*, Pearson Education India.
12. Kinicki and Krietner, *Organisational Behaviour*, Tata McGraw Hill Publication.
13. Newstrom, *Organisational Behaviour at Work*, Tata McGraw Hill Publication.

DSE HRM (T&P) ORGANIZATION DEVELOPMENT- 06050616
BBA(HA)-6th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE HRM (T&P)	ORGANIZATION DEVELOPMENT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Unit-I

1. Enumerate instances where your past experience of an organization, where change was necessary and challenges faced by change initiators. List down forces enabling and resisting change.
2. Analyze your past experience of an organization, or personal life situation of conflict. List down reasons of conflict and what conflict resolution strategies were adopted and why. Prepare a report.

Unit-II

1. You have been asked to hire an OD practitioners / Consultant. What skill sets will you look in to before hiring person / agency.

Unit-III

1. List down various OD interventions used by organizations today. Analyze critically.
2. You have been hired as consultant to diagnose the organization and suggest and implement OD interventions specifically designed for diagnosed problem.

Unit-IV

1. Case Study
2. Role play by students in group of 5 each

Unit-V

1. In a group identify suitable Case Study and discuss problems and solutions in class in form of presentation.

Suggestive Readings

1. Anderson, D. (2012). *Organization development: The process of leading organizational change* (3rd ed.). Thousand Oaks, CA: Sage.
2. French, W.L. and Bell, C.H., *Organisation Development*, Prentice-Hall, New Delhi, 1995.
3. Gilley, J. W., & Maycunich, A. (2000). *Organizational learning, performance, and change: An introduction to strategic human resource development*. Perseus Publishing.
4. Dr. Mrs. Anjali Ghanekar, *Essentials of Organisation Development*, Everest Publishing House.

5. Harvey, D.F. and Brown, D.R., *An Experimental Approach to Organization Development*, PrenticeHall, Englewood Cliffs,N.J.,1990.
6. Cummings, T. G. & Worley, C. G. (2009).*Organization Development and Change* (9th edition). Canada: South-Western Cengage Learning.
7. Thomas G. Cummings and Christopher G. Worley, *Organization Development and Change*, Thomson South-Western, 8th Edition 2004.
8. Cummings, T. G., *Theory of Organization Development and Change*, South Western.
9. Ramanarayan, S. and Rao, T.V., *Organization Development: Accelerating Learning and Transformation*, 2nd Edition, Sage India, 2011.
10. Singh, Kavita, *Organizational Change & Development*, Excel Books.
11. Robbins, Judge and Vohra, *Organisational Behaviour*, Pearson Education India.
12. Kinicki and Krietner, *Organisational Behaviour*, Tata McGraw Hill Publication.
13. Newstrom, *Organisational Behaviour at Work*, Tata McGraw Hill Publication.

MARKETING MANAGEMENT- 06050621
BBA(HA)- 6th Semester Theory

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE	MARKETING MANAGEMENT	60	20	20	-	-	6	4	2	6

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Course Content

Unit-I

Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).

Unit-II

Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.

Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Unit-III

Product: Concept and importance, Product classifications; product mix;.... Branding....., packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.

Unit-IV

Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies. **Distribution Channels and Physical Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.

Unit-V

Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions; Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

Suggestive Readings

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing*, 13th edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. (Special Indian Edition)., McGraw Hill Education
3. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing*. Pearson Education.
4. Majaro, Simon. *The Essence of Marketing*. Pearson Education, New Delhi..
5. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.
6. Dhruv Grewal, Michael Levy, *Marketing*, McGraw Hill Education.
7. Chhabra, T.N., and S. K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
8. Neeru Kapoor, *Principles of Marketing*, PHI Learning
9. Rajendra Maheshwari, *Principles of Marketing*, International Book House

MARKETING MANAGEMENT- 06050622
BBA(HA)- 6th Semester Practical

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
DSE	MARKETING MANAGEMENT	-	-	-	30	20	4	-	-	2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed **10** marks.

Course Objective

The objective of this course is to provide basic practical knowledge of concepts, principles, tools and techniques of marketing.

Course Content

Unit-I

- Take an organization 'XYZ' and analyze the detailed Marketing Environment and also divide the same into opportunities and threats.

Unit-II

- Take any product and find out the factors that affect the consumer's choice for the product (through survey).
- Design a dummy product and segment the market to serve the same product.

Unit-III

- Enlist various components to create a brand for 'ABC' product.
- Design the packaging and labeling of same product 'ABC'.

Unit-IV

- Calculate and estimate the price of a product 'ABC'.
- Mention the various distribution channels used for product 'ABC' and why.

Unit-V

- Design the promotion mix and relate with integrated marketing communication.

Suggestive Readings

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing*, 13th edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. (Special Indian Edition), McGraw Hill Education
3. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing*. Pearson Education.
4. Majaro, Simon. *The Essence of Marketing*. Pearson Education, New Delhi..
5. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.
6. Dhruv Grewal, Michael Levy, *Marketing*, McGraw Hill Education.
7. Chhabra, T.N., and S. K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
8. Neeru Kapoor, *Principles of Marketing*, PHI Learning
9. Rajendra Maheshwari, *Principles of Marketing*, International Book House