



**SGT UNIVERSITY**  
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY  
(UGC Approved University) GURGAON, Delhi-NCR

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



**SYLLABI & SCHEME OF  
EXAMINATION OF**

**BBA (A)**

**For**

**1<sup>st</sup> to 6<sup>th</sup>**

**Semester w.**

**e. f. 2019-20**

**ORDINANCE OF BBA (A)**



<b>SCHEME OF EXAMINATION FOR THE YEAR 2019-20</b>					
<b>BBA (Analytics)</b>					
<b>Subject Code</b>	<b>Subject Name</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>	<b>Remarks</b>
06170101	Business Statistics	40	60	4	Core Course 1
06170102	Business Statistics	20	30	2	
06170103	Management Concepts	40	60	4	Core Course 2
06170104	Management Concepts	20	30	2	
06170105	English Language	40	60	4	AECC 1
06170201	Programming with Python	40	60	4	Core Course 3
06170202	Programming with Python - Practical	20	30	2	
06170203	Financial Accounting	40	60	4	Core Course 4
06170204	Financial Accounting - Practical	20	30	2	
06170205	Environmental Studies	40	60	4	AECC 2
06170301	Management Information System	40	60	4	Core Course 5
06170302	Management Information System	20	30	2	
06170303	Analytics using IBM SPSS	40	60	4	Core Course 6
06170304	Analytics using IBM SPSS	20	30	2	
06170305	Data Visualization	40	60	4	Core Course 7
06170306	Data Visualization	20	30	2	
06170307	Personality Development and Communication Skills	40	60	4	SEC 1
06170308	E Commerce	40	60	4	
06170401	Business Research Methods	40	60	4	Core Course 8
06170402	Business Research Methods	20	30	2	
06170403	Mathematical Optimization	40	60	4	Core Course 9
06170404	Mathematical Optimization	20	30	2	
06170405	Social Media Analytics	40	60	4	Core Course 10
06170406	Social Media Analytics	20	30	2	
06170407	Data Base Management System	40	60	4	SEC 2
06170408	R-Programming	40	60	4	
06170501	Artificial Intelligence	40	60	4	Core Course 11
06170502	Artificial Intelligence - Practical	20	30	2	



06170503	Design Thinking	40	60	4	Core Course 12
06170504	Design Thinking	20	30	2	
06170505	Financial Management	40	60	4	DSE 1&2 Finance
06170506	Financial Management - Practical	20	30	2	
06170507	Tax Planning	40	60	4	



06170508	Tax Planning - Practical	20	30	2		
06170509	Management Accounting	40	60	4		
06170510	Management Accounting - Practical	20	30	2		
06170511	HRD : Systems and Strategies	40	60	4	DSE 1&2 HR	
06170512	HRD : Systems and Strategies - Practical	20	30	2		
06170513	Training and Development	40	60	4		
06170514	Training and Development - Practical	20	30	2		
06170515	Human Resource Management	40	60	4		
06170516	Human Resource Management - Practical	20	30	2		
06170517	Advertising and Brand Management	40	60	4		DSE 1&2 Marketing
06170518	Advertising and Brand Management - Practical	20	30	2		
06170519	Consumer Behaviour	40	60	4		
06170520	Consumer Behaviour - Practical	20	30	2		
06170521	Digital Marketing	40	60	4		
06170522	Digital Marketing - Practical	20	30	2		
06170601	Big Data Analytics	40	60	4	Core Course	
06170602	Big Data Analytics	20	30	2		
06170603	Weather in Business	40	60	4	Core Course	
06170604	Weather in Business	20	30	2		
06170605	Project Appraisal	40	60	4	DSE 3 Finance	
06170606	Project Appraisal - Practical	20	30	2		
06170607	Financial Institutions and Markets	40	60	4		
06170608	Financial Institutions and Markets -Practical	20	30	2		
06170609	Cost Accounting	40	60	4		
06170610	Cost Accounting - Practical	20	30	2		
06170611	Performance and Compensation Management	40	60	4		
06170612	Performance and Compensation Management -Practical	20	30	2		
06170613	HR Audit	40	60	4	DSE HR	
06170614	HR Audit - Practical	20	30	2		
06170615	Organization Development	40	60	4		
06170616	Organization Development - Practical	20	30	2		
06170617	Sales and Distribution Management	40	60	4	DSE Mark eting	
06170618	Sales and Distribution Management - Practical	20	30	2		
06170619	International Marketing	40	60	4		
06170620	International Marketing - Practical	20	30	2		
06170621	Marketing Management	40	60	4		



06170622	Marketing Management - Practical	20	30	2	
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<b>Note</b>	<b>Select any one of the following:</b>				
<b>SEC-1 SEC-2</b>	Personality Development and Communication Skills				
	E Commerce				
	Data Base Management System				
	R-Programming				
<b>Note</b>	<b>Select any two of the following:</b>				
<b>DSE Finance</b>	Financial Management				
	Tax Planning				
	Management Accounting				
	Project Appraisal				
	Financial Institutions and Markets				
	Cost Accounting				
<b>DSE HR</b>	HRD : Systems and Strategies				
	Training and Development				
	Human Resource Management				
	Performance and Compensation Management				
	HR Audit				
	Organization Development				
<b>DSE Marketing</b>	Advertising and Brand Management				
	Consumer Behaviour				
	Digital Marketing				
	Sales and Distribution Management				
	International Marketing				
	Marketing Management				



**BUSINESS STATISTICS (Theory) – 06170101**  
**BBA (ANALYTICS) – 1<sup>st</sup> Sem. (Core Course)**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170101	BUSINESS STATISTICS - 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**

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.

**Suggested 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.



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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.



**BBA (ANALYTICS) -1<sup>st</sup> Sem (Core Course)  
06170102 - BUSINESS STATISTICS -  
PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170102	BUSINESS STATISTICS - PRACTICAL	-	-	-	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**

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.

**Suggested 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.



# BBA (A) – 1<sup>st</sup> Sem (Core Course)

## 06170103 - MANAGEMENT CONCEPTS - THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
<b>06170103</b>	MANAGEMENT CONCEPTS - 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

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.

### Suggested Readings

1. Harold Koontz & Heinz Wehrich, *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.

**BBA (A) – 1<sup>st</sup> Sem (Core Course)**  
**06170104 - MANAGEMENT CONCEPTS - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170104	MANAGEMENT CONCEPTS - PRACTICAL	-	-	-	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**

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**

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.

**Suggested 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.

## BBA (G) - 2<sup>nd</sup> Semester (Core Course)

### 06170105 - English Language

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170105	English Language	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 enhance listening-speaking skills of the students

**Course Content:**

**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

**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 (G) - 2<sup>nd</sup> Semester (Core Course)

### 06170201 - PROGRAMMING WITH PYTHON-THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170201	PROGRAMMING WITH PYTHON - 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

The objective of the course is to teach students the concept of python programming language with libraries.

#### Course Content

##### Unit 1:

**Python programming Basic:** Python interpreter, Python Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow

**Data Structure, functions, files:** tuple, list, built in sequence function, dict, sets, functions, namespace, scope, local function, returning multiple values, functions are objects, lambda functions, error and exception handling, file and operating systems.

**Unit 2: Numpy:** Array and vectorized computation: Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing., Boolean indexing, transposing array and swapping axes, universal functions, array-oriented programming with arrays, conditional logic as arrays operations, file, input and output with array.

**Pandas:** Panda Data Structure, series, Dataframe, Index Object, Reindexing, dropping entities from an axis, indexing, selection and filtering, integer indexes, arithmetic and data alignment, function application and mapping, sorting and ranking, correlation and covariance, control and membership.

**Unit 3: Visualization with matplotlib:** Figures and subplots, colors, makers, line style, ticks, labels, legends, annotation and drawing on subplots, matplotlib.

**Unit 4: Plotting with pandas and seaborn:** Line plots, bar plots, histogram, density plots, scatter and point plots, facet grids and categorical data

#### Suggested Readings:

Learning python: Powerful Object-oriented programming by Lutz M-Shroff, Fifth edition

Python: The complete reference by Martin C. Brown- McGraw Hill Education, Forth Edition

## BBA (G) - 2<sup>nd</sup> Semester (Core Course)

### 06170202 - PROGRAMMING WITH PYTHON - PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170202	PROGRAMMING WITH PYTHON - PRACTICAL	-	-	-	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 the course is to teach students the concept of python programming language with libraries.

#### Course Content:

##### Unit 1

Application of python basics with data structures and files

##### Unit 2

Application of Numpy and Pandas on data files

##### Unit 3

Usage of Matplotlib for graphs and visualizations

##### Unit 4

Pandas and seaborn will be used for plotting and finally a report will be created

#### Suggested Readings:

Learning python: Powerful Object-oriented programming by Lutz M-Shroff, Fifth edition

Python: The complete reference by Martin C. Brown- McGraw Hill Education, Fourth Edition

**BBA(A)-2<sup>nd</sup> Sem (Core Course)**  
**06170203 - FINANCIAL ACCOUNTING - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170203	FINANCIAL ACCOUNTING - 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 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.

**BBA(A)-2<sup>nd</sup> Sem (Core Course)**  
**06170204 - FINANCIAL ACCOUNTING - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170204	FINANCIAL ACCOUNTING - PRACTICAL	-	-	-	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.

### Course Content

**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.

**BBA(A)-2<sup>nd</sup> Sem (Core Course)**  
**06170205 – ENVIRONMENTAL STUDIES**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170205	Environmental Studies	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 paper is to acquaint the students with environmental solutions for sustainable living that are of great importance for ecosystem.

**Course Content**

**Unit 1:**

The Multidisciplinary nature of environmental studies

- Definition, scope and importance.
- Need for public awareness.

Natural Resources

Renewable and non-renewable resources: Natural resources and associated problems.

- Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

**Unit 2:**

Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.

Biodiversity and its conservation

- Hot-spots of biodiversity.



- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

### **Unit 3:**

#### Environmental Pollution

Definition, causes, effects and control measures of:-

- a. Air pollution      b. Water pollution      c. Soil pollution      d. Marine pollution
- e. Noise pollution      f. Thermal pollution      g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Fireworks, their impacts and hazards
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

### **Unit 4:**

#### Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Consumerism and waste products.
- Environmental Legislation (Acts and Laws)
- Issues involved in enforcement of environmental legislation

#### Human Population and the Environment

- Population growth, variation among nations with case studies
- Population explosion – Family Welfare Programmes and Family Planning Programmes
- Human Rights.
- Value Education.
- Women and Child Welfare.

#### Internal Assessment

- Seminar on Environmental issues (10 Marks)
- Assignments (10 Marks)
- Attendance ( 10 Marks)
- Internal exams and tests (10 Marks)

#### References:

1. The Perspectives in Environmental Studies: A. Kaushik and C. P. Kaushik
2. Environmental Science: G. Tyler Miller



**BBA(A)-3<sup>rd</sup> Sem (Core Course)**  
**06170301 – MANAGEMENT INFORMATION SYSTEM - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170301	MANAGEMENT INFORMATION SYSTEM - 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:**

The objective of this paper is to acquaint the students with management information system are of great importance for business decision-making.

**Course Content:**

**Unit-1**

Data vs Information, Importance of Information, Types of Information System, Transaction Processing System, Decision Support System, Group Decision Support System, Executive Information System.

**Unit-2**

Management Information System: Concept, Information System Requirements at Different Management Levels, Decision Making and Information System, Decision Making Process, Decision Making Model, Problem Solving and System Approach to Problem Solving.

**Unit- 3**

System Analysis and Design, SDLC, Role of System Analyst, Functional Information System: Production Information System, Marketing Information System, Financial Information System, Human Resource Information System

**Unit- 4**

Information System Resources, Ethical and Social Issues in Managing Information System Resources, Cyber Crime, Information Security and Cyber Laws, Audit of Information System

**Suggested Readings:**

1. Management Information Systems, Mudrick & Ross, Prentice Hall of India
2. Management Information Systems, Sadagopan, Prentice Hall of India
3. Management Information Systems, CSV Murthy, Himalaya publications.
4. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition, 2010)
5. Management Information system, L M Prasad, Sultan Chand Publishing House (2nd Edition ,2011)
6. Information system concepts for Management, Lucas,H.C, Tata Mc Grew Hill (1st Edition, 1986)
7. Managing Information system in the digital Firm, Loudon K.C, Prentice Hall of India (2006)

**BBA(A)-3<sup>rd</sup> Sem (Core Course)**  
**06170302 – MANAGEMENT INFORMATION SYSTEM - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170302	MANAGEMENT INFORMATION SYSTEM - PRACTICAL	-	-	-	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 management information system are of great importance for business decision-making.

**Course Content:**

**Unit-1**

Application of various types of Data and Information using case studies

**Unit-2**

Discussion on Management Information System using cases and various decision making styles will applied

**Unit- 3**

Identification and application of various designs for project completion

**Unit- 4**

Create report on various resources of Information System

**Suggested Readings:**

1. Management Information Systems, Mudrick & Ross, Prentice Hall of India
2. Management Information Systems, Sadagopan, Prentice Hall of India
3. Management Information Systems, CSV Murthy, Himalaya publications.
4. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition, 2010)
5. Management Information system, L M Prasad, Sultan Chand Publishing House (2nd Edition ,2011)

**BBA (A) 3<sup>rd</sup> Sem (Core)**  
**06170303 – ANALYTICS USING IBM SPSS - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170303	ANALYTICS USING IBM SPSS - THEORY	60	40	-	-	-	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 course is aimed to provide a comprehensive introduction to various visualization techniques. The class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough experience to start working in any area of data computation and data-intensive research.

**Course Content**

**Unit I**

Creating and managing data with SPSS: SPSS windows processes, creating data file, editing a data file, managing data, creating and editing graphs.

**Unit II**

Frequencies and Descriptive Statistics: Frequencies, histograms, percentiles, bar charts, measures of central tendency, computing cross tabulation.

**Unit III**

Means and Hypothesis Tests: computing means, bivariate correlation and matrix, one sample hypothesis tests, two sample hypothesis tests.

**Unit IV**

Parametric Tests: linear regression, one way ANOVA, two way ANOVA, multiple regression, factor analysis.

**Unit V**

Non Parametric Tests: chi square test, mean whitney u test, Wilcoxon signed rank test, Kruskal wallis h test, spearman's rank order correlation.

**Suggested Readings**

1. Spss For Windows Step By Step, Darren George And Paul Mallery, Pearson.
2. Doing Data Analysis With Spss, Robert H. Carver And Jane Gradwohl Nash, Cengage Learning.

**BBA (A) 3<sup>rd</sup> Sem (Core)**  
**06170304 – ANALYTICS USING IBM SPSS - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170304	ANALYTICS USING IBM SPSS - PRACTICAL	-	-	-	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 course is aimed to provide a comprehensive introduction to various visualization techniques. The class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough experience to start working in any area of data computation and data-intensive research.

**Course Content**

**Unit I**

Data file will be created for managing data in excel and imported on SPSS

**Unit II**

Various Frequencies and Descriptive Statistics will be identified and experimented using different data files and data types.

**Unit III**

Calculation of Means and testing of Hypothesis on various tests mentioned in theory section.

**Unit IV**

Application and discussion on different Parametric Tests.

**Unit V**

Application and discussion on different Non-Parametric Tests under different situation and cases.

**Suggested Readings**

1. Spss For Windows Step By Step, Darren George And Paul Mallery, Pearson.
2. Doing Data Analysis With Spss, Robert H. Carver And Jane Gradwohl Nash, Cengage Learning.

**BBA (A) 3<sup>rd</sup> Sem (Core)**  
**06170305 – DATA VISUALIZATION - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170305	<b>DATA VISUALIZATION - THEORY</b>	60	40	-	-	-	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 course is aimed to provide a comprehensive introduction to various visualization techniques. The class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough experience to start working in any area of data computation and data-intensive research.

**Course Content**

Unit I

Tableau Introduction: Menus and tool bar, data pane, analytics pane, sheet tabs, shelves and cards, marks cards, connecting to an excel file.

Unit II

Data Management: Managing metadata, managing extracts, cross database joints, data blending, data prep with text and excel files, sorting and grouping data.

Unit III

Filters: creating and working with wets, ways to filter, interactive filters, formatting, forecasting, clustering, building dashboard, dashboard layout and formatting.

Unit IV

Visualization Graphs and Application: using device designer, maps in Tableau, editing unrecognized locations, custom geocoding, polygon maps, mapbox integration, types of calculations, calculation syntax.

Unit V

Data Analysis: LOD expression, data calculations, logic calculations, number calculations, string calculations.

**Suggested Readings**

1. Mastering Tableau, David Baldwin, Packt Publishing.
2. Learning Tableau, J. N. Milligan, Packt Publishing.

**BBA (A) 3<sup>rd</sup> Sem (SEC)**  
**06170306 – DATA VISUALIZATION - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170306	DATA VISUALIZATION - PRACTICAL	-	-	-	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 course is aimed to provide a comprehensive introduction to various visualization techniques. The class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough experience to start working in any area of data computation and data-intensive research.

**Course Content**

Unit I

Case study on visualization. Students will prepare data file and apply different tools and techniques for menus and tool bar, data pane, analytics pane, sheet tabs, shelves and cards, marks cards, connecting to an excel file.

Unit II

Analysis of different various metadata, managing extracts, cross database joints, data blending, data prep with text and excel files, sorting and grouping data on created datasets.

Unit III

Application of all the Filters wherein students will be creating and working with wets, ways to filter, interactive filters, formatting, forecasting, clustering, building dashboard, dashboard layout and formatting.

Unit IV

Discussion on various Visualization Graphs and their Application using different cases. Students will work on device designer, maps in Tableau, editing unrecognized locations, custom geocoding, polygon maps, mapbox integration, types of calculations, calculation syntax.

Unit V

Conduct Data Analysis using LOD expression, data calculations, logic calculations, number calculations, string calculations.

**Suggested Readings**

1. Mastering Tableau, David Baldwin, Packt Publishing.
2. Learning Tableau, J. N. Milligan, Packt Publishing.



**BBA (A) 3<sup>rd</sup> Sem (SEC)**  
**06170307 – PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170307	PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS	60	40	-	-	-	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 the course is to help the students to acquire the basics of interpersonal communication, corporate communication, and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world. Students will learn to analyse, understand, and write clear and concise business communication statements and strengthen their oral presentation competence.

**Course Content:**

**Unit-1**

What is Personality? Personality Types - Personality Analysis - Personality Tests - Communication, Networking - Body Language - Time Management (15 Hours).

**Unit-2**

Critical Thinking - Ethics, Integrity, Values and Trust, Self-confidence and Courage, Consistency and Predictability - Attitude, Etiquettes, Soft Skills: Antiquity of Soft Skills, Classification, Significance Interpersonal Skills (15 Hours)

**Unit-3**

Teamwork, Interpersonal Skills, Empathy - Leadership Qualities, Roles and Acts, Event Management - Achievement, Altruism, Moral Development- Problem Solving, Troubleshooting, Humanistic Development (15 Hours) .

**Unit-4**

Spoken English, Presentation, Self Introduction, Public Speaking, Group Discussion, Debate, Interview (15 Hours)

**Suggested Readings:**

1. Barun Mitra. *Personality Development and Soft Skills*. OUP, 2016.
2. Jeff Keller. *Attitude Is Everything: Change Your Attitude Change Your Life!* Collins, 2015.
3. D P Sabharwal. *Personality Development*. Prakash Book Depot, 2011.
4. Joseph Murphy. *The Power of your Subconscious Mind*. Amazing Reads,2015.
5. Les Giblin. *The Art of Dealing with People*. Embassy Books, 2001.
6. Kaul, Asha, *Effective Business Communication*, PHI, NewDelhi.
7. Chaturvedi, P.D., and Mukesh Chaturvedi, *Business Communication*, Pearson Education.
8. McGrath, E.H., *Basic Managerial Skills for All*, PHI, New Delhi.
9. Rai,U., & Rai, S.M.(2015). *Business Communication*, Himalaya Publishing House.
10. Verma,S (2014). *Business Communication: Essential strategies for 21st Century Managers*.
11. Koneru, Aruna, *Professional Communication*,Tata McGraw Hill, New Delhi.

**BBA (A) – 3<sup>rd</sup> Sem. (SEC)**  
**06170308 - E COMMERCE**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170308	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.

### Suggested Readings

1. Amor, Daniel (2000). E Business R (Evolution), 2<sup>nd</sup> 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, 5<sup>th</sup> 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, Efraim, -Electronic Commerce: A Managerial Perspective, Pearson Education Asia, 2002.
10. Chhabra, T.N., -E-Commerce New vistas For Business, Himalaya Publications, 2004-05.

**BBA (A)- 4<sup>th</sup> Sem (Core Course)**  
**06170401 - BUSINESS RESEARCH METHODS - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170401	BUSINESS RESEARCH METHODS - THEORY	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, Report Writing: Need, Types and Characteristics of a research report.

### Suggested Readings

1. William G. Zikmund, Business Research Methods, 7<sup>th</sup> 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, 5<sup>th</sup> Edition, PHI.
5. Ranjeet Kumar, Research Methods, Pearson Education
6. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6<sup>th</sup> Edition, PHI
7. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education
8. Mcburney, Research Methods, 7<sup>th</sup> Edition, Cengage Learning, India.

**BBA (A) - 4<sup>th</sup> Sem (Core Course)**  
**06170402 - BUSINESS RESEARCH METHODS - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170402	BUSINESS RESEARCH METHODS - PRACTICAL				30	20	-	-	4	2

**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

Analyse a research paper given by facilitator and identify research type, approach used by researchers, Identify the role of research in different Business area and identify and Formulate a Research Problem, Variables, Variable type, and Formulation of Hypothesis

#### Unit II

Visit J-gate, ProQuest, EBSCO and download a research paper for Identifying research design used by researcher and report submission, Analyse a research paper given by facilitator and identify features of a research design applied by a researcher and report submission

#### Unit III

Analyse a research paper given by facilitator and identify sampling design used by researcher and submit a report, Identify business situations for justifying the advantages of sampling over census, Calculate sample size for given population and other relevant information

#### Unit IV

Design a questionnaire and conduct a survey, conduct an interview and submit a report

#### Unit V

Submit a report after analyzing the data collected using questionnaire and interview method

### Suggested Readings

1. William G. Zikmund, Business Research Methods, 7<sup>th</sup> 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, 5<sup>th</sup> Edition, PHI.
5. Ranjeet Kumar, Research Methods, Pearson Education
6. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6<sup>th</sup> Edition, PHI
7. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education
8. Mcburney, Research Methods, 7<sup>th</sup> Edition, Cengage Learning, India.

**BBA (A) – 4<sup>th</sup> Sem. (Core Course)****06170403 – MATHEMATICAL OPTIMIZATION - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170403	MATHEMATICAL OPTIMIZATION - 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**

The primary objective of course is to learn various aspects of mathematics optimization. Appreciate the understanding of theories and methods of providing optimization solutions to various issues of management.

**Course Content:****Unit-1**

Operations Research: Evolution, methodology and role in managerial decision making. Linear programming: Terminology; Properties and assumptions; Formulation of LP problems; Graphical method; Simplex method (Upto three variables), special cases in LPP, concept of duality.

**Unit- 2**

Integer Programing: Introduction, Pure and mixed integer programing problem, Gomory's All- IPP method, Construction of Gomory's constraints, Fractional cut method.

**Unit-3**

Introduction to Game theory, terminology, two – person zero sum game, maximin- minimax principle, determination of saddle point, graphical solution, dominance property, arithmetic method for  $n \times n$  games.

**Unit-4**

PERT/CPM: Network construction, Difference between PERT and CPM, calculating Floats, probability considerations in PERT.

**Unit-5**

Introduction to Markov Analysis, Markov process, state and transition probabilities, characteristics of a Markov process, construction of a state- transition matrix,  $n$ - step transition probabilities.

**Suggested Readings**

1. Swarup, K., Gupta, P.K. and Man Mohan, Operations Research, Sultan Chand & Sons, New Delhi.
2. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
3. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
4. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
5. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
6. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.
7. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi. Arora, S. R. and Kavita Gupta, Business Mathematics and Statistics, Taxmann.

## BBA (A) – 4<sup>th</sup> Sem. (Core Course)

### 06170404 - MATHEMATICAL OPTIMIZATION -PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170404	MATHEMATICAL OPTIMIZATION - PRACTICAL	-	-	-	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 to learn various aspects of mathematics optimization. Appreciate the understanding of theories and their application in providing optimization solutions to various issues of management.

#### Course Content

##### Unit-1

Visit of a production unit producing two different products and selling them in two different markets. Data will be collected on selling price per unit, cost of production per unit, time required in production per unit of the products, total expected amount of production by producer, average number of units that can be sold in the markets. Problem will be transformed into LPP in order to obtain the number of units to be produced in order to maximize the profit.

##### Unit- 2

Survey will be made of a production unit producing 3 different products at different production centers consuming different time. Data will be collected and problem will be formulated and solved through Integer programming method to obtain the number of units to be produced to optimize the profit, when there is no sales constraints.

##### Unit-3

Survey of the two markets will be made for collecting the data for two companies selling similar product in two different markets. The problem will be transformed into game and determination of optimum strategy for companies will be made.

##### Unit-4

Visit the construction company working on a project and collect the data on expected time of completion of different activities required in the project. Obtaining the information on the sequence of the activities and activity time. The expected time of completion of project will be obtained through network analysis.

##### Unit-5

Survey of a production unit having three stores at three different places in a city will be made in order to know the probability of retention of customers through Markov analysis.

#### Suggested Readings

1. Swarup, K., Gupta, P.K. and Man Mohan, Operations Research, Sultan Chand & Sons, New Delhi.
2. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
3. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
4. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
5. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
6. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.
7. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi. Arora, S. R. and Kavita Gupta, Business Mathematics and Statistics, Taxmann.

## BBA (A) – 4<sup>th</sup> Sem. (Core Course)

### 06170405 - SOCIAL MEDIA ANALYTICS -THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170405	SOCIAL MEDIA ANALYTICS - 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

Familiarize the students with the concept of social media analytics and understand its significance. Familiarize the students with the tools of social media analytics. Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes.

#### Course Content

##### Unit-I

Introduction to Social Media Analytics (SMA): Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas  
Network fundamentals and models: The social networks perspective - nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization.

##### Unit-II

Making connections: Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity.

Web analytics tools: Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis

##### Unit-III

Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post- performance on FB. Social campaigns. Measuring and analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc. Google analytics. Introduction. (Websites)

##### Unit- IV

Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics, Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration.

##### Unit-V

Practical: Students should analyze the social media of any ongoing campaigns and present the findings.

#### Suggested Readings

1. Matthew Ganis, Avinash Kohirkar; Social Media Analytics: Techniques and Insights for Extracting Business Value Out of social media, Pearson, 2016.
2. Jim Sterne; Social Media Metrics: How to Measure and Optimize Your Marketing Investment, Wiley.
3. Oliver Blanchard; Social Media ROI: Managing and Measuring Social Latest edition Media Efforts in Your Organization (Que Biz-Tech), Que Publishing, latest edition.

## BBA (A) – 4<sup>th</sup> Sem. (Core Course)

### 06170406 – SOCIAL MEDIA ANALYTICS -PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170406	SOCIAL MEDIA ANALYTICS - PRACTICAL	-	-	-	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 to Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes.

#### Course Content

##### Unit-I

Draw basic measures of individuals and networks using graphs and matrices. Case analysis for social media introduction.

##### Unit-II

Using various tools of web analytics on sample data conduct various tests (Web analytics tools: Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis)

##### Unit-III

Using different tools and techniques with specialized discussed cases conduct facebook analysis.

##### Unit- IV

Processing and visualization of data conduct prediction and further exploration.

##### Unit-V

Create report on identified industry where social media analytics is required.

#### Suggested Readings

1. Amor, Daniel (2000). E Business R (Evolution), 2<sup>nd</sup> 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, 5<sup>th</sup> 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, Efraim, -Electronic Commerce: A Managerial Perspective, Pearson Education Asia, 2002.
10. Chhabra, T.N., -E-Commerce New vistas For Business, Himalaya Publications, 2004-05.



**BBA (A) – 4<sup>th</sup> Sem (SEC)**  
**06170407 - DATA BASE MANAGEMENT SYSTEM**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170407	DATA BASE MANAGEMENT SYSTEM	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 understanding of database management system and abilities to use DBMS packages.

**Course Content**

**UNIT-1**

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.

**UNIT- 2**

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship. File Organization: Sequential File, index sequential files, direct files, Hashing, B-trees Index files, Inverted Lists.

**UNIT-3**

Relational Models, Relational Algebra & various operations (set operations, select, project, join, division). Integrity constraints, functional dependencies & Normalization, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and BCNF. SQL fundamentals, DDL, DML, DCL PL/SQL Concepts.

**UNIT-4**

Introduction to Distributed Data processing, Concurrency control: Transactions, Time stamping, Lock-based Protocols, Serializability and Recovery Techniques.

**UNIT- 5**

Data base security- Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

**Reference Books:**

1. R.Elmasri and S.B.Navathe, Fundamentals of Database Systems, 3<sup>rd</sup> Edition, Pearson Education, New Delhi.
2. C.J. Date, An Introduction to Database Systems, 7<sup>th</sup> Edition, Pearson Education, New Delhi.
3. C. and Darwen, H, A Guide to the SQL Standard Data, 3<sup>rd</sup> Edition, Reading, Addison-Wesley Publications, New Delhi.
4. Bipin Desai, Introduction to Database Management system, Galgotia Pub, New Delhi.
5. A. Silberschatz, H.F.Korth and S.Sudarshan, Database System Concepts, 3<sup>rd</sup> Edition, McGraw-Hill, International Edition.
6. Ivan Bayross, SQL / PL/SQL, BPB Publications.
7. Rob, Coronel, Database Systems, Seventh Edition, Cengage Learning.
8. Singh S.K, Database System Concepts, design and application, Pearson Education.
9. Ramakrishnan and Gherke, Database Management Systems, TMH.
10. A. K. Majumdar, P. Battacharya, Data Base Management Systems, TMH, 1996.

**BBA (A) – 4<sup>th</sup> Sem (SEC)  
06170408 – R PROGRAMMING**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170408	R PROGRAMMING	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 understanding of database management system and abilities to use DBMS packages.

**Course Content**

**UNIT-1**

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.

**UNIT- 2**

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship. File Organization: Sequential File, index sequential files, direct files, Hashing, B-trees Index files, Inverted Lists.

**UNIT-3**

Relational Models, Relational Algebra & various operations (set operations, select, project, join, division). Integrity constraints, functional dependencies & Normalization, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and BCNF. SQL fundamentals, DDL,DML,DCL PL/SQL Concepts.

**UNIT-4**

Introduction to Distributed Data processing, Concurrency control: Transactions, Time stamping, Lock-based Protocols, Serializability and Recovery Techniques.

**UNIT- 5**

Data base security- Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

**Suggested Readings:**

1. Norman Matloff, “The art of R Programming: A tour of statistical software design”, No starch press, 2021.
2. Jared P. Lander, “ R for Everyone: Advanced Analytical and Graphics”, Addison-Wesley Data & Analytics Series, 2013.

**BBA (A) – 4<sup>th</sup> Sem (Core Course)**  
**06170501 – ARTIFICIAL INTELLIGENCE THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170501	ARTIFICIAL INTELLIGENCE 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 Objectives:** The main objective of the course is to provide students an overview of AI and its applications in various fields of Management.

**Course Content**

**Unit I** Introduction to AI

Introduction to AI, History and Evolution of AI, Economics of AI, Application of AI in Industries/Manufacturing, Internet of Things (IoT), AI in logistics, E-Business with AI tools.

**Unit II** Foundations of AI

Intelligent agents, Search, AI Canvas, 7-step process for framing an AI initiative

**Unit III** AI & Machine Learning

Fundamentals of AI, Machine Learning and Deep Learning with understanding of key players in the AI ecosystem

**Unit IV** Robotic Process Automation

Introduction to Robotics and automation, Robotic Process Automation & Cognitive AI

**Unit V** Ethics & Future of Work

AI & Ethics, Trolley Problem, Capabilities and Limitations of AI

**Suggested Readings:**

1. Artificial Intelligence: A Modern Approach (3rd ed.), Russell, S., Norvig, P.(2010), Prentice Hall
2. A First Course in Artificial Intelligence, Khemani, D. (2013), McGraw-Hill
3. Prediction Machines, Agarwal, A., Gans, J. & Goldfarb, A. (2018), Harvard Business Review Press
4. Artificial Intelligence Basics, Taulli, T. (2019), Apress.

**BBA (A) – 5<sup>th</sup> Sem (Core Course)**  
**06170502 - ARTIFICIAL INTELLIGENCE PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170502	ARTIFICIAL INTELLIGENCE - PRACTICAL	-	-	-	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 Objectives:** The main objective of the course is to provide students an overview of AI and its applications in various fields of Management.

### Course Content

**Unit I.** Best AI Software you need to know – Pick one

- o Python, R, Google Colab, Anaconda, UIPath, Power BI

**Unit 2.** Practical AI Examples using software

- o With CakeMix, opening Excel files and draw graphs automatically
- o Make new music in the computer
- o Face and identify recognition from images
- o Extract texts from digital images, read license plates
- o Convert text files to sound files
- o Make digital assistant

**Unit 3.** Mobile App Programming

- o Android, iOS Examples
- o RESTful API Programming
- 4. AI Python Package Programming

### Suggested Readings:

1. Artificial Intelligence: A Modern Approach (3rd ed.), Russell, S., Norvig, P.(2010), Prentice Hall
2. A First Course in Artificial Intelligence, Khemani, D. (2013), McGraw-Hill
3. Prediction Machines, Agarwal, A., Gans, J. & Goldfarb, A. (2018), Harvard Business Review Press
4. Artificial Intelligence Basics, Taulli, T. (2019), Apress.

**BBA (A) – 5<sup>th</sup> Sem (Core Course)  
06170503 – DESIGN THINKING THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170503	DESIGN THINKING THEORY	60	40	-	-	-	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:** This course will equip students into the world of innovation as a systematic process of tackling relevant business and/or social problems. This course will provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions that will help them to solve complex real-world problems in for decision support.

**Course Content**

**Unit 1: ENTERPRISE DESIGN THINKING – HISTORY, CASE STUDY**

Understand what came before Design Thinking, identify who did what to bring it about, Learn how it built upon previous approaches, See how design thinking is introduced in an organization, Understand the transformation required, What outcomes are possible.

**Unit 2: ENTERPRISE DESIGN THINKING – OVERVIEW, 7 KEY HABITS**

Get an overview of the whole approach to design thinking, understand the principles, loop and keys, determine what is most important, learn 7 key habits of effective design thinkers, Avoid common anti-patterns, Optimize for success with these habits

**Unit 3: ENTERPRISE DESIGN THINKING – THE LOOP, USER RESEARCH**

Understand the importance of iteration, Learn how to observe, reflect, & make, Get ready to drill down & do tomorrow, Understand the importance of user research, Appreciate empathy through listening, Learn key methods of user research.

**Unit 4: ENTERPRISE DESIGN THINKING – MAKE, USER FEEDBACK**

Understand how Make fits into the Loop, Learn how to leverage Observe information, Learn Ideation, Storyboarding, & Prototyping, Understand user feedback and the Loop, Learn the different types of user feedback, Learn how to carry out getting feedback.

**Unit 5: ENTERPRISE DESIGN THINKING – TEACHING, LOGISTICS, APPLICATION**

Understand the challenges of teaching EDT, Learn valuable hints and tips, Getting ready to teach the course, Understand what type of room you need, Learn what materials and supplies you need, Learn how to set up the room, Understand the domains that are applicable, Learn about digital versus physical, Explore some technology specializations.

**Suggested Readings:**

1. The Art of Innovation by Tom Kelley.
2. Creative Confidence: Unleashing the Creative Potential Within Us All by David and Tom Kelley.
3. Change by Design: How Design Thinking Books Transform Organizations by Tim Brown
4. Designing for Growth: A Design Thinking Tool Kit for Managers by Jeanne Liedtka
5. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm

by Tom Kelley

6. The Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin

**Recommended Reference Books:**

1. Design Thinking for Dummies, 1st Edition.
2. Writing is designing: Words and the User Experience.
3. The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable.
4. Innovation Methods, 1st Edition.
5. Design Thinking in Play: An Action Guide for Educators.

**BBA (A) – 5<sup>th</sup> Sem (Core Course)  
06170504 – DESIGN THINKING - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170504	DESIGN THINKING - PRACTICAL	-	-	-	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 will equip students into the world of innovation as a systematic process of tackling relevant business and/or social problems. This course will provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions that will help them to solve complex real-world problems in for decision support. This course will show how design thinking is introduced in an organization and understand the transformation and get an overview of the whole approach to design thinking.

### Course Content

#### Unit 1:

Discussion on various transformations required in an organization through various cases.

#### Unit 2:

Class discussion on 7 key habits of effective design thinkers by identifying habits that need transformation.

#### Unit 3:

Understand the importance of user research through case report on any industry, Appreciate empathy through listening by class presentation and group discussion.

#### Unit 4:

Observe how information flows through industry cases, Learn the method of Ideation and Storyboarding & Prototyping. Understand the relevance of user feedback and implement feedback in any organizational process of your choice. Learn the different types of user feedback, Learn how to carry out getting feedback.

#### Unit 5:

Create a report of any organization of your choice and apply ENTERPRISE DESIGN THINKING.

### Suggested Readings:

1. The Art of Innovation by Tom Kelley.
2. Creative Confidence: Unleashing the Creative Potential Within Us All by David and Tom Kelley.
3. Change by Design: How Design Thinking Books Transform Organizations by Tim Brown
4. Designing for Growth: A Design Thinking Tool Kit for Managers by Jeanne Liedtka
5. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley
6. The Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin

Recommended Reference Books:

1. Design Thinking For Dummies, 1st Edition.
2. Writing is designing: Words and the User Experience.
3. The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable.
4. Innovation Methods, 1st Edition.
5. Design Thinking in Play: An Action Guide for Educators.



**BBA(A)-5<sup>th</sup> Sem. (DSE)****06170505 – FINANCIAL MANAGEMENT (THEORY)**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
<b>06170505</b>	<b>FINANCIAL MANAGEMENT - THEORY</b>	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. Basic Financial Decisions: Investment, Financing and Dividend Decisions.

**Unit 2: Investment**

Investment Decisions: Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making, Capital Rationing.

**Unit 3: Financing Decision**

Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing. Cost of Capital and Financing Decision: Sources of long-term financing, Estimation of components of cost of capital.

**Unit 4: Dividend Decisions**

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

**Unit 5: Working Capital Decisions**

Management of Working Capital: Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company. Cash flow and Fund flow statement- an overview

**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.

**BBA(A) -4<sup>th</sup> Sem. (DSE)****FINANCIAL MANAGEMENT (PRACTICAL)- 06170506**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
<b>06170506</b>	<b>FINANCIAL MANAGEMENT - PRACTICAL</b>	-	-	-	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 familiarize the students with the practices of financial management, wherein the main motive is to develop practical approach towards estimation of working capital, application of capital budgeting techniques and dividend payout impact on value of the firm.

**Course Content****Unit 1: Introduction**

Practical exercises on usage of Time value of money with the help of (PVF, PVAF, table). Case study on time value of money and its benefit.

**Unit 2: Investment**

Case study on Cash flow Estimation techniques used by different organizations, Student will be given cases to apply capital budgeting techniques i.e. Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index to check viability of the project.

**Unit 3: Financing Decision**

Estimation of cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) to be calculated from company data.

**Unit 4: Dividend Decisions**

Practical problems on Dividend Decision, Case studies on different dividend policies of a company and creating a report.

**Unit 5: Working Capital Decisions**

Practical approach towards Working capital estimation and calculations. Visit to small scale industries in order to estimates their working capital and preparing a report.

**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.

**BBA (A) – 5<sup>th</sup> Sem (DSE)**  
**06170507 - TAX PLANNING - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
<b>06170507</b>	<b>TAX PLANNING - THEORY</b>	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.

### Course Content

#### 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

### Suggested 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

**BBA (A) – 5<sup>th</sup> Sem (DSE)**  
**06170508 - TAX PLANNING - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERN AL	TWO TER M	INTERN AL	EXTERN AL	INTERN AL				
06170508	<b>TAX PLANNING - PRACTICAL</b>	-	-	-	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 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: three situation of identifying 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*)

**Suggested Readings:**

1. Dr. Vinod Kumar Singhanian, 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

**BBA (A) 5<sup>th</sup> Sem (DSE)**  
**06170509 -MANAGEMENT ACCOUNTING (THEORY)**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
<b>06170509</b>	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.

**Suggested 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.

## 06170510 - MANAGEMENT ACCOUNTING - PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170510	MANAGEMENT ACCOUNTING - PRACTICAL	-	-	-	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.

### Suggested 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.

**BBA (A) – 5<sup>th</sup> Sem (DSE)**  
**06170511 - HRD: SYSTEMS AND STRATEGIES THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170511	HRD SYSTEMS AND STRATEGIES - 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**

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.

**Suggested 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, Dhami P., *Global Challenges & Strategies in 2000 A.D.* New Delhi, ISTD, 1995.
11. Maheshwari, B L & Sinha, Dhami 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. Curtis, B., Hefley, W. E., Miller, S. A., *The people capability maturity model: Guidelines for improving workforce*, Pearson Education.
16. Kaplan, R.S., and Norton, D.P. 1992, *The Balanced Scorecard: Measures that drive performance*, Harvard Business Review.

# BBA(A) – 5<sup>th</sup> Sem (DSE)

## 06170512 - HRD: SYSTEMS AND STRATEGIES -PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170512	HRD SYSTEMS AND STRATEGIES - PRACTICAL	-	-	-	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

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

### Course Content

#### 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.

### Suggested 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. Halder, 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).



**BBA(G) – 5<sup>th</sup> Sem (DSE)**  
**06170513 - TRAINING AND DEVELOPMENT - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170513	TRAINING AND DEVELOPMENT - 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

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.

### Suggested 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.

**BBA(G) – 5<sup>th</sup> Sem (DSE)**  
**06170514 - TRAINING AND DEVELOPMENT - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170514	TRAINING AND DEVELOPMENT - PRACTICAL	-	-	-	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

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

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?

#### Suggested 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.

**BBA (A)-5<sup>th</sup> Sem (DSE)**  
**HUMAN RESOURCES MANAGEMENT - THEORY- 06170515**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
<b>06170515</b>	<b>HUMAN RESOURCES MANAGEMENT (T)</b>	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 21<sup>st</sup> 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.

**Suggested 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.

# BBA(A) – 5<sup>th</sup> Sem (DSE)

## 06040516 – HUMAN RESOURCES MANAGEMENT - PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170516	HUMAN RESOURCES MANAGEMENT - PRACTICAL	-	-	-	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

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

### Course Content

#### 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 OpportunityThat 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

#### **Suggested 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

# BBA(A) – 5<sup>th</sup> Sem (DSE)

## 06040517 – ADVERTISEMENT AND BRAND MANAGEMENT - THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170517	ADVERTISEMENT AND BRAND 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

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.

### Course Content

#### 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.

### Suggested Readings:

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

**BBA(G) – 5<sup>th</sup> Sem (DSE)**  
**06170518 – ADVERTISEMENT AND BRAND MANAGEMENT - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170518	ADVERTISEMENT AND BRAND MANAGEMENT - PRACTICAL	-	-	-	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.

**Course Content**

**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.

**Suggested Readings:**

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

**BBA(A) – 5<sup>th</sup> Sem (DSE)**  
**06170519 - CONSUMER BEHAVIOUR - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170519	<b>CONSUMER BEHAVIOUR - THEORY</b>	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

**Course Content**  
**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



# BBA(A) – 5<sup>th</sup> Sem (DSE)

## 06170520 - CONSUMER BEHAVIOUR - PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170520	CONSUMER BEHAVIOUR - PRACTICAL	-	-	-	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

### Course Content

#### 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:

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

**BBA(A) – 5<sup>th</sup> Sem (DSE)**  
**06170521 - DIGITAL MARKETING - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170521	DIGITAL MARKETING - 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:** 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

**BBA(A) – 5<sup>th</sup> Sem (DSE)**  
**06170522 - DIGITAL MARKETING - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170522	DIGITAL MARKETING - PRACTICAL	-	-	-	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:**

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 by, Afdeling Hoger Onderwijs.

**BBA (A) – 6<sup>th</sup> Sem. (Core Course)**  
**06170601 – BIG DATA ANALYTICS - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170601	BIG DATA ANALYTICS - 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**

The objective of this course is to provide knowledge of Hadoop Architecture and its ecosystems, Processing of Big Data with Advanced architectures like Spark. Describe graphs and streaming data in Spark.

**Course Content**

**Unit 1**

Introduction to Big Data: Data Storage and Analysis - Characteristics of Big Data - Big Data Analytics - Typical Analytical Architecture - Requirement for new analytical architecture - Challenges in Big Data Analytics - Need of big data frameworks

**Unit 2**

Hadoop Framework & Ecosystem: Hadoop - Requirement of Hadoop Framework - Design principle of Hadoop -Comparison with other system - Hadoop Components - Hadoop 1 vs Hadoop 2 - Hadoop Daemon' s - HDFS Commands - Map Reduce Programming: I/O formats, Map side join, Reduce Side Join, Secondary sorting, Pipelining MapReduce jobs  
 Hadoop Ecosystem : Introduction to Hadoop ecosystem technologies: Serialization: AVRO, Co-ordination: Zookeeper, Databases: HBase, Hive, Scripting language: Pig, Streaming: Flink, Storm

**Unit 3**

Spark Framework: Introduction to GPU Computing, CUDA Programming Model, CUDA API, Simple Matrix, Multiplication in CUDA, CUDA Memory Model, Shared Memory Matrix Multiplication, Additional CUDA API Features.  
 Data Analysis with Spark Shell: Writing Spark Application - Spark Programming in Scala, Python, R, Java - Application Execution.

**Unit 4**

Spark SQL and GraphX: SQL Context - Importing and Saving data - Data frames - using SQL - GraphX overview - Creating Graph - Graph Algorithms. Spark Streaming: Overview - Errors and Recovery - Streaming Source - Streaming live data with spark

**Suggested Readings**

1. Mike Frampton, "Mastering Apache Spark", Packt Publishing, 2015.
2. TomWhite, "Hadoop:TheDefinitiveGuide", O'Reilly, 4thEdition, 2015.
3. NickPentreath, MachineLearningwithSpark, PacktPublishing, 2015.
4. Mohammed Guller, Big Data Analytics with Spark, Apress, 2015
5. Donald Miner, Adam Shook, "Map Reduce Design Pattern", O'Reilly, 2012

**BBA (A) – 6<sup>th</sup> Sem. (Core Course)**  
**06170602 – BIG DATA ANALYTICS - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170602	BIG DATA ANALYTICS - PRACTICAL	-	-	-	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 Hadoop Architecture and its ecosystems, Processing of Big Data with Advanced architectures like Spark. Describe graphs and streaming data in Spark.

Unit 1.HDFS Commends Map Reduce Program to show the need of Combiner

Unit 2.Map Reduce I/O Formats-Text, key-value Map Reducel/O Formats - Nline, Multiline

Unit 3.Sequence file Input/Output Formats Secondary sorting

Unit 4.Distributed Cache & Map Side Join, Reduce side Join Building and Running a Spark Application Word count in Hadoop and Spark Manipulating RDD

Unit 5.Inverted Indexing in Spark Sequence alignment problem in Spark Implementation of Matrix algorithms in Spark Spark Sql programming, Building Spark Streaming application

**Suggested Readings**

1. Mike Frampton, "Mastering Apache Spark", Packt Publishing, 2015.
2. TomWhite,"Hadoop:TheDefinitiveGuide",O'Reilly,4thEdition,2015.
3. NickPentreath,MachineLeamingwithSpark,PacktPublishing,2015.
4. Mohammed Guller, Big Data Analytics with Spark, Apress,2015
5. Donald Miner, Adam Shook, "Map Reduce Design Pattern", O'Reilly, 2012

## BBA (A) – 6<sup>th</sup> Sem. (Core Course)

### 06170603 – WEATHER IN BUSINESS - THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170603	WEATHER IN BUSINESS - 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 enable students to have skills that will help them to solve complex real-world problems for decision support. Understand the scientific method for weather analytics, use cases, and the analytics team key roles.

#### Course Content:

**Unit1: Introduction to Analytics:** Basic Definition of business analytics with real time examples, Importance of business analytics, Top business benefits of analytics, Type of Analytics, common components of business analytics, Example of analytics, How Predictive analytics: Transforming data into future insights. Analytics trends: Past, Present & Future, Towards a Predictive enterprise.

**Unit 2: The Power of weather for business intelligence:** Implementing the Whether Business Analytics, Scenario, uploading data, creating a sheet. Creating a Templates. Exploring and viewing underlying data, Changing the columns or members in a visualization, Relinking data source, resolving ambiguous data source, Visualizations Using different visualization types.

**Unit 3: Analytics insights- IBM SPSS:** Identify variables, Brief of unit Analysis, Explain the type of data, Integrate data, Role of Relationship between two variables. Methods to enrich/clean data, Method to transform data, Cross-record functions, Sampling and partitioning data, Improving Efficiency.

#### Unit 4: Weather Analytics Using IBM:

Explore and Prepare Data, Business Understanding, Explore Data, Prepare Data, Understanding Data, Statistics and Representation Techniques, Data Transformation, Represent and transform Unstructured Data, Data Transformation Tools.

Data Visualization and Presentation, Decision-centered visualization, Fundamentals of Visualization, Common graphs, Common tools.

#### Unit 5: Weather in Business Analytics Project:

- Predicting using IBM SPSS
- IBM SPSS with real Case study report.

#### Suggested Readings

1. <https://medium.com/ibm-watson/introducing-ibm-watson-studio-e93638f0bb47>
2. <https://keyskill-clms.mylearnerportal.com/mod/lesson/view.php%3Fid=2808>
3. <https://www.ibm.com/design/language/experience/data-visualization/>

## BBA (A) – 6<sup>th</sup> Sem. (Core Course)

### 06170604 – WEATHER IN BUSINESS- PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170604	WEATHER IN BUSINESS - PRACTICAL	-	-	-	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:

- Understand the scientific method for weather analytics, use cases, and the analytics team key roles.
- To enable students to have skills that will help them to solve complex real-world problems for decision support

#### Course Content:

1. Creating of Dashboard Using Real Case Studies Implementing Data Assets from files from your local system, including structured, unstructured data and Images
2. Implementing Data Cleaning, analyzing and reshaping of data.
3. Visualize preliminary data wrangling result.
4. Implement below hypothesis  
Hypothesis1: Loss Claim After Expired Policy  
Hypothesis2: Loss Claim After Expired License  
Hypothesis3: Excessive (Over \$10,000) Claim Amount
5. Hands on to implement Data Refinery Visualization using Claim Datasets
6. Creation of nodes and streams Using Real Data Sets.
7. Implementing Unit of analysis (Distinct and Aggregate)
8. Implementing the Relationship between two fields using case studies.
9. Sampling and partitioning on Real Data

#### Suggested Readings

1. <https://medium.com/ibm-watson/introducing-ibm-watson-studio-e93638f0bb47>
2. <https://keyskill-clms.mylearnerportal.com/mod/lesson/view.php%3Fid=2808>
3. <https://www.ibm.com/design/language/experience/data-visualization/>

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**  
**06040605 - PROJECT APPRAISAL - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170605	PROJECT APPRAISAL - 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 develop the profitability projections and the strategies employed in managing risk and it will make practice on project management decisions and Control.

**Course Content**

**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, 3<sup>rd</sup> Edition. 2010, TMH
2. Pinto, Project Management: Achieving Competitive Advantage, Pearson,2010
3. Sunil Abrol, Cases in Project Management, 2010, Excel Books
4. Maylor, Project Management, 3<sup>rd</sup> Edition, 2010, Pearson
5. McManus, Information Systems Project Management, 2010, Pearson
6. Kloppenborg, Contemporary Project Management, 1<sup>st</sup> Edition, 2008 Cengage Learning
7. Joy- Total Project Management, 2005, Macmillan Publishers



## BBA (A) – 6<sup>th</sup> Sem. (DSE)

### 06170606 - PROJECT APPRAISAL - PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170606	PROJECT APPRAISAL - PRACTICAL	-	-	-	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 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/>

### 06170607 – FINANCIAL INSTITUTIONS AND MARKETS THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170607	FINANCIAL INSTITUTIONS AND MARKETS THEORY	60	20	20	-	-	4	-	-	4

# BBA (A) – 6<sup>th</sup> Sem. (DSE)

**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.

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 II:

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 III:** Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFI's)-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 IV:

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, ICFAI Publications
10. Gledstone, Venture Capital Investing, NY, Prentice Hall

## BBA (A) – 6<sup>th</sup> Sem. (DSE)

### 06170607 – FINANCIAL INSTITUTIONS AND MARKETS PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170608	FINANCIAL INSTITUTIONS AND MARKETS PRACTICAL	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

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).

## BBA (A) – 6<sup>th</sup> Sem. (DSE)

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

### 06170611 - PERFORMANCE AND COMPENSATION MANAGEMENT - THEORY

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170611	PERFORMANCE AND COMPENSATION 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

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,

## BBA (A) – 6<sup>th</sup> Sem. (DSE)

Objectives, Elements of Expatriate's Compensation Package.

### Unit-V

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

### Suggested 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. Henderson, Richard I., *Compensation Management: Rewarding Performance*. Prentice Hall of India Pvt. Ltd (2004).

## BBA (A) – 6<sup>th</sup> Sem. (DSE)

### 06170612 - PERFORMANCE AND COMPENSATION MANAGEMENT -PRACTICAL

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170612	PERFORMANCE AND COMPENSATION MANAGEMENT - PRACTICAL	-	-	-	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

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.

#### Suggested 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. Chadha, P., *Performance Management: It's About Performing – Not Just Appraising*. McMillan India Ltd (2003).
8. Dwivedi, R.S. *Managing Human Resources and Personnel Management in India* Enterprises. Galgotia Publishing Company (2000).
9. Mathis, R. L & Jackson, J. H., *Human Resource Management*. Thomson Asia Pte. Ltd., (2004).

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**  
**06170613 - HR AUDIT - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170613	HR AUDIT - 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

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.

### Suggested 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. Pareek, U., & Rao, T. V. (1992). *Designing and managing human resource systems* (2nd ed.). New Delhi: Oxford & IBH, pp.412.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**  
**06170614 - HR AUDIT - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170614	HR AUDIT - PRACTICAL	-	-	-	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 to develop understanding on importance, need, process and methodologies of HR audit. HR audit as strategic input for Organization Development.

**Course Content**

**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 Teamwork,
  - c. Trust and Trustworthiness,
  - d. Talent Management,
  - e. Intellectual Capital, and
  - f. Financial Measures.

Submit report with your findings on above.

**Suggested 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.



**06170615 - ORGANIZATION DEVELOPMENT - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170615	ORGANIZATION DEVELOPMENT - 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**

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.

**Suggested 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.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**

**06170616 - ORGANIZATION DEVELOPMENT - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170616	ORGANIZATION DEVELOPMENT - PRACTICAL	-	-	-	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:**

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**

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.

**Suggested 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.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**

**06170617 – SALES & DISTRIBUTION MANAGEMENT - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170617	Sales & Distribution 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 Objectives:**

The course will make the students industry ready with hands-on Sales and distribution practices, systems and strategies.

**Course Content**

**Unit - I**

Introduction to Sales Management, Relationship with Distribution Management and Understanding Buyer Behavior for Effective Selling, Personal Selling process.

**Unit - II**

Planning, Sales Forecasting and Budgeting, Management of Sales Territories and Quotas, Organizing and staffing the sales force.

**Unit - III**

Training and Motivation of the sales force, Compensating and Leading the sales force, Controlling the sales force, Planning and execution of Sales Promotions, Managing Key Accounts.

**Unit - IV**

Distribution management and the marketing mix, Marketing channels, Channel planning and design, Channel Planning and Design, Training and Motivation of channels. Channel management, Dealer management principles, Channel information systems, Channel Institutions: Retailing, Wholesaling.

**Unit - V**

Application: Product: Product/Service Catalogue, Customers, Materials & Services. Pre-Sales: Sales Forecast, Inquiry, Quotations, Contract, Agreements & Reporting. Core Sales: Order, Free Goods, Seasonal Sales, Sales Return & Reports. Delivery: Distribution, Dispatch, Packaging, Delivery & Reporting. Billing: Invoicing, Debit & Credit Memos, Taxes & Reporting.

**Suggested Readings**

- Sales Management: Decisions, Strategies and Cases, Richard R. Still, Edward W. Cundiff and Norman A.P. Govoni, Pearson
- Sales & Distribution Management – Text & Case, Krishna K Havaldar and Vasant M Cavale & McGraw,
- Cases: The Faculty shall discuss at least one case per unit
- Marketing Channels, Anne Coughlan, Erin Anderson, Louis W. Stern & Adel El-Ansary, Pearson
- Marketing Channels – A Management Perspective, Bert Rosenbloom, Cengage.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)****06170618 – SALES & DISTRIBUTION MANAGEMENT - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170618	Sales & Distribution Management - PRACTICAL	-	-	-	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 Objectives:**

The course will make the students industry ready with hands-on Sales and distribution practices, systems and strategies.

**Course Content****Unit-I**

Take an organization 'XYZ' and analyze the detailed Sales Management process.

**Unit-II**

Take any product and find out the Planning, Sales Forecasting and Budgeting, Management of Sales Territories and Quotas.

**Unit-III**

Enlist various Training and Motivation factors of the sales force, design compensating and leading the sales force.

**Unit-IV**

Mention the various distribution channels used for product 'ABC' and why?

**Unit-V**

Design the promotion mix and relate with integrated marketing communication.

**Suggested Readings**

1. Sales Management: Decisions, Strategies and Cases, Richard R. Still, Edward W. Cundiff and Norman A.P. Govoni, Pearson
2. Sales & Distribution Management – Text & Case, Krishna K Havaldar and Vasant M Cavale & McGraw,
3. Cases: The Faculty shall discuss at least one case per unit
4. Marketing Channels, Anne Coughlan, Erin Anderson, Louis W. Stern & Adel El-Ansary, Pearson
5. Marketing Channels – A Management Perspective, Bert Rosenbloom, Cengage.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)****06170619 – INTERNATIONAL MARKETING - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170619	INTERNATIONAL MARKETING-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:** The objective is to make the students aware of the various marketing strategies which one can adopt while going for international business

**Unit I**

Introduction: Nature, importance and scope of international marketing; International market orientation and involvement. International marketing management processes an overview, International Marketing Environment: Influence of physical, economic, socio cultural, political and legal environments on international marketing operations; Scanning and monitoring global marketing environment; International marketing Information system.

**Unit II**

International Market Segmentation and Positioning; Screening and selection of markets; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting up of wholly owned subsidiaries abroad, International Product Planning: Major product decisions – Product features and quality, product design, labelling, packaging, branding and product support services. Product standardization vs. adaptation; managing product line, international trade product life cycle; new product development

**Unit III**

Pricing for international markets, Factors affecting international price determination, international pricing process and policies, Delivery terms and currency for export price quotations; Transfer pricing, International Distribution *Decisions*: Distribution channel strategy- International distribution channels, their roles and functions; Selection and management of overseas agents; International distribution logistics- Inventory management, transportation, warehousing and Insurance

**Unit IV**

International Promotion Strategies: Communications across countries – complexities and issues; International promotion tools and planning – Advertising personal selling publicity and sales promotion, Developing International promotion campaign; Standardization vs. adaptation Issue, Planning for direct mail, sales literature, trade fairs and exhibitions, International Marketing Planning, Organizing and Control; emerging trends in International marketing: International marketing through Internet; Ecological concerns and international marketing ethics.

**Suggested Readings:**

1. Bhattacharya, B, Export Marketing Strategies for Success, Global Business Press
2. Cateora, Philip R. and John L.Grahm, International Marketing, 10th ed.
3. Jain, Subash C, International Marketing Management 6th ed., 2001.
4. Fayerweather, John, International Marketing, Prentice Hall of India Private Limited,
5. Kotabe Masaaki and Kristiaan Helsen, Global marketing Management, John Wiley
6. Keegan, W, Global Marketing Management, Prentice Hall, Englewood Cliffs 1995.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**  
**06170620 – INTERNATIONAL MARKETING - PRACTICAL**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170620	INTERNATIONAL MARKETING - PRACTICAL	-	-	-	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 International Marketing Environment and also divide the same into opportunities and threats for the organization.

**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 in international market.

**Unit-III**

Enlist various components to create a brand for ‘ABC’ product for any international market.

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’ for any country of choice and why?

**Unit-V**

Design the promotion mix and relate with integrated marketing communication.

**Suggested Readings**

1. Bhattacharya, B, Export Marketing Strategies for Success, Global Business Press
2. Cateora, Philip R.and John L.Grahm, International Marketing, 10th ed.
3. Jain, Subash C, International Marketing Management 6th ed., 2001.
4. Fayerweather, John, International Marketing, Prentice Hall of India Private Limited,
5. Kotabe Masaaki and Kristiaan Helsen, Global marketing Management, John Wiley
6. Keegan, W, Global Marketing Management, Prentice Hall, Englewood Cliffs 1995.

**BBA (A) – 6<sup>th</sup> Sem. (DSE)**  
**06170621 –MARKETING MANAGEMENT - THEORY**

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170622	MARKETING MANAGEMENT - PRACTICAL	-	-	-	30	20	4	-	-	2
SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
06170621	MARKETING 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

The objective of this course is to provide conceptual knowledge of 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; Concept of product mix; Branding, packaging and labeling; 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, 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;

### Suggested 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.

## 06170622 –MARKETING MANAGEMENT- PRACTICAL

**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.

### **Suggested 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