

**GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)**

**BEGUMPET, HYDERABAD-16**

**Affiliated To Osmania University, Re-Accredited With 'B+' Grade by NAAC**



**Bachelor of Business Administration(BBA)**

**SYLLABUS (2019-2020)**

**FIRST YEAR**

**SEMESTER-I**

<i>Course Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>BB101</b>	<b>Environmental Science</b>	<b>AECC-1</b>	<b>2</b>	<b>2</b>		
<b>BB102</b>	<b>English</b>	<b>ELS-1A</b>	<b>4</b>	<b>4</b>		
<b>BB103</b>	<b>Second Language</b>	<b>SLS-1A</b>	<b>4</b>	<b>4</b>		
<b>BB104</b>	<b>Principles of Management</b>	<b>DSC-1A</b>	<b>5</b>	<b>5</b>	<b>2 ½ Hrs.</b>	<b>60 E + 40 I</b>
<b>BB105</b>	<b>Basics of Marketing</b>	<b>DSC-2A</b>	<b>5</b>	<b>5</b>	<b>2 ½ Hrs.</b>	<b>60 E + 40 I</b>
<b>BB106</b>	<b>Business Economics</b>	<b>DSC-3A</b>	<b>5</b>	<b>5</b>	<b>2 ½ Hrs.</b>	<b>60 E + 40 I</b>
	<b>Total Semester Credits</b>		<b>25</b>	<b>25</b>		

**SEMESTER – II**

<i>Course Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
BB201	Basic Computer Skills	AECC-2	2	2		
BB202	English	ELS-1B	4	4		
BB203	Second Language	SLS-1B	4	4		
BB204	Organizational Behavior	DSC-1B	5	5	2 ½ Hrs.	60 E + 40 I
BB205	Business Statistics	DSC-2B	5	5	2 ½ Hrs.	60 E + 40 I
BB206	Financial Accounting	DSC-3B	5	5	2 ½ Hrs.	60 E + 40 I
	<b>Total Semester Credits</b>		<b>25</b>	<b>25</b>		

HPW- Hours per Week ; AEC-Ability Enhancement Course(Compulsory)

ELS-English Language Skill ; SLS Second Language Skill;

DSC – Discipline Specific Course (E) – External Assessment (I) – Internal Assessment

## SECOND YEAR

### SEMESTER-III

<i>Course Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
BB301(a)	Personality Development-I	SEC-1	2	2	1 ½ Hrs.	40 E + 10 I
BB301(b)	Basic Quality Management	SEC-2	2	2	1 ½ Hrs.	40 E + 10 I
BB302	English	ELS-1C	3	3		
BB303	Second Language	SLS-1C	3	3		
BB304	Human Resource Management	DSC-1C	5	5	2 ½ Hrs.	60 E + 40 I
BB305	Information Technology for Business	DSC-2C	4T+ 1P	5	2 ½ Hrs.	60 E + 20I+ 20 P
BB306	Financial Management	DSC-3C	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits		25	25		

### SEMESTER – IV

<i>Course Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
BB401(a)	Personality Development - II	SEC-3	2	2	1 ½ Hrs	40 E + 10 I
BB401(b)	Start Up Management	SEC-4	2	2	1 ½ Hrs	40 E + 10 I
BB402	English	ELS-1D	4	4		
BB403	Second Language	SLS-1D	4	4		
BB404	Financial Accounting	DSC-1D	5	5	2 ½ Hrs.	60 E + 40 I
BB405	Market Research	DSC-2D	5	5	2 ½ Hrs.	60 E + 40 I
BB406	Management Science	DSC-3D	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits		25	25		

HPW- Hours per Week ; AEC-Ability Enhancement Course(Compulsory)

ELS-English Language Skill ; SLS Second Language Skill;

DSC – Discipline Specific Course (E) – External Assessment (I) – Internal Assessment

### **THIRD YEAR SEMESTER-V**

<i>Course Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
BB501	Mobile Commerce	GE-1	4	4	1 ½ Hrs.	40 E +10 I
BB502	English	ELS-1C	3	3		
BB503	Second Language	SLS-1C	3	3		
BB504	Brand Management	DSC-1E	5	5	2 ½ Hrs.	60 E + 40 I
BB505	Retail Management	DSC-2E	5	5	2 ½ Hrs.	60 E + 40 I
BB506	Customer Relationship Management	DSC-3E	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits		25	25		

### SEMESTER – VI

<i>Course Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
BB601	Business Analytics	GE-2	4	4	1 ½ Hrs	40 E + 10 I
BB602	English	ELS-1D	4	4		
BB603	Second Language	SLS-1D	4	4		
BB604	Buyer Behavior	DSC-1F	5	5	2 ½ Hrs.	60 E + 40 I
BB605	Advertising and Sales Promotion	DSC-2F	5	5	2 ½ Hrs.	60 E + 40 I
BB606	Rural Marketing	DSC-3F	5	5	2 ½ Hrs.	60 E + 40 I
	<b>Total Semester Credits</b>		25	25		

HPW- Hours per Week ; AEC-Ability Enhancement Course(Compulsory)

ELS-English Language Skill ; SLS Second Language Skill;

DSC – Discipline Specific Course (E) – External Assessment (I) – Internal Assessment

## BBA SEM-1 (CBCS) SYLLABUS 2019-20

**COURSE CODE: BB101**

### **PRINCIPLES OF MANAGEMENT**

#### **Course Outcomes**

CO-1: To make student understand the meaning, principles and evolution of management and further to enhance their knowledge in its functions.

CO-2: To present the importance of Planning and Decision Making.

CO-3: To acquaint student the concepts of Organizing, Span of Management, Patterns of organization and Common organizational structures.

CO-4: To present the sources of recruitment and Training.

CO-5 : To present the emerging issues in management.

#### **SYLLABUS**

##### **UNIT - I : INTRODUCTION TO MANAGEMENT :**

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

##### **UNIT - II : PLANNING – IMPORTANCE :**

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

##### **UNIT - III : ORGANIZING :**

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority-delegation, centralization and decentralization, Responsibility – line and staff relationship;

##### **UNIT - IV : STAFFING :**

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co- ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

##### **UNIT - V : EMERGING ISSUES IN MANAGEMENT :**

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

#### **SUGGESTED BOOKS :**

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heinj Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education,
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

## BBA SEM-1 (CBCS) SYLLABUS 2019-20

COURSE CODE: BBA102

### BASICS OF MARKETING

#### Course Objective

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

#### Course Outcomes

CO-1: To understand the concept of Marketing and Selling.

CO-2: To understand the concept of Market Segmentation and its importance in marketing.

CO-3: To present process of new product development.

CO-4: To present the techniques New Product Development and Pricing decisions during the life of a product.

CO-5: To understand the importance and effectiveness of Promotional Mix.

#### SYLLABUS

##### UNIT - I : INTRODUCTION OF MARKETING :

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

##### UNIT - II : MARKET SEGMENTATION :

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

##### UNIT - III : NEW PRODUCT DEVELOPMENT :

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

##### UNIT - IV : PRODUCT & PRICING DECISIONS :

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

##### UNIT - V : PROMOTION MIX :

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

##### SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian
4. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019
6. Context, Macmillan Publishers India Limited.4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H

## BBA SEM-1 (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA103**

**BUSINESS ECONOMICS**

### **COURSE OBJECTIVE:**

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

### **Course Outcomes**

**CO-1: To understand nature and scope of Business Economics.**

**CO-2: To comprehend the Demand Concepts and Elasticity of Demand.**

**CO-3: To apprehend theory of production and cost concepts.**

**CO-4: To learn short and long run cost curves and economies and diseconomies of scale.**

**CO-5: To grasp the concept of market and its structures.**

### **SYLLABUS:**

#### **UNIT - I : BUSINESS ECONOMICS NATURE AND SCOPE :**

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle

#### **UNIT – II : DEMAND CONCEPTS & ELASTICITY OF DEMAND :**

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

#### **UNIT – III : PRODUCTION AND COST CONCEPTS :**

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

#### **UNIT – IV : BUDGET LINE :**

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

#### **UNIT – V : MARKET STRUCTURES AND PRICING :**

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

### **SUGGESTED BOOKS :**

1. Dominik Salvatore, (2015) Principal of Micro Economics (7<sup>th</sup> Edn) oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Application, HPH
3. Varshiney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15<sup>th</sup> Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Mircro Economics (5<sup>th</sup> Edn) Mc millan Publishers



## BBA SEM-II (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA201 ORGANIZATIONAL BEHAVIOUR**

### **COURSE OBJECTIVE:**

The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

### **Course Outcomes**

CO-1: To understand nature, factors influencing and scope of Organizational development.

CO-2: To comprehend the concept, importance and theories of motivation and Leadership.

CO-3: To apprehend of groups and group dynamics.

CO-4: To understand the concept of management of Change.

CO-5: To grasp the concept of Organizational Culture, Conflict and Effectiveness.

### **SYLLABUS:**

#### **UNIT - I : ORGANIZATIONAL BEHAVIOR :**

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

#### **UNIT – II : MOTIVATION :**

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

#### **UNIT - III : GROUP DYNAMICS :**

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

#### **UNIT – IV : MANAGEMENT OF CHANGE :**

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

#### **UNIT - V : ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS :**

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

### **SUGGESTED BOOKS :**

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd.,
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi,1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987.

## BBA SEM-II (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA202**

**BUSINESS STATISTICS**

### **Course Outcomes**

CO-1: To understand the importance of Statistics in Business decisions and classification of data.

CO-2: To introduce the measures of central tendency.

CO-3: To understand the significance and requisites of measuring dispersions, Skewness and kurtosis.

CO-4: To help the students in understanding the importance of Index Numbers in business decisions.

CO-5: To understand the concept of Correlation and Regression in business decisions.

### **SYLLABUS:**

#### **UNIT – I : STATISTICS :**

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation:

**Classification of Data** – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

#### **UNIT – II : MEASURES OF CENTRAL TENDENCY :**

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

#### **Measures of Dispersion:**

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

#### **Skewness and Kurtosis (SK):**

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

#### **UNIT – III : INDEX NUMBERS :**

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

#### **UNIT – V : CORRELATION AND REGRESSION ANALYSIS :**

Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

**Regression Analysis:** Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

#### **SUGGESTED BOOKS :**

1. Gupta SC: "Fundamental of Statistics" 7<sup>th</sup> Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2<sup>nd</sup> Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.

## BBA SEM-II (CBCS) SYLLABUS 2019-20

COURSE CODE: BBA203

FINANCIAL ACCOUNTING

### COURSE OBJECTIVE:

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

### Course Outcomes

CO-1 : To understand the purpose and principals of Accounting and nature of Accounts.

CO-2: To learn preparation of various types of books.

CO-3: To learn preparation of Financial Statements.

CO-4: To learn analyzing of Financial Statements.

CO-5: To understand the importance of Accounting Standards, procedure for issue and importance of IFRS and Ind-AS

### SYLLABUS:

#### UNIT - I : INTRODUCTION TO FINANCIAL ACCOUNTING :

Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Principles, Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles (GAAP); Nature of Accounts

#### UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :

The Accounting Equation Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

#### UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :

Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

#### UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :

Objective of financial statement analysis, sources of information, Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios- Liquidity Ratios, Solvency Ratios, Profitability Ratios and Turnover Ratios; Limitation of ratio analysis.

#### UNIT – V : INDIAN ACCOUNTING STANDARDS (IND-AS) :

Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

#### SUGGESTED BOOKS :

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Manager

## BBA SEM-III (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA301**

**HUMAN RESOURCE MANAGEMENT**

### **COURSE OBJECTIVE:**

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

### **Course Outcomes**

CO1- To Understand basic Human Resource Management concept and environment

CO2-To Acquire Human resources, its planning and job analysis.

CO3-To Understand developing about Human Resources such as Training, Career planning

CO4-To Understand Labour Management

CO5- To Understand performance appraisal

### **SYLLABUS:**

#### **UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :**

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

#### **UNIT – II : ACQUIRING HUMAN RESOURCES :**

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

#### **UNIT – III : DEVELOPING HUMAN RESOURCES :**

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

#### **UNIT - IV: LABOUR MANAGEMENT :**

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

#### **UNIT – V : REWARDING HUMAN RESOURCES :**

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

### **SUGGESTED BOOKS:**

1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Wille

## BBA SEM-III (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA302**

**INFORMATION TECHNOLOGY FOR BUSINESS**

### **COURSE OBJECTIVE:**

The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

### **Course Outcomes**

CO1- Implement basic computer system such as Hardware, Software, Memory and Network & its Topologies.

CO2- To Understand the concepts of Information systems and DBMS

CO3- To Understand the concepts of multimedia

CO4- To Understand Internet concepts & security issues.

CO5- To Understand applications of office Management.

### **UNIT - I : INTRODUCTION TO IT :**

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

### **UNIT – II : INTRODUCTION TO IS :**

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

### **UNIT - III : MULTIMEDIA CONCEPTS :**

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

### **UNIT – IV : INTERNET & SECURITY ISSUES :**

Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

### **UNIT – V : OFFICE MANAGEMENT APPLICATIONS :**

Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXCEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

### **SUGGESTED BOOKS :**

- 1.Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education, Fourth Edition 2008.
- 2.Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition- Fourth Edition.
- 3.Leonard Jessup, Joseph Valacich – Information Systems Today, Why IS matters, Pearson Education –Low Price Edition, Second Edition.
- 4.Effy Oz- Management Information systems, Thomson Course Technology, Fifth Edition.

## BBA SEM-III (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA303**

**FINANCIAL MANAGEMENT**

### **COURSE OBJECTIVE:**

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

### **Course Outcome**

CO1- To understand the meaning of financial management and to know the difference between Profit Maximization and Wealth Maximization.

CO2- To understand the concept of Time value of Money and its importance in decision making.

CO3 – Awareness as to sources of long-term finances.

CO-4 - To understand how to manage Working Capital Management.

CO-5 - To understand how to manage Receivables.

### **SYLLABUS:**

#### **UNIT – I : NATURE OF FINANCIAL MANAGEMENT :**

Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization Vs. Wealth Maximization Vs. Value Maximum Traditional and Modern Approach of FM; Functions of finance – Objectives of Financial Management; Investment Decision, Financing Decision, Current Assets Management Decision and Dividend Decision - Organization of finance function;

#### **UNIT – II : CONCEPT OF TIME VALUE OF MONEY :**

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting, calculation of NPV and IRR

#### **UNIT - III : SOURCES OF LONG TERM FINANCE :**

Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

#### **UNIT - IV: WORKING CAPITAL MANAGEMENT :**

Gross Vs net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

#### **UNIT - V: RECEIVABLES MANAGEMENT – OBJECTIVES :**

Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

#### **SUGGESTED BOOKS :**

1. Eugene.F.Brigham, Fundamentals of Financial Management, The Dryden Press, 6 edition, 1992
1. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.

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**BBA SEM-IV (CBCS) SYLLABUS 2019-20**

**COURSE- SEC-4**

**START UP MANAGEMENT**

**COURSE CODE: 400/SEC/E**

**OBJECTIVE:**

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

**UNIT – I: ENTREPRENEUR AND ENTREPRENEURSHIP :**

Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a Manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs: Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

**UNIT – II: ROLE OF SUPPORT INSTITUTIONS & MANAGEMENT OF SMALL ENTERPRISES:**

Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

**SUGGESTED BOOKS :**

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises" 2006, Pearson Education.
4. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
5. P. Narayana Reddy, "Entrepreneurship – Text and Cases", 2010, 1st Ed. Cengage Learning.
6. Longencker, Morge, Mitchell, "Managing Small Business", Sage South Asia Edition.

## BBA SEM-IV (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA401**

**BUSINESS LAW & ETHICS**

### **COURSE OBJECTIVE:**

It helps the students to understand importance of contracts companies act & ethics. It focuses on legal aspects of contracts.

### **COURSE OUTCOMES:**

CO1: To understand Introduction of law & Indian Contract act and its case studies

CO2: To Understand about special contracts and sale of goods act.

CO3: To Understand about company , its formation, directors, meetings.

CO4: To understand consumer protection law in India, rights of consumer awareness, Pollution and Environmental Control Law

CO5: To Understand Business ethics and efficiency.

### **SYLLABUS:**

#### **UNIT - I : LAW OF CONTRACTS :**

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

#### **UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :**

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

#### **UNIT – III : COMPANIES ACT :**

Definition of company – Characteristics - Classification of Companies- Formation of Company - Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings - Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

#### **UNIT - IV: CONSUMER PROTECTION LAW :**

Introduction to consumer protection law in India - Consumer councils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

#### **UNIT - V: BUSINESS ETHICS :**

Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it's relevance in Management.

#### **SUGGESTED BOOKS :**

1. N.D. Kapoor, "Elements of Mercantile Law", 2015, Sultan Chand & Co.
2. K.R. Bulchandani, "Business Law for Management", 2018, HPH.
3. PPS Gogna, "A Text Book of Company Law", 2006, S. Chand



## BBA SEM-IV (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA402**

**MARKET RESEARCH**

### **COURSE OBJECTIVE:**

To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners.

To give them an understanding of the basic techniques and tools of marketing research.

### **Course Outcome**

**CO-1 : To understand need for marketing research and process of marketing research.**

**CO-2 : To present various sources of data and its collection.**

**CO-3 : To present various sources of secondary data**

**CO-4: To understand various measurement and scaling techniques.**

**CO-5: To understand various Sampling methods available.**

### **SYLLABUS:**

#### **UNIT - I : MARKETING RESEARCH :**

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making.  
The Research process – Steps in the Research Process; Designing the Research Proposal.

#### **UNIT – II : SOURCES OF DATA :**

Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview , Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

#### **UNIT – III : SECONDARY METHOD OF DATA COLLECTION :**

Advantages & Disadvantages of Secondary  
Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,

#### **UNIT – IV : MEASUREMENT AND SCALING :**

Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of a scale.

#### **UNIT – V : SAMPLING :**

Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

#### **SUGGESTED BOOKS :**

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2018, PHI.
2. Tull and Hawckins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
5. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
6. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2014.
7. Kumar, Marketing Research, 2015, Sage Publication.

## BBA SEM-IV (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA403**

**MANAGEMENT SCIENCE**

### **COURSE OBJECTIVE:**

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

### **Course Outcome**

CO-1: To understand the production and operations process and its functions.

CO-2 To understand the importance of capacity planning, factory location, plant layout, sequencing of operations and work study

CO-3: To present the various purchase and stores management techniques.

CO-4: To know the importance of Operations Research and Linear Programming.

CO-5: To understand Transportation, Assignment and Queuing techniques.

### **SYLLABUS:**

#### **UNIT – I : INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT :**

Definition of Production and Operations. An overview of Manufacturing processes:

Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design – Project, Job, Batch, Assembly and Continuous process.

#### **UNIT – II : PLANT MANAGEMENT AND WORK STUDY :**

Capacity Planning, factory location, plant layout – types of layout. Sequencing of Operations: n-Jobs with one, two and three facilities.

Work Study: The concept and various techniques of methods analysis and work measurement.

#### **UNIT – III : PURCHASE AND STORES MANAGEMENT :**

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating.

Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

#### **UNIT – IV : INTRODUCTION TO OR :**

Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models.

Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

#### **UNIT – V : TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY :**

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method(VAM).

Assignment Problem (AP): Mathematical model, method of obtaining solution- Hungarian method. Queuing Theory - Concepts of Queue - General structure of a Queuing system- Operating Characteristics of Queues.

#### **SUGGESTED BOOKS :**

1. S.N. Chary, "Production & Operation Management" 5<sup>th</sup> Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2<sup>nd</sup> Edition, Tata-McGraw – Hill Publishing Company Ltd.
3. Kanishka Bedi, "Production and Operations Management", 2007, 3<sup>rd</sup> Edition, Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4<sup>th</sup> Edition, Tata-McGraw – Hill Publishing Company Ltd.

## **BBA SEM-V (CBCS) SYLLABUS 2019-20**

**COURSE CODE: BBA501**

**BRAND MANAGEMENT**

### **COURSE OBJECTIVE:**

To provide an understanding of Different Types of Brand Awareness, Equity.

### **Course Outcomes:**

CO1-TO understand the nature, scope and the meaning with significance of branding.

CO2- TO create the awareness in branding and advertising and their strategies.

CO3- To understand the concept of brand extensions .

CO4- TO learn about the brand positioning and re-positioning personality.

CO5- To understand the sources of branding and the concept of brand equity.

### **UNIT - I : INTRODUCTION TO BRAND MANAGEMENT :**

Concept of Branding – Definition – Significance of Brand - Brand Types – Difference between Brand and Product – Branding – Brand Building – Brand Launching.

### **UNIT - II : BRAND AWARENESS :**

Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

### **UNIT - III : BRAND EXTENSION :**

Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension – Brand Generic Branding.

### **UNIT - IV : BRAND PERSONALITY :**

Branding – Brand Personality – Brand Positioning – Re Positioning – Brand Positioning Strategies  
Brand Positioning Variables.

### **UNIT - V : BRAND EQUITY :**

Concept of Brand Equity – Brand Awareness – Personality – Positioning – Enhancing Brand Equity  
Brand Management – Planning – Sources Brand.

### **SUGGESTED BOOKS :**

1. Brand Management - Gulnar sharma, Karan Singh Khundia – Himalaya Publishing House
2. Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing House

## BBA SEM-V (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA502**

**RETAIL MANAGEMENT**

### **COURSE OBJECTIVE:**

This course introduces the role of retailing and various formats and theories. It focuses on distribution management.

### **Course Outcomes:**

CO1- To understand the role of retailing and concept of FDI in Indian Retailing.

CO2- To understand the theories and formats of Retail Development.

CO3- To know the meaning of Merchandising and analysing performance.

CO4- To create the awareness of Retail store designs and its significance.

CO5- To know the role of physical distribution management.

### **SYLLABUS:**

#### **UNIT – I : INTRODUCTION TO RETAIL MANAGEMENT :**

Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing, Characteristics of Retailing, Functions and activities of Retailing.  
Emergence and growth of Retailing in India, FDI in Indian Retailing.

#### **UNIT – II : RETAIL FORMATS AND THEORIES :**

Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India.  
Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail

#### **UNIT – III : MERCHANDISE MANAGEMENT :**

Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance

#### **UNIT – IV : RETAIL STORE DESIGN :**

Store layout, significance of Store layout, types of store layout, layout selection - Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

#### **UNIT – V : DISTRIBUTION MANAGEMENT :**

Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

#### **SUGGESTED BOOKS :**

1. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education
2. Retailing Management - Swapna Pradhan – Tata Mcgraw Hill
3. Contours of Retailing Management - S.A. Chunawalla - Himalaya Publishing House
4. Retail Management - Gibson G. Vedamani – Jaico Books
5. The Art of Retailing - A. J Lamba - Tata Mcgraw Hill
6. Sales and Distribution Management - Dr. S. Gupta - Excel Books

## BBA SEM-V (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA503**

**CUSTOMER RELATIONSHIP MANAGEMENT**

### **COURSE OBJECTIVE:**

To know the importance of customer involvement and relations with corporations making the student know and build beneficial relations.

### **Course Outcomes:**

CO1- To understand the concept and evolution of Customer Relationship.

CO2- TO Know the CRM concepts and its significance.

CO3- To know the steps in planning and Strategy development process in CRM.

CO4- To understand the CRM marketing initiatives and service sectors.

CO5- TO understand the Implementation problems in CRM.

### **UNIT – 1 : EVOLUTION OF CUSTOMER RELATIONSHIP :**

CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability.

### **UNIT – II : CRM CONCEPTS :**

Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability.

### **UNIT – III : PLANNING FOR CRM :**

Steps in Planning – Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM Plan, CRM Strategy: The Strategy Development Process.

### **UNIT – IV : CRM AND MARKETING STRATEGY :**

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM. CRM in Consumer Markets, CRM in Services Sector.

### **UNIT – V : CRM PROBLEMS IN IMPLEMENTATION :**

Issues and Problems in Implementing CRM, Information Technology Tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

### **SUGGESTED BOOKS :**

1. Jagdish N. Sheth, Atul Parvatiyar & G Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH
2. Francis Buttle, "CRM: Concept and Technologies", Elsevier, a division of Read Elseview India Pvt. Ltd.
3. Dilip Soman & Sara N – Marandi, "Managing Customer Value" Cambridge.
4. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI.
5. Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.

**BBA SEM-VI (CBCS) SYLLABUS 2019-20**  
**COURSE- GE-2 COURSE CODE: BB601(a)**  
**BUSINESS ANALYTICS**

**COURSE CODE: 600/GE/E**

**OBJECTIVE:**

The course aims to provide an understanding of basics concepts related to Business Analytics and practical approach using MS-EXCEL and simple programming concepts in R.

**UNIT – I : INTRODUCTION TO BUSINESS ANALYTICS :**

Definition, Types of Analytics-Descriptive, Predictive and Prescriptive, Business Analytics Applications in Different Areas (BA in Practice), Big Data.

**UNIT – II: DESCRIPTIVE ANALYTICS 1 :**

Types of Data- Population and Sample Data, Quantitative and Categorical Data, Cross-Sectional and Time Series Data, Sources of data, Descriptive Statistics- Measures of Location (central Tendency)-Mean, Median and Mode and relationship between them – Problems.

**UNIT – III: DESCRIPTIVE ANALYTICS 2 :**

Measures of Variability-Range, Variance, Standard deviation, Coefficient of Variation, Percentiles, Quartiles, Analyzing Distributions – Empirical Rule, Identifying Outliers, Box Plots, Measures of Association -Scatter Charts, Covariance, Correlation Coefficient – Problems.

**UNIT – IV: PREDICTIVE ANALYTICS :**

Trend Analysis, Regression Analysis- Least Square Method, Assessing the Fit of Simple Linear Regression, Coefficient of Determination, Introduction to Data Mining- Definition, Methods of Data Mining, Applications of Data Mining.

**SUGGESTED BOOKS :**

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.

**BBA SEM-VI (CBCS) SYLLABUS 2019-20**  
**COURSE: PROJECT CODE- BB601(b)**

**PROJECT REPORT AND VIVA**

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.

## BBA SEM-VI (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA601**

**BUYER BEHAVIOUR**

### **COURSE OBJECTIVE:**

- To understand the depth concept & theories of Consumer buying Behaviour To Focus on Learning theories
- To Know the impact of culture on Buyer Behaviour

### **Course Outcomes :**

1. Be able to identify the dynamics of human behavior and the basic factors that influence the consumers' decision process.
2. To understand the depth concept & theories of Consumer buying Behavior
3. To Know the impact of culture on Buyer Behavior.
4. To understand and evaluate the alternatives in the buying decision process.
5. To understand different models of buyer behavior and be able to demonstrate how they may be applied to marketing strategy

### **SYLLABUS:**

#### **UNIT – I : INTRODUCTION TO BUYER BEHAVIOUR :**

Understanding basics of Buyer Behaviour, Factors effecting Buyer Behaviour, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behavioural factors in framing Marketing Strategies.

#### **UNIT – II : THEORIES OF BUYER BEHAVIOUR :**

Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as source of information; encoding and Information Retention, Retrieval of information.

#### **UNIT – III : IMPACT OF CULTURE ON BUYER BEHAVIOUR :**

Social and Cultural Settings: Social Class, Indian Socio – Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle- Changing aspects of family size.

#### **UNIT – IV : BUYER BEHAVIOUR DECISION :**

Buyer decision making: Information Search, sources of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

#### **UNIT – V : MODELS OF BUYER BEHAVIOUR :**

Basic Model of Buyer Behaviour: Generic Model of Buyer Behaviour, Howard Sheth Model, Engels Consumer Theory, Consumerism, Buyer rights – Protection of Buyer rights in India.

#### **SUGGESTED BOOKS :**

1. Schiffman and Kannik, “Consumer Behavior”, 2018, Pearson Education / PHI.
2. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
3. Gary Lilien, “Marketing Models”, 2018, PHI.
4. Suja R. Nair, “Consumer Behaviour in Indian perspective”, 2010, HPH.



## BBA SEM-VI (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA602**

**ADVERTISING AND SALES PROMOTION**

### **COURSE OBJECTIVE:**

It helps the students to understand the important of advertisements for promotion of products. It focuses on media planning, personal selling and sales promotion.

### **Course Outcomes:**

1. It helps the students to understand the importance of advertisements for promotion of products.
2. To understand Communication decision process, Types of Advertisements, Creative Approaches and Execution styles. Advertisement Appeals.
3. Identify the different range and characteristics of media evaluate the effectiveness of different media in relation to advertising
4. students will have the ability to demonstrate the theories and concepts that are central to personal selling
5. To understand different types and tools of Sales promotion and Implement the best sales management strategy for organization

### **SYLLABUS:**

#### **UNIT – I : INTRODUCTION :**

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

#### **UNIT – II : CREATION OF ADVERTISEMENT :**

Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles. Advertisement Appeals – Emotion and Rational Appeals.

#### **UNIT – III : MEDIA PLANNING :**

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.

#### **UNIT – IV : PERSONAL SELLING :**

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

#### **UNIT – V : SALES PROMOTION :**

Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.

Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

#### **SUGGESTED BOOKS :**

1. David Aaker, “Advertisement Management”, 2018, HPH
2. Belch & Belch, “Advertising and Promotion”, TMH.
3. Aaker, Kumar, “Advertising Management”, PHI.
4. S.A. Chunawalla, “Advertising Management”, HPH.
5. Still Rechar, Sales Management, Latest Edition, 2018, Prentice Hall

## BBA SEM-VI (CBCS) SYLLABUS 2019-20

**COURSE CODE: BBA603**

**RURAL MARKETING**

### **COURSE OBJECTIVE:**

The objective of the course is to introduce rural market dynamics to the students so that they can learn about rural behavior and factor that differs from urban market.

### **Course Outcomes :**

CO1.To expose the learners to the issues of Rural markets ,Reforms and Development in the last few decades.

CO2.To help the students in understanding the nature ,characteristics of rural markets and consumers and their buying decision process.

CO3.To understand Product Mix Decisions and Competitive product strategies for Rural Markets.

CO4. To understand Innovative pricing methods for Rural Markets ,Appropriate Media & Designing Right Promotion Mix.

CO5.To analyze appropriate channels of distribution and to explore new approaches to reach out rural markets

### **SYLLABUS:**

#### **UNIT – I : RURAL ECONOMY & DEVELOPMENT :**

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms

- The Development in the last few decades.

#### **UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :**

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets

- Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

#### **UNIT – III : PRODUCT MIX DECISIONS :**

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

#### **UNIT – IV : PRICING & PROMOTION STRATEGY :**

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

#### **UNIT – V : RURAL DISTRIBUTION :**

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

#### **SUGGESTED BOOKS :**

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Ruddar Dust Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi