

BHAKTA KAVI NARSINH MEHTA UNIVERSITY



Faculty of Commerce & Management
Syllabus
For
BBA – Semester-V
(CHOICE BASED CREDIT SYSTEM-CBCS)

Effective From June -2020

Bhakta Kavi Narsinh Mehta University

Junagadh-362263

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Kavi Narsinh Mehta University (BKNMU)

Semester-V Syllabus (CBCS)

Undergraduate (UG) Level BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Effective from June, 2020

Conceptual Framework of the Semester-V BBA Syllabus

Sr. No.	Core/ Elective/ Allied/ Foundation/ Practical/ Project	Course (Paper) Title	Corse Code	Total Credit	Teaching Hours in a Week/ Total Hours in Semester	Inter- nal Marks	Exter- nal Marks	Total Marks
1.	Core	Production and Operations Management	501	3	3	30	70	100
2.	Core	Business Environment	502	3	3	30	70	100
3.	Core	Cost Accounting System	503	3	3	30	70	100
4.	Foundation	Business Ethics and Corporate Governance	504	3	3	30	70	100
5.	Foundation	Business Law	505	3	3	30	70	100
6.	Allied	Direct Taxes	506	3	3	30	70	100
	Optional Papers	Any Two from the followings:						
7.	Elective	<i>Marketing Group</i> – Advanced Marketing Management	507	3	3	30	70	100
8.	Elective	<i>Finance Group</i> – Investment Banking and Financial Services	508	3	3	30	70	100

9.	Elective	<i>Human Resource Group – Management of Industrial Relations</i>	509	3	3	30	70	100
10.	Elective	<i>Statistics Group– Fundamentals of Operations Research</i>	510	3	3	30	70	100
	Total			24	24	240	560	800

(501) PRODUCTION AND OPERATIONS MANAGEMENT (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Core	501	Production and Operations Management	3	30	70	2.5 Hrs.

COURSE CONTENTS:

To understand the production and operation function and familiarize students with the technique for planning and control.

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Introduction to Production and Operations Management	9
	Concept and Definition of Production Management and Operations Management, Objectives of Operations management, decision areas in operations management, recent trends in operations management, difference between manufacturing and service operations.	
Unit 2	Process Selection	9
	An overview of major process decisions, A detailed study of the, advantages and limitations of job shop process, batch process, assembly process, continuous process characteristics and project process.	
Unit 3	Aggregate Planning and Maintenance Management	9
	Concept of aggregate plan, Importance of Aggregate plan, Approach to aggregate planning, Concept of Capacity Planning and CRP (Capacity Requirement Planning), Maintenance Management – Concept, Importance, Types of Plant Maintenance.	
Unit 4	Facility Location	9
	Introduction, steps in location selection and factors affecting- selection of region, community and site selection. Practical Problems/ sums related to location analysis (Only Break even analysis and Qualitative factor analysis models to be included)	
Unit 5	Facility Layout	9
	Introduction, Factors affecting facility layout, objectives of a good layout, service facility layout, types of layout (Product, process, static, cellular, combined layouts)	

SUGGESTED REFERENCES

Reference Books:

1. Production and Operation Management, S.A.Chunawalla and D.R. Patel, Himalaya Publishing House, Mumbai
2. Production and operation Management K. Aswathappa and K. Shridhara Bhatt ,Himalaya Publishing House, Mumbai
3. Operations Management, Mahadevan B, Pearson Education, New Delhi,2008
4. Operations Management, Russel & Taylor, Pearson Education, New Delhi,2008
5. Operations Management, Chase, Jabocs and Acquiliano, Tata McGraw Hill,
6. Operations Management, Krajawski & Ritzman, , Pearson Education, New Delhi, 2003
7. Production and Operations Management, Bedi Kanishka, OXFORD University Press
8. Production and Operation Management, Bhatt K.S, Himalaya Publishing House,

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From June, 2020)

INTERNAL ASSESSMENT		30 Marks
NO	Particulars	Marks
	Test, Assignment, Seminar, or Presentation	30
EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marks	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(502) BUSINESS ENVIRONMENT (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Core	502	Business Environment	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

1. To provide basic understanding/ knowledge of business environment.
2. To make aware students about various environments that influence existence and growth of business organisation.
3. To understand structure and role of money and capital market.
4. To develop ability of students to know impacts of changes in economic policies of GOI on various segments of business.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	An introduction to business environment	9
	Definition of business environment; Internal and external environment. (micro & macro environment, economic and non-economic environment in detail)	
Unit 2	Indian Tax System	9
	Meaning of tax; Types of tax; Canons of good tax system, Tax revenues for central and state governments; and Division of tax revenue between state and center.	
Unit 3	Money Market	9
	Introduction, importance (role), and structure of money market: a. Unorganized Sector (loan companies, chit funds, nidhis, money lenders and indigenous bank)	

	<p>b. Organized Sector:</p> <ul style="list-style-type: none"> ▪ Sub market (call money market, treasury bill market, repo market, commercial bill market, trade, commercial paper market, CD market & Money Market for Mutual Funds) ▪ Participating institutions (RBI, discount and fiancé money house of India, mutual funds, IFC) <p>c. Problems of Indian money market</p> <p>d. Reform measures to strengthening Indian money market.</p>	
Unit 4	Capital Market	9
	<p>a. Introduction,</p> <p>b. Structure of capital market:</p> <ul style="list-style-type: none"> ▪ Financial institution (IFCI, IDBI, EXIM BANK, SIDBI, IDFC, SFCs, LIC, GIC, UTI, NABARD) ▪ Securities Market (Gilt-edged market - corporate securities market) NSE, BSE- brief functioning) <p>c. Role of capital market</p> <p>d. Growth of capital market</p> <p>e. factors contributing to growth of capital market</p> <p>f. Problems of capital market</p>	
Unit 5	Economic Polices	9
	<p>Industrial Policy – Major Provisions</p> <p>Monetary Policy – Meaning, Objective, and Tools</p> <p>Fiscal Policy – Meaning, Objective, and Tools</p> <p>Foreign Trade Policy – Major Provisions</p>	
SUGGESTED REFERENCES		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Business Environment: Francis Cherunilam, Himalaya Publishing House 2. Essentials of Business Environment: K. Aswathapa, Himalaya Publishing House 3. Indian financial system, P.N. VARSHNEY and D.M. Mittal, Sultan Chand and sons. 4. Indian economy, VK Puri & SK Misra, Himalaya Publishing House 		

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
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INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(503) COST ACCOUNTING SYSTEM (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Core	503	Cost Accounting System	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

1. To provide fundamental knowledge of Cost Accounting and its various concepts.
2. To make students calculate various techniques of Cost Accounting and its implications.

COURSE CONTENTS:

Marks: 60 % Practical Examples, 40 % Theory.

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Introduction to Cost Accounting	9
	Nature, Scope and Need of Cost Accounting, Concept of cost, Objectives of cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting, Cost Unit & Cost Centre. Element of Cost: Cost Concept, Classification of Cost, Cost Unit and Cost center, Cost Sheet.	
Unit 2	Accounting for Materials Cost	9
	Definition and Types of Materials, Material control: Concept and techniques; Pricing of material issues; Treatment of material losses.	
Unit 3	Accounting for Labour Cost	9
	Definition and Types of Labour Cost, Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.	
Unit 4	Accounting for Overheads	9
	Definition of Overhead Cost, Classification of Overheads, Allocation,	

	apportionment and Absorption of overheads; Determination of overhead rates; Under and over absorption, and its treatment.	
Unit 5	Unit costing and Operating cost for Road Transport	9

SUGGESTED REFERENCES

Reference Books:

- Cost Accounting Principles and Practice: M N Arora, Vikas Publishing
- Cost Accounting: S P Jain and K L Narang, Kalyani, New Delhi
- Advanced cost Accounting by Saxena and Vasistha.
- Cost Accounting by S.N.Maheshwari, Sultan Chand
- Cost Accounting by Ratnam.
- Cost Accounting Principles and Practice: M N Arora, Vikas Publishing
- Cost Accounting: S P Jain and K L Narang, Kalyani, New Delhi
- Practical Costing: P C Tulsian, Vikas Publishing
- Advanced Problems and Solutions in Cost Accounting: S N Maheshwari, Sultan Chand.
- Cost Accounting: Theory & Practice: Bhabatosh Banerjee, Prentice Hall of India Ltd., New

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INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

**(504) BUSINESS ETHICS AND CORPORATE GOVERNANCE
(FOUNDATION)**

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Foundation	504	Business Ethics and Corporate Governance	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

The objective of this paper is to make the students more clear about the importance of ethics in business and the present practices of good corporate governance in India. The syllabus also highlights the aspects corporate social responsibility and important provisions under the relevant laws.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Business Ethics	9
	Concept of business ethics; Reasons for ethical problems in business; Ethical Principles: Brief idea of Utilitarian, Rights and Duties, Ethics of Care, and Justice and Fairness; Virtue ethics: Concept, Types, and Virtues as an alternative to moral principles; Workers' and Employees' Rights and Duties; Profit maximization vs. Social responsibilities	
Unit 2	Corporate Governance	9
	Concept of Corporate Governance; Need of Improve Corporate Governance Standards; Features of good Corporate Governance; Major Regulators in Corporate Governance; Accounting Standards and Corporate Governance; Corporate Disclosure: Concept, Type of Disclosures, and Significance; Insider Trading: Concept, Aspects of insider trading	
Unit 3	Board of Directors	9

	Meaning, Composition of Board, Quality of Board; Role of Board in Company Management; Outside Directors – Independent Directors and Nominee directors; Major Provisions in the Company Law for independent directors; Role of independent Directors in Corporate Governance; SEBI Clause 49 – Primary idea of Major sub-clauses; CEO Duality : Concept, Difference between CEO and Chairmen; Positive and Negative Outcomes of CEO Duality	
Unit 4	Company Auditor	9
	Meaning of Auditor; Duties and Responsibility of Auditor; Role of Auditor in Corporate Governance; Internal Auditor : Meaning and Major Provisions under the Company Law; Whistle Blowing : Meaning, Kinds of Whistle Blowing, Precluding the need of whistle blowing (Actions to prevent whistle blowing incidents)	
Unit 5	Discrimination and Corporate Social Responsibility (CSR)	9
	Discrimination – Concept, Bases of Discrimination, Forms of Reverse Discrimination and Types Affirmative action, Concept of Equal Employment Opportunity and Preferential Hiring Corporate social responsibility : Meaning, Evolution of Corporate Social Responsibility, and Common Indicators for Measuring Business Social Performance, The Companies Act and CSR: Brief ideas of Key Provisions under the Companies Act, 2013 , Primary Idea of Schedule VIII under the Companies Act, 2013.	

SUGGESTED REFERENCES

Reference Books

1. Manuel G. Velasquez : *Business ethics – Concepts and Cases*, Pearson.
2. Luthans Hodgetts and Thompson: *Social issues in business*, Macmillan, USA
3. A. C. Fernando: *Business Ethics Pearson Education*.
4. A.C. Fernando: *Corporate Governance*, Pearson Education.
5. Adrian Davies: *Strategic approach to corporate governance*, Gower Pub Co.
6. N. Gopalswamy: *Corporate governance a new paradigm* A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: *Cases in Business Ethics Indian South*, Western College Publishing
8. Kevin Gibson: *Ethics and Business, An Introduction*, Cambridge Applied Ethics Cambridge University Press
9. K. V. Bhanumurthy: *Ethics and Social Responsibility of Business*, Pearson Education India.
10. M. C Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot (Publishers), Delhi
11. GK Kapoor and Sanjay Dhamija, *Company Law*, Bharat Law House, Delhi.

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INTERNAL ASSESSMENT

30 Marks

NO	Particulars	Marks
	Test, Assignment, Seminar, or Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY

70 Marks

Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marks	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(505) BUSINESS LAW (FOUNDATION)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Foundation	505	Business Law	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

To impart preliminary knowledge in respect of Laws to be followed while carrying the business.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Introduction to law and legal system	9
	<ul style="list-style-type: none"> ▪ Introduction to law, Object of law, Need for the knowledge of law, sources mercantile law. ▪ Preamble to the constitution of India (with explanation of all the terms used in the preamble) ▪ Fundamental Rights, Fundamental Duties (Briefly). ▪ Hierarchy of the judiciary and the courts in India. 	
Unit 2	Contract Law - I	9
	<ul style="list-style-type: none"> ▪ Objects, definition and features of Contract law. ▪ Essential elements of contracts. ▪ Classification of contracts ▪ Offer and legal rules as to an offer, Acceptance and legal rules as to acceptance. ▪ Consideration and legal rules as to consideration. Exceptions to the rule 'no consideration no contract'. ▪ Capacity to contract: contracts with minor, contracts with people of unsound mind, contracts with people disqualified by law. ▪ Quasi Contracts. 	
Unit 3	Contract Law - II	9
	<ul style="list-style-type: none"> ▪ Free consent: consent and free consent, (brief description of Coercion, Undue influence, Misrepresentation, Frauds and Mistake) ▪ Legality of Object: When consideration or object is unlawful. Unlawful and illegal agreements. 	

	<ul style="list-style-type: none"> ▪ Void agreements: List of void agreements, uncertain agreements, wagering agreements. ▪ Contingent contracts: meaning and rules of contingent contracts. ▪ Performance of contracts: Meaning and requisites of a valid tender, who must perform a contract. ▪ Discharge of contracts: Discharge by performance, Discharge by agreement or consent, Discharge by impossibility, Discharge by lapse of time, Discharge by operation of law, Discharge by breach of contract. ▪ Remedies for breach of contracts: Rescission of the contract, Suit for damages (very brief description of different types of damages), Suit upon quantum meruit, Suit for specific performance, Suit for injunction. 	
Unit 4	Special Contracts – I	9
	<p>Indemnity and Guarantee</p> <ul style="list-style-type: none"> ▪ Definitions: Contracts of Indemnity and Contracts of Guarantee. ▪ Distinction between contracts Indemnity and Guarantee. <p>Bailment and Pledge</p> <ul style="list-style-type: none"> ▪ Definition of contracts of Bailment ▪ Requisites of Bailment. <p>Definition of Contracts of Pledge. Difference between Bailment and Pledge.</p>	
Unit 5	Special Contracts – II – Law of Agency	9
	<ul style="list-style-type: none"> ▪ Definition of Agent and Principal, Essentials of relationship of Agency, Rules of Agency. ▪ Creation of Agency: by Express Agreement, by Implied Agreement, by Ratification (Excluding Requisites of Ratification) and by Operation of Law. ▪ Classification of Agents: Rights and Duties of Agents. ▪ Rights and Duties of Principal. 	

SUGGESTED REFERENCES

Reference Books:

1. Elements of Mercantile Law, N. D. Kapoor, Sultan Chand & Sons, New Delhi
2. Indian Contract Act, Sale of Goods Act and Partnership Act; Desai TR : SC Sarkar & Sons
3. Mercantile Law, S.S. Gulshan :,Excel Books
4. Legal Aspect of Business, Pathak:,TMH
5. The Negotiable Instruments Act; Khergamwala JS : NM Tripathi
6. The Principles of Merchantile Law, Singh Avtar , Eastern Book Company
7. Business Regulatory Framework, Maheshwari & Maheshwari:, Himalaya Publishing
8. Business Law , Kapoor ND : Sultan Chand & Sons
9. The Constitution of India: Bare Act with short notes for students
10. R. Khan, Publisher: Access Publishing.
11. Indian Judicial System, Mathew, P.D. & P.M. Bakshi, Publisher: New Delhi: ISI, 2002

EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June, 2020)

INTERNAL ASSESSMENT **30 Marks**

NO	Particulars	Marks
	Test, Assignment, Seminar, or Presentation	30

EXTERNAL ASSESSMENT BY UNIVERSITY **70 Marks**

Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marks	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(506) DIRECT TAXES (ALLIED)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Allied	506	Direct Taxes	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

To develop conceptual understanding regarding Direct Tax Laws and to Prepare Returns and make them introduced with assessment procedure

COURSE CONTENTS:

Marks: 60 % Marks for Practical Problems and 40 % Marks for theory questions.

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	General Aspects	9
	<ul style="list-style-type: none"> ▪ Definitions: Person, Income, Assessee, Previous Year, Assessment Year, Gross Total Income, Total Income, Agricultural Income. Heads of Income ▪ Residential status and Incidence of Tax 	
Unit -2	Exempted Income and Income Tax Authorities	9
	<ul style="list-style-type: none"> ▪ Incomes exempt from Income Tax (Section 10) ▪ Income tax authorities 	
Unit -3	Income from Business and Profession	9
	Income from Business and Profession: (Section 28,29,30,31,32,35,35(2AB),35ABB, 35AC, 35AD, 35CCA, 35CCC, 35CCD, 35D,36 ,37,40,40A, 40A(2), 40A(3), 40a(7), 41, 43B, 44AA & 44AB)	
Unit -4	Income from Salary	9
	Income from Salary: (Section 15, 16, 17 and Rules 3, Section 10(7), 10(10), 10(10A),10(AA), 10(13A)	

Unit -5	Income from House Property	9
	Income from House Property: (Sections 22 to 25 only)	

SUGGESTED REFERENCES

Reference Books:

1. Students guide to income tax- Vinod Singhania, Taxman Publication
2. Systematic approach to income tax- Girish Ahuja & Gupta, Bharat Law Publication
3. Income Tax: T M Manoahan
4. Direct Tax ready reckoner, N. V. Mehta, Kuber Publication

Notes:

1. The Syllabus is restricted to study of specified section only.
2. The Law In force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.
3. Study of rules is not implied for unless and until specifically mentioned.

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From June, 2020)

INTERNAL ASSESSMENT			30 Marks
No.	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(507) *MARKETING GROUP* – ADVANCED MARKETING MANAGEMENT (ELECTIVE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Elective	507	<i>Marketing Group – Advanced Marketing Management</i>	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

The course contains some advanced and varied marketing areas, topics and concepts to help students assimilate modern marketing theory and practices across the globe. The paper will help the student to develop necessary marketing knowledge and skills instrumental in their career.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Marketing Research Practices	
	Research Design: Concept and Types (Exploratory, Descriptive, and Causal) of Research Design; Sampling: Concept of Sample and Sampling, Types of Sampling procedures; Uses of sampling Data Collection Tools: Questionnaire (Concept, Key Issues in Questionnaire Preparation), Types of Question with Examples; Data Collection Methods: Brief idea of Survey Method, Observation Method, Experimental Method, and Panel Method. Research Report: Concept, Qualities, and Format.	9
Unit 2	Advertising Decisions	9
	Advertising Message: Concept, Process of Developing Advertising Message; Ad Copy: Concept and Layout; Advertising Media: Concept, Types, Factors, and Concept of Media Scheduling; Advertising Budget: Concept, Methods, and Factors; Functioning of	

	Ad Agencies: Concept, Functions, and Benefits, List of leading Ad Agencies in India; Social Issues of Advertising: Positive and Negative Outcomes of Advertising; Measuring Advertising Effectiveness: Need and Methods (Communication Effect Test and Sales Effect Test)	
Unit 3	Introduction to International Marketing	9
	Concept and Characteristics; Need or Importance of International Marketing, Forces Leading to Growth of International Marketing; Concept and types of PULL and PUSH Forces; International Marketing Environment: Concept and Variables, Practical Difficulties (Challenges); Key Decisions in International Marketing; Primary Idea of International Agencies/Organisations Affecting International Marketing operations.	
Unit 4	New Marketing Realities	9
	Direct Marketing and Online Marketing: Concept of Direct and Online Marketing; List of Direct and Online Marketing Activities, Online or Cyber Marketing Process; Benefits and Limitations of Online Marketing, Green Marketing: Concept, Need and Importance; Green Marketing Efforts; Customer Relationship Marketing (CRM): Concept and Importance, Components of CRM Programme, Concept of e-CRM, Common Drawbacks in CRM Programme.	
Unit 5	Case Studies	
	Case Study Theory: Concept of Case and Case Study; Role of Case Study; Case Study Guidelines for Students Case Analysis: Small and medium size case for case study relating to the topics in the syllabus (Note: At least two cases should be discussed in the class room.	
SUGGESTED REFERENCES		
Reference Books:		
<ol style="list-style-type: none"> Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, <i>Marketing Management</i>, 14th edition, Person education, New Delhi, 2012 R. B. Rudani, <i>Basics of Marketing Management</i>, S. Chand & Company, New Delhi, 2015 S.A. Sherlekar, <i>Marketing Management</i>, Himalaya Publishing House, Mumbai, India, 2009 John Quelch, and Kasturi Rangan, <i>Marketing Management: Text and Cases</i>, Tata McGraw-Hill, New Delhi, 2005 V. S. Ramaswamy and S. Namakumari, <i>Marketing Management</i>, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010 R. Shrinivasan, <i>Case studies in Marketing</i>, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012 		
(Note: The teachers and students shall use the Internet sources for the latest information)		

**EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June, 2020)**

INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5: One question from Case Study Theory OR One Question for Analysis of Case. (The Case analysis must contain One Case with four questions of equal marks)	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(508) FINANCE GROUP – INVESTMENT BANKING AND FINANCIAL SERVICES (ELECTIVE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Elective	508	Finance Group – Investment Banking and Financial Services	3	30	70	2.5 Hrs

COURSE OBJECTIVES

The objective of this syllabus is to provide students the understanding about the significance of activities of Investment banking in India. It also provides the detailed idea of importance of financial services.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Introduction	9
	An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional Structure and Functions of Investment / Merchant Banking; SEBI Guidelines for Merchant Bankers, Registration, Obligations and Responsibilities of Lead Managers.	
Unit 2	Issue Management	9
	Public Issue: Classification of Companies, Eligibility, Issue Pricing, Promoter’s Contribution, Minimum Public Offer, Prospectus, Allotment, Preferential Allotment, Private Placement, Book Building Process, Designing and Pricing, Green Shoe Option; Bought Out Deals, Post Issue Work & Obligations, Investor Protection, Broker, Sub Broker and Underwriters.	

Unit 3	Leasing and Hire Purchase	9
	<ul style="list-style-type: none"> ▪ Concepts of Leasing, Types of Leasing – Financial & Operating Lease, Direct Lease and Sales & Lease Back, Advantages and Limitations of Leasing. ▪ Hire Purchase Interest & Installment, Difference between Hire Purchase & Leasing, Choice Criteria between Leasing and Hire Purchase. 	
Unit 4	Venture Capital and Credit Rating	9
	<ul style="list-style-type: none"> ▪ Venture Capital: Concept, History and Evolution of VC, The Venture Investment Process, Various Steps in Venture Financing, Incubation Financing. ▪ Credit Ratings: Introduction, Types of Credit Rating, Advantages and Disadvantages of Credit Ratings, Credit Rating Agencies and Their Methodology, International Credit Rating Practices. 	
Unit 5	Factoring and Forfeiting	9
	<ul style="list-style-type: none"> ▪ Factoring: Process and Features of Factoring, Types of Factoring Contracts, Advantages and Disadvantages of Factoring, Difference Between Factoring and Bill Discounting. ▪ Forfeiting: Origin, Characteristics, Benefits, Difference Between Factoring and Forfeiting, Growth of Forfeiting in India. 	

SUGGESTED REFERENCES

1. M.Y.Khan: Financial Services, Tata McGraw –Hill.
2. Machiraju: Indian Financial System, Vikas Publishing House.
3. J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
4. K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
5. Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional
6. <https://en.wikipedia.org/wiki/Forfeiting>
7. <https://accountlearning.com/forfeiting-meaning-parties-involved-merits-demerits-forfeiting-in-india/>
8. <https://keydifferences.com/difference-between-factoring-and-forfeiting.html>

**EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From June, 2020)**

INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(509) HUMAN RESOURCE GROUP – MANAGEMENT OF INDUSTRIAL RELATIONS (ELECTIVE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Elective	509	Human Resource Group – Management of Industrial Relations	3	30	70	2.5 Hrs

COURSE OBJECTIVES

To acquaint students with concepts of Industrial Relations and various legislations related to Labour welfare and industrial relations

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Unit-1 Basic framework of Industrial relations	9
	Concept of industrial relations; characteristics, objectives, significance and factors affecting to industrial relations; Parties in industrial relations – Workers employers government and trade unions; Approaches to industrial relations; Suggestions to improve industrial relations in India.	
Unit 2	Managing Conflict	9
	Concept and characteristics of conflict; Optimum level conflict; Types of Conflicts; Functional and dysfunctional outcomes of conflict; Reasons for conflict; Techniques for conflict Resolution	
Unit 3	Worker’s Participation in Management	9
	Definition, Nature, objectives, forms of Worker’s participation in Management; Works Committee, Joint Management Council, Shop Councils, Joint councils, board level participation; Worker’s participation in Management in India; Concept of Quality Circle, Steps in Quality Circle Development Process	
Unit 4	Power and Politics	9
	Concept of power and Source/bases of power; Influence ability of the Target of Power; Concept and Features of organizational politics, Factors in organisational politics; Positive outcomes of organisational politics.	

Unit 5	Trade unionism, Collective Bargaining and Negotiation	9
	Concept and functions of Trade Unions; Types of Trade Unions; Problems of trade Unions in India; Collective Bargaining – Concept, principles, and forms of collective bargaining; Negotiation – Effective negotiation, stage in Negotiation, and Issues in Negotiation in Indian Industries.	

SUGGESTED REFERENCES

Reference Books:

1. K. Aswathappa, Human Resource and Personnel Management, McGraw-Hill Publishing Company, New Delhi.
2. Ramesh B. Rudani, Management and organisational Behaviour, Tata McGraw Hill publication, New Delhi.
3. Arun Monappa, Industrial Relations, Tata McGraw-Hill
4. C. B. Mamoria, Satish Mamoria & S. V. Gankar, Dynamics of Industrial Relations.
5. C. S. Venkata Ratnam, Industrial Relations, Oxford
6. G. A. Armstrong: Industrial Relations-An Introduction, George G. Harrap & Co. Ltd., London.
7. P. C. Tripathy: Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi.
8. P.R.N. Sinha, Indu Bala Sinha and Seema Priyadarshani Shekhar: Industrial Relations, Trade Unions and Labour Legislations, Pearson
9. Ratna Sen, Industrial Relations in India: Shifting Paradigm, Macmillan
10. S. C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From June, 2020)

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NO	Particulars	Marks	
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EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks in University Examination (28 marks out of total 70 marks).

(510) STATISTICS GROUP – FUNDAMENTALS OF OPERATIONS RESEARCH (ELECTIVE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	V	Elective	510	Statistic Group – Fundamentals of Operations Research	3	30	70	2.5 Hrs

COURSE OBJECTIVES

The objective of this paper is to familiarize the students with basic techniques of operations research

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Introduction of Operations Research	9
	<ul style="list-style-type: none"> ▪ Nature of Operations Research ▪ Characteristic of Operations Research ▪ Methodology of Operations Research ▪ Models of Operations Research ▪ Applications of Operations Research 	
Unit 2	Linear Programming -1	9
	<ul style="list-style-type: none"> ▪ Meaning and uses of L.P. ▪ Various terms which are used in L.P. ▪ Mathematical Formulation of the L.P. ▪ Assumptions and Limitations of L.P. ▪ Optimum solution of L.P. by Graphical Method ▪ Typical Examples. 	
Unit 3	Linear Programming -2	9
	<ul style="list-style-type: none"> ▪ Slack and Surplus variables. ▪ Optimum solution of L.P. by simplex Method (for two variables only) ▪ Typical Examples. 	
Unit 4	Transportation Problem	9

	<ul style="list-style-type: none"> ▪ Introduction of T.P. ▪ Initial method of solving T.P. <ul style="list-style-type: none"> ○ North-West corner rule method ○ Matrix minima method ○ Vogel's approximation method ▪ Optimum method for solving T.P. <ul style="list-style-type: none"> ○ MODI method 	
Unit 5	Assignment methods	9
	Introduction Hungarian assignment method Some typical examples	

SUGGESTED REFERENCES

Reference Books:

1. Operations Research Theory and Applications (2nd edition): J K Sharma (Macmillan India)
2. Operations Research Techniques for Management : V.K. Kapoor (Sultan Chand & Sons)
3. Operations Research: Kanti Swarop, P.K. Gupta & Man Mohan (Himalaya Publication)
4. Quantitative Techniques in Management: N.D. Vera (TATA McGraw Hill)

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From June, 2020)

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4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
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