

Career Point University, Kota
DEPARTMENT OF COMMERCE AND MANAGEMENT

BBA 1st Semester

S. No.	Course Code	Subject Name	L	T	P	C
1	CSL108	Fundamentals of Computers	3	0	2	4
2	HUL103	Business Communication	2	0	0	2
3	MAL101	Business Mathematics	3	1	0	4
4	SML101	Management Concepts	3	1	0	4
5	SML105	Accounting for Managers	3	1	0	4
6	SML115	Managerial Economics	3	1	0	4
Total Credits						22

CSL108 Fundamentals of Computers

4 Credits (3-0-2)

Unit-1: Introduction: Classification of computer and generation, Basic architecture of computer and its building blocks, Input devices, Computer memories. Binary, Octal, Decimal, and Hexadecimal representation of characters: ASCII and EBDIC codes, Binary arithmetic and logic circuit.

Unit-2: MS-Word: Introduction, Formatting, Tables and mail merge. **MS-PowerPoint:** Introduction, Formatting, Slide Creation & Custom animation.

Unit-3: Classification of Computer language: Machine, Assembly and High level language, Brief idea of operating system, Assembler, Compiler and interpreter.

Unit-4: MS-Excel: Introduction, Formula using, Charts, Database.

Unit 5: Operating system: Types of operating system, Multiprogramming, Timesharing, Batch, Real time System and UNIX. **Internet:** Introduction to internet, Components, Services and working on interne, introduction to protocols, tools.

Reference Books:

1. Computer fundamental – P.K. Sinha, B.P.B. Publishers
2. Fundamental of computer and IT-D.P. Sharma, AmitChowdhry
3. Computer Fundamental, Anita Goyal, Pearson

HUL103 Business Communication

2 Credits (2-0-0)

Unit-1: Introducing Business Communication: Concept, Nature, Scope, Types, Function ,Communication models and process communication Channels– Formal, Informal, Downward, Upward and Horizontal, Essentials of effective communication, limitations of communication, Barriers of communication, Overcoming the barriers of communication, Grapevine

Unit-2: Oral Communication: Oral Communication, Effective oral communication, methods of oral communication, conversion skills, Presentation skills; Nonverbal communication, Interview skills – Interview process & requirements of a successful interview. Resume preparation and letter of Application.

Unit-3: Corporate Communication: Practices in Business communication- Group Discussions, Mock Interviews, Seminars, Importance of Listening and Individual.

Unit-4: Group presentation and Report Writing: Group presentation and Report Writing.

Unit-5: Business Writing & Correspondence: Written Communication- Essentials of Written Communications, Basic Requirements of Business Letter, Business Letters & Memo Formats, Good News and Bad News Letter, Appearance Request, Letter, Sales Letter, Credit Letter, Complaints and Adjustment Letter, Quotation and offers.

Reference Books:

1. Lesikar, R.V. and J.D. Petitt, Jr. Business Communication: Theory and Application Homewood III; Richard D. Irwin.
2. Michael, V.P. Communication and Research for management Himalaya Publishing House, Bombay.
3. Sharma, R.C & K. Mohan. Business Report writing and Correspondence (TMH).
4. Aggarawal, Rohini; Business Communication and organization & Management (Taxmann's).
5. RaoNageshwar& Das R.P. – Communication skills Himalaya Publishing House, Delhi.
6. Taylor Shirley, Communication for Business, Pearson

MAL101 Business Mathematics

4 Credits (3-1-0)

Unit-1: Introduction to Matrix: Introduction square matrix, row matrix, column matrix, diagonal matrix, identity matrix, matrix addition, subtraction, multiplication of matrix, transpose of matrix.

Unit-2: Inverse of Matrix: Determiners of matrix , inverse of matrix, rank of matrix , solution to a system of equations.

Unit-3: Introduction to mathematical concepts in business: Fundamental Review: Fundamental Processes, fractions, decimals, word problems and equations, percentage applications, discounts, markup interest Applications: Simple interest, compound interest.

Unit-4: Set Theory: Notation of sets, singleton set, finite set , infinite set, equal set, null set, subsets, universal set, union of sets , intersection of sets, operations of sets.

UNIT-5: Operating techniques: Role of operational research in business, linear programming, Problem formulation, Graphical solution of a Linear Programming problem, Elementary Transportation problem, elementary assignment problem traveling sales man problem.

Reference Books:

1. Quantitative Techniques of Management- Srivastava, Shenoy and Sharma.
2. Mathematics for Management- M Raghuvanshi.
3. Mathematics for Business and Economics-Robert H Nicholson.
4. Levin Rubbin , Mathematics for Management, Pearson, New Delhi.
5. Gupta C B, An Introduction to Quantitative Methods, Vikas publishers.

SML101 Management Concepts

4 Credits (3-1-0)

Unit-1: Management: Definition, nature, process, functions & skills. Evolution of management thoughts: Taylor and scientific management, Fayol's administrative management, management function, Qualities of managers, Social responsibilities of managers

Unit-2: Planning: Concept and purpose, Significance of planning, Planning Process, Features of a good plan, Measures for making planning effective, Barriers to effective planning, Management by Objectives (MBO), **Organizing:** Concept of organizing and organization, Virtual Organization structures. Basis of Departmentation, Concept of Authority, Functional Authority, Delegation of Authority, Centralization and Decentralization of Authority, Classical organizational theory and design, Neoclassical theory, Modern organization theory :System approach

Unit-3: Directing: concept of direction, significance principles of direction Techniques of direction, Leadership - Concept, Traits, and Styles, Qualities of a good leader, Difference between leadership and management, Communication: Concept, Types, process, barriers, making Communication effective.

Unit-4:Controlling: Concept, importance of control, Steps in control, Design of effective control system, Essentials of effective control system process, types of control, Requirement for Adequate control Budgetary Control, Non-Budgetary Control, control technique

Unit-5:Staffing: Concept of staffing, importance of staffing, factors affecting staffing, Manpower planning, manpower planning process, Job analysis, Recruitment and selection , **Motivation:** concept of motivation,motivation and behavior ,motivation and performance.

Reference Books:

1. Robbins Stephen P., "Management", Pearson.
2. Stoner James A.F., "Management", Pearson.

SML105 Accounting For Managers

4 Credits (3-1-0)

Unit-1: Introduction to financial accounting: Introduction, definitions, accounting cycle, objective of accounting, basic accounting terms, Generally accepted accounting principles, Accounting concept and conventions, events & transactions, vouchers, concept of debit and credit, Types of accounts, Accounting equations, capital and revenue transaction, Accounting standards, Journal, ledger, trial balance, Errors.

Unit-2 Preparation of Final accounts: Introduction, Preparation of financial statement- Profitability statement, Manufacturing accounts, Trading accounts, Profit and Loss accounts, Balance sheet, revised schedules of balance sheet, Analysis of Financial Statement: Meaning and importance Ratio analysis, Profitability ratios, Activity ratios, Liquidity ratios, Long-term solvency ratios, Comparative statements and Trend analysis.

Unit-3 Funds Flow & Cash flow Statement: Meaning and importance, Preparation of schedule of changes in working capital; Preparation of funds flow statement and its analysis, Cash Flow Statement, Cash flow v/s fund flow, Comparative statements and Trend analysis.

Unit-4 Special accounting for department and branch: Departmental accounts- meaning, objective, systems of departmental accounting, Departmental trading and profit & loss account. Branch Accounts- meaning, objectives, branch and agency, branch v/s department, Kinds of branches.

Unit-5: Hire purchase accounts- Meaning, characteristics of hire purchase accounts, Different terms used in hire purchase agreement, calculation of interest, calculation of cash price, hire purchase trading account. **Installment payments accounts-** Meaning, characteristics of installment payment system, Accounting in books of purchaser and vendor.

Suggested Readings:

1. Financial Accounting- P.C. Tulsian, Pearson Education India.
2. An Introduction to Accounting- S.K.S.B.N. &Maheshwari., Vikas Publications
3. Jain S.P. and Narang K.L. Advanced Cost Accounting, Kalyani Publishers, Ludhiana.
4. Khan M.Y. and Jain, P.K. Management Accounting, TMH, N.Delhi.
5. Financial Accounting, Punjabi, Sharma, Goyal, Jain, Tiwari, RBD publication.

SML115 Managerial Economics

4 Credits (3-1-0)

Unit-1: Overview of Economic System: The economics Background to management; nature and scope of managerial economics and its relationship with other disciplines; significance in decision making and fundamental concepts of managerial economics.

Unit-2: Supply &Demand Analysis: Meaning of demand, objectives of demand analysis and determinants of demand, law of demand, demand function, elasticity of demand and its measurement methods, demand forecasting methods. Meaning of supply, supply analysis, law of supply and supply curve, supply curve, market equilibrium.

Unit-3: Production Analysis: Production concepts and analysis; production function; characteristics of various factors of production, laws of production; production function. **Analysis of Costs:** Types of costs, Cost & Production Function: Short run and long run cost functions, comparison between long run and short run, Break Even Analysis: merits & demerits, Shut down point, Economies of scale.

Unit-4: Market Structure Perfect Competition: Introduction, demand and supply in perfect competition, Market structure and pricing decisions-the competitive and monopoly model, monopolistic competition and oligopoly, pricing of multiple products.

Unit 5: Macroeconomics: National Income, Fiscal & Monetary Policy, economic growth, economic indicators, inflation and deflation, balance of payments.

References Reading:

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.
3. Atmanand, Managerial Economics, Excel, 2001.
4. Mankar.V.G., Business Economics, Macmillan, Business Book, 1999.

COURSE STRUCTURE FOR BBA 2nd SEMESTER

S. No.	Course Code	Subject Name	L	T	P	Credits
1	SML201	Introduction to Business Environment	3	1	0	4
2	SML202	Business Statistics	3	1	0	4
3	SML203	Business law	3	1	0	4
4	SML204	Cost Analysis & Control	3	1	0	4
5	SML205	Business Ethics	3	1	0	4
6	HUL101	English in Practice	2	0	2	3
Total Credits						23

SML 201 INTRODUCTION IN BUSINESS ENVIRONMENT

4 Credits (3-1-0)

Unit -1:

Introduction to Business Environment

Nature of Business environment, Concept, Environmental factors affecting business and their interaction, consumerism; socio cultural factors affecting business decision.

Unit -2: Economical Environment of Business

Circular flow of economics activities, national income in India; salient features of the Indian economy; inflation and its impact on business, emerging trends and structure of Indian economy; decision application of economic statistics.

Unit - 3: Business and Governmental Policies

Government policies and their implications for the business decision, policies towards sick units, BIFR, **Environmental appraisal:** Concept of environment, Environmental scanning, marketing financial ,demographic Economic environment, political environment

Unit - 4: Legal Environment of Business

Main provision of company Act: 2013 concept, definition, Need, Objective, FEMA, and Consumer Protection Act; Regulation of stock exchange; and the role and functions of SEBI, current developments and analysis of business. Corporate Social Responsibility, Business Ethics.

Unit 5 : Corporate Governance

Evolution of corporate governance, corporate governance definition, Basic concepts, Objectives of corporate governance, Need for corporate governance, problems ,issues, model of corporate governance

Suggested Readings:-

1. Adhikari M, Economic Environment of Business, S Chand.
2. Ghosh, Economic Environment of Business, Vikas Publishers.
3. Morrison J, The International Business Environment, Palgrave.
4. Agarwal R, Business Environment, Excel Books.
5. Bedi Suresh, Business Environment, Excel Books.
6. George A. & Steiner G.A., Business, Government and Society, Macmillan.

SML 202 BUSINESS STATISTICS

4 Credits (3-1-0)

Unit – 1 Introduction

Classification and tabulation of data-Frequency distribution graphic representation-Histogram, frequency polygon and curve-Measures of central tendency-Mean, Median- Ogive curves, modes, geometric mean and harmonic mean.

Unit – 2 Dispersion and Deviation

Dispersion-Purpose-Range, quartile deviation, mean deviation and standard deviation- Co-efficient of variation

Unit – 3 Moments

Moments, central Moments, First Four Central Moments, Relation between moments and central moments, Karlpearson's Beta & Gamma coefficient, measure and skewness and kurtosis, **Index Numbers**

Unit – 4 Probability Distribution

Random variable discrete and continuous random variable, Probability distribution of a discrete random variable. Mathematical Expectation, Mathematical Expectation of the sum and Product of two random variables.

Unit – 5 Correlation

Simple correlation and regression-Definition-Addition and multiplication-Probability-simple problems.

Suggested Readings:-

1. Business Statistics ,R.S.N. Pillai
2. Statistical Method, S.P. Gupta
3. Fundamentals of mathematical Statistics, S.C. Gupta , V.K.Kapoor
4. Statistics Enhance

SML 203 BUSINESS LAW

4 Credits (3-1-0)

Unit -1 The Indian Contract Act

The Indian contract Act, 1872: Nature of the Contract, Classification of Contract, Offer and Acceptance of contract, Capacity of contract, Free consent, Consideration, Legality of object, Agreements declared void, Void agreement, essential of a valid contract Contingent contract, Performance of contracts, Discharge of Contracts, Remedies for Breach of contract, essential of a valid contract, Quasi- Contract.

Unit -2 Indian Contract Act, 1872

Contract of Indemnity, Contract of Guarantee, Contract of Bailment and Pledge Kinds of Bailment, Duties of and right of bailer and bailee, Termination of Bailment, Contract of Agency. Types of Agency, Agents responsibility and rights.

Unit -3 Companies Act, 2013

The Companies Act, 2013: Nature and types of Companies, Formation, Memorandum and articles of association, prospectus, public deposits, Share & share capital, allotment of share, Meetings, Winding up.

Unit -4 Filing of Companies form

Types of form, Provision regarding filing of forms, Procedure of filing forms, Benefits of filing of forms, Key benefits of MCA 21, Latest amendments in 2015.

Unit -5 Sale of Goods Act, 1930; Negotiable Instruments Act, 1881& Consumer protection Act, 1986

The Sale of Goods Act, 1930: Formation of the contract of sale, Goods and their classification, Price, Condition and Warranties, Right of an unpaid seller.

Consumer Protection Act, 1986: Concept & Nature, Objectives, Terminology and Right.

The Negotiable Instruments Act, 1881: Nature and types, negotiation and assignment, Holder in due course, Dishonour and discharge of a negotiable instrument.

Suggested Readings:-

1. Business Law, S.S. Gulshan
2. Business Law, Gulshan S. S. G K Kapoor
3. Business Law, Roger LeRoy Miller
4. Business Law, Pathak
5. Business Law, Tulsian

SML 204 COST ANALYSIS & CONTROL

4 Credits (3-1-0)

Unit 1: Introduction

Definition of Costing, Cost Accounting. Objectives of Cost Accounting; Importance of Cost Accounting to Business Concern. Relationship between Cost Accounting, Financial Accounting, Management Accounting and Financial Management; Advantages of a Cost Accounting system, installing a Cost Accounting System, Essentials of a good Cost Accounting System.

Cost concepts, terms and classification of costs: Cost, Cost object, Cost units and Cost Centers, Types of costs, classification of costs, cost sheet (introduction only), total costs and unit costs. Costing Methods and Techniques (introduction only).

Unit 2: Cost Ascertainment:

Material cost control

Materials control Tools: Just-in-Time Purchase; various stock levels, Economic Ordering Quantity and ABC Analysis; Periodic Inventory, Perpetual Inventory, Physical verification; treatment.

Labour cost control

Introduction, recording labour cost: Attendance and payroll procedures

Labour turnover-Causes and methods of calculating labour turnover; cost of labour turnover.

Overhead cost control.

Definition, Classification of Overhead- Element-wise, Functional and Behavioural; Need for of classifying overhead into fixed and variable; various types of overheads.

Unit 3: Methods of Costing:

Job Costing (Job cost cards and databases, Collecting direct costs of each job, Attributing overhead costs to jobs, Applications of job costing). Batch Costing, Contract Costing .

Process Costing: Meaning, Features, Process vs. Job Costing, Principles of cost ascertainment for Materials, Labor & Overhead; Normal loss, Abnormal loss and gain and preparation of process accounts.

Unit 4: CVP Analysis and Marginal Costing:

CVP Analysis Introduction; CVP Assumptions and Uses; Break-Even Analysis: BE Point and Margin of Safety; Graphical presentation of CVP Relationship; Profit Graph.

Marginal Costing and Management Decisions – Marginal Costing vis-à-vis Absorption Costing; Marginal Costing Techniques; Marginal Cost and Product Pricing; Product Mix and Make or Buy Decisions, Shut Down Decisions (with simple type of problems on different areas of decision making).

Unit 5: Budgetary Control and Standard Costing:

Budgetary Control: Budget and Budgetary Control; The budget manual, principal budget factor, preparation and monitoring procedures, preparation of functional budgets (Production, Sales, Materials), cash budget, (idea of master budget), flexible budget.

Standard Costing. Standard Costs and Standard Costing; Uses, & Importance. Differences with Budgetary Control, Preliminary Steps. Classification of Standards. Analysis and computation of Materials, Labour and Overhead Costs Variances (elementary level). Cost control & Cost reduction, reporting to management.

Suggesting Reading:-

1. Jain & Narang, Cost Accounting
2. M.Y.Khan & P.K.Jain, Management Accounting, TMH
3. S.N. Maheshwari, Cost Accounting
4. Khan & Jain, Cost Accounting
5. K.S.Thakur, Cost Accounting, Excel Books
6. Satish Inamdar, Cost & Management Accounting, Everest Publishing House
7. Atkinson, Management Accounting, Pearson
8. Bhattacharyya, Ashish K., Cost Accounting for Business Managers, Elsevier

SML 205 BUSINESS ETHICS

4 Credits (3-1-0)

Unit 1: Business Ethics- An overview:

Ethics-Nature of Ethics-Objectives of ethics-Business ethics-nature of Business ethics-Relationship between ethics and business-Need for business ethics, The Ethical Organisation and its corporate code.Importance of ethics & moral standards.

Unit 2: Management and Ethics:

Ethical Issue in Marketing Management, Ethical Issues in Operations Management, Ethical Issues in Purchase Management, Ethical Issues in Human Resource Management, Ethical Issues in Finance, Ethical Issues in Accounting and other Functions.

Unit 3: Ethical Dilemmas at Workplace:

Dilemmas at workplace- Ethical dilemmas: Power, Authority and Trust, Secrecy, confidentiality and loyalty- Resolving dilemmas: Manager, Employee, Ethical Issues in Global Business

Unit 4: Corporate Responsibility- Stakeholders:

Stakeholders- An overview- Internal stakeholder: Shareholders, Employees, Management- External stakeholders: Consumers, Suppliers, Creditors, Competitors, Community.

Unit 5: Corporate Governance- An overview:

Corporate Governance- Nature, scope, need of corporate governance,Board Structures and Styles, Corporate Governance- Roles and Responsibility of Board of Directors, Corporate Governance- Codes and Laws.

Suggested Readings:-

1. Charaborty, S.K. : Foundation of Manageria Work -Contributions from Indian Thought, Himalaya Publishing House Delhi 1998
2. Management Effectiveness and Quality of Work-life-In-dian Insight, Tata McGraw Hill Publishing Company, New Delhi 1987.
3. Management by Values. Oxford University Press, 1991
4. Drucker,P: Managing in Turbulent Times, Pan Books London 1983
5. Kumar,S and N.K. Uberoi : Managing Secularism in the New Millennium, Excel Books 2000.

HUL101 ENGLISH IN PRACTICE

3 credits (2-0-2)

Unit-1: Introduction to English Phonetics

Introduction to the production of speech sounds, articulatory phonetics; Organs of speech, articulatory and phonatory systems. Correspondence between Sound and Symbol; Voiced and voiceless sounds, Oral and Nasal Sounds; Vowels, monophthongs and diphthongs: Consonant and Phonemic transcription.

Unit-2: Stress Rhythm and Intonation.

The syllable, Word Accent; Distinctive word accentual patterns, Derivational word accent; content words and Structure words: Rhythm, Function of intonation, Tone Tonicity and Tone, use of tones.

Unit-3: Functional Grammar-1

Part of Speech, Sentence Elements and type of Sentences, Determiners, Modal verbs, Tag Questions, Active and Passive voice, Tenses, Conditional Sentences...

Unit-4: Towards effective Writing

Note Writing, e-mail writing, message writing, making fax, Paragraph writing, Dialogue writing, Précis writing

Unit-5: Letter writing

Formal Letters, Format and layout, Qualities of formal letters, Various types of Applications, Job Application, Difference between resume, bio data and curriculum vitae, Resume writing,

Reference Books:-

1. Business correspondence and Report writing- R C Sharma, Krishna Mohan, Tata McGraw-Hill Education.
2. Verbal and non Verbal – R. S. Agrawal,
3. Better English- Norman Lewis, Goyal Publishers & Distributors
4. Word Power Made Easy- Norman Lewis, Pocket Books.
5. Spoken English – R S Bansal

Course Structure for BBA (3rd Semester)

S.NO	Course Code	Subject Name	L	T	P	C
1	SML308	Management Accounting	3	1	0	4
2	SML312	Organizational Behaviour	3	1	0	4
3	SML302	Entrepreneurship Development	3	1	0	4
4	SML309	Production Planning and Control	3	1	0	4
5	SML325	Strategic Management	3	1	0	4
6	SML300	Soft Skills Lab I	2	0	2	4
Total Credits						24

SML308 Management Accounting

4 Credits (3-1-0)

Unit-1: Management Accounting Concept: Meaning, Scope, Objectives and limitation of management accounting; Distinction between: Financial accounting and Management accounting, Organization of management

accounting. **Management accountant or Controller:** Qualities and functions of management accountant, responsibility of management controller.

Unit-2: Decision Making Process: Cost-volume-process analysis, Concept of Breakeven point, Profit volume relation, Margin of safety, Breakeven point chart and analysis. **Alternative choice decision:** Relevant cost, sunk cost, programmed cost, special offer, make or buy process, further process, shut down process.

Unit-3: Business and Financial Valuation: Valuation of goodwill- Meaning and nature of goodwill, Factor affecting goodwill, types of goodwill, need for valuation of goodwill, Different types of method for calculation of goodwill. **Valuation of Share:** Meaning and nature of share, Factors affecting share, Different method of valuation of shares.

Unit-4: Business Budget: Meaning and characteristics of budgeting, Concept and use of budget in planning and control, Different Types of budget, using the budget for different types of organization. **Management reporting system:** Reporting system in management, Types of reports, Qualities of reports for Top-management, Middle-management and Lower level of management.

Unit-5: Special accounting: Social accounting and CSR Accounting, Environment Accounting, Government Accounting, Responsibility accounting, Human Resource Accounting.

Suggested Reading:

1. Keller and Ferrara: Management Accounting for Profit Control.
2. Accounting for Managers: S.K. Bhattacharya & John Dearden.
3. Management and Cost Accounting: Robert S. Kaplan.
4. Advanced Management Accounting: Robert S. Kaplan.
5. Robert Anthony: Management Accounting.
6. S.M. Maheshwari Advanced Management Accounting Vol.1 & Vol.2.
7. M.A. Sahay: Management Accounting.

SML312 Organisational Behaviour

4 Credits (3-1-0)

Unit-1 Introduction To Organizational Behavior: Introduction, definition, goals, scope and historical development of Organizational Behavior, fundamental concepts, contributing disciplines to OB, Models of OB. .

Unit-2: Understanding Human Behaviour In Management: Perception: Concept, nature, process, importance. Management and behavioral applications of perception. Attitude & its measurement : concept, value and attitudes. Personality: Concept, nature, types and theories of personality shaping. Learning In Management: Concept and theories of learning, Role of learning in management. .

Unit-3: Motivation And Leadership & Emotional Intelligence : Concept, theories– content and process. Monetary and non-monetary motivation. Leadership: Concept, styles, and theories of leadership-trait, behavioral, and situational. Introduction to Emotional Intelligence , Historical roots , Nature and Use of Emotional Intelligence at work.

Unit-4 Interpersonal Relationship Management: Analysis of Interpersonal Relationship, Developing interpersonal relationship. Rapport Building techniques and tips. Group Dynamic: Definition of Group, Stages of Group Development, Punctuated Equilibrium Model, Group Structure, Group Decision Making. .

Unit-5 Stress And Conflict Management & Knowledge Management Define Stress and its potential sources, Individual and Organizational Approaches for managing stress. Conflict Management- Concept, types, functionality and dysfunctional of conflict. Definition and concept of knowledge management ,Components, Benefits ,Building a knowledge organization , Indian Company and knowledge management.

Suggested Readings:

1. Stephen Robbins, Timothy Judge: - “Organizational Behavior Global Edition” Pearson
2. Pareek Udai, *Behavioral Process in Organizations*, Oxford and IBH, New Delhi, 1981.
3. Organizational Behaviour ,*Kumar Bhattacharyya*

SML302 Entrepreneurship Development

4 Credits (3-1-0)

UNIT- I

ENTREPRENEURIAL COMPETENCE

What is Entrepreneurship, Frame work for Entrepreneurship, Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT-II

ENTREPRENEURIAL ENVIRONMENT

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT- III

BUSINESS PLAN PREPARATION

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT- IV

LAUNCHING OF SMALL BUSINESS

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT- V

MANAGEMENT OF SMALL BUSINESS

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

Suggested Reading:

1. Rajeev Roy, “Entrepreneurship”, Oxford university press publications, sixth impression, 2010
2. Jayshree Suresh, “Entrepreneurial Development”, Margham Publications, Reprint 2010.

3. Poornima Charantimath, “Entrepreneurship Development – Small Business Enterprises” , Pearson Publication, 2006.
4. Marc. J. Dollinger, “Entrepreneurship - Strategies and Resources”, Pearson Publication, 3rd Edition 2005.
5. Hisrich , “Entrepreneurship”, Tata Mcgraw Hill, New Delhi.,2001.
6. Vasan Desai, “Entrepreneurship” , Himalaya Publications
7. SS.khanka, “Entrepreneurship Development” , S.Chand ., Ltd., 2001.
8. Prasanna Chandra, “Project Planning Analysis” Tata Mcgraw Hill,1996.
9. P.C.Jain , “Hand Book of Entrepreneurs” Oxford University Press., 1999.

SML309 Production Planning And Control

4 Credits (3-1-0)

Unit-1: Introduction To Production Management: Introduction of Production/ operation/ operations management Concept, importance, and historical background of production management: production system, plant location and plant layout.

Unit-2: Inventory Concepts: Inventory concepts, function and costs; basic inventory models; quality management; statistical quality control, purchase function.

Unit-3:Product Development: Product development; product and process analysis; capacity planning, aggregate planning; production scheduling and control techniques; and materials requirement planning.

Unit-4: Introduction To Work Study: Principles and applications of method study; principles and applications of time study; work sampling; and development of production standards.

Unit-5: Maintenance Management: Maintenance Management; types of maintenance; consideration in maintenance; and emerging issues in production/operations management.

Suggested Reading:

1. Buffa E.S. &Sarin R. K. “Modern Production/Operation Management John Wiley, New York, 1987.
2. S.N. Chary “Production and Operations Management” (TATA McGraw-Hill)
3. R.B. Khanna “Production and Operations Management” (PHI Publication)

SML325 Strategic Management

4 Credits (3-1-0)

Unit-1: Introduction To Strategic Management: Introduction; Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organisational Mission Vision, goals and ethics.

Unit-2: Environmental Scanning: Appraisal of external environment, Dynamics of internal environment, organizational capabilities and Appraisal, Five forces that shape strategy, Generic strategies and the Value Chain.

Unit-3:Strategy Formulation: Business level strategy, Corporate Level Strategy: The motive for diversification, Related and unrelated diversification, Functional Strategies.

Unit-4: Strategy Implementation: The 7S Framework: Structure, Systems and People; Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change,

Unit-5: Project Given on Strategic Evaluation And Control: Meaning of Strategic Evaluation and Control Criteria , Techniques of Strategic Evaluation and control, Role of Organizational systems in evaluation.

Suggested Reading:

1. Rowe, A.J. Others (1994)-Strategic Management A Methodological Approach, Reading, Mass: Addison-Wesley.
2. Prasad, L.M. (1995)-Business Policy & Strategy (New Delhi: S Chand & Sons.)
3. Jouch, L.R. &Glueck, W.F.-Business Policy and Strategy Management, (McGraw-Hill).
4. Michael, V.P. Globalization, Liberalization & Strategic Management, (Mumbai: Himalaya Publishing).
5. Ramaswamy V.S. &Namakumari, S-Strategic Planning-formulation of Corporate Strategy, (Macmillan)
6. Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill, New Delhi.

SML300 Soft Skills Lab-1

4 Credit (2-0-2)

Unit-1: Soft Skills: Meaning, definition, importance (specific & general) ; Mind your language towards better English- Correction of errors, making of sentences (classroom & lab exercises), voice and accent , voice clarity, voice modulation & intonation, word stress, etc.

Activities for Class & Lab- Reading, pronouncing and recording sentences, breathing and voice clarity exercises.

Unit-2: Self Management: Theory- Identifying one's strengths and weakness, Planning & Goal setting, Managing self emotions, ego, pride.

Activities for Class & Lab/Practical- Self Evaluation, self discipline, self criticism, Recognition of one's own limits and deficiencies, Independency, Self Awareness.

Unit-3: Interpersonal Skill Development: Positive Relationship, Positive Attitudes, Empathise: Comprehend other opinions, points of views, and face them with understanding, Trust, Emotional Bonding, **Motivation/Inspiration, working under stress.**

Activities for Class & Lab/Practical- Interpersonal skills activities, Practice different methods of Stress relief / management, Yoga & Pranayam/Music with Meditation, Ability to concentrate & consistency, etc.

Unit-4: Team Building & Time Management: Concept of time management- Barriers to time management, Dealing with procrastination, Identifying and handling time consuming tasks, concept of team management- Managing a team- Selection, Bonding, Development, Delegation; Handling team dynamics.

Activities for Class & Lab/Practical- Team Building activities, Time Management activities.

Unit-5: Interviews: Holding Mock interviews to prepare students for the corporate world.

COURSE STRUCTURE FOR BBA 4th SEMESTER

S. No.	Course Code	Subject Name	L	T	P	Credits
1	CSL 241	Management Information System	3	1	0	4
2	SML 412	Financial Management in Industry	3	1	0	4
3	SML 413	Marketing Management in Industry	3	1	0	4
4	SML 414	Human Resource Management in Industry	3	1	0	4
5	SML 415	Research Methodology in Industry	3	1	0	4
6	MAL 280	Operation Research	3	1	0	4
Total Credits						24

CSL241MANAGEMENT OF INFORMATION SYSTEM

4 Credits (3-1-0)

Unit 1: Introduction:

Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis and Strategic Information Systems Framework.

Unit 2: Planning for Information Systems:

Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Developing MIS systems: System Development Cycle; System Analysis; System Design (DFD and ER diagrams).

Unit 3: Decision Support Systems:

MIS support for decision making; Decision support systems; Tools of business support systems: what if analysis, sensitivity analysis, goal seek analysis, optimization analysis.

Unit 4: Emerging Concepts and Issues in Information Systems:

Cross-functional MIS; ERP; CRM; SCM. Introduction to Data Warehousing, Data Mining and its Applications, Emerging Concepts in Information System Design and Application.

Unit 5: Applications:

Transaction processing; Artificial intelligent technologies in business: neural network, fuzzy logic, genetic algorithm, virtual reality; Executive Information System; Expert Support Systems; Security and Ethical challenges.

Suggested Readings:-

1. Kenneth, Laudon & Jane Laudon MIS: Managing the Digital Firm, Pearson Education, 2005.
2. James, A. O'Brien Introduction to Information Systems, Tata McGraw Hill, 2005.
3. Turban, E., McLean, E. & Wetherbe, J., Information Technology for Management: Making Connections for Strategic Advantage. John Wiley and Sons, 2001.
4. Jawadekar, W. S., Management Information Systems. Tata McGraw Hill, 2001.

SML 412 FINANCIAL MANAGEMENT IN INDUSTRY

4 Credits (3-1-0)

Unit 1: Introduction

Nature of Financial Management Scope and Objectives of Financial Management, Related disciplines, Organizational structure. Time value of money.

Unit 2: Capital Budgeting

Type of investment decision, Techniques of capital budgeting, Selection of Project on the basis of different Technique.

Unit 3: Capital Structure Cost of Capital, Leverages Theories of Capital Structure, Cost of Equity Capital, Preference Share, Debenture, Retain Earning, WACC, Marginal Cost of Capital, operating Leverages, Financial Leverage,

Unit 4: Working Capital Management

Current Assets Management, Working Capital Management, Management of Cash and Marketable Securities, Management of Receivables & Inventory Management,

Unit 5: Source of Finance

Short term sources of financing, long term sources of financing

Suggested Reading:

1. Financial Management Khan & Jain
2. Financial Management I. M. Pandey, Prasanna Chandra
3. Financial Management: theory and practice- Dr. Prasanna Chandra –Tata McGraw-Hill
4. Financial Management I M Pandey- Tata McGraw –Hill.
5. Financial Management: Text, Problems & cases M Y Khan and PK Jain- Tata McGraw.
6. Financial Management, I M Pandey-Tata McGraw-hill
7. Corporate Financial Management: An introduction Dr A Besant C Raj-Tata McGraw-Hill
8. Financial Management, 6th Edition Ravi M. Kishore, Taxman

SML 413 MARKETING MANAGEMENT IN INDUSTRY

4 Credits (3-1-0)

Unit -1: Introduction

Introduction to Marketing: Meaning, Definition, Philosophies of Marketing, Scanning the Marketing Environment, Ethical and Social issues of Marketing. , Introduction to Marketing research: Meaning, Definition, Process of Marketing research & MIS. Rural Marketing: The profile of rural market of India. The main problem area in rural marketing.

Unit -2: Market segmentation

Market segmentation, targeting & positioning: Determining alternative market or segment attractiveness, Bases of segmentation – Making, market and segment choices - Principles of competitive positioning - Communicating the competitive position Targeting, Alternative targeting strategies positioning: Meaning, Definition, Requirement, Product Positioning, Types of Positioning, Positioning Process

Unit -3: Consumer Behavior

Consumer Behavior: Understanding Consumer Behavior, Factors Influencing consumer behavior, Consumer Decision Making Process, Organizational Consumer Behavior, Factors Influencing Organizational Consumer Buying Behavior.

Unit -4: Product and Pricing Decision

Product and Pricing Decision: Product Decision: Meaning, Definition, Classification, Product Mix & Product Line decision, Product Life cycle, New Product Development, Branding, Packaging & Labeling Decisions. Pricing: Meaning, Definition, Objectives, Factors Affecting Pricing Decisions, Price Setting Procedure, Selecting Pricing Strategies, Selection of Pricing Method.

Unit -5: Distribution and Promotion Decision

Distribution and Promotion Decision: Market Channel Decisions : Meaning ,Definition Functions and Types, Factors Affecting in Selection of Channel, Channel Process , Introduction to VMS, HMS,MLM. Managing the Marketing Promotion Decisions:, Advertising, Sales Promotion ,Personal Selling, Public Relations, Direct & Online Marketing

Suggested Reading:

1. Philip Kotler: Marketing Management (Analysis, Planning and Control) PHI
2. Ramaswamy&Namakumari: Marketing Management- MacMillan
3. Kaushal: Case study Solutions – Marketing – MacMillan
4. VarshneyMaheshwari: Marketing Management

SML414HUMAN RESOURCE MANAGEMENT IN INDUSTRY

4 Credits (3-1-0)

Unit 1: Introduction to HRM :

Concept, Nature & Scope, HRM vs. Personnel Management, Objectives, Functions

Unit 2: Human Resource Planning:

Process & Objectives, Methods of Manpower Search, Job Analysis and Design, Recruitment & Selection

Unit 3: Management and Development of HR:

Concept & Steps of Training, Process of Executive Development, Performance Appraisal – Meaning & Benefits

Unit 4: Compensation Management:

Elements of Compensation, Factors affecting Compensation, Fringe Benefits, Time Wage and Piece Wage System

Unit 5: Employee Relations:

Industrial Disputes – Concept & Causes, Trade Unionism –Meaning & Objectives, Collective Bargaining – Need & Importance, Worker’s Participation – Concept & Evaluation

Suggested Reading:

1. Gary Dessler – Human Resource Management
2. Pareek U. & T.V Rao – Designing & Managing Human Resource Systems
3. Ashwathappa – Human Resource Management

SML 415 RESEARCH METHODOLOGY IN INDUSTRY

4 Credits (3-1-0)

Unit 1: Research Introduction Business Research Methodology

Meaning of Research, Objectives and Types of Research, Scope of Business Research, Role of Business Research in decision making, Factors affecting Business Research., Research process, Defining the research problem, selecting the problem.

Unit 2: Business Research Design

Need of Research design, Characteristics of a good Research design, Types of Research Design. Important concepts of relating to research design. Methods of Data Collection, Constructing a Questionnaire, Observation, interview and Survey, Selection of Sampling procedure, Benefits of Research Design,

Unit 3: Sampling Design

Introduction, concept, Significance, Implication of sample design, Criteria of selecting a sampling procedure, steps in sample design, Characteristics of good sample design, Different types of sampling design: probability and non-probability sampling, complex random sampling design,

Unit 4: Measurement Concepts

Data Analysis--Hypothesis Testing – Procedure, Formulation, Selection of Test to be used, Type I & Type II Errors, Determination of Critical Values (One Tailed & Two Tailed Tests), Chi Square Test, Analysis of Variance, Criteria for Good Measurement, Types of Measurement Scales – Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Scaling Techniques - Rating Scale, Likert Scale, Thurstone Scale.

Unit 5: Interpretation & Report Writing

Interpretation: Meaning of interpretation, significance, Technique of interpretation, **Report writing:** Importance of report writing, Steps in report writing, Layout of research report, Precautions for writing research report, Computer role in research.

Suggested Reading:

1. Kothari Research Methods in Management

MAL 280 OPERATION RESEARCH

4 Credits (3-1-0)

Unit 1: Linear Programming Model Formulation

Introduction, structure of linear programming model, Advantages of using linear programming, limitations of linear programming, general mathematical model of linear programming problem, examples of LP model formulation and graphical method.

Unit 2: Linear Programming Problems (LPP):

Simplex Method and Artificial Variable Method, Two Phase Method, Charnes' Big-M Method, Duality, Dual Simplex Method.

Unit 3: Transportation Problems:

Introduction to Transportation Model, Matrix Form of TP, Applications of TP Models, Basic Feasible Solution of a TP, Degeneracy in TP, Formation of Loops in TP, Solution Techniques of TP, Different Methods for Obtaining Initial Basic Feasible Solutions viz. Matrix Minima Method, Row Minima Method, Column Minima Methods, Vogel's Approximation Method, Techniques for Obtaining Optimal Basic Feasible Solution. Assignment Problems: Definition, Hungarian Method for AP.

Unit 4: Game Theory

Two-person Zero-sum Games, Pure Strategies (Minimax & Maximin principles): games with saddle point rules to Determine saddle point, Graphical method, Mixed strategies game without saddle point.

Unit 5 Queuing Theory:

Introduction to Queues, Queue Disciplines, Symbols and Notations, Distribution of Arrivals, Distribution of Service Times, Definition of Steady and Transient State, Single server single channel Model (M/M/1)

Suggested Reading:

1. S D Sharma, "Introduction to operation research", Kedarnath
2. Swarup K et al, "Operation Research", S. Chand
3. Hadley, G., "Linear Programming, and Massachusetts", Addison-Wesley
4. Taha, H.A, "Operations Research – An Introduction", Macmillian
5. Hiller, F.S., G.J. Lieberman, " Introduction to Operations Research", Holden-Day

BBA V Semester Scheme and Syllabus

Subjects Type	Course Code	BBA 5 th Semester	L	T	P	C
CORE	SML 505	Supply Chain Management	3	1	0	4
	SML 501	International Business	3	1	0	4
	SML 502	Project Management	3	1	0	4
	SML 513	Total Quality Management	4	1	0	5
	SMD 500	Project Report	0	0	4	2
ELECTIVE 1 (FINANCE)	SML 511	Security Analysis and Portfolio Management	4	1	0	5
	SML 512	Banking Concept and Practice	4	1	0	5
ELECTIVE 2 (HUMAN RESOURCE)	SML532	Approaches to Human Resource Development	4	1	0	5
	SML 533	Compensation Management	4	1	0	5
ELECTIVE 3 (MARKETING)	SML522	Retail Practice in India	4	1	0	5
	SML 523	Fundamentals of Digital Marketing	4	1	0	5
Total Credits (Core + Any one Elective Group)						29

SML 505 Supply Chain Management

5 Credits (4-1-0)

Unit 1: Introduction: Supply chain management, supply chain strategy, measuring supply chain, design strategy, supply chain dynamics, cross docking, warehouse management system.

Unit 2: Supply Chain Design: Supply Chain Strategic, Measuring Supply Chain Performance, Supply Chain Design Strategy, Service Supply Chains, Outsourcing, Design for Logistics, Value Density, Global Sourcing, Sourcing/Purchasing-System Design matrix, Mass customization. Lean Manufacturing: Lean logic, The Toyota Production System, Lean Implementation Requirements, Lean Services

Unit 3: Planning and Controlling Supply Chain: Enterprise Resource Planning: SAP, SAP Application Modules, Implementing ERP Systems. Demand Management: Types of Forecasting, Components of Demand, Qualitative Techniques in Forecasting, Time Series Analysis, Casual Relationship Forecasting, Focus Forecasting, Web-Based Forecasting-Collaborative planning, Forecasting, and Replenishment (CPFR). Aggregate Sales and Operative planning: Overview of Sales and Operations Planning Activities, Lot sizing in MRP systems.

Unit 4: Inventory and Maintenance Management: Classification, role of inventory in supply chain, inventory costs, continuous and periodic review systems, Economic order quantity (EOQ), Economic batch quantity (EBQ) and Quantity discount model. Lead time, Reorder Point, concept of service level and safety stock, Selective inventory control systems. Importance of Maintenance, Breakdown, Preventive, Predictive and TPM (Total Productive Maintenance), Basic concept of Reliability.

Unit 5 : Scheduling: Work Centers, Priority Rules and Techniques, Shop-Floor Control, Personal Scheduling in Services. Constraint Management: Goal of the Firm, Performance Measurements, Unbalanced Capacity, Bottlenecks and Capacity-constrained Resources, Basic Manufacturing Building Blocks, Methods of Control, Comparing Synchronous Manufacturing to MRP and JIT.

Recommended Books:

1. Chase, R. B. et al., *Operations and Supply Management*, Tata McGraw-Hill, 2010.
2. Blamchard, David., *Supply Chain Management Best Practices*, NY, John Wiley & Sons, 2006.
3. Stevenson. *Operations Management with Student DVD (SIE)*. Tata McGraw-Hill.
4. Russell & Taylor, III. *Operations Management*. Prentice Hall of India.
5. Nair. *Production and Operations Management*. Tata McGraw-Hill.
6. Govil, M., and Proth, J., *Supply Chain Design and Management*, Academic Press, 2001.

List of Journals/Periodicals/Magazines/Newspapers

Productivity Journal, Indian Management, Business India, Supply Chain, etc.

SML501 International Business

4 Credits (3-1-0)

Unit 1

International Business: An Over View-Evolution of International Business, Drivers of Globalization, Influences of International Business, Stages of Internationalization, Differences between Domestic and International Business, International Business Approaches, Advantages of International Business.

Unit 2

Theories of International Trade-Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Relative factor endowment theory, Country similarity theory, Product life cycle theory. International Business Environment-Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment.

Unit 3

Modes of Entering International Business- Modes of Entry, Exporting, licensing, franchising, contract manufacturing, management contracts, turnkey projects, foreign direct investment, alliances like mergers and acquisitions, joint ventures, Comparison of Different Modes of Entry.

Unit 4

Foreign Direct Investment- Factors Influencing FDI, Reasons for FDI, Costs and Benefits of FDI,

Trends in FDI, Foreign Direct Investment in India. World Trade Organization- General Agreement on Tariffs and Trade (GATT), Establishment of World Trade Organization, The Uruguay Round Package: Organization Structure of the WTO, WTO – The Third Pillar in the Global Business.

Unit 5

International Financial Institutions and Liquidity-IMF, World Bank, International Development Association, International Liquidity and SDR International Finance Cooperation.

Basics of International Marketing, Basics of Global HRM, Basics of International Financial

Management, International Production and Logistics Management- Generic Strategies of the International Business, Acquisition of Resources, Location Decisions, International Logistics Management.

ADDITIONAL READINGS:

1. Subba Rao.P, **International Business, Himalaya Publishing House,12 Ed,2012**
2. Joshi, Rakesh Mohan, International Business, Oxford University Press, 9 Ed., 2008
3. Joshi, Rakesh Mohan, International Marketing, Oxford University Press, 9 Ed., 2008

SML502 Project Management

4 Credits (3-1-0)

Unit – 1 Introduction: Planning - overview, concepts of project, types of Projects, project life cycle, project formulation

Unit - 2 Project Analysis: Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.

Unit - 3 Cost Benefit Analysis: projects procurement process, life cycle costing, project cost reduction methods, project stores.

Unit - 4 Project Cost: Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis

Unit – 5 Project Management: Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.\

Reference/Text Books:

- 1.Kerzner Project Management Nicholas Project Mgmt. for Business Technology
2. Meredith, Mantel Project Management
3. N. P. Agrawal Project Management

SML 513 Total Quality Management

5 Credits (4-1-0)

Pre-requisites: SML745

Unit 1: Introduction to TQM; Customer Orientation, Continuous Improvement, Quality, Productivity and Flexibility

Unit 2: Approaches and philosophies of TQM, Quality Awards, Strategic Quality Management, TQM and corporate culture, Total Quality Control; Basic Analytical tools- Check Sheets; Histograms; Pareto charts, Cause and Effect diagrams; Flow charts.

Unit 3: Statistical Process Control; Advanced Analytical tools- Statistical Design of Experiments; Taguchi Approach Cost of Quality; Reliability and failure analysis. FMECA, Quality Function Deployment, Benchmarking, Concurrent Engineering.

Unit 4: Quality Teams, Employee practices in TQM organisations: Leadership, delegation; empowerment and motivation; role of communication in Total Quality, Quality Circles; Total Employee Involvement

Unit 5: Problem Solving in TQM- Brain storming; Nominal Group Technique Team process; Kaizen and Innovation; Measurement and audit for TQM Quality Information Systems, ISO 9000 series of Quality Standards; TQM Implementation; Reengineering and TQM.

SMD 500 Project Report

2 Credits (0-0-4)

ELECTIVE 1 (FINANCE)

SML 511 Security Analysis and Portfolio Management

5 Credits (4-1-0)

Unit 1: Meaning of Security Market And Portfolio.

Meaning of security, Types of securities, Meaning of security MARKET, Meaning of risk and return, components of risk-systematic and unsystematic risk, meaning of portfolio and portfolio management.

UNIT 2: EQUITY INVESTMENTS

Equity share capital , mutual funds, global depository receipts, American depository receipts , preference share capital, factors influencing equity investment,

UNIT 3: DEBT INVESTMENT

debenture, bonds, foreign currency convertible bonds, foreign currency exchangeable bonds, external commercial borrowings, other instruments,

UNIT 4: MARKET CONCEPTS

depositories, securitisation, stock exchange concepts, trading mechanism,

UNIT 5: PORTFOLIO EVALUATION

portfolio management theories and factors influencing portfolio management.

References:

1. Investments, S. Kevin
2. Security Analysis and Portfolio Management, Fischer, Donald E. and Jordan, Ronald J

SML 512 Banking Concept And Practice

5 Credits (4-1-0)

UNIT 1: PRINCIPLES OF BANKING:

Banker and customer definition, relationship between banker and customer, KYC guidelines, rights of the banker, obligations of the banker, duties of the customer, rights of the customer, termination of banker-customer relation. Payment of collection of cheque - duties and responsibilities of paying and collecting banker, Endorsements, forged instruments - bouncing of cheques and their implications.

UNIT 2: BANKING OPERATIONS:

Deposit accounts for various types of customers, documents required for opening of account, various type of loan facilities- home loan, personal loan, vehicle loan, agriculture finance, SME lending, Tiny sector financing, credit cards. Other services offered by a bank, management of NPA's.

UNIT 3: ROLE OF TECHNOLOGY IN BANKING:

Banking software, E-Banking - Core Banking - Electronic products - Electronic payment system - Online Banking - Electronic fund transfer system: RTGS & NEFT, Automatic teller machines, mobile banking, role of clearing houses.

UNIT 4: RISK MANAGEMENT IN E-BANKING:

Various types of risk in e-banking, causes of risk in e-banking, recommendation of basel committee for risk management in e-banking, Security Consideration in E-Banking.

UNIT 5: RURAL BANKING IN INDIA:

Rural finance and rural banking in India, various types of products in rural banking, regional rural banks in India. sources of rural finance, National Bank for Agriculture and Rural Development (NABARD), challenges in rural banking in India.

Books Recommended:

1. Varshney. P.N. – Banking Law and Practice
2. Paramemeswaran, R & Natarajan, R – Indian Banking
3. Vaish, M.C – Money, Banking and International Trade

ELECTIVE 2 (HUMAN RESOURCE)

HRL301 Compensation Management

5 Credits (4-1-0)

Unit 1 Compensation - Definition - classification - types - incentives - fringe benefits
Compensation objectives, nature of compensation, compensation responsibilities.

Unit II Compensation system design issues: Compensations Philosophies, compensation approaches, decision about compensation, compensation- base to pay, individual Vs team rewards, Perceptions of pay Fairness, legal constraints on pay systems.

Unit III Managing Compensation: Strategic Compensation planning, determining compensation-the wage mix

Unit IV Job Evaluation - Definition - Traditional & new Techniques - Performance Appraisal - basic concepts - performance standard - Appraisal methods

Unit V Theories of wages - wage structure - wage fixation - wage payment - pay - commission - performance based pay system - incentives - Wage Boards - Compensation Management in Multi-National organizations. Law Related to Working Hour Conditions & Employment, Factories Act 1948, Shop & Establishment Act. Law Related Social Security, Employee Provident Funds (& Misc. Provisional 1952) , Workmen’s Compensation Act 1923, Employee State Insurance Act 1940.

Recommended Readings:

- Richard. I. Henderson: compensation management in a knowledge based world – prentice hall.
- Richard thorpe& gill homen : strategic reward systems - prentice-hall.
- Industrial &Labour Laws- S.P Jain.
- Henderson, R.I. (2003). Compensation Management in a Knowledge Based World. New Delhi: Pearson Education.
- Lawler, E. E (2000). Rewarding Excellence: Pay Strategies for New Economy. California: Jossey.
- Employment Law N.D Kapoor.

SML 532 APPROACHES TO HUMAN RESOURCES DEVELOPMENT

5 Credits (4-1-0)

Unit 1: Learning through training. Training methods, performance appraisal process, methods of performance appraisal.

Unit 2: Training, Process of Executive Development, Performance Appraisal – Meaning & Benefits.

Unit 3: Performance, competence and skill based pay

Introduction, pay-types, pay-competence related pay-skill based pay-incentives scheme; shop-floor incentives-payments by results-sales force incentives schemes-executive pay team based party: profit sharing-gain sharing-employees stock ownership plan (ESOP). Recent trends in performance Appraisal system: Future Performance appraisal system: Introduction-recent trends in performance appraisal system: Number –less performance appraisals, subordinate appraisals, upward feed back-other trends in present scenario.

Unit 4: Career Management

Importance of Career Management in Organizations: Increased Competition in Organizations, Structural Changes, Increased Insecurity in Jobs – Major Career Transitions: Promotions,

Demotions, Transfers and Relocations – Types of Corporate Career, Management: Self Assessment, Career Planning, Succession Planning, Job Rotation.

Unit 5: Human Resource Forecasting Human Resource Forecasts: Forecasting External Human Resource Supply – Forecasting Internal Human Resource Supply: Management Inventories, Succession Planning. Skill inventories, Replacement Charts – Strategic Issues in Forecasting Human Resource Supply: Make Vs Buy, Investing in Training Facilities, Franchisee Model of Training, International Presence – Utilization of Supply Forecasting Techniques – Techniques for the Demand Forecasting of Human Resources: Delphi Method, Expert Consensus, and Time Series – Strategic Issues in Demand Forecasting for Human Resource Supply – Utilization of Demand Forecasting Techniques.

Recommended Readings:

ELECTIVE 3 (MARKETING)

MKL 301 Fundamentals of Digital Marketing:

5 Credits (4-1-0)

Unit 1: Introduction of Digital Marketing: Channels/Types of DM: Search Engine Marketing / Optimization, PPC, Public Relation, Social Media Marketing, Content Marketing, Affiliate Marketing, Visual Marketing, E-Mail Marketing, Inbound Marketing.

Unit 2: Affiliated Marketing: Affiliate Types, Selection Affiliate Network Analysis, Role of Affiliate Marketing in The Marketing Mix, Keeping Content Alive in The Affiliate Channel.

Unit 3: Content Marketing: Definition of Content Marketing, History & Evolution of Content Marketing, Objectives, Methodology. Benefits and Strategy of CM, Business objectives of Content Marketing.

Unit 4: Social Media Marketing: Overview, history, How Social Media Marketing Differs from Traditional Marketing, Planning for Social Media Marketing- The Social Media Marketing Planning Cycle ,Target Market Identification, Social Media Marketing Ethics.

Unit 5: Campaign Measurement & Experimentation: Online Advertising, Advertising Effective Measurement, Behavior-based inference , Online privacy and policy implications.

SML 522 Retail Practice In India

5 Credits (4-1-0)

Unit 1: Introduction to Retailing

Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.

Unit 2: Understanding the Retail Customer and Market

Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume. Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

Unit 3: Retail Location Selection and Merchandise Management

Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations. Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Store layout and Design, Visual Merchandising.

Unit 4: Retail Operations Pricing and promotion

Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices Pricing strategies. Promotions Strategy, Retail Marketing Mix, Retail Communication Mix.

Unit5: Emerging trends in retailing

Changing nature of retailing, Organized retailing, E-tailing, Challenges faced by the retail sector

Suggested Reading

- Retail Management A Strategic Approach Berman, Barry and Joel R Evans- Prentice Hall, Seventh edition, 1998
- Economic Times intelligence Group Retail 2000-01 The Economic Times Knowledge Series
- Retail Management Hastey and Ron James Reardon - McGraw Hill, International Edition, 1997
- Retailing Management, 3e Levy, Michel Barton A Weitz- Irwin McGraw Hill

Examination Policy for Session 2018-19

Course Scheme: - Semester Scheme

Exam Type	Marks (Theory)	Assignment	Activity	Total Marks
Minor	20 Marks	10		30 Marks
Major	50 Marks	10	10 Marks	70 Marks
Practical				50 Marks

Grand Total				150 Marks
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Practical Evaluation:-

1. A internal regular assessment will be done having 60% weightage of total marks.
2. A practical exam will be conducted of 40% weightage as an end term exam.

Re Major Policy:

1. A final 100 marks exam will be conducted.
2. Student can get B to D & F Grade as student gets in examination as per obtained marks.
3. No Re-Minor cases will be entertained.

Summer Examination Policy:

1. Student can appear in the summer exam if he/she is having F grade in any subject.
2. A paper of 100 marks exam will be conducted.
3. Student can register maximum 8 subjects for summer exam.
4. Student can get any grade as he or she get in examination as per his or her marks obtained.

COURSE STRUCTURE FOR BBA 6th SEMESTER

	COURSE CODE	BBA 6 TH SEMESTER	L	T	P	C
	SML 601	FUNDAMENTALS OF LEADERSHIP	3	1	0	4
	SML 602	INDIAN ECONOMY	4	1	0	5
	SML 603	EXPORT, IMPORT POLICY AND DOCUMENTATION	4	1	0	5
	SML 604	INSURANCE AND RISK MANAGEMENT	4	1	0	5
ELECTIVE 1 (FINANCE)	SML 611	INDIAN FINANCIAL SYSTEM	4	1	0	5
	SML 612	INTERNATIONAL FINANCIAL MANAGEMENT	4	1	0	5
ELECTIVE 2 (HUMAN RESOURCE)	SML 631	LABOUR LAW AND INDUSTRIAL RELATIONS	4	1	0	5
	SML 632	HRP AND CHANGE MANAGEMENT	4	1	0	5
ELECTIVE 3 (MARKETING)	SML 621	INDUSTRIAL MARKETING CONCEPT AND PRACTICE	4	1	0	5
	SML 622	ADVERTISEMENT PRACTICE	4	1	0	5
TOTAL						29

SML 601 FUNDAMENTALS OF LEADERSHIP

Unit 1 Leadership and Change Management: Leadership Skills, , Visioning Skills, Persuasion Skills, Motivation Skills, Conflict Resolution Skills, Leadership Tactics, Change Management Skills, Factors Resisting Change, Skills to Implement and Communicate Change, Leader as a Change Agent, Crisis Management Skills, Types of Crisis, Preventing a Crisis, Identify a Crisis Resolving the Crisis, Communication in Crisis Management.

Unit 2 Introduction and Theories of Leadership:

Evolution of leadership theories – trait theories, behavioral theories , Contingency Approaches to leadership, Fielder’s Contingency Model, path – goal theory – Attributes of effective Leaders Leadership styles – Authoritative styles, Coaching Style, pacesetter style, expert styles, manipulative styles, Participative style, leader as an announcer, seller, clarifier, equal partner, follower – the Impact of leadership styles.

Unit 3 Cross Cultural Team Management

Working with international teams—groups process during international encounters—conflicts and cultural differences—understanding and dealing with conflicts—developing intellectual relationships.

Unit 4 Path to Leadership Learning, the learning organization –

Innovative learning, learning from others experiences, through analysis, through formal and informal means, Demystifying Coaching, the leader as a coach, Developing Performing Teams Moving from command and control to team work, Leadership Succession, Leadership succession – an overview, Importance of the right CEO, Insider Vs Outsider

Unit 5 Classification of leaders

Characteristics & Operating style of level 5 leaders. Characteristics & Operating style Transactional leaders, Transformational leaders & Charismatic leaders.

Suggested Reading:

- Creative Leadership Rustom s Davar – UBS Publishers & Distributors
- Organizational Behavior Fred Luthans/Tata Mc Graw Hill
- Leadership: Research Findings, Du Brin A J – Houghton Mifflin Company, 1998 Practice and Skills
- Managing Change–A Human Resource Thornhill A, Lewis P, millmore M
- Strategy Approach & Saunders M Prentice hall, 2000
- Inspiring Leadership John Adair – Viva Books Private Ltd. –First Indian Edition 2003

SML 602 INDIAN ECONOMY

5 Credits (4-1-0)

Unit 1: Structure of Indian Economy

Nature of Indian economy, Concept of Economic Growth, Economic Development, Growth and Development. Basic Characteristics of Indian Economy and structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends of National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India.

Unit 2: Economic Planning and Strategy of planning

Meaning and nature of economic planning, important feature of Indian plans, Objective of Indian planning, Evaluation of the objectives of economic planning. Strategy of India's development plans (Earlier phase) & new development strategy. Journey of Five years plans to NITI Aayog.

Unit 3: Problems in Indian Economy

Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Poverty and trickle down in the rural sector, Low Capital Formation and Industrial Sickness. Present Economic Policy, Main feature of Globalization, Expansion of Private sector, more market orient approach. Income distribution system, Black economy in India.

Unit 4: Indian Economy & Foreign Trade

India's foreign trade: Values, composition and direction, Balance of Payment, Balance of Trade, Export Import Policy (2002-2017), India's exchange rate policy, foreign exchange reserves and capital account convertibility, Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

Unit 5: Indian Economy – Emerging Issues

WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors and Capital markets in India.

Suggested Readings:

- Datt R. & K.P.M. Sundram; Indian Economy; S. Chand & Co.Ltd, New Delhi.
- Dhingra I.C. (2001); The Indian Economy; Environment and Policy, Sultan Chand and Sons; New Delhi.
- Agrawal A.N.; Indian Economy Problems of Development Issues of Indian Economy, Manan Prakashan.

SML 603 EXPORT IMPORT POLICY AND DOCUMENTATION

4 Credits (3-1-0)

Unit 1 Introduction to Export Management:

Definition of Export, Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India, Process of Export Marketing, Sources of Export Information, Important Publications, Important Organizations, Direction of Exports from India, Recent Trend in India's Export.

Unit 2 Selection of Products and Identification of Export Markets:

Raising of an Export firm and registration formality like IEC Code, Opening of Bank Account, Sales Tax Registration, RCMC, Choosing a Product, Methods of Identifying Export Winners, Suitability of a Product for a company, Selecting Products for Manufacturing and Export, Selection of Export Markets, Criteria for Grouping Countries.

Unit 3 Export Marketing Channels and Export Sales Contract:

Concepts of Distribution Channels, International Channels Distribution, Agents in Exporting, Methods of Locating and Selecting an Agent, Signing the agreement, Nature of Exports Sales Contract, Important Incoterms, Settlement of Disputes, Terms of Payment in Export.

Unit 4 Export Finance and Pricing, Pre-shipment Finance:

Post-shipment Finance, Special Financial Facilities, Export Import Bank of India, E.C.G.C. Export Pricing, Mechanism of Price Fixation, Benefits to India Exports.

Unit 5 Formalities of Registration and Export Documentation:

Naming the Enterprise, form of Ownership, Opening a Bank Account, General Registrations, Registrations with RBI, Registration with Licensing Authorities, Registration with Appropriate EPC' /CB's Defining Export Documentation, Main Commercial Documents, Additional Commercial Documents, and Statutory Documents for Exports Country, Statutory Documents for Imports Country and Documents for Claiming Export Benefits.

Reference Books:

1. Varshney R.L., Bhattacharya B, *International Marketing Management*, S. Chand.
2. Daniels, *International Business*, Pearson Education.
3. Black J., *International Business Environment*, Prentice Hall.
4. Nabhi's *Manual for Exports*.

SML 604 INSURANCE AND RISK MANAGEMENT

5 Credits (4-1-0)

Unit 1: Overview Overview of Insurance & financial security – the role of insurance in financial system – classification of risks – risk management & insurance–An overview of the Insurance System – principles of Insurance– difference between Life & General Insurance–Recent developments.

Unit 2: Principles & Products of Life Insurance Modern concepts of Life insurance–Three basic principles of Life insurance. Basic elements of the Life Insurance products – features of term Insurance–features of endowment Assurance–Life cover

Unit 3: Life Insurance premium & policy services Factors that affect premium – mortality statistics – methods of providing life insurance protection – valuation – surplus and its distribution.

Unit 4: Introduction of different enactment for insurance:-

Essential Feature of Insurance Contracts, Salient Features of

1. Insurance Act. 1938
2. LIC Act. 1956
3. GIC Act. 1972
4. IRDA Act. 1999
5. Consumer Protection Act. 1986

Unit 5: Introduction to commercial General insurance Historical background – General Insurance Corporation of India – general Insurance after nationalization – current scenario – commercial General Insurance vs. Personal General Insurance.

Suggested Reading:

- Economics for Life Insurance S.S Huebuer
- Life & Health Insurance Herald Skipper Jr., Kemmeth Black Jr.
- Life Insurance Mc Gill
- General Insurance Bernard Benjamin
- General Insurance Principles A.S Arnold
- Introduction to General Insurance Nick Holyoake

ELECTIVE 1 (FINANCE)

SML 611 INDIAN FINANCIAL SYSTEM

5 Credits (4-1-0)

Unit 1: of financial system

Meaning, significance and components of Indian financial system, Phase of Indian financial system, Formal and informal financial sectors, components of the formal financial system, Function of a financial system, Financial system and the economy.

Unit 2: Financial institution

Development of financial institutions, introduction and evaluation of development banks, Changing role of development financial institutions, IFCI, Small industrial development bank of India, IDFC, NABARD, and Export and import bank of India, Banking and non-banking institutes.

Unit 3: Financial Markets

Money market- function of the money market, benefits and efficient money market, Indian money market, role of RBI in the Money market, steps to develop money market in India. Money market instruments- Treasury Bills, Commercial paper, certificate of deposits, Call / notice money market, Money market derivatives, overview of the money market. Capital Market, history of capital market, primary market, Secondary market, derivatives markets in India.

Unit 4: Financial Services

Investment Banking- Function of investment banks, types of investment banks, Investment banking services. Merchant banking services. SEBI- appointment of lead merchant bankers, responsibility of lead managers, Acquisition of share prohibited, Disclosure to the SEBI, Depositories and custodians- Depository system, NSDL and CDSL, demat account, SHCIL, credit rating.

Unit 5: Financial Regulation

Regulation of the capital market, securities and exchange board of India(SEBI). RBI- objective the RBI, organisation of the RBI, Subsidiaries, Legal framework, Main function of the RBI, Role of the reserve bank of India, Conclusion.

Suggested Readings:

- The Indian Financial System: Market, Institutions and Services, Bharti. V. Phatak , Pearson Publications
- Indian Financial System, 7th edition, M.Y. Khan, 7/E

SML 612 INTERNATIONAL FINANCIAL MANAGEMENT

4 Credits (3-1-0)

Unit 1 Introduction

Globalization and the Multinational Firm

Unit 2: Foreign Exchange Markets

Balance of Payments, the Foreign Exchange Market, Market players, Spot rates, forward rates and foreign exchange swaps, A model of foreign exchange markets: interest parity, Real monetary assets, interest rates and exchange rates, Foreign Exchange Intervention

Unit 3: International Capital Markets

International Capital Market, International Credit and Money Markets, International Bond Market, International Equity Markets, Globalization and Market Integration

Unit 4: Hedging and Risk Management

Risk Management and Hedging Strategies, Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Foreign currency futures and options, Managing Transaction Exposure, Managing Economic and Translation Exposure

Unit 5: Strategic Decision-Making in International Finance

Foreign Direct Investment, Financing in the Short-Term and in the Long-Term, Managing Net Working Capital, International Trade Finance

Suggested Reading:

- MADURA, International Corporate Finance, South Western College, 11/e, 2011
- BEKAERT and HODRICK, International Financial Management, Prentice Hall, 2011

ELECTIVE 2 (HUMAN RESOURCE)

SML 631 LABOUR LAW AND INDUSTRIAL RELATIONS

5 Credits (4-1-0)

Unit 1: Job Evaluation

Definition – objectives – principles – methods, ranking, classifications, factor comparison method and point rating method.

Unit 2: Labour law :- Introduction and scope, Meaning , nature , Growth of labour legislation in India. Labour policy in India. Duties of labour courts , tribunals and national tribunals. Grievance Redressal Machinery.

Labour laws Act 1988- Aims, Objects, definitions. Amendment of certain labour laws.

Unit 3: Historical Development of payment systems-Basic concept: definition of compensation, wages, salaries and wage rates. Employees' State Insurance Act, 1948 (ESI Act), Payment of Gratuity Act, 1972 (PG Act), Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965.

Unit 4: Industrial Relations

Trade union growth, structure and strategies, employee organizations, and their working. Dispute and Settlement Machinery: Working of different dispute prevention and settlement machinery, industrial dispute patterns, labor-management co-operation.

Unit 5: Factories Act, 1948, Industrial Employment (Standing Order) Act, 1936; Trade Union Act, 1926, Industrial Disputes Act, 1947.

Suggested Reading:

1. Compensation Management in Changing environment S.K Bhatia
2. Compensation & Reward System B.D Singh
3. Indrajeet Singh:Labour Laws
4. Mishra:Labour Legislation
5. Kumawat:Labour Legislation

SML 632 HUMAN RESOURCE PLANNING AND CHANGE MANAGEMENT

5 Credits (4-1-0)

Unit 1: HR planning and corporate strategies:

Definition and concept of HRP, benefits, process. HR planning and corporate strategies: HR planning as a strategic process-employees as resources-goal attainment, linking HR process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system.

Unit 2: Job analysis and HR Forecasting

Job analysis: meaning and definition, job analysis process, techniques of job analysis, methods and practice of job analysis, competency based approach.

HR Forecasting: Forecasting Manpower Needs, the Forecasting Process, Inventorying available talent, Projecting Future Talent Supply, forecasting Staffing Requirements. Index analysis-expert forecasts-delphi technique-nominal group technique-HR budget and staffing table, scenario forecasting, regression analysis.

Unit 3: Introduction and Theories of Leadership:

Difference between leadership and management, Organizing and staffing , evolution of leadership theories – trait theories, behavioral theories , Contingency Approaches to leadership, Fielder's Contingency Model, path – goal theory – Attributes of effective Leaders – self – Awareness, self – regulation, motivation, empathy, social skills. Leadership styles Leadership styles – Authoritative styles, autocratic style, Benevolent style, Coaching Style, Democratic style, pacesetter style, expert styles, manipulative styles, Bureaucratic style, Participative style, leader as an announcer, seller, clarifier, equal partner, follower – the Impact of leadership styles. Leadership skills &

Tactics, Persuasion skills – Skeptics – how to persuade skeptics, Charismatic’s – how to persuade Charismatics, Followers, Controllers, Thinkers. Motivational skills – methods of Motivation, Sharing the Burden of risk, motivating by caring, motivating people at different levels, motivating by setting difficult goals, motivate in times of emergency motivating frontline people. The Making of a Leader

Unit 4: Path to Leadership Learning, the learning organization –

Innovative learning, learning from others experiences, through analysis, through formal and informal means, Demystifying Coaching, the leader as a coach, Developing Performing Teams Moving from command and control to team work, Leadership Succession, Leadership

ELECTIVE 3 (MARKETING)

SML 621 INDUSTRIAL MARKETING CONCEPT & PRACTICE

Unit 1: Dimensions of industrial marketing- nature of industrial marketing, understanding industrial markets, the industrial marketing environment. Organizational buying and buyer behavior- the nature of industrial buying, the interpersonal dynamics of industrial buying behavior

Unit 2: Strategy formulation in the industrial market- the strategic planning process, assessing market opportunities, industrial market segmentation, target marketing and positions.

Unit 3: Formulating product planning- developing product strategy, strategic innovation and new product development. Formulating channel strategy- marketing channel participants, marketing logistics: physical distribution and customer service

Unit 4: Formulating marketing communication planning- developing the industrial sales force, planning organizing and controlling the selling function, managing advertising, sales promotion and publicity strategy

Unit 5: Formulating pricing policies- Price determinants: customers, competition and costs, pricing decision analysis. International industrial marketing- industrial marketing in the international environment

Suggested readings:

- Hawaldar, Krishna, K. Industrial marketing- text and cases. Tata McGraw Hill
- Webster, Frederic, E. Industrial marketing strategy. John Wiley & Sons

SML 622 ADVERTISEMENT MANAGEMENT

5 Credit (4-1-0)

Unit 1: Advertising Advertising Objectives and Planning

Advertising as a management function, role of advertising in the marketing process. Consumer orientation in advertising, methods of classification, advertising’s role in the society criticisms of advertising social; Advertising plan – The briefing process, production process. Types of advertising Consumer orientation in advertising, methods of classification. print advertising , electronics advertising, outdoor advertising, direct mail advertising.

Unit 2: Steps in advertising strategies & Views of Thinkers Creative strategy:

Various appeals and execution styles, general idea of what great advertising thinkers say – both Indian and foreign. Sales promotions and consumer promotions Contests and conferences, advertising research, measurement of advertising effectiveness. Copy research, motivational research industrial advertising. Corporate in age building through effectiveness. Industrial advertising, public service advertising, advocacy advertising, social advertising.

Unit 3: Other issues in Advertising & Law & Practices Comparative Advertisement – Corporate Advertisement– web Advertising – Organization Of advertising function – The Advertising Agency – Types of Advertising Agencies – Agency Compensation advertising law and practices. Self regulation advertising. Ethical issues in advertising. Client agency relationship, consumer behavior model and application

Unit 4: Brand Management Brands and Their significance–

Role of brands – Branding strategies – Brand equity – brand Loyalty – brand awareness – perceived quality – brand associations – branding and marketing communications – International branding considerations – brand management during Recessions – Corporate Image and brand management.

Unit 5: Media Management

Media Planning , mass media promotion, media strategy, types of media, inter-media comparison, media characteristics, media resource in India, media planning models, planning media mix, planning and executing the advertising campaign.

Suggested Reading:

- Advertising Zeigler ET. AL., Mc Graw Hill Publications
- Advertising principles problems and cases Dirksen Kroeger and Nicossia, D.B. Taraporewala & sons, Mumbai
- Advertising Management – Text and cases A Borden and Marshall, , D.B. Taraporewala & sons, Mumbai
- Advertising Welbacher, William, Mac Millan Publishing Company, New York
- Advertising Jefking, Mac Millan, New Delhi
- Advertising Management Aaker, David A. and John G. Myers, Prentice hall of India Pvt. Ltd., New Delhi
- Advertising, mass communication in adv. Little Field James E. and C.A. Kirkpatrick, Vikas, Feffer and Simons Pvt. Ltd. , Mumbai
- Ogivy on advertising Ogilvy, David, Pan books, London
- Advertising management Oguinn
- Advertising Management U.C.Mathur
- Foundations of Advertising Chunawallah Sethia
- Advertising Mahendra Mohan

