

**S.S. JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE  
JAIPUR**



**Course Structure**

**Three Year Undergraduate Programme (Six Semesters)**

**in**

**Bachelor of Business Administration**

**(HR/Finance/Marketing)**

**Syllabus as per NEP-2020 and Choice Based Credit System  
implemented in 2023-24**

**(Revised w.e.f. Academic Session 2025-2026)**

**S. S. Jain Subodh P.G. (Autonomous) College**  
**Bachelor of Business Administration**  
**(HR/Finance/Marketing)**

**I. Eligibility**

10+2 with 50% from any board approved by the University of Rajasthan

**II. Examination Question Paper Pattern for all Semester Exams**

Attempt all questions

- |   |   |                 |
|---|---|-----------------|
| 1 | 10 Questions (very short answer questions)                    | 10x1 Mark = 10  |
| 2 | 5 Questions (short answer questions)                          | 5x3 Marks = 15  |
| 3 | 3 Questions (1 question from each unit with (Internal Choice) | 3x15 Marks = 45 |

**III. Marking Scheme**

Maximum Marks	-	100
Minimum Marks	-	40
Internal Assessment	-	30
Total of End Sem. Exam	-	70

**IV. Course Category**

DSC	:	Discipline Specific Course
DSE	:	Discipline Specific Elective
MDC	:	Multi-Disciplinary Course
PRJ	:	Project
VAC	:	Value Added Course

# **S. S. Jain Subodh P.G. College**

**(Autonomous)**

## **SYLLABUS WITH CBCS SCHEME**

### **Bachelor of Business Administration**

**(HR/Finance/Marketing)**

**Scheme of Examinations & Syllabus w. e. f. Session 2023-24**

#### **Program Educational Objectives**

- To develop students professionally to handle business issues.
- To develop students to be better team workers.
- To develop socially and ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.

<b>No.</b>	<b>Programme Outcome</b>
<b>PO1</b>	Upon completion of the BBA program, the student will demonstrate maturity, professionalism, and teamwork skills.
<b>PO2</b>	Upon completion of the BBA program, the student will have a general idea of operations in business.
<b>PO3</b>	Upon completion of the BBA program, the student will have specialized skills to deal with area-specific issues of concern.
<b>PO4</b>	Upon completion of the BBA program, the student will be able to apply technological know-how for business advancements.
<b>PO5</b>	Upon completion of the BBA program, the student will be capable of analyzing, investigating, and solving critical business issues.

# **S. S. Jain Subodh P.G. College**

**(Autonomous)**

## **SYLLABUS WITH CBCS SCHEME**

### **Bachelor of Business Administration**

**(HR/Finance/Marketing)**

### **Scheme of Examinations & Modified Syllabus**

**(w. e. f. session 2025-26)**

#### **(Semester - I)**

<b>Paper No.</b>	<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Course Category</b>	<b>Credits</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>
1	PBBA 101	Theory and Practice of Management	DSC	4	70	30	100
2	PBBA 102	Fundamentals of Accounting	DSC	4	70	30	100
3	PBBA 103	Business Laws	DSC	4	70	30	100
4	PBBA 104	Fundamentals of Computers	DSC	4	50 (Theory) 30 (Practical)	20	100
5	PBBA 105	Business Economics	DSC	4	70	30	100
6	PBBA 106	Business Communication	DSC	4	70	30	100
7		Choice Based	VAC	2			
<b>Total Credits</b>				<b>26</b>			

#### **(Semester - II)**

<b>Paper No.</b>	<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Course Category</b>	<b>Credits</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>
1	PBBA 201	Entrepreneurship and Start-Up	DSC	4	70	30	100
2	PBBA 202	Human Resource Management	DSC	4	70	30	100

3	PBBA 203	Company Law	DSC	4	70	30	100
4	PBBA 204	Strategic Management	DSC	4	70	30	100
5	PBBA 205	Financial Management	DSC	2			
6	PBBA 206	Indian Capital Market	DSC	2			
7		Choice Based	VAC	2			
<b>Total Credits</b>				<b>26</b>			

### (Semester - III)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Total
1	PBBA 301	Indian Management Thought	DSC	4	70	30	100
2	PBBA 302	Marketing Management	DSC	4	70	30	100
3	PBBA 303	Personality Development	DSC	4	70	30	100
4	PBBA 304	Business Statistics	DSC	4	70	30	100
5	PBBA 305	Project Report on Contemporary Issues	PRJ	6	90	60	150
6		Choice Based English/ History/Botany/ Psychology	GE	2			
7		Introduction to Cyber Security	SEC	2			
8		Choice Based	VAC	2			
<b>Total Credits</b>				<b>28</b>			

### (Semester - IV)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Total
1	PBBA 401	Organisational Behavior	DSC	4	70	30	100
2	PBBA 402	Advertising and Sales Promotion	DSC	4	70	30	100
3	PBBA 403	E-Commerce	DSC	4	70	30	100

4	PBBA 404	Green Management and Sustainability	DSC	4	70	30	100
4	PBBA 405	Business Research Methods	DSC	4	70	30	100
5	PBBA 406	Sustainable Business Practices - Project Report	PRJ	2	30	20	50
6		Choice Based English/ History/Botany/ Psychology	GE	2			
7		Environmental Studies and Sustainable Development	SEC	2			
8		Choice Based	VAC	2			
<b>Total Credits</b>				<b>28</b>			

### (Semester -V)

Paper No.	Paper Code	Nomenclature of the Paper	Course Category	Credits	External	Internal	Total
1	PBBA 501	Ethics and Corporate Social Responsibility	DSC	4	70	30	100
2	PBBA 502	Business Environment	DSC	4	70	30	100
3	PBBA503 E-I	Elective I (HR/FM/MM) Performance Management/Management Accounting/Consumer Behaviour	DSE	4	70	30	100
4	PBBA 504 E-II	Elective II (HR/FM/MM) Training & Development/Elementary Cost Accounting/Global Business Management	DSE	4	70	30	100
5	PBBA 505	Project Report and Viva-Voce	PRJ (Compulsory)	6	90 (40 Report 50 Viva)	60	150

6		Mental Ability and Reasoning	SEC	2			
7		Choice Based	VAC	2			
<b>Total Credits</b>				<b>26</b>			

**(Semester - VI)**

<b>Paper No.</b>	<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Course Category</b>	<b>Credits</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>
1	PBBA 601	Management Information System	DSC	4	70	30	100
2	PBBA 602	Risk and Insurance Management	DSC	4	70	30	100
3	PBBA 603 E-I	Elective I (HR/FM/MM) Compensation Management/Capital Expenditure Decisions/Retail Management	DSE	4	70	30	100
4	PBBA 604 E-II	Elective II (HR/FM/MM) Leadership &Team Management/Methods and Techniques of Cost Accounting/Tourism Marketing	DSE	4	70	30	100
5	PBBA 605	Group Project and Presentation	PRJ (Compulsory)	6	90 (40 Report 50 Viva)	60	150
6		Campus Recruitment and Training (CRT)	SEC	2			
7		Choice Based	VAC	2			
<b>Total Credits</b>				<b>26</b>			

## **Total Credit Allotment Semester-Wise**

<b>Semester</b>	<b>Total Credits</b>	<b>Description</b>
<b>I</b>	26	DSC 24 VAC 2
<b>II</b>	26	DSC 24 VAC 2
<b>III</b>	28	DSC 16 PRACTICAL 2 MDC 2 SEC 2 VAC 2
<b>IV</b>	28	DSC 20 PRACTICAL 2 GE 2 SEC 2 VAC 2
<b>V</b>	26	DSC 16 PROJECT 6 SEC 2 VAC 2
<b>VI</b>	26	DSC 16 PROJECT 6 SEC 2



		VAC 2
<b>Total</b>	152 Credits	

## Bachelor of Business Administration

### Semester III

**Course Title: Indian Management Thought**

**Paper: I**

**Paper Code: PBBA 301**

**Credit Scheme**

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Internal Assessment
6	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To develop a comprehensive learning on management lessons which can be inferred from great Indian epics.
2. To inculcate ability to critically analyse ethical issues in corporate governance and adhere to ethical codes.

**Syllabus:**

#### Unit – I

**Indian Style of Management and Indian Ethos:** Concept, Evolution, Salient Features, Difference between Western and Indian Management thought, Wisdom Worker Vs Knowledge Worker, Total Quality Mind for Total Quality Management, **Values:** Concept and need for Values in Management, Secular versus Spiritual values in Management **(20 Hours)**

#### Unit – II

**Indian Epics and Management:** Dimensions of Vedic Management, Bhagwad Gita, Ramayana, Kautilya's Arthashastra

**Holistic Approach for Managers in Decision Making:** Doctrine of Karma (Nishkam Karmayoga), Guna Theory (SRT i.e. Sat, Raj and Tam Model), Theory of Sanskaras **(20 Hours)**

### **Unit – III**

**Indian Thinkers:** Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahalad

**Indian Business Leaders:** JRD Tata, Ram Krishna Bajaj, G.D. Birla, Dhirubhai Ambani (20 Hours)

#### **Books Recommended**

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
2. Khanna, S.: Vedic Management, Taxman Publications (P) Ltd.
3. Bhagwad Gita as viewed by Swami Vivekananda: Vedanta Press and Bookshop
4. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
5. Rajgopalachari, C.: Ramayana, Bhartiya Vidhya Bhawan

#### **Learning Outcome of the Course:**

1. Clarity in comparative analysis of Indian and western management principles and practices to deal with issues in the individual, group and interpersonal processes.
2. Knowledge of applying ethical imaginations in resolving dilemmas and effective decision-making through use of personal values in the workplace setting.

# **Bachelor of Business Administration**

## **Semester III**

**Course Title: Marketing Management**

**Paper: II**

**Paper Code: PBBA 302**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To provide an exposure to the concepts, design, applications, tools and impact of marketing management in modern day organizations.
2. To develop ability to use decision tools for planning, designing & implementing marketing strategy through insights into consumer motivation and expectations.

### **Syllabus:**

#### **Unit – I**

**Marketing:** Concept, Scope, Importance of Marketing, Difference between Marketing and Selling, **Market Segmentation:** Basis, Benefits of Market, Target Marketing, **Product Positioning:** Concept, Process, Strategies, 4 P's of Marketing **(16 Hours)**

#### **Unit – II**

**Product:** Product Classification, Product Line Decisions, Product Life Cycle and Strategies, **Price:** Concept, **Price Setting:** Objectives, Pricing Decisions, Pricing Strategies, **Distribution Channels:** Concept, Types, Factors Affecting Choice of Channels.

**Promotion:** Sales Promotion, Advertising, Personal Selling, Publicity **(22 Hours)**

### **Unit – III**

**Service Marketing:** Introduction, Characteristics, Classification, Scope, Difference between Goods and Services, 7P's of Service Marketing, **Services Industries:** Tourism, Travel, Transportation, Financial Services; Education and Professional Services, Telecom and Courier **(22 Hours)**

#### **Books Recommended:**

1. Kotler Philip, Marketing Management, Prentice Hall of India Pvt., Ltd., New Delhi
2. Saxena Rajan, Marketing management, Tata Mc Grow-Hill Publishing Co., Ltd. New Delhi
3. Ramaswamy V.S. and Namakumari S., Marketing Management Planning Implementation and Control The Indian Context, Macmillan India Ltd., New Delhi
4. Varshney R.L. & Gupta S.L., Marketing Management (An Indian Perspective) Text and Cases, Sultan Chand & Sons, New Delhi
5. Shajahan S., Services Marketing, Himalaya Publishing House, Mumbai
6. Jha S.M., Services Marketing, Himalaya Publishing House, Mumbai
7. Gupta Rampal, Services Marketing, Galgotia Publishing Company, New Delhi
8. Reddy P.N., Appannarian H.R., Kumar S. Anil, Nirmla, Services Marketing, Himalaya Publishing House, Mumbai
9. Mehta, Khinvasara, Marketing of Services, RBD, Jaipur

#### **Learning Outcome of the Course:**

1. Strong conceptual knowledge about the marketing concepts, marketing environment, bases for market segmentation which can be utilized to craft strategies.
2. Competence to evaluate the impact of using different marketing strategies on the business goals of an organization.

# **Bachelor of Business Administration**

## **Semester III**

**Course Title: Personality Development**

**Paper: III**

**Paper Code: PBBA 303**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To facilitate self-awareness and ability to self-monitor personality and skills.
2. To develop the ability to identify strategies for improving behaviors on individual and organizational level.

### **Syllabus:**

#### **Unit – I**

**Personality:** Concept, Traits influencing Behavior in Organizations: Perception and Personality, **Individual Personality Factors:** Factors of Association, Relationships at Home, Friends, Environment, Educational Factors, Conditional, Genetic, Cultural, Spiritual-Public Relation Factors.

**Basics of Personality Formation Structure:** Mind Mapping, Competence Mapping, 360<sup>0</sup> Assessment and development

**Types of Persons:** Extrovert, Introvert, Ambivert. **(20 Hours)**

#### **Unit – II**

**Human Nature:** Understanding Human Nature, Influence of Environment and Heredity, Concept of Attitude, Concept of Self.

**Thinking:** Concept, Thinking Skills, Thinking Styles, Effective Thinking, Six Thinking Hats. **(20 Hours)**

#### **Unit –III**

**Skills:** Concept, Definition Need and Types, Personal and Intrapersonal Skills, Interpersonal

Skills, Managerial Skills, Decision Making Skills, Interaction Skills. **(20 Hours)**

**Books Recommended**

1. Sudha G.S.-Personality Development and Human Resources, Malik & Company, Jaipur
2. Covey; Stephen- 8 Habits, -Simon & Schuster, U.K.
3. Khera; Shiv -You Can Win
4. Mehta Anil & Chouhan, Bhumija- Organizational Behavior, RBD, Jaipur.

**Learning Outcome of the Course:**

1. Ability to identify the key areas and situations where management can and should help employees in performance planning and career advancement.
2. Empowerment to be emotionally intelligent human beings with an ability to respond to self and others' emotions & develop human relations skills.

# **Bachelor of Business Administration**

## **Semester III**

**Course Title: Business Statistics**

**Paper: IV**

**Paper Code: PBBA 304**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To create an understanding of basic statistical tools to apply for solving management problems and their analysis
2. To stimulate the students interest by exposure to the relevance and use of statistical knowledge.

### **Syllabus:**

#### **Unit – I**

**Statistics:** Definition, Utility, Limitations, Data Collection, Classification, Frequency Distribution and Tabulation of Data, **Measures of Central Tendency:** Functions, Requisites of Good Average, Types, Computation and Uses of Mean (Excluding Harmonic and Geometric Mean), Median and Mode **(18 Hours)**

#### **Unit – II**

**Dispersion:** Objectives, Absolute and Relative Measures. Range and its Types, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation. **Skewness:** Meaning, Types, Karl Pearson's and Bowley's Measures. **(20 Hours)**

#### **Unit – III**

**Correlation Analysis:** Uses, Types, Karl Pearson's Coefficient, Probable Error, Rank Correlation, Concurrent Deviation Methods. **Regression Analysis:** Meaning, Uses, Types, Least Squares Principles, Two Regression Lines and its coefficient **(22 Hours)**

**Books Recommended:**

1. Sancheti and Kapoor, Statistics: Theory and Practice, S. Chand & Sons, Delhi.
2. Jain Rita, Goyal R. K., Business Statistics, Ajmera Book Company, Jaipur
3. Kelash Nath Nagar, Statistical Methods, Vikas Publishing House, New Delhi.
4. Agarwal, Bhargav, Tiwari & Meena, Statistical Methods, RBD, Jaipur.
5. Oswal, Agrawal, Modi, Bhargava, Tiwari, Business Statistics, RBD, Jaipur.

**Learning Outcome of the Course:**

1. Familiarizing the students with various Statistical Data Analysis tools that can be used for effective decision-making in business.
2. Preparation of a base for pursuing various courses like CA, CWA, M.B.A etc.



# **Bachelor of Business Administration**

## **Semester III**

**Course Title: Project Report on Contemporary Issues**

**Paper: V**

**Paper Code: PBBA 305**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>Total Marks 150</b>	
6	6	-	-	<b>External Marks</b> 90 Marks	<b>Internal Marks</b> 60 Marks

**Objectives:**

1. To enable students to explore and analyze contemporary issues in business and management through independent research and critical thinking.
2. To develop the ability to articulate, present, and defend ideas with clarity and confidence in both written and oral formats.

**Course Description:**

- The paper Project Report on Contemporary Issues provides students with the opportunity to work in a collaborative environment with faculty guidance to develop a scholarly write-up on significant and current issues in the field of business and management. Students are encouraged to explore ethical, historical, social, cultural, and economic aspects of business challenges, thereby gaining a comprehensive and multidisciplinary perspective.
- This is an individual activity where each student is required to prepare and present a project report on a latest topic related to business and management. The exercise aims to cultivate independent research skills, analytical thinking, and effective communication, enabling students to contribute meaningfully in the global business environment.
- At the end of the semester, students will appear for a Comprehensive Viva Voce, conducted by an external examiner appointed by the college, to evaluate their understanding, application, and articulation of the knowledge gained throughout the program. The viva voce also assesses the ability of students to integrate concepts learned across different subjects during the first two years of the course and relate them to practical business contexts.

**Guidelines for Preparing the Report:**

**Topic Selection:** The topic must be a contemporary issue in business and management.

It should reflect current trends, challenges, or innovations relevant at the local, national, or global level. Students are advised to finalize topics in consultation with the faculty guide. 5 sample topics:

- Artificial Intelligence and its Impact on Business Decision-Making
- The Gig Economy in India: Opportunities and Challenges for Young Professionals
- Sustainable Supply Chain Practices in Indian Industries
- Corporate Social Responsibility (CSR) in the Post-COVID Era
- Digital Transformation and E-Commerce Growth in Tier-II and Tier-III Cities of India

### **Structure of the Report:**

- Introduction – Rationale and significance of the topic.
- Review of Literature – Key studies, concepts, and background work.
- Objective of the Study – Clear research questions or focus areas.
- Methodology (if applicable) – Sources of data and approach used.
- Analysis/Discussion – Insights on ethical, historical, social, cultural, or business dimensions of the issue.
- Findings and Suggestions – Critical observations and recommendations.
- Conclusion – Summary of insights and implications for business and management.
- References – Proper citation of all sources consulted (APA/MLA format recommended).
- Formatting:
  - Word Limit: 40–50 pages (typed, double-spaced).
  - Font: Times New Roman, Size 12, 1.5 spacing.
  - Proper headings and sub-headings must be used.
- Submission & Presentation:
  - The project report must be submitted within the stipulated deadline.
  - Each student must present the report before the panel during the Comprehensive Viva Voce.

### **Learning Outcome of the Course:**

1. Students will be able to prepare a comprehensive project report reflecting a multidimensional understanding of current business challenges.
2. Students will be able to demonstrate their knowledge integration and application skills through effective presentation and articulation in the comprehensive viva voce.

# Bachelor of Business Administration

## Semester IV

**Course Title: Organisational Behaviour**

**Paper: I**

**Paper Code: PBBA 401**

**Credit Scheme**

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Internal Assessment
6	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To create an understanding about behaviour of people, their motivation factors, skills, abilities and how these all influence the behavior of entire organizations.
2. To understand the concept of change in organizations and gain insights on factors influencing organizational culture.

**Syllabus:**

### Unit – I

**Introduction:** Meaning of O.B., Disciplines Contributing to O. B. Field, Role of O.B. in Today's Business Organizations. **Individual Behaviour. Personality:** Features, Personality Determinants, Personality Characteristics **Perception:** Nature and Importance, Perceptual Process, Perceptual Errors, **Learning:** Theories and Reinforcement Schedules

### Unit – II

**Interpersonal Behaviour:** Johari Window, **Brief Overview of Transactional Analysis:** Ego States, Types of Transactions, Life positions, Applications. **Group Dynamics:** Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Group Norms, Group Cohesiveness; Group Think and Group Shift. Team Vs. Group; Types of teams; Building and managing effective teams. **Management of Conflicts:** Reasons and Types of Conflicts, Positive and Negative Aspects of Conflict. Management of Conflicts (

### Unit – III

**Power:** Meaning, Source of Power, Implications for Performance and Satisfaction. **Organisational Change:** Major Forces of Change. Resistance to Change. Process of Change. Developing Supportfor Change, Change Model

**Organisation Culture:** Concept, Functions, Socialization; Creating and sustaining culture  
(16 Hours)

**Books Recommended:**

1. Rao, V.S.P.- Organizational Behaviour, Excel Books.
2. Robbins - Organizational Behaviour, Pearson Edition, New Delhi.
3. Pareek, Udai - Understanding Organizational Behaviour, Oxford Publications.
4. Dwivedi, R.S. - Human Relations and Organizational Behaviour, RBD, Jaipur.
5. Aswathappa, K. - Organizational Behaviour, Himalaya publications
6. Chandan - Organizational Behaviour (Vikas publications)

**Learning Outcome of the Course:**

1. To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
2. To critically evaluate and analyze various theories and models that contribute in the overall understanding of the discipline.

# **Bachelor of Business Administration**

## **Semester IV**

**Course Title: Advertising and Sales Promotion**

**Paper: II**

**Paper Code: PBBA 402**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To familiarize students with the concepts, objectives, and types of advertising along with its role in modern marketing and the national economy.
2. To enable students to understand the principles, tools, and techniques of advertising and sales promotion, including media planning, appeals, budgeting, and evaluation.

**Syllabus:**

### **Unit - I**

Advertising: Meaning, Objectives, Types of Advertising, DAGMAR Approach and 5 Model approach Role of Advertising in National Economy, Importance of Advertising in Modern Marketing, Personal Selling, Public Relation, Advertising agency

### **Unit - II**

Advertising Media: Media planning and Selection, factors affecting selection of media, Types of Media, Advertising Appeals, Advertising Budget Decisions.

### **Unit - III**

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Role and Importance of Sales Promotion, Techniques and Functions of Sales Promotion Department, Limitations in a Shortage Economy. Types of Sales Promotion: Dealer Promotion, Consumer Promotion, Sales Promotion of Industrial and Consumer Products. Evaluation of Sales Promotion Programme

**Suggested Readings:**

1. Aaker, Batra and Myers, Advertising Management, Prentice Hall of India

2. Kazmi, S.H. Batra, Satish, Advertising & Sales Promotion, Excel Books
3. Sudha, G.S., Advertising and Sales Management, RBD, Jaipur
4. Prasad, S. Shyam, Kumar Sumit –Advertising Management, RBD, Jaipur
5. Chunawalla & K.C. Sethia, Fundamentals of Advertising, Theory and Practice, Himalaya Publication House
6. Bhatia, Tej K. ,Advertising & Marketing in Rural India, MacMillan India Ltd.

**Learning Outcome of the Course:**

1. Students will be able to analyze and apply various advertising and sales promotion strategies to effectively communicate with target audiences.
2. Students will be able to critically evaluate the effectiveness of advertising media, appeals, and sales promotion techniques in achieving marketing objectives.

# **Bachelor of Business Administration**

## **Semester IV**

**Course Title: E-Commerce**

**Paper: III**

**Paper Code: PBBA 403**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30Marks

### **Objectives:**

1. To create awareness about the concepts, tools and practices in e-commerce and their effectiveness in the digital era.
2. To impart knowledge about the process of managing an online business from start to finish.

### **Syllabus:**

#### **Unit – I**

**Introduction to E-Commerce:** Meaning, Features, Scope, Types, E-Commerce v/s Traditional Commerce, Advantages and Challenges, Emerging Trends in E-commerce, **E-Business Models** : Types and its Advantages and Disadvantages. **(18 Hours)**

#### **Unit – II**

**Electronic Payment System:** Introduction, Types of electronic payment system, Security Issues, **Electronic Banking:** Traditional Banking and E-Banking, Operation in E-Banking, **Electronic Trading:** Concept and Advantages  
**ERP**-Meaning, Process, SAP Applications and Advantages, E-Commerce Security Issues and Prevention **(24 Hours)**

#### **Unit – III**

**E-Marketing** – Traditional Marketing Vs e-Marketing, Objectives, Strategies, The e-Marketing Mix, Impact of e-Commerce on Market.

**Mobile Commerce:** Concept, Importance and Methods **(18 Hours)**

**Books Recommended:**

1. David Whiteley, E-Commerce, Tata McGraw Hill
2. C.S. Rayudu : E-Commerce and E-Business, Himalaya Publication
3. T.N. Chhabra, R.K. Suri, E-Commerce New Vistas for Business, Dhanpat Rai & Co.
4. Eframi Turban, Jae Lee, David King, K. Michale Chung, Electronic Commerce, Pearson Education
5. Diwan Parag and Sunil Sharma, Electronic Commerce –A Manager's Guide to E Business, Vanity Books International, New Delhi.
6. Agarwal, K.N. and Deeksha Agarwal, Business on the Net, Macmillan, New Delhi

**Learning Outcome of the Course:**

1. Skill creation to showcase products and services effectively through electronic commerce in order to enable companies to operate globally.
2. Ability to pursue a career in e-commerce and digital marketing.



# **Bachelor of Business Administration**

## **Semester IV**

**Course Title: Green Management and Sustainability**

**Paper: IV**

**Paper Code: PBBA 404**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To create an understanding of green business and to provide knowledge of the strategies for building eco-businesses
2. To empower students to take up pro-social and environmental agenda in their organisations, communities and personal lives.

### **Syllabus:**

#### **Unit – I**

**Green Management:** Meaning, Nature, Importance, Types (Green HRM, Green Marketing, Green Production, Green Finance, Green Supply Chain Management, Green Research and Development, Green Criminology), Relevance in 21<sup>st</sup> Century, Green Tax incentives and Rebates. **(22 Hours)**

#### **Unit – II**

**Sustainable Development:** Meaning, Importance, Sustainable Initiatives by Companies, Triple Bottom Line (Sustainability Measurement), Environment and Sustainability Issues  
**Sustainable/Green Production:** Meaning, Principles, Steps, Corporate **Environmental Responsibility:** Concept and Importance **(18 Hours)**

#### **Unit – III**

**Green Marketing:** Concept, Importance, Green Marketing Mix, Challenges, Green Aspects in Services, Concept of Green Washing. **Short Case Studies on Going Green:** Coca Cola, McDonalds, Tesla Motors, ITC, SBI, Tata Group **(20 Hours)**

**Books Recommended:**

1. Kumar Sandeep and Bakshi Shweta, Green Management: Way to environmentally Benign Development, Manakin Press
2. Bhati Bharti and Shukla R.K, Green Marketing, Problems and Prospects, Book River Press
3. Verma P.K, Green Marketing Issues and Challenges, Yking Publisher
4. Ray Binayak, India Sustainable Development and Good Governance Issues, Atlantic Publishers & Distributors Pvt. Ltd.
5. Jazmin Seijas Nogarida, Green Management and Green Technologies: Exploring the Causal Relationship by, ZEW Publications.
6. Leo A. Meyer ,The Green Energy Management Book, LAMA books References:
7. John F. Whaik, Green Marketing and Management: A Global Perspective, Qbase Technologies.

**Learning Outcome of the Course:**

1. Creativity to adopt more innovative strategies which value sustainability in all spheres of work life.
2. Ability for building holistic sustainable organizations by integrating green human resource management, green supply-chain management and green corporate social responsibility.

# **Bachelor of Business Administration**

## **Semester IV**

**Course Title: Business Research Methods**

**Paper: V**

**Paper Code: PBBA 405**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
6	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To create an understanding about the role, significance and applications of research in business management.
2. To enable the students in developing the most appropriate methodology for their research studies and to familiarize them with the art of using different research methods and techniques.

### **Syllabus:**

#### **Unit – I**

**Fundamentals of Research:** Concept, Scope, Objectives, Research Process, Types, Significance. **Research Design:** Meaning, Components, **Types:** Exploratory Research Design, Descriptive Research Design and Hypothesis, testing research design. **(20 Hours)**

#### **Unit – II**

**Collection of Data:** Concept, Types of Data, Methods of Collection of Data, Data Analysis and Interpretation. **Sample Design:** Meaning, Process, **Types of Sampling:** Probability, non-Probability Sampling. Determination of Sample size **(22Hours)**

#### **Unit – III**

**Hypothesis:** Concept of Hypothesis, Qualities of a good Hypothesis, **Hypothesis Testing:** Procedure for Hypothesis Testing, **Tools of testing hypothesis:** Parametric tests: non-Parametric tests: Z Test, T- Test, Chi Square, F Test, Analysis of Variance. Report Writing and Presentation, Bibliography & References. **(18 Hours)**

**Books Recommended:**

1. Rao, K.V., Research Methodology, Tata Mc Graw-Hill Publication, Delhi
2. Young, P.V., Scientific Social Surveys and Research, Prentice Hall New York
3. Saunders Lewis, Thorn Hill, Research Methods for Business Students, Pearson Education
4. Jain Rita, Saxena Nishith, Research Methodology, RBSA Publication
5. Kothari, C.R., Research Methodology, New Age Publication
6. Deepak & Sondhi, Neena, Research methodology: Concepts and Cases, Vikas Publishing House Pvt. Ltd. Delhi

**Learning Outcome of the Course:**

1. Capacity building to critically analyse and evaluate issues in business and management through the application of quantitative and/or qualitative research.
2. Knowledge of designing a research study right from hypothection to report preparation stage, which is essential for modern day organizational functioning

# **Bachelor of Business Administration**

## **Semester IV**

**Course Title: Sustainable Business Practices Report**

**Paper: IV**

**Paper Code: PBBA 406**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>External Marks</b>	<b>Internal Marks</b>
6	2	-	-	30 Marks	20 Marks

### **Objectives:**

1. To explore the concepts and applications of green management and sustainability practices across various business functions.
2. To investigate and document real-world green initiatives through structured report writing, enhancing analytical and research skills.

### **Guidelines**

The purpose of the report is to enable students to explore, document, and reflect on contemporary green and sustainable business practices. Through structured report writing, students will develop critical awareness of environmental responsibility in business, and apply theoretical understanding to practical, real-world sustainability efforts.

### **Report Structure**

Students must follow a clear and logical structure in the report. The report should emphasize the integration of green management principles, sustainability frameworks, and business accountability. A suggested structure includes:

- Cover Page
- Certificate / Declaration
- Acknowledgement
- Table of Contents
- Introduction
- Purpose and relevance of studying green and sustainable practices
- Main Content Sections
- Conceptual explanation of green business principles

- Exploration of sustainable development goals (SDGs) and corporate responsibility
- Review of business practices (strategies, policies, tools, models)
- Analysis of green functions (HR, marketing, production, etc.)
- Sustainability reporting and environmental impact
- Analysis and Reflection
- Findings and Suggestions
- Conclusion
- Summary of learning and relevance to future business models
- References / Bibliography  
(Books, articles, websites, reports (preferably recent and credible))
- Appendices (if required)
- Charts, tables, policy samples, sustainability reports, etc.

### **Formatting Guidelines**

- Length: 20–25 pages (excluding preliminaries and annexures)
- Font: Times New Roman, Size 12
- Spacing: 1.5 lines
- Margins: 1 inch on all sides
- Page Numbers: Bottom center
- Binding: Spiral Binding
- Citation Style: APA Format any standard format consistently applied

### **Learning Outcome of the Course:**

1. Demonstrate an understanding of green business practices, sustainability models, and challenges by preparing a detailed, evidence-based report.
2. Apply theoretical concepts to real-life corporate examples and evaluate their sustainability strategies through short case studies.

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Ethics and Corporate Social Responsibility**

**Paper: I**

**Paper Code: PBBA 501**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To create awareness about the role of ethics and CSR to encourage moral practices and ethical considerations in modern day organizations.
2. To understand the scope of business ethics in the functional areas of finance, human resources, marketing and production for sustainability of organizations.

### **Syllabus:**

#### **Unit – I**

**Business Ethics:** Meaning, Characteristics and Assumptions, Principles, Scope, Ethical Standards of Business, Types of Unethical Business Conduct, Causes of Unethical Conduct, Measures to improve ethical conduct in business. **(20 hours)**

**Group Ethics:** Nature and Concept of Group Ethics, Ethical elements of Group Decision Making, Ethics and the Indian Manager

#### **Unit – II**

**Corporate Social Responsibility:** Nature, Scope and Importance, **Corporate Governance:** Concept, Importance

Concept and Relevance of Gandhian Approach and Trusteeship in modern business, Gandhiji's Doctrine of Satya and Ahimsa, Green Business Practices **(18 hours)**

#### **Unit – III**

Ethical Issues related with Marketing, Finance, Science and Technology, Human Resource

## Management

Concept and Need for Values in Management, Universality of Values, Secular versus Spiritual Values in Management (**22 hours**)

### **Books Recommended:**

1. Sanjeev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
2. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
3. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
4. Chakraborty, Shitangsu K., Chatterjee, Samir R.: Applied Ethics in Management: Towards New Perspectives, Springer Science & Business Media
5. Collins, Dennis: Business Ethics; Best Practices for Designing and Managing Ethical Organizations, SAGE Publications Inc

### **Learning Outcome of the Course:**

1. Awareness and sensitivity towards best practices of business ethics and corporate governance leading towards responsible leadership.
2. Comprehensive understanding of the interplay between business and society.



# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Business Environment**

**Paper: II**

**Paper Code: PBBA 502**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To develop an understanding for demographic and environmental factors affecting business.
2. To create awareness about various government policies, institutions and their role in business.

### **Syllabus:**

#### **Unit – I**

**Business Environment:** Meaning, Nature, Significance, Factors affecting environment to Business, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity. **(18 Hours)**

#### **Unit – II**

**Political Environment:** Functions of the State, Economic Roles of the Government, Government and Legal Environment, The constitutional Environment, Rationale and Extent of State Intervention

**Economic Environment:** Basic Economic System, Nature of Economy, Structure of the Economy, Economic Policies and Economic Conditions. **(22 hours)**

#### **Unit – III**

**Socio Cultural Environment:** Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit

**Technological Environment:** Innovation, technology leadership and followership, sources of technology dynamics, Impact of Technology on Globalization, Transfer of Technology,

Time lags in Technology Introduction. **(20 Hours)**

**Books Recommended:**

1. K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House
2. Francis Cherunilam : Business Environment, Himalaya Publishing House
3. Sankaran, S. : Business Environment, Margham Publications
4. S.K. Mishra and V.K. Puri : Economic Environment of Business, HPH
5. Joshi, Rosy and Sangam: Business Environment, Kalyanai Publications
6. Fernando, A.C.: Business Environment, Pearson
7. Krishna Murali, V.: Business Environment; Spectrum Publications Gopal
8. Namitha, Business Environment, McGraw Hill

**Learning Outcome of the Course:**

1. Students will develop the ability to understand impact of various environmental factors on business.
2. Awareness regarding the social responsibility, understanding of industrial policies and a comprehensive view of economic planning in India

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Project Report and Viva Voce**

**Paper: V**

**Paper Code: PBBA 505**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Mentoring Hours</b>	<b>End Semester Exam</b>
7	6	-	-	150 Marks 90 External 60 Internal

### **Objectives:**

1. To bridge the gap between academic learning and practical application by analyzing business functions, organizational systems, and workplace dynamics through real-world industry exposure.
2. To develop professional competencies such as report writing, data analysis, problem-solving, and an understanding of human behavior and organizational practices, thereby enhancing employability and industry readiness.

### **Syllabus:**

#### **Industry Internship**

Student will undergo a minimum 6 weeks of internship in an industry to get exposure to the practical aspects of Finance/ Marketing/ HR/ IT etc. In addition, the student may also work on a specified task or project, which may be assigned to him/her by industry mentor in coordination with institute mentor. The outcome of the industrial training should be presented in the form of a report. The certificate of completion issued by concerned industry is mandatory and the same is required to attach in the report.

#### **Guidelines for Project Work**

1. The internship shall be full time for the whole duration.
2. A comprehensive report is required to be prepared and submitted to the department at the end of the semester. A certificate shall be attached with this report duly signed by the competent authority of the industry for the successful completion of the

internship. The report shall include the following chapters:

- Conceptual Framework
  - Company Profile
  - Research Methodology
  - Data Analysis and Interpretation on the basis of Area of Work (HR/Finance/Marketing etc.)
  - Findings and Conclusion
  - Suggestions
  - Bibliography
3. The evaluation by external examiner shall be made considering the project work and viva voce.

**Learning Outcome of the Course:**

1. Demonstrate the ability to critically analyze and apply theoretical knowledge to real-world business environments, identifying practical challenges, deviations, and best practices across functional areas of an organization.
2. Exhibit enhanced professional skills in report writing, data handling, communication, and problem-solving, along with a deeper understanding of organizational behavior and workplace dynamics.

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Management Information System**

**Paper: I**

**Paper Code: PBBA 601**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To train students in the use of Information System in organizations and provide insights on current technology that aids business decision-making.
2. To explain relationships between concepts of information systems, organization, management and strategy formulation.

**Syllabus:**

### **Unit – I**

**MIS:** Concept, Role, Objectives, Emergence of MIS, MIS and Computers, Impact of MIS, Systems Approach to MIS, **Data and Information:** Meaning and Importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis, Quantitative Aspect, Assessing Information Needs of the Organization **(20 Hours)**

### **Unit – II**

**Decision Making:** Decision Making and MIS, Decision Making Concept, Organizational Decision Making and Decision Making Concept, MIS as Technique of Program Decisions, Decision Support System, **DBMS:** Introduction, Types of Database Users, DBMS v/s Traditional File Management System, **Network:** Introduction, Topology, LAN and VAN, Data Communication **(20 Hours)**

### **Unit – III**

**Introduction:** E-Commerce, ERP, E-Enterprise, E-communication, Electronic Payment Processes, M-commerce, Security and Ethical Issues: Introduction, **Security and Control Issues** in Information Systems, Ethical Issues in Business, Data Privacy Issues, **MIS in Functional Areas:** Production Information Systems, Financial Information Systems, Marketing Information Systems, Human Resources Information System **(20 Hours)**

**Books Recommended:**

1. Goyal, D.P., Management Information Systems, MacMillan Publication, India
2. Davis & Olson, Management Information Systems Mc Graw-Hill, New York.
3. Murdick, Ross & Clagett, Information Systems for Management Prentice Hall Professional Technical Reference, New Delhi
4. Dickson, Gary W. Wetherbe, James C., The management of Information Systems, McGraw-Hill, Inc, New York
5. Bidgoli, Hossein, Handbook of Management Information Systems: A Managerial Perspective, Academic Press, Inc., California
6. Thomas Donaldson, Patricia H. Werhane, Margaret Cording , Ethical Issues in Business: A Philosophical Approach, Pearson

**Learning Outcome of the Course:**

1. Ability to apply the role of MIS in supporting organizational decision-making and for achieving competitive advantage.
2. Ability to develop appropriate IT strategies & policies for organizations in order to develop innovative organizational solutions

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Risk and Insurance Management**

**Paper: II**

**Paper Code: PBBA 602**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To understand the concept and concerns in insurance and the interrelationship between insurance and risk management sector.
2. To enable students to analyze and obtain insights into the practical working of the Insurance Sector.

### **Syllabus:**

#### **Unit – I**

**Insurance:** Origin and Development, Meaning, Characteristics, Functions, Social and Economic Significance of Insurance, Risk and Hazards, Management of Risks.

**Fire Insurance:** Meaning, Scope, Issue of Fire Insurance Policy, Types of Plans, Conditions of Fire Insurance Policy **(21 Hours)**

#### **Unit – II**

**Marine Insurance:** Meaning, Scope, Procedure of Issuing policy, Types of Marine Insurance policy, Condition, Calculation of Premium, Marine Losses and Settlement of Claims.

**Life Insurance:** Meaning need functions and Development of life insurance in India, Important plans of LIC Whole life Endowment, Annuity insurance plans, Group insurance plans, Unit link insurance, Liberalization and life insurance **(21 Hours)**

#### **Unit – III**

**General Insurance:** Meaning, Scope, Settlement of Claims, Working of General Insurance Companies GICI, Prospects and Challenges. **(18 Hours)**

**Books Recommended:**

1. Kothari R.K. and Jain Mukesh , RBD Jaipur
2. George, E. Rejda, Principles of Risk Management and Insurance, Pearson Education.
3. Dorfman, Marks S., Introduction to Risk Management and Insurance, Pearson
4. Gupta. P.K, Insurance and Risk Management, Himalaya Publishing House.
5. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.
6. Black, K. and H.D. Skipper, Life and Health insurance, Pearson Education
7. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.

**Learning Outcome of the Course:**

1. Understanding of the role and importance of insurance and its regulatory mechanism
2. To prepare students for career opportunities in insurance.



# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Group Project and Presentation**

**Paper: V**

**Paper Code: PBBA 605**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Hours</b>	<b>End Semester Exam</b>
7	6	-	-	150 Marks 90 External 60 Internal

### **Objectives:**

1. To provide an opportunity to the students to get exposed to the cross functional work culture of organizations.
2. To reinforce skills that are relevant to both group and individual work, to develop the ability to break complex tasks into parts and steps.
3. To inculcate ability to give and receive feedback on performances
4. To develop a host of skills like delegation and accountability that are increasingly important in the professional world

### **Syllabus:**

1. Students will be divided into groups and the have to work collaboratively within their groups.
2. Each group must consist of at least four students.
3. Each group will be given a separate Current Theme/Topic related to their chosen functional area for preparing Group Discussion and Presentation.
4. The Theme/Topic among the groups should not be repeated.
5. Each group shall prepare a common report which shall be individually (separately) submitted by each member of the group.
6. A common PPT of 12-15 slides to be prepared and got checked by the mentor along with the submission of the report.
7. Report should be of at least 75 pages.

8. The cover page should have the names of all group members in the sequence of the Roll numbers with the name of the specific student submitting the report in bold and highlighted letters.
9. The group shall give PPT presentation in the presence of Internal and External Examiners.
10. After presentation of the project, the group members shall participate in the group discussion. The External Examiner shall evaluate performance of each student on the basis of merit

**Learning Outcome of the Course:**

1. Knowledge about the company and industry to which the topic of research is related.
2. Ability to articulate the relevance of research to coursework and professional future.
3. Clarity to formulate hypothesis from research problem and identification of appropriate research design.
4. Skills to communicate and collaborate effectively and appropriately with group members' ability to manage resources, work under deadlines, identify and carry out specific goal oriented tasks ability to take responsibility, make sound decisions and apply technical skills effectively.

**Discipline Specific Electives (DSEs)**  
**for**  
**Human Resource Management (HRM)**

<b>Semester V</b>			<b>Semester VI</b>		
<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Credits</b>	<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Credits</b>
PBBA HR 503	Performance Management	4	PBBA HR 603	Compensation Management	4
PBBA HR 504	Training and Development	4	PBBA HR 604	Leadership and Team Management	4

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Performance Management**

**Paper: DSE HR I**

**Paper Code: PBBA HR 503**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To provide a critical perspective on theoretical knowledge and practical approach to performance management.
2. To acquire the performance management skills and its application in business organisations.

### **Syllabus:**

#### **Unit – I**

**Introduction to Performance Management:** Definition of Performance Management, Evolution of Performance Management, Importance of Performance Management, Performance Management Cycle, Performance Management Activities, Challenges

**Performance Planning:** Definition and Objectives, Importance, Process of Performance Planning **(18 Hours)**

#### **Unit – II**

**Performance Appraisal:** Meaning, Process, and Methods **Performance Monitoring:** Meaning, Importance, and Ways of Performance Monitoring

**Performance Counselling:** Concept, Performance Counseling Skills

**Performance Management Implementation:** Concept and Strategies **(20 Hours)**

#### **Unit – III**

**Linkage of Performance Management to Reward:** Components of Reward System, Traditional Compensation Approach and Total Reward Approach,

**Ethics in Performance Management:** Concept, Principles and Issues, Role of HR Professionals in Performance Management (**22 Hours**)

**Books Recommended:**

1. T.V. Rao, Performance Management and Appraisal Systems, Response, 2008.
2. Herman Aguinis, Performance Management, Pearson Education, 2009.
3. T.V. Rao, 360 Degree Feedback and Assessment and Development Centres, Excel, 2005.
4. Kandula, Performance Management, PHI, 2009.
5. Michael Armstrong, Performance Management, Kogan Page, 2007.
6. A.S. Kohli, T. Deb, Performance Management, Oxford Higher Education, 2008.
7. Dinesh K Srivastava, Strategies for Performance Management, Excel, 2005.
8. Prem Chedda, Performance Management Systems, MacMillan, 2008.

**Learning Outcome of the Course:**

1. Enhancement of theory and practical concepts of Performance Management.
2. Understanding of the importance of reward and motivation for increasing performance.

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Training and Development**

**Paper: DSE HR II**

**Paper Code: PBBA HR 504**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To familiarize students with the process and methods of training and development to ensure desired outcomes.
2. To familiarize with the technique of assessment of training program effectiveness.

**Syllabus:**

### **Unit – I**

**Training and Development:** Meaning, Difference, Need and Importance of Training, Training Steps In Training,

**Need Assessment:** Importance, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Assessment of Training Needs, Methods And Process of Needs Assessment. **(20 Hours)**

### **Unit – II**

**Learning Process and Training:** Learning through Training, Adult Learning, Learning Theories and Learning Curve, Learning Styles.

**Training Methods:** On the Job and Off the Job Training Methods

**Management Development:** Concept, Purpose, Stages in Development Programme. Development Methods **(18 Hours)**

### **Unit – III**

**Evaluation of Training Program:** Pre training Evaluation, Post training Evaluation, Kirkpatrick Model of Evaluation, Cost-Benefit Analysis, ROI of Training.

**Training and Development Scenario in India:** Role of Government, Role of Enterprise, Vocational Training, **Training and Development by Various Sectors:** BPO, IT, Retail, Banking, Telecom, Hospitality, Automobile, Pharmaceutical **(22 Hours)**

**Books Recommended:**

1. Noe, R.A. (2008). Employee Training & Development. McGraw-Hill
2. Aswathappa, K. Human Resource to Personnel Management, Tata Mc Graw Hill
3. Mamoria C. B and Mamoria S., Personnel Management, Himalaya Publishing Company
4. Gary Dazzler, Human Resource Management, Pearson Education

**Learning Outcome of the Course:**

1. Ability to apply different methods of training and development in the organization.
2. Ability to evaluate training effectiveness.

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Compensation Management**

**Paper: DSE HR I**

**Paper Code: PBBA HR 603**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To learn how systems operate to attract, retain and motivate competent work force in organization.
2. To assess and diagnose issues and problems of compensation management.

### **Syllabus:**

#### **Unit – I**

**Compensation Management:** Meaning, Role, factors influencing Compensation Management, **Role of Various Parties:** Employees, Employers, Unions, & Government. Economics and Behavioural Issues, Wage Concept, Wage Theories **(18 Hours)**

#### **Unit – II**

**Compensation Management:** Compensation Decisions, Internal and Employee Equities, **Developing Compensation Programs:** Basic systems – Time Wage, Piece Wage, Incentives, Wage Payments & Total Salary Structure; Principles of Reward Strategy **(20 Hours)**

#### **Unit – III**

**Job Evaluation:** Purpose, Methods, Components, Bonus, Incentives, Performance, Link Reward System, Profit Sharing and Stock, National Policy: Wage Board and Commission, Corporate Consideration in Compensation **(22 Hours)**

### **Books Recommended:**

1. Singh, B. D, Compensation and Reward Management, Excel Books, India.
2. Henderson, Compensation Management, Pearson Education, Canada.
3. Aguinis, Performance Management, Pearson education, Canada.



4. Sahu, Performance Management System, Excel Books, New Delhi.
5. Chadha, Prem, Performance Management, Macmillan, India.

**Learning Outcome of the Course:**

1. Awareness about how pay decisions may lead to competitive advantage or disadvantage.
2. Ability to rationally design contemporary compensation systems in modern organizations.

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Leadership and Team Management**

**Paper: DSE HR II**

**Paper Code: PBBA HR 604**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To enable learners to embark on paths of personal and professional leadership development.
2. To inspire individuals by managing talent, teams, leadership conflict resolution to enhance productivity in organizations.

### **Syllabus:**

#### **Unit – I**

**Leadership:** Meaning, Nature, Difference between Leader and Manager, Impact of Leadership on Organizational Performance, Leadership Skills and Tactics, Leadership Styles, Types of Leaders, Leadership Theories, (Trait Theories, Behavioral theories, Contingency Theories, Contemporary Theories) **(18 Hours)**

#### **Unit – II**

**Emerging concepts in leadership;** Transformational Leadership, Charismatic Leadership, Servant leadership, Situational leadership; Spiritual Leadership; Strategic Leadership; Virtual Leadership; Pace Setting Leadership, Affiliative Leadership,

**Leadership Challenges:** Gender and leadership; Emotional intelligence and leadership, Power Politics and Leadership, Leadership Development and Succession **(22 Hours)**

#### **Unit – III**

**Team Management:** Meaning, Difference between Groups and Teams, Types of Teams, Creating Successful Teams, Team Roles, Team Formation- Life Cycle of a Team, Obstacles to Team Work, Managing Team Conflict, Leaders Role in Team Based Organizations **(20 Hours)**

**Books Recommended:**

1. Halдар, Uday Kumar, Leadership & Team Building, Oxford publication
2. Andrew J. DuBrin, Carol Dalglish, Peter Miller, Leadership, 2005, 2nd Asia Pacific Ed,
3. Bhargava Shivganesh, Transformation Leadership, Response Books, New Delhi
4. V.S.P. Rao, "Management Text & Cases", 2014, Excel Books.
5. Peter G. Northouse, "Leadership", 2015, 6th Ed, Sage Publications.
6. Richard L. Daft, Leadership, Cengage Learning, 2015.
7. Gary Yukl, Leadership in Organizations, 6th Edition, Pearson Education, 2016.

**Learning Outcome of the Course:**

1. Exposure to effectiveness in personal managerial and leadership skills.
2. Ability to Determine best functional dynamics and environment for successful teams and groups.

**Discipline Specific Electives (DSEs)**  
**for**  
**Financial Management (FM)**

<b>Semester V</b>			<b>Semester VI</b>		
<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Credits</b>	<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Credits</b>
PBBA FM 503	Management Accounting	4	PBBA FM 603	Capital Expenditure Decisions	4
PBBA FM 504	Elementary Cost Accounting	4	PBBA FM 604	Methods and Techniques of Cost Accounting	4

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Management Accounting**

**Paper: DSE FM I**

**Paper Code: PBBAFM 503**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (external)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To help students understand the basic concepts, importance and functions of Management Accounting.
2. To enable students to understand and illustrate the format of financial statements, their analysis and interpretation.

### **Syllabus:**

#### **Unit–I**

**Management Accounting:** Meaning, Functions, Limitations, Responsibilities and Qualities of a Management Accountant, Management Accounting v/s Traditional Accounting, **Financial Statement:** Introduction, Comparative and Common size Income Statements and Balance Sheets, Trend Analysis **(20 Hours)**

#### **Unit–II**

**Ratio Analysis:** Meaning, Classification of Ratios, Calculation and Interpretation of Ratio, **Long Term and Short Term Finance:** Equity Share Capital, Debentures, Long Term Loans, Short term Loans **(18 Hours)**

#### **Unit–III**

**Cash Flow Analysis:** Concept, Preparation of Cash Flow Statements, Comparison between Fund Flow Statement and Cash Flow Statement, Leverage: Operating, Financial and Combined Leverage **(22 Hours)**

**Books Recommended:**

1. Lal Jawahar, Advanced Management Accounting Text and Cases, S. Chand & Co., New Delhi
2. Khan, Jain, Management Accounting, S. Chand & Sons. Delhi
3. Pandey I. M., Management Accounting, S. Chand & Sons, Delhi
4. Agrawal & Agrawal, Management Accounting, RBD, Jaipur
5. Agarwal M.R., Managerial Accounting, Garima Publications, Jaipur

**Learning Outcome of the Course:**

1. Understanding of the significance of basic concept, importance & functions of Management Accounting
2. Ability to interpret the various ratios and cash flow statements.

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Elementary Cost Accounting**

**Paper: DSE FM II**

**Paper Code: PBBAFM 504**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To introduce students to fundamental cost accounting concepts and knowledge of different methods of costing, such as unit costing and output costing.
2. To enable students to learn techniques and methods for allocating and controlling costs in different areas of a business.

### **Syllabus:**

#### **Unit–I**

**Cost Accounting:** Introduction, Meaning, Nature, objective and Scope, Techniques of Cost Accounting, Difference with Management Accounting and Financial Accounting, Cost concepts and classification of cost.

**Material Control:** Material Control Technique, Stock Levels, Inventory Turnover, Purchase of Materials, Classification and Codification of Materials, Store Records, Inventory system, Methods of Pricing material Issues. **(20 Hours)**

#### **Unit–II**

**Labour:** Direct and Indirect Labour, Methods of Remuneration, Time and Piece rates, Incentive plans, Idle time, Over time, Casual and Out workers, Labour Turnover.

**Overheads:** Meaning, Collection, Classification, Allocation, apportionment, Reapportionment, and Absorption of Overheads, Over-absorption and Under-absorption. **(22 Hours)**

#### **Unit–III**

Methods of Cost Unit and output costing, Reconciliation between cost and financial books. **(18 Hours)**

**Note:** The Student shall be permitted to use Battery operated calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

**Books Recommended:**

1. Tulsian: Cost Accountin, Tata Mcgraw Hill
2. Horngrem, Datar, Foster: Cost Accounting, Prentice Hall
3. Banerjee: Cost Accounting, Prentice Hall
4. Dutta: Cost Accounting, Pearson
5. Madegowda, J.: Cost Accounting, Himalaya Publishing House Pvt. Ltd.
6. Wilson, M., Cost Accounting, Himalaya Publishing House Pvt. Ltd.
7. Ravi M. Kishore: Cost Accounting and Financial Management, Taxman Publications Pvt. Ltd., New Delhi.
8. Jain, Khandelwal, Pareek, Cost Accounting, Ajmera Book Company
9. Agarwal, Jain, Modi, Sharma, Shah, Mangal: Cost Accounting, Ramesh Book Depot.
10. M. R, Agarwal, Cost Accounting, Garima Publication, Jaipur

**Learning Outcome of the Course:**

1. Clear understanding of the terminology, definitions and principles related to cost accounting.
2. Ability to apply these techniques to track and manage costs related to materials, labour and overheads effectively.



# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Capital Expenditure Decisions**

**Paper: DSE FM I**

**Paper Code: PBBAFM 603**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To provide learners with a comprehensive understanding of capital expenditure decisions.
2. To equip students with knowledge of investment analysis techniques, strategic considerations and risk management in the context of investment decision-making.

### **Syllabus:**

#### **Unit- I**

**Capital Expenditure:** Planning Phases, Qualitative Factors and Judgment, Strategic Aspects of Investment Decisions.

**Production Decisions:** Utilization of Full Production Capacity. Starting a New Production in Place of Old, Determination of Product Mix on the Basis of Key Factor. **(18 Hours)**

#### **Unit-II**

Capital Expenditure and Investment Ranking Techniques, Practical Application of Back. Average Rate of Return and Discounted Cash Flow, Present Value, Net Present Value, Profitability Index, Benefit- Relation Internal Rate of Return.

**Capital Budgeting Under Uncertainty:** Inflation, Deflation and Indexation vis-a-vis capital Budgeting. **(22 Hours)**

#### **Unit-III**

**Investment Decisions:** Investment Timing and Duration, Replacement of an Existing Asset. Investment Decisions under Inflation, Investment Decisions under Capital Rationing.

**Risk Analysis in Capital Budgeting:** Nature of Risk, Conventional Techniques to Handle

Risk, Sensitivity Analysis, Statistical Techniques to Handle Risk, Decision Trees, Sequential Investment Decisions. **(20 Hours)**

**Books Recommended:**

1. Agarwal, M, R, Business Budgeting, Garima Publication
2. Agarwal, Vijay, Surolia, Business Budgeting, RBD
3. Goyal, Man Mohan, Management Accounting, Sahitya Bhavan
4. Kishore, Ravi, Financial Management Accounting, Taxman's
5. Khan, M.Y. and Jain, T.R. Financial Management, Tata McGraw Hill

**Learning Outcome of the Course:**

1. Students would be able to take various capital expenditure decisions and can perform investment analysis.
2. Students will be well equipped with the knowledge and skills necessary to make informed investment decisions and contribute to the success and growth of organizations.

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Methods and Techniques of Cost Accounting**

**Paper: DSE FM II**

**Paper Code: PBBAFM 604**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.
2. To equip students with a comprehensive understanding of various costing methods and techniques, enabling them to analyze and control costs effectively in different business scenarios.

**Syllabus:**

### **Unit – I**

**Operating Costing:** Transportation Costing, Canteen, Power House and Cinema costing.

**Process Costing:** Meaning, Significance, General process, Joint Product, Inter Process profit (excluding equivalent production) **(18 Hours)**

### **Unit – II**

**Job and Contract Costing:** Meaning and method of job and batch costing, meaning of contract costing, difference between job and contract costing method, Contract accounts, ascertainment of profits of incomplete contracts, valuation of WIP and Balance sheet, Escalation clause. **Budgetary Control:** Meaning, significance of budget; Difference between budget, budgetary and budgetary control; Sales budget, Production budget, Purchase budget, Cash budget, Flexible budget, Master budget. **(22 Hours)**

### **Unit – III**

**Standard Costing:** Meaning, Significance and Limitations. Types of standards and variances pertaining to material and Labour. **Marginal Costing:** Meaning, Significance and limitations, Break- even analysis, graph, Profit volume ratio. Assumption of cost volume profit Analysis Decision regarding make or buy and capturing foreign market. **(20 Hours)**

**Note:** The student shall be permitted to use battery operated calculator that should not have more than 12 digits, 6 functions, 2 memories and should be noiseless and cordless.

**Books Recommended:**

1. Tulsian, Cost Accounting, Tata Mcgraw Hill
2. Horngrem, Datar, Foster, Cost Accounting, Prentice Hall
3. Banerjee, Cost Accounting, Prentice Hall
4. Dutta, Cost Accounting, Pearson
5. Madegowda, J., Cost Accounting, Himalaya Publishing House Pvt. Ltd.
6. Wilson, M., Cost Accounting, Himalaya Publishing House Pvt. Ltd.
7. Ravi M. Kishore, Cost Accounting and Financial Management, Taxman Publications Pvt. Ltd., New Delhi.
8. Jain, Khandelwal, Pareek, Cost Accounting, Ajmera Book Company
9. Agarwal, Jain, Modi, Sharma, Shah, Mangal, Cost Accounting, Ramesh Book Depot.
10. Agarwal R, M. Cost Accounting, Garima Publication, Jaipur

**Learning Outcome of the Course:**

1. Students will be equipped with the necessary knowledge, skills and competencies to analyse and control costs in an organisations.
2. Ability to make informed decisions to optimize cost efficiency in business contexts.

**Discipline Specific Electives (DSEs)**  
**for**  
**Marketing Management (MM)**

<b>Semester V</b>			<b>Semester VI</b>		
<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Credits</b>	<b>Paper Code</b>	<b>Nomenclature of the Paper</b>	<b>Credits</b>
PBBA MM 503	Consumer Behaviour	4	PBBA MM 603	Retail Management	4
PBBA MM 504	Global Business Management	4	PBBA MM 604	Tourism Marketing	4

# **Bachelor of Business Administration**

## **Semester V**

**Course Title: Consumer Behaviour**

**Paper: DSE MM I**

**Paper Code: PBBA MM 503**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To have an understanding of the elements constituting consumer behaviour and their relevance in consumption and purchase patterns.
2. To identify consumer decision making models and trends.

### **Syllabus:**

#### **Unit – I**

**Introduction to Consumer Behaviour:** Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing. **Factors Influencing Consumer Behaviour :** External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes. **(18 Hours)**

#### **Unit – II**

**Consumer Decision Making Process:** Pre and Post Purchase Behaviour, Types of Consumer Decisions. **Consumer Decision Making Process** - Problem Recognition, Information Search, Alternative Evaluation, Purchase Selection, Post Purchase Evaluation, Rationality in Buying, Buying Pattern in the New Digital Era. **Models of Buying:** Nicosia, Howard Sheth. **(22 Hours)**

#### **Unit – III**

**Organizational Buying:** Differences between Industrial Markets and Consumer Market, Differences between Organizational and Consumer Buying, **Decisions in Organizational Buying** Process, Types of Decision Making. Consumer Movement in India, Rights & Responsibilities of Consumers and Benefits of Consumerism. **(20 Hours)**

**Books Recommended:**

1. Schiffman, Leon.G Kanuk, L.L, Consumer Behavior, Pearson
2. Loudon, David L , Consumer Behavior, Mc Graw Hill
3. Batra, Satish .K, Consumer Behavior, Excel Books
4. Solomon, Michael R, Consumer Behavior, Pearson
5. Lindquist, Jay D Sirgy, M. Joseph ,Consumer Behavior, Biztantra
6. Sharma, Chouhan, Saini, Consumer Behaviour, RBD, Jaipur

**Learning Outcome of the Course:**

1. Developing skills to analyse consumer information and using it to create consumer oriented marketing strategies.
2. Understanding of consumer decision making process and its applications in marketing function.

# Bachelor of Business Administration

## Semester V

**Course Title:** Global Business Management

**Paper:** DSE MM II

**Paper Code:** PBBA MM 504

**Credit Scheme**

Level	Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Internal Assessment
7	4	4	60	70 Marks	30 Marks

**Objectives:**

1. To equip the students about the global scenario of business
2. To give knowledge about the art of managing business across domestic borders

**Syllabus:**

### Unit – I

**Global Business Management:** Meaning, Scope, Role, Driving forces. **Cultural Environment:** Definition, Components, Imperatives, Work Place and Market Place, Misconception about Culture, Political Environment: Concept, Importance, **Political Systems:** Democracy, Autocracy, Theocracy, Monocracy Dictatorship, **Major Political Objectives:** Political Sovereignty, National Security, Protection of Cultural Identity (20 Hours)

### Unit – II

**The Global Economic Environment:** The Global Economy, Bases of Economy, Wealth, Population, Natural Environment Technological Resources, Eco System: Market Allocation, Command Allocation, Mixes Allocation, Indicators of Eco, Wealth-National Product, Balance of Payment, Exchange Rate, Foreign Investment

**Legal Environment:** Legal Systems, Code Vs Common Law, Islamic Law, Socialist Law, Agreements and Conversions, Bilateral, Multilateral, Global Laws relating to I.B. Market, Entry Laws Product, Intellectual Property Laws, Warranties & Product Liabilities, Pricing and Channels of Distribution, Sales & Promotion, Tax Laws, Conflict of Laws (22 Hours)

### Unit – III

**Foreign Direct Investment:** Reasons, Volume and Directions, Foreign Exchange Transactions and Terminology (18 Hours)



**Books Recommended:**

1. Robinson, R.D., International Business Management- A Guide to Decision Making, Dryden Press.
2. Shiva, Ramu, International Business, A. H. Wheeler Publishing Co. Ltd.
3. Thakur and Mishra, International Business, Deep and Deep Publications, New Delhi
4. Diwan, J.M. and Sudarshan, K.N., International Business Management, Discovery Publications House, New Delhi.

**Learning Outcome of the Course:**

1. Graduate students will be able to understand the global environment and application of policies and procedures as per changing environment.
2. Students will be able to understand the global law and handle the business conditions accordingly.

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Retail Management**

**Paper: DSE MM I**

**Paper Code: PBBA MM 603**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To develop an understanding of the core and contemporary concepts of retail management.
2. To familiarize the students with the required strategies and planning in organized retail and the value they create.

### **Syllabus:**

#### **Unit – I**

**Retail:** Nature, History, Role and Importance. Types of Retail Institutions in India, Retail Management Process, Indian Retailing Scenario, e- retailing

**Retail Managers:** Roles, Skills, Personality Traits and Job Opportunities. Retail Buying and Merchandise Management; **Emerging Trends in Retailing:** Franchising, Visual Merchandising, Private Labels, Role of Information Technology, Ethical Issues in Retailing  
**(22 Hours)**

#### **Unit – II**

**Strategic Planning in Retail:** Planning Process and Evaluation, Concept of Shopping and Shopping Behavior, International Retailing: Impact of Culture, Entry Strategies

**Retail Entrepreneurship:** Concept, Major Retail Entrepreneurs in India **(18 Hours)**

#### **Unit – III**

**Store Planning:** Location and Layout. **Brief Overview of Store Operations:** Point of Purchase Communication, POS (Point of Sale), Customer Service and Accommodation, Floor and Shelf Management, Accounting and Cash Management, Setting up Stores before Opening, Store Requirements. Relationship Marketing and Building Store Loyalty  
**(20 Hours)**

**Books Recommended:**

1. Agarwal, Bansal, Yadav ,Kumar-Retail Management, Pragati Prakashan,Meerut,2008
2. Sinha, Uniyal-Managing Retailing, Oxford University Press, New Delhi,2012
3. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, NewYork, 2006
4. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition, Pearson Education, New York, 2006
5. Nair Suja- Retail Management, V Edition, HPH, Mumbai, 2006
6. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill,India, 2007.

**Learning Outcome of the Course:**

1. Graduate Students will understand the importance and functions of retail business in country's economy.
2. Recognizing and understanding the operation oriented policies, methods and procedures used by successful retailers in the global economy.

# **Bachelor of Business Administration**

## **Semester VI**

**Course Title: Tourism Marketing**

**Paper: DSE MM II**

**Paper Code: PBBA MM 604**

**Credit Scheme**

<b>Level</b>	<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	<b>End Semester Exam (External)</b>	<b>Internal Assessment</b>
7	4	4	60	70 Marks	30 Marks

### **Objectives:**

1. To understand marketing strategies and planning involved in travel and tourism industry.
2. To give an overview of tourism marketing strategies to enhance the development of hospitality and tourism mix

### **Syllabus:**

#### **Unit – I**

**Tourism Overview:** Definition and historical development of tourism, its structure, components and elements. Nature and characteristics of tourism industry, Tourism as an industry in India, Consequences of Industry status, Approaches to the study of tourism. Definition and Distinction between travelers, Visitors, Excursionist, Tourist and Transit visitor. Travel Motivators and Deterrents. Maslow's Hierarchy of needs Model and travel motivations. Push and Pull forces in tourism. **(20 Hours)**

#### **Unit – II**

**Impact and Significance of Tourism:** Economic, Social, Cultural and Political Impacts and Significance of Tourism,(positive and negative) Employment Generation, Earnings of Foreign Exchange, Regional Development, National Integration, International Understanding and World peace.

**World Tourism Day:** Background, Concept, Themes, and Celebrations. **(20 Hours)**

#### **Unit – III**

**Emerging Tourism Trends:** Eco tourism, Green tourism, Alternate Tourism, Heritage Tourism, Sustainable Tourism, Cultural Tourism, Volunteer Tourism.

Concept of Demand & Supply in Tourism, Factors affecting Demand and Supply in Tourism. Tourism Product, Features of Tourism Product, **Types of Tourism Products:** Tourism Oriented Products (TOPs), Resident Oriented Products (ROPs), Background Tourist Elements (BTEs), Difference of Tourism Products from other Consumer Products. Factors Inhibiting Growth of Tourism. **(20 Hours)**

**Books Recommended:**

1. Khan, Tourism Marketing, Anmol Publication , New Delhi
2. Batra & Chawla, Tourism Marketing: Global Perspective, Deep and Deep Publication, New Delhi
3. Chawla, Romila, Tourism Marketing and Development, Sonali Publication, New Delhi
4. Singh, Ratandeep, Tourism Marketing, Kanishka Publishers, New Delhi.
5. Sinha, P.C., Tourism Management, Anmol Publications Pvt. Ltd. New Delhi.

**Learning Outcome of the Course:**

1. Learning the application of marketing principles to the travel and tourism industry.
2. Exposure to the prospects and probabilities in development of marketing strategies for hospitality sector.

