



Rama University, Kanpur

Dated: 10-05-2015

Constitution of BOS


As per the university ordinance I am proposing BOS of Department of Management, Rama University, Kanpur for the year 2015-2016. The following members are nominated:

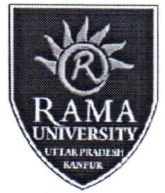
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|----------------------|---------------|
| 1. Dr. Anshul Sharma | - Chairperson |
| 2. Mr. Om Ji Gupta | - Member |
| 3. Dr. Rakesh Singh | - Member |
| 4. Mr. Anubhav Singh | - Member |
| 5. Mr. K.P. Singh | - Member |
| 6. Dr. Govind Kumar | - Member |

The following members agreed to review the minutes.

1. Prof. Devendra Awasthi (Dean, VSSD College, Kanpur – External Member)
2. Mr. Alok Singh (CEO, IVS Soft tech Ltd.) - External Member

Kindly approve it.


Dr. Anshul Sharma
Dean FCM



Rama University, Kanpur

Dated: 19-05-2015

Minutes of Meeting

Boards of Studies

A meeting of Boards of Studies of Faculty of commerce and management was held on 18-05-2015 in Dean Office. The following members were present:

- | | | |
|---------------------|---|-------------|
| 1. Dr.Anshul Sharma | - | Chairperson |
| 2. Mr. Om Ji Gupta | - | Member |
| 3. Dr.Rakesh Singh | - | Member |
| 4. Mr.Anubhav Singh | - | Member |
| 5.Mr.K.P.Singh | - | Member |
| 6.Dr.Govind Kumar | - | Member |

The following members agreed to review the minutes .

- | | | |
|--|---|-----------------|
| 1. Prof. Devendra Awasthi (Dean, VSSDCollege,Kanpur) | - | External Member |
| 2. Mr.Alok Singh (CEO,IVS Soft tech Ltd.) | - | External Member |

Agenda:

1. Approval of Course, evaluation scheme and detail syllabus for 3 years of B.Com (Honors).
2. Approval of external examiner.
3. Approval a list of paper setter.

The BOS committee confirmed the minutes of the BOS meeting held on 18/05/2015.

2. The new programs and their curricula

S. No.	Item No.	Existing	Recommendation /Action Taken
1.	Approval of Course, evaluation scheme and detail syllabus for 3 years of B.Com (Honors).	-	<ul style="list-style-type: none">• Approved Attached: Evaluation Scheme and• Detailed syllabus for 3 years.• (Annexure:1)
2.	Continuation of Detail Syllabus of BBA (Digital Marketing)	Existing from 2014-15	<ul style="list-style-type: none">• Syllabus verified and approved (Annexure:2)

Handwritten signatures: R, Om, Anshul Sharma, Singh, Govind, Anshul, Anshul, Anshul

	without major changes		
3.	Continuation of Detail Syllabus of MBA (Dual Specialisation) without major changes	Existing from 2014-15	<ul style="list-style-type: none"> Syllabus verified and approved (Annexure:3)
4.	Approval of external examiner	.	<ul style="list-style-type: none"> Committee members agreed.
5.	Approval a list of paper setter.		<ul style="list-style-type: none"> Committee members agreed.

3. Recommendation on New courses under the Institute

S. No.	Item No.	Feedback from Faculty/Student	Recommendation /Action Taken
1	B.Com(H)	Yes	Agreed

4. Consideration of the curricula of the new programs prepared by the faculty

S. No.	Item No.	Feedback from Faculty/subject experts/Industries	Recommendation /Action Taken
1	B.Com(H)	Yes	Agreed

5. Result Analysis: YES

6. Any other issue with the permission of the Chair: No

The meeting concluded with a vote of thanks to the chair.
Date of the Next Meeting: to be decided and conveyed later

(Chairman)

Encl.: Recommended Curricula attached for consideration and approval.

CC:

1. Dean Academics Office
2. Registrar Office

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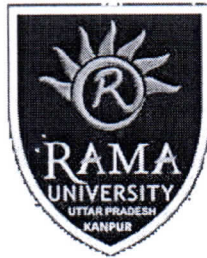
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**RAMA UNIVERSITY UTTAR PRADESH,
KANPUR**

**FACULTY OF COMMERCE AND
MANAGEMENT**



**SYLLABUS AND EVALUATION
SCHEME**

[Effective from the Session 2015-16]

BBA

(Digital Marketing)

1st, 2nd and 3rd Year

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Detailed Syllabi of BBA (Digital Marketing) Programme

1) Introduction to Choice Based Credit System (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

2) Definitions:

- (i) 'Academic Programme' means an entire course of study comprising its programme structure, course details, evaluation schemes, etc. designed to be taught and evaluated in a teaching Department/Centre or jointly under more than one such Department/Centre.
- (ii) 'Course' means a segment of a subject that is part of an Academic Programme.
- (iii) 'Programme Structure' means a list of courses (Core, Elective, Open Elective) that makes up an Academic Programme, specifying the syllabus, credits, hours of teaching, evaluation and examination schemes, minimum number of credits required for successful completion of the programme, etc. prepared in conformity to university rules and eligibility criteria for admission.
- (iv) 'Core Course' means a course that a student admitted to a particular programme must successfully complete to receive the degree and which cannot be substituted by any other course.
- (v) 'Elective Course' means an optional course to be selected by a student out of such courses offered in the same or any other Department/Centre.
- (vi) 'Open Elective' means an elective course which is available for students of all programmes, including students of the same department. Students of other department will opt these courses subject to fulfilling of eligibility of criteria as laid down by the department offering the course.
- (vii) 'Credit' means the value assigned to a course which indicates the level of instructions. 1 hour lecture per week equals 1 credit and 1 hour practical class per week equals 1 credits. Credit for a practical could be proposed as part of a course or as a separate practical course.
- (viii) 'SGPA' means Semester Grade Point Average calculated for individual semester.

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- (ix) 'CGPA' is Cumulative Grade Points Average calculated for all courses completed by the students at any point of time. CGPA is calculated each year for both the semesters clubbed together.
- (x) 'Grand CGPA' is calculated in the last year of the course by clubbing together of CGPA of three years, i.e., six semesters. Grand CGPA is being given to the student in form of a transcript. For the benefit of the student a formula for the conversion of Grand CGPA into percentage marks is also given in the transcript.

3) Programme Structure:

The BBA (Digital Marketing) programme is a three-year course divided into six semesters. A student is required to complete at least 114 credits for the completion of the course and the award of degree.

		<i>Semester</i>	<i>Semester</i>
Part-I	First Year	Semester I	Semester II
Part-II	Second Year	Semester III	Semester IV
Part-III	Third Year	Semester V	Semester VI

Course Credit Scheme

Semester	Core Courses			Open Elective			Elective Courses			Project/Viva			Total Credits
	No. of Papers	Credits for each	Total	No. of Papers	Credits for each	Total	No. of Papers	Credits	Total	No. of Papers	Credits	Total	
I	6	3	18	0	0	0	0	0	0	0	0	0	18
II	6	3	18	0	0	0	0	0	0	0	0	0	18
III	6	3	18	0	0	0	0	0	0	0	0	0	18
IV	7	3	21	0	0	0	0	0	0	0	0	0	21
V	6	3	18	0	0	0	0	0	0	1	3	3	21
VI	5	3	15	0	0	0	0	0	0	1	3	3	18
Total Credits for the Course			108			0			0			6	114

- For each Core, Elective and Open Elective Course, there will be 4 lecture hours of teaching per week
- Duration of End Semester Examination of each course shall be of 3 hours.

4) Eligibility for Admission

Applicants who have graduated under 10+2 scheme or an equivalent scheme, and secure not less than 50% aggregate are eligible for admission. Relaxation will be applicable as per government rules to the candidates belonging to SC, ST and OBC category as per the university rules

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5) Assessment of Students' Performance and Scheme of Examinations:

English shall be the medium of instruction and examination. Assessment of students' performance shall be as follows:

i. Course without practical components

For Continuous Evaluation (CE) is such as: 20 Marks

- a. Attendance: 5Marks
- b. Assignments/Quiz / Seminar/Term paper /Project: 15Marks
- MTE - Mid Term Examination: 20 Marks
- c. First Mid Term Examination: 10marks
- d. Second Mid Term Examination: 10marks

End Term Examination: 60 Marks

ii. Course with only practical component

ETE - End Term Examination: 100 Marks

iii. Course with practical components

For Continuous Evaluation (CE) is such as: 30 Marks

- a. Conduct / Perform/Execution/Practical File/ Viva-Voce

MTE - Mid Term Examination: 20 Marks

- b. First Mid Term Examination: 10marks
 - c. Second Mid Term Examination: 10marks
- ETE - End Term Examination: 50 Marks

6) Pass Percentage & Promotion Criteria:

Pass Percentage: 50% or equivalent grade (as per University rules) in each course. A student must score the minimum passing marks in each of the Core, Elective and Open Elective courses.

7) Conversion of Marks into Grades:

University rules to be followed.

8) Grade Points:

University rules to be followed.

9) CGPA Calculation:

University rules to be followed.

10) SGPA Calculation:

University rules to be followed.

11) Grand SGPA Calculation:

University rules to be followed.

12) Conversion of Grand CGPA into marks:

As notified by competent authority, the formula for conversion of Grand CGPA into marks is:

Final percentage of marks = CGPA based on all six semesters x 9.5

13) Division of Degree into Classes

University rules to be followed.

14) Attendance Requirement:

University rules to be followed.

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Rama University Uttar Pradesh, Kanpur										
Faculty of Commerce and Management Course Detail and Evaluation Scheme										
(Effective from the Session 2015-16)										
BBA (Digital Marketing)										
Year-1 SEMESTER-I										
S.N.	Subject Code	Subject Name	Period			EVALUATION SCHEME			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
Theory subjects										
1	BBA101	Principles of Management	2	1	0	20	20	60	100	3
2	BBA102	Business Mathematics	2	1	0	20	20	60	100	3
3	BBA103	Microeconomics	2	1	0	20	20	60	100	3
4	BBA104	Business Communication	2	1	0	20	20	60	100	3
5	BBA105	Introduction to IT	2	1	0	20	20	60	100	3
6	BBA106	Financial Accounting	2	1	0	20	20	60	100	3
TOTAL			12	6	0	120	120	360	600	18

L: LECTURE, T: THEORY, P: PRACTICAL,

CE: CONTINUOUS EVALUATION, MTE: MID-TERM EVALUATION, ETE: END-TERM EVALUATION

Evaluation Scheme:

➤ Course without practical components

(A) Continuous Evaluation (CE)	20 Marks
1. Attendance	5 marks
2. Assignments/Quiz/Seminar/Term paper /Project	15 marks
(B) Mid Term Examination (MTE)	20 Marks
1. First Mid Term Examination	10 marks
2. Second Mid Term Examination	10 marks
(C) End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur

Faculty of Commerce and Management Course Detail and Evaluation Scheme

(Effective from the Session 2015-16)

BBA (Digital Marketing)

Year-1 SEMESTER-II

S.N.	Subject Code	Subject Name	Period			EVALUATION SCHEME			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
Theory subjects										
1	BBA201	Business Organization	2	1	0	20	20	60	100	3
2	BBA202	Quantitative Techniques	2	1	0	20	20	60	100	3
3	BBA203	E-Commerce	2	1	0	20	20	60	100	3
4	BBA204	Operations Research	2	1	0	20	20	60	100	3
5	BBA205	Cost Accounting	2	1	0	20	20	60	100	3
6	BBA206	Fundamental Ad Words	2	1	0	20	20	60	100	3
TOTAL			12	6	0	120	120	360	600	18

L: LECTURE, T: THEORY, P: PRACTICAL,

CE: CONTINUOUS EVALUATION, MTE: MID-TERM EVALUATION, ETE: END-TERM EVALUATION

Evaluation Scheme:

➤ Course without practical components

(A) Continuous Evaluation (CE)	20 Marks
1. Attendance	5 marks
2. Assignments/Quiz/Seminar/Term paper /Project	15 marks
(B) Mid Term Examination (MTE)	20 Marks
1. First Mid Term Examination	10 marks
2. Second Mid Term Examination	10 marks
(C) End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur										
Faculty of Commerce and Management Course Detail and Evaluation Scheme										
(Effective from the Session 2015-16)										
BBA (Digital Marketing)										
Year-2 SEMESTER-III										
S. No.	Subject Code	Subject Name	Period			EVALUATION SCHEME				
			L	T	P	CE	MTE	ETE	TOTAL	CREDITS
1	BBA301	Management Accounting	2	1	0	20	20	60	100	3
2	BBA302	Organizational Behaviour	2	1	0	20	20	60	100	3
3	BBA303	Marketing Management	2	1	0	20	20	60	100	3
4	BBA304	Display Advertising	2	1	0	20	20	60	100	3
5	BBA305	Strategic Management	2	1	0	20	20	60	100	3
6	BBA306	Search Advertising	2	1	0	20	20	60	100	3
Total			18	6	0	120	120	360	600	18

L: LECTURER, T-TUTORIAL, P- PRACTICAL, CE- CONTINUOUS EVALUATION, MTE-MID TERM EXAMINATION, ETE-END TERM EXAMINATION.

Evaluation Scheme:

- Course without practical components

(A) Continuous Evaluation (CE)	20 Marks
1. Attendance:	5 marks
2. Assignments/Quiz/Seminar/Term paper /Project	15 marks
(B) Mid Term Examination (MTE)	20 Marks
1. First Mid Term Examination:	10 marks
2. Second Mid Term Examination:	10 marks
(C) End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur
 Faculty of Commerce and Management Course Detail and Evaluation Scheme
 (Effective from the Session 2015-16)
 BBA (Digital Marketing)
 Year-2 SEMESTER-IV

S. No.	SUB CODE	SUBJECT NAME	PERIOD			EVALUATION SCHEME				
			L	T	P	CE	MTE	ETE	TOTAL	CREDIT
1	BBA401	Human Resource Management	2	1	0	20	20	60	100	3
2	BBA402	Business Environment	2	1	0	20	20	60	100	3
3	BBA403	Marketing Research	2	1	0	20	20	60	100	3
4	BBA404	Web Based Technologies	2	1	0	20	20	60	100	3
5	BBA405	Video Advertising	2	1	0	20	20	60	100	3
6	BBA406	Shopping advertising	2	1	0	20	20	60	100	3
7	BBA407	Supply Chain Management	2	1	0	20	20	60	100	3
		TOTAL	14	7	0	140	140	420	700	21

L: LECTURER, T-TUTORIAL, P- PRACTICAL, CE- CONTINUOUS EVALUATION, MTE-MID TERM EXAMINATION, ETE-END TERM EXAMINATION.

Evaluation Scheme:

➤ **Course without practical components**

(A) Continuous Evaluation (CE)	20 Marks
1. Attendance:	5 marks
2. Assignments/Quiz/Seminar/Term paper /Project	15 marks
(B) Mid Term Examination (MTE)	20 Marks
1. First Mid Term Examination:	10 marks
2. Second Mid Term Examination:	10 marks
(C) End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur
 Faculty of Commerce and Management
 Course Detail and Evaluation Scheme
 (Effective from the Session 2015-16)
BBA (Digital Marketing)
Year 3 Semester V

S.NO	SUB CODE	SUB NAME	PERIOD			EVALUATION SCHEME				
			L	T	P	CE	MTE	ETE	TOTAL	CREDITS
1	BBA501	CORPORATE SOCIAL RESPONSIBILITIES AND ETHICS	2	1	0	20	20	60	100	3
2	BBA502	SALES MANAGEMENT	2	1	0	20	20	60	100	3
3	BBA503	PRODUCTION AND OPERATION MANAGEMENT	2	1	0	20	20	60	100	3
4	BBA504	MANAGEMENT OF FINANCIAL INSTITUTIONS	2	1	0	20	20	60	100	3
5	BBA505	BUSINESS LAW	2	1	0	20	20	60	100	3
6	BBA506	MOBILE ADVERTISING	2	1	0	20	20	60	100	3
7	BBA507	SUMMER INTERNSHIP PROJECT	0	0	0	0	0	100	100	3
TOTAL			12	6	0	120	120	460	700	21

L: LECTURER, T-TUTORIAL, P- PRACTICAL, CE- CONTINUOUS EVALUATION, MTE-MID TERM EXAMINATION, ETE-END TERM EXAMINATION.

Evaluation Scheme:

➤ **Course without practical components**

(A) Continuous Evaluation (CE)	20 Marks
1. Attendance:	5 marks
2. Assignments/Quiz/Seminar/Term paper /Project	15 marks
(B) Mid Term Examination (MTE)	20 Marks
1. First Mid Term Examination:	10 marks
2. Second Mid Term Examination:	10 marks
(C) End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

➤ **Summer Internship (BBA507)**

(A) End Term Examination (ETE)	100 Marks
1. Internship Report	50 marks
2. Comprehensive Viva-voce (External)	50 marks
TOTAL (A)	100 Marks

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Rama University Uttar Pradesh, Kanpur Faculty of Commerce and Management Course Detail and Evaluation Scheme (Effective from the Session 2015-16) BBA (Digital Marketing) Year-3 SEMESTER-VI										
S.N.	SUBJECT CODE	SUBJECT NAME	PERIOD			EVALUATION SCHEME				
			L	T	P	CE	MTE	ETE	TOTAL	CREDIT
1	BBA601	CORPORATR POLICY AND STRATEGY	2	1	0	20	20	60	100	3
2	BBA602	FINANCIAL MANAGEMENT	2	1	0	20	20	60	100	3
3	BBA603	MANAGEMENT INFORMATION SYSTEM	2	1	0	20	20	60	100	3
4	BBA604	INTERNATIONAL BUSINESS MANAGEMENT	2	1	0	20	20	60	100	3
5	BBA605	DATA BASE MANAGEMENT SYSTEM	2	1	0	20	20	60	100	3
6	BBA606	RESEARCH REPORT	0	0	0	0	0	100	100	3
		TOTAL	12	6	0	100	100	400	600	18

L: LECTURER, T-TUTORIAL, P- PRACTICAL, CE- CONTINUOUS EVALUATION, MTE-MID TERM EXAMINATION, ETE-END TERM EXAMINATION.

Evaluation Scheme:

➤ Course without practical components

(A) Continuous Evaluation (CE)	20 Marks
1. Attendance:	5 marks
2. Assignments/Quiz/Seminar/Term paper /Project	15 marks
(B) Mid Term Examination (MTE)	20 Marks
1. First Mid Term Examination:	10 marks
2. Second Mid Term Examination:	10 marks
(C) End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

➤ Final Research Project

(A) End Term Examination (ETE)	100 Marks
1. Thesis Report	50 marks
2. Comprehensive Viva-voce	50 marks
TOTAL (A)	100 Marks

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BBA101: PRINCIPLES OF MANAGEMENT

Course objective:- The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Concept, Nature, Process and Significance of Management; Managerial levels, skills, Functions and Roles; Management vs. Administration; Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management, Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches	10/25%
Unit 2:	Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality. Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentalization; Delegation and Decentralization; Formal and Informal Organization. The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning.	10/25%
Unit 3:	Staffing: Concept, Nature and Importance of Staffing;. Organizational Structure : Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing	10/25%
Unit 4:	Co-ordination functions in Organization - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System, Theories of Motivation	10/25%

SUGGESTED READINGS

Text Books

1. Robbins, (2009). Fundamentals of Management: Essentials Concepts and Applications, 6th edition, Pearson Education.
2. Stoner, Freeman and Gilbert Jr. ((2010)) Management, 8th Edition, Pearson Education.

Reference Books

1. Koontz, H.(2008), Essentials of Management, McGraw Hill Education.
2. Gupta, C.B. (2008), Management Concepts and Practices, Sultan Chand and Sons, New Delhi.
3. Ghillyer, A, W., (2008) Management- A Real World Approach, McGraw Hill Education.
4. Mukherjee, K, (2009), Principles of Management, 2nd Edition, McGraw Hill Education.

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BBA102: BUSINESS MATHEMATICS

Course objective:- This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoin matrix methods & Gaussian Elimination Method.	10/25%
Unit 2:	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest. Permutation & Combination.	10/25%
Unit 3:	Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business	10/25%
Unit 4:	Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business, Lagrangian multipliers, Differential Equations – Variable, Separable and Homogeneous Type- Business applications.	10/25%

SUGGESTED READINGS

Text Books

1. Trivedi, (2010), Business Mathematics, 1st edition, Pearson Education
2. Bhardwaj, R.S. (2000). Mathematics for Economics and Business, Excel Books

Reference Books

1. Raghavachari, M, (2004), Mathematics for Management, McGraw Hill Education.
2. Cleaves, Cheryl, and Hobbs, Margie, (2008) Business Math, 7th Edition, Prentice Hall.
3. Tuttle, Michael, D., (2008) Practical Business Math: An Applications Approach, 8th Edition, Prentice Hall.
4. Khan, Shadab, (2008) "A Text Book of Business Mathematics", Anmol Publications.

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BBA103: MICROECONOMICS

Course objective:- The objective of the course is to familiarize the student with the basic concept of economics and to provide him/her with the knowledge of planning, scheduling and the related issues in the business economics practice.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics; Opportunity Costs, Relevance of Economics in business management.	10/25%
Unit 2:	Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Indifference curve and consumer equilibrium, Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand; Demand Forecasting: Need, Objectives and Methods (Brief)	10/25%
Unit 3:	Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.	10/25%
Unit 4:	Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly	10/25%

SUGGESTED READINGS

Text Books

1. Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N. (2008) Managerial Economics, 7th edition, Vikas Publishing House.

Reference Books

1. Kreps, D. (2009). Microeconomics for Managers, 1st edition, Viva Books Pvt. Ltd.
2. Peterson, L. and Jain (2006) Managerial Economics, 4th edition, Pearson Education.
3. Colander, D, C (2008) Economics, McGraw Hill Education.

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BBA104: BUSINESS COMMUNICATION

Course objective:- To understand, analyze and evaluate various types of communication and various barriers to communication and to discuss and acquire knowledge about technology based communication in the current business era.

Syllabus & Detailed Contents

L	T	P	CR
2	0	1	3

Unit	Content	Hours/ Weightage
Unit 1:	Communication- Concept and Nature of Communication, Communication Process, Objectives of Communication, Need for Communication, Role and Importance of Communication in Management, Types & Methods of Communication	10/25%
Unit 2:	Modern Technology and Communication- Globalization of Business, Role of Information Technology, Internet, Email, Scanners, Fax, Groupware, Telephone, Mobile or Cellular Phone, Pager, Voice Mail, Teleconferencing, Video Conferencing, Multimedia, E-Commerce, M-Commerce	10/25%
Unit 3:	Effective Communication & Barriers to Communication and Listening Skills- Seven Cs (7Cs) of Communication, Types of Barrier- Physical and Mechanical Barriers, Language and Semantic Barriers, Socio-Psychological Barriers, Personal Barriers. Gateways to Effective Communication. Significance of Listening, Nature and Purpose of Listening, Types of Listening, Level of Listing, Barriers to Active Listening, Developing Listening Sills, Tips for Effective Listing	10/25%
Unit 4:	Business Letter Writing & Business Etiquettes and Public Speaking & Oral Presentation Skills- Principal & Structure of Business Letters, Types of Business Letters. Speaking Skills, Speeches, Organizing a Speech/Presentation, Making a Speech/ Presentation, Speakers Personality and Body Language, Manner of Speaking, Audio-Visual Aids in Presentation. Illustrative Speeches	10/25%

SUGGESTED READINGS

Text Books

1. Lesikar, Petit & Flatley, Lesikar's Basic Business Communication, Tata McGraw-Hill
2. TN Chhabra (2007). **Business Communication, Daya Publication**

Reference Books

1. Poe & Fruchling, Basic Communication, AITBS
2. Taylor, English Conversion Practice, Tata McGraw-Hill
3. Diwan & Aggarwal, Business Communication, Excel Books
4. Baugh, Frayer & Thomas, How to write first class Business Correspondence, Viva Books

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BBA105: INTRODUCTION TO IT

Course objective:- This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and exposes them to other related papers of IT.

Syllabus & Detailed Contents

L	T	P	CR
2	0	1	3

Unit	Content	Hours/ Weightage
Unit 1:	Basics of Computer and its Evolution: Evolution of Computer, Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Various Fields of Computer, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)	10/25%
Unit 2:	Computer Software: Types of Software, Compiler and Interpreter, Generations of languages, Computer Memory: Primary Memory (ROM and it's type – PROM, EPROM,EEPROM, RAM), Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory	10/25%
Unit 3:	Operating System Concept: Introduction to Operating System; Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration, Important Terms like Directory, File, Volume, Label, Drive Name, etc .Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, Renaming a File	10/25%
Unit 4:	Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to MS-Word, Spread Sheets and Graphical Solutions.	10/25%

Text Books

1. ITL, ESL,(2005) Introduction to InfoTech, 1st edition, Pearson Education
2. Goyal, Anita, ((2010)) Computer Fundamentals, 1st Edition, Pearson Education.

Reference Books

1. Leon and Leon, (1999) Introduction to Information Technology, Vikas Publishing House.
2. Joseph A. Brady and Ellen F Monk, (2007) Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning.
3. Rajaraman, V., (2009) Introduction to Information Technology, Prentice Hall of India.

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BBA106: FINANCIAL ACCOUNTING

Course objective:- The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Objectives of Accounting, Matching of Indian Accounting Standards with International Accounting Standards.	10/25%
Unit 2:	Double entry system of accounting, journalizing of transactions; ledger posting and trial balance, Preparation of Cash Book , Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation.	10/25%
Unit 3:	Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.	10/25%
Unit 4:	<i>Funds Flow Statement:</i> Preparation of Funds Flow Statement and its analysis. <i>Cash Flow Statement:</i> Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.	10/25%

SUGGESTED READINGS

Suggested Readings

1. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
2. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
3. Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).
4. Mukherjee - Financial Accounting for Management (TMH, 1st Edition).
5. Banerjee-Financial Accounting(Excel Books)
6. Dhamija - Financial Accounting for managers: (Prentice Hall)
7. Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition)

Reference Books

1. Horngren, Sundem and Stratton. Introduction to Accounting Management, PHI
2. R.K, Lele, JawaharLal, Accounting Theory, Himalaya Publishing House
3. L.S. Porwaa Accounting Theory, Tata McGraw Hill
4. A.K. Vashisht, J.S Pasricha, Management Accounting, Unistar Books Pvt. Ltd.
5. S.P. Jain, K.L. Narang, Cost Accounting Principles and Practices, Kalyani Publishers
6. Bhattacharyya, John Dearden, Costing for Management, Vikas Publishing House

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BBA201: BUSINESS ORGANIZATION

Course objective:- The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Introduction: Concept, Nature and Scope of Business; Concept of Business as a System; Classification of business activities, Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values, Business and profession	10/25%
Unit 2:	Business Enterprises: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – Stages in formation; documentation (MOA AOA)	10/25%
Unit 3:	Business: Scope and role; Government Policies .Government & Business Interface: Rationale; Forms of Government and Business Interface	10/25%
Unit 4:	Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks Business Finance: Financial need of business methods & source of finance, security market, money market, study of stock exchange & SEBI	10/25%

SUGGESTED READINGS

Text Books

1. Robert; Lawrence, (2009) Modern Business Organization, McMillan India.
2. Tulsian, P. C., (2009) Business Organization & Management, 2nd edition, Pearson Education.

Reference Books

1. Basu, C. R., (2010) Business Organization and Management, 1st Edition, McGraw Hill Education.
2. Gupta, C.B., (2010) Modern Business Organization and Management, DhanpatRai & Sons.
3. Agarwal, N. P., Tailor, R. K., (2008) Business Organization and Management, DhanpatRai& Sons.

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BBA202: QUANTITATIVE TECHNIQUES

Course objective: To understand the role of Business mathematics, statistics and Quantitative Techniques in managerial decision making by collecting, analyzing and presenting data in an appropriate manner.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Statistics: Concept, significance & limitation, Types of Data, Frequency Distribution & Graphical Representation. Measures of central Tendency (Mean, Median, Mode) ; measures of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation, Skewness and Kurtosis	10/25%
Unit 2:	<i>Time series analysis:</i> Concept, Additive and Multiplicative models, Index Numbers:- Meaning , uses of index numbers, <i>Correlation:-</i> Meaning and types of correlation, Karl Pearson and Spearman rank correlation. <i>Regression:-</i> Meaning , Regression equations and their application.	10/25%
Unit 3:	<i>Probability:</i> Concept of probability and its uses in business decision-making; Addition and multiplication theorems. <i>Probability Theoretical Distributions:</i> Concept and application of Binomial; Poisson and Normal distributions;	10/25%
Unit 4:	<i>Hypothesis Testing:</i> Formulation of Hypotheses; Sampling, Methods of Sampling, Sampling and Non –Sampling errors. Test of Hypothesis, Type-I and Type-II Errors, Large Sample Test.	10/25%

SUGGESTED READINGS

1. Bhardawaz-Business Statistics (Excel Books)
2. Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
3. Black- Business Statistics (Wiley Dreamtech
4. Sharma J K - Business statistics (Pearson education 2nd edition)
5. Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
6. T.R. Jain, S.C. Aggarwal (Business Statistics)

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BBA203: E-COMMERCE

Course objective: The objective of the course is to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and the related issues the e-commerce practice.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Introduction – Meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; factors affecting e-commerce; business and technological dimensions of e-commerce Applications in e-commerce: E-business model based on the relationship of transaction parties B2C, B2B,C2C,C2B, e-Commerce Sales life Cycle model.	10/25%
Unit 2:	Evolution of E-Commerce: Introduction, learning, History of e-commerce, Advantages and Disadvantages of E-Commerce, Roadmap of e-commerce in India; e-commerce opportunities for industries, e-Transition challenges for India	10/25%
Unit 3:	Electronic payment system; Types of EPS, digital token-based electronic payment system, Electronic cash, Smart card system and Electronic Payment Systems, Credit cards based electronic payment systems, Risks and Electronic payment systems.	10/25%
Unit 4:	E-Marketing: Introduction, Objective, scope of e-marketing, Internet marketing Techniques; Email marketing, Banner advertising, off-line advertising ,Spam mail, E-mail chain letters.	10/25%

SUGGESTED READINGS

Reference Books

- 1.Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
- 2.Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
- 3.Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.

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BBA204: OPERATIONS RESEARCH

Course objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in operations research assisting specially in resolving complex problems and serve as a valuable guide to the decision makers.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Introduction To Operations Research - Meaning definitions, Applications of Operations Research, Models and modeling.	10/25%
Unit 2:	Linear Programming: Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance, Usage & Application in Business Decision Making	10/25%
Unit 3:	Transportation and Assignment problems: General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogel's Approximation Method and Testing for Optimality; Assignment Problem: Different Methods Operations.	10/25%
Unit 4:	Queuing Theory, Network analysis, PERT, CPM (critical path method), Theory of games, saddle point, dominance property, Decision under different environment, Criteria for making decision under uncertainty.	10/25%

SUGGESTED READINGS

Text Books

1. Sharma, J.K., (2011) Operations Research: Theory and Applications, 4th edition, Macmillan India Ltd.
2. Jaisankar S., (2010) Operations Research: Decision Models Approach, 1st Edition, Excel Books
3. Natarajan A. M., Balasubramani P., Tamilarasi A., (2011) Operations Research, Pearson Education

Reference Books

1. Taha, Hamdy, (2008) Operations Research: An Introduction, 8th edition, Pearson Education.
2. Ravindran, Phillips, Solberg (2011) Operations Research: Principles and Practice, 2nd Edition, Wiley and Sons.

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BBA205: COST ACCOUNTING

Course objective: The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Introduction: Nature and scope of cost accounting: Cost concepts and classification; methods and techniques; Installation of costing system; Concept of cost audit	10/25%
Unit 2:	Accounting for Material: Material control; Concept and techniques; Pricing of material issues; Treatment of material losses	10/25%
Unit 3:	Accounting for Labour: Labour cost control procedure; Labour turnover; Idle time and overtime; Methods of wage payment -time and piece rates; Incentive Schemes.	10/25%
Unit 4:	Accounting for Overheads: Classification and departmentalization; Absorption of overheads; Determination of overhead rates; Under and over absorption, and its treatment, Cost Ascertainment: Unit costing; Job, batch and contract costing; Operating.	10/25%

SUGGESTED READINGS

Suggested Readings:

1. Arora M.N.: Cost Accounting-Principles and Practice; Vikas, New Delhi.
2. Jain S.P. and Narang K.L.: Cost Accounting; Kalyani New Delhi.
3. Anthony Ropbert, Reece, et at: Principles of Management Accounting: Richard D. Irwin Inc. Illinois.
4. Homgren, Charles, Foster and Datar. Cost Accounting -A Managerial Emphasis; Prentice- Hall of India, New Delhi.
5. Khan M.Y. and Jain P.K. Management Accounting; Tata McGraw Hill.
6. Kalpan R.S. and Atkinson A.A.: Advanced Management Accounting; Prentice IndiaInternational.
7. Tulsian P.C. Practical Costing: Vikas, New Delhi
8. Maheshwari S.N.: Advanced Problems and Solutionsin Cost Accounting; Sultan Chand, New Delhi.
9. Jha B.K. Cost Accounting, Kedar Nath Ram Nath, Mee

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BBA206: FUNDAMENTALS OF ADWORDS

Course objective: The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Google AdWords. This will also give them the knowledge and confidence to appear for the Google AdWords Fundamental Online Exam.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Introduction to Digital Marketing, Importance of Digital Marketing in Modern Business, Online Advertising, Benefits of Online Advertising, How Google facilitates Online Advertising, SEO (Search Engine Optimization), SEM (Search Engine Marketing), Digital Display Advertisements, Affiliate Marketing, AdSense	10/25%
Unit 2:	Google Advertising Networks: Search Advertising, Display Advertising; Different types of Ads in Google: Text Ads, Video Ads, Image Ads; Ad Extensions, Manual Extensions, Automated Extensions; Bidding Strategies: CPC, CPM, CPA, AdRank, Quality Score; Advanced Bidding Strategies: CPM Bidding, Max CPM Bidding; Flexible Bid Strategies: Maximize Clicks, Target Search Page Location, Target CPA, ECPC (Enhanced Cost Per Click).	10/25%
Unit 3:	Google Ad Campaigns, Campaign Subtypes, Structuring the Ad Campaign, How to create Ad Groups, Keyword Targeting, Display Network Targeting, Strategies for creating effective Ads, Different tools used for running AdWords Campaign, Keyword Planner, Display Planner.	10/25%
Unit 4:	Measuring the Campaign: Key information required: Visitors, Impressions, Clicks, Reach, Frequency; Metrics used for measurement: Conversions, CTR (Click Through Rate), Bounce Rate, ROAS (Return-On-Ad-Spend) ; Different types of reports: Search Term Report, Top Movers Report, Paid & Organic Report, Auction Insight Report; Analytical tools used for measurement: Google Analytics, Conversion Tracking, Campaign Experiments. Optimizing the Campaign: Improving the ROI, Keyword Tips, Ad Text tips, Bid and Budget tips, Increasing Brand Awareness	10/25%

Text Books

1. Penn, Keith; Google Advertising Fundamentals Exam Prep., Publisher: Search Certs
2. Lynch, James; Google Adwords - An Introduction, Publisher: James Lynch
3. Ryan, Damian & Jones, Calvin , Understanding Digital Marketing (2012) , Publisher: Kogan Page,
4. Curious Digital Marketer 2.0 published by AgencyFaqs

Reference Books

Google AdWord Fundamental Guide: Has to be downloaded from <https://support.google.com>.
Chakraborti, Jayanta; Chahal, Dr Rushen Singh ; The Digital Entrepreneur, 2015,

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BBA301: Management Accounting

Course objective: The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

L	T	P	CR
3	0	0	3

Syllabus and detailed Contents:

Unit	Content	Hrs./Weightage
Unit 1:	Management Accounting: nature and scope; financial accounting; cost accounting and management accounting; advantages and limitations; role of management accountant.	10/25%
Unit 2:	Financial Analysis: financial statements and their limitations; concepts and tools of financial Analysis; comparative financial statements; trend percentages; ratio analysis, fund flow and cash flow analysis; ratio analysis: nature and interpretation; classification of ratios; profitability ratios; turnover ratios; financial ratios utility and limitations; DUPONT Control Chart; funds & cash flow analysis; sources and uses of funds; managerial uses of funds flow analysis; construction of funds flow statement.	10/25%
Unit 3:	Budgets and budgetary control: concept, advantages and limitations of Budgetary Control; establishing a system of budgetary control; preparation of different budgets; fixed and flexible budgeting; performance budgeting and zero base budgeting; concept of responsibility accounting; types of responsibility centers; standard costing and variance analysis, meaning of standard cost; relevance of standard cost for variance analysis; significance of variance analysis; computation of material.	10/25%
Unit 4:	Marginal costing and profit planning: marginal costing differentiated from absorption costing; direct costing; differential costing; key factor; break-even analysis; margin of safety; cost-volume-profit relationship; advantages, limitations and applications of marginal costing; decisions involving alternative choices: concept of relevant costs; steps in decision making; decisions regarding determination of sales mix; exploring new markets; discontinuance of a product line; make or buy; equipment replacement; change versus status quo; expand or contract.	10/25%

Suggested Readings

1. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
2. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
3. Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).
4. Mukherjee - Financial Accounting for Management (TMH, 1st Edition).
5. Banerjee-Financial Accounting(Excel Books)

Reference Books

1. Horngren, Sundem and Stratton. Introduction to Accounting Management, PHI
2. R.K. Lele, JawaharLal, Accounting Theory, Himalaya Publishing House
3. L.S. Porwaa Accounting Theory, Tata McGraw Hill
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BBA302: Organizational Behavior

Course objective: Objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./Weightage
Unit 1:	Objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.	10/25%
Unit 2:	Nature and meaning of Interpersonal Behavior, Concept of Self, perception: process and errors; interpersonal behavior: Johari Window; Transactional Analysis: ego states; types of transactions; life positions; applications of TA, Learning: Learning and Learning Cycle, Components of Learning, Theories of Learning, Introduction to Personality: Definition and Meaning of Personality - Importance of Personality, Determinants of Personality, Theories of Personality, Personality Traits Influencing OB	10/25%
Unit 3:	Group behavior and team development: concept of group and group dynamics; types of groups; formal and informal groups; stages of group development; theories of group formation; group norms, group cohesiveness; group think and group shift; group decision making; inter group behavior; concept of team Vs. group; types of teams; building and managing effective teams, Power and Politics: Power and its Two Faces, Sources of Power, Organizational Politics	10/25%
Unit 4:	Organization culture and conflict management: managing conflict; sources ;types; process and resolution of conflict; Conflict Management Approaches, Leadership: Definition and Meaning, Theories of Leadership, Contemporary Business Leaders	10/25%

Text Books

1. Robbins, S.P. and Sanghi, S., (2009), Organizational Behavior; 13th edition, Pearson Education.
2. Singh, Kavita, (2010), Organizational Behavior: Text and Cases, 1st edition, Pearson Education.

Reference Books

1. Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.
2. Mirza, S., (2003), Organizational Behavior, 1st Edition, McGraw Hill Education.
3. McShane, Steven, Von, Glinow and Sharma, Radha, (2008), Organizational Behavior, 4th Edition, McGraw Hill Education.
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BBA303: Marketing Management

Course objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./Weightage
Unit 1:	Introduction to Marketing: nature; scope and importance of marketing; Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; marketing environment; Consumer and Organization Buyer Behavior; Demand Forecasting market segmentation; targeting and positioning	10/25%
Unit 2:	Product: product levels; product mix; product strategy; product innovation and diffusion; product development; product lifecycle and product mix, New Product Development Process; pricing decisions: designing pricing strategies and programs; pricing techniques	10/25%
Unit 3:	Place: meaning & importance; types of channels; channels strategies; designing and managing marketing channel ;managing retailing; physical distribution; marketing logistics and supply chain management.	10/25%
Unit 4:	Promotion: promotion mix; push vs. pull strategy; promotional objectives; advertising: meaning and importance; types; media decisions; promotion mix; Rural Marketing, Social Marketing; Direct Marketing; Online Marketing, Green Marketing	10/25%

Text Books

1. Kotler, Armstrong, Agnihotri and Haque, (2010), Principles of Marketing- A South Asian Perspective, 13th edition, Pearson Education
2. Ramaswamy and Namkumar, S., (2009), Marketing Management Global Perspective: Indian Context, McMillan, Delhi

References Books

1. Saxena, Rajan, (2008), Marketing Management, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), Marketing Management, Vikas Publishing House.
3. Russel, Winer, (2007), Marketing Management, 3rd edition, Pearson Education.
4. Kotler, KoshiJha, (2009), Marketing Management, 13th edition, Pearson Education

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04: Display Advertising

Course objective: The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Google Display Advertising. This will also give them the knowledge and confidence to appear for the Google AdWords Display Advertising Online Exam.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs / Weightage
Unit 1:	Introduction to Google Display Advertising, Matching ads to websites, Types of Ads on Display Network, Measuring effectiveness of Ads in Display Network, Where Ads appear in Display Network, Contextual Targeting, Display Network Ad Auction, Search Network with Display Select, Creating an effective mobile site.	10/25%
Unit 2:	Setting up Display Network Campaign; Creating AdWords Campaign; Ad Groups; Structuring AdWords Account; Using AdWords Ad Gallery; Bidding features on Display Network; Choosing bid for Display Network Campaign; Viewable Impressions and Viewable CPM; Enhanced Cost Per Click (ECPC), Conversion Optimiser, Types of bid adjustments, Using bid adjustments with ECPC, Flexible bid strategies, Enhancing ad with extensions, Types of Ad extensions, Creating dynamic display ads, Lightbox Ads.	10/25%
Unit 3:	Showing ads on the Display Network, Targetting settings on Display Nrtwork, Target and bid, Bid only, Advanced targeting combinations, Direct sales campaigns, Brand campaigns, Managed placements, Targeting specific topics, Adding negative keywords, Language targeting, Custom Ad Scheduling, Using Display Planner, Types of targeting methods and exclusions.	10/25%
Unit 4:	Reaching Audience on display network, Types of audiences: Affinity audiences, Custom Affinity audiences, In-market audiences, How Audiences work, Reaching people on similar audiences, Reaching people of specific demographics, Use of Remarketing in Display Networks, Creating feed for dynamic display ads. Measuring and optimizing performance on Display Network, how to measure effectiveness, Measuring sales and conversions, Evaluating ad performance on display network, Basic insights, Report editor, Performance and demographic stats, Account, campaign and Group performance, Campaigns tab, Optimizing display network and campaigns, Adjusting bids, Creating ideal display ad. Building Ad with ad Gallery, Building customized images, Display targeting optimization	10/25%

Text Books:

1. Weller, Bart, 2012, The Definitive Guide to Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns.
2. Lovelady, Larisa, 2011, The Complete Guide to Google AdWords: Secrets, Techniques, and Strategies You Can Learn to Make Millions.
3. Rabazinski, Corey, 2015, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.

Reference Books:

Geddes, Brad, 2012, Advanced Google AdWords.

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BBA305: Strategic Management

Course objective: The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./Weightage
Unit 1:	Introduction & overview of strategic management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.	10/25%
Unit 2:	Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.	10/25%
Unit 3:	SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.	10/25%
Unit 4:	Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Mergers & Acquisitions; Strategic Alliances.	10/25%

Text Books

1. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
2. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)

Reference Book

3. Wheelen Thomas L., Hunger J. David and Rangaragjan Krish - Concepts in Strategic Management and Business Policy (Pearson Education, 1st Ed.)
4. Budhiraja S.B. and Athreya M.B. - Cases in Strategic Management (Tata Mc Graw Hill, 1st Ed.)
5. Kazmi Azar - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
6. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)

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BBA306: Search Advertising

Course objective: The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Google Search Advertising. This will also give them the knowledge and confidence to appear for the Google AdWords Search Advertising Online Exam.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./Weightage
Unit 1:	Introduction to Search Fundamentals, organizing campaigns and ads, using keyword matching, using broad match, ad group performance, ad position and ad rank, actual CPC. Ad Formats: Text Ad, what makes up a text ad, shopping campaign, dynamic search ads. Ad Extensions, enhancing your ad, location extensions, seller ratings, display additional sitelinks.	10/25%
Unit 2:	Ad & Site Quality: Quality score, landing page, create an effective mobile site, about invalid traffic. AdWords Tools: Overview, account history, Keyword tools, Targeting Tools, Bidding and Budget Tools, About AdWords Editor.	10/25%
Unit 3:	Performance monitoring and reporting: Intro to adwords reporting, Interpreting adwords reports, additional performance insights. Optimizing Performance: The Opportunities Tab, Campaign Experiments, Using Custom Ad scheduling, Keyword insertion.	10/25%
Unit 4:	Performance, profitability and growth: Budget growth, Bidding for performance, Profitability and Lifetime Value. AdWords API: AdWords Application Programming Interface (API), Benefits and languages.	10/25%

Text Books

1. Weller, Bart, 2012, The Definitive Guide to Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns.
2. Lovelady, Larisa, 2011, The Complete Guide to Google AdWords: Secrets, Techniques, and Strategies You Can Learn to Make Millions.

Reference Books

1. Marshall, Perry; Rhodes, Mike; Todd, Bryan; 2012; Ultimate Guide to Google AdWords: How to Access 1Billion People in 10 Minutes (Ultimate Series) Paperback

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BBA401: Human Resource Management

Course objective: Objective: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

L	T	P	CR
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Syllabus and detailed content

Unit	Content	Hrs./Weightage
Unit 1:	Introduction: concept, nature, scope, objectives and importance of HRM; Importance of Human Resource Management, Human Resource Practices, Introduction, Concept of Personnel Management, Functions of the Labor Welfare Officer, personnel management v/s HRM; role of HRM in strategic management; Kaizen; TQM and Six Sigma	10/25%
Unit 2:	HR Planning- Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP; Job Analysis – Job Description and Job Specification; Recruitment – Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment, Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection, placement and induction	10/25%
Unit 3:	Training and Development: concept and importance of training; types of training; methods of training; design of training program; Employee Relations: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counseling	10/25%
Unit 4:	Compensation and Maintenance: compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; Performance and Potential Appraisal – concept and objectives; traditional and modern methods; limitations of Performance Appraisal Methods; 360 Degree Feedback Technique.	10/25%

Text Books

1. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9th edition, John Wiley.

Reference Books

1. Durai, Praveen, (2010), Human Resource Management, Pearson Education.
2. Monappa, A. and Saiyadain, M., (2001), Personnel Management, McGraw-Hill Education.
3. Dessler, Gary, (2004) Human Resource Management, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.

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BBA402: Business Environment

Course objective:- The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

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Syllabus and detailed content

Unit	Content	Hrs/Weightage
Unit 1:	An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis	10/25%
Unit 2:	Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000	10/25%
Unit 3:	Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance; Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention	10/25%
Unit 4:	Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology	10/25%

Text Books:

1. Shaikh, Saleem, (2010), Business Environment, 2nd Edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Reference Books

1. Aswathappa, K., (2000), Essentials of Business Environment, 7th Edition, Himalaya Publishing House.
2. Gupta C. B., (2008), Business Environment, 4th Edition, Sultan Chand.
3. Bedi, Suresh, (2004), Business Environment Excel Book.
4. Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education

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BBA403: Marketing Research

Course objective:- Objective: The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

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Syllabus and detailed content

Unit	Content	Hrs/Weightage
Unit 1:	Introduction to Marketing Research: Concept, Marketing research & market research – difference, scope and importance of Marketing Research; evaluation and control of marketing research: value of information in decision making; steps in marketing research; research design: formulating the research problem; choice of research design; types of research design.	10/25%
Unit 2:	Sample and sampling design: some basic term sampling process; types of sampling; Advantages & Disadvantages of Sampling; Sampling & Non-sampling errors; types of scales; applications of scaling in marketing research Nominal; Ordinal, Interval, Ratio Scales; Attitude measurement.	10/25%
Unit 3:	Data collection: secondary data; sources of secondary data; primary data; collection of primary data; methods of data collection; observation; questionnaire; designing of questionnaire; data processing and tabulation: editing; coding and tabulation	10/25%
Unit 4:	Data analysis: testing of hypothesis ;measurement of central tendency; dispersion; univariate analysis; multiple regression; factor analysis ;cluster analysis; multidimensional scaling; conjoint analysis; Report Preparation:- interpretation and report writing; types of research reports; guidelines for writing a report; writing a report format; evaluation of research report.	10/25%

Text Books

1. Beri, G.C., (2007), Marketing Research: Research Design, 4th Edition, McGraw Hill Education.
2. Malhotra, Naresh, (2008), Marketing Research, 5th edition, Pearson education.

Reference Books

1. Nargundkar, Rajendra, (2008), Marketing Research: Text and Cases, 3rd Edition, McGraw Hill Education.
2. Gupta, S. L.(2001) Marketing Research, Excel Books.
3. Aaker.(2001) Marketing Research, John Willey & Sons.
4. Methodology of Research in Social Sciences, by O R Krishnaswami, M Ranganatham, HP

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BBA404: Web Based Technologies

Course objective: To familiarize the students with various web-based packages to develop customize web site.

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Syllabus and detailed content

Unit	Content	Hrs/Weightage
Unit 1:	An Introduction to the World Wide Web: Concepts of web technology ;web browsers; Internet Explorer; Netscape Navigator; Internet and Intranet, Windows NT Server (IIS)Versus Linux (Apache) as a Web Server; planning your web site: doing business on the Web; an overview of Internet Service Providers (ISP);a search engine; types of search engines; working of a basic search engine; searching techniques; making a web site plan forming a project team; setting goals and objectives; developing the right business strategy	10/25%
Unit 2:	Designing and constructing your web site: developing content; designing individual pages; designing and constructing your web site; implementing your web site; Netscape extensions and HTML; HTML tools; formatting pages; linking pages to the world; displaying images in pages	10/25%
Unit 3:	HTML: What is HTML? HTML basics; document tags; container and empty tags; entering paragraph text on your web page; the tag; the Comment tag; working with HTML Text; Text styling (bold, italic, underline) emphasizing text implicitly and explicitly; the <BLOCKQUOTE>element; pre-formatting text; the <DIV>tag; thetag; the <BASEFONT>tag; using lists in web document; nested ordered; unordered lists; menu list; directory lists; definition lists	10/25%
Unit 4:	Graphics for web pages: choosing the correct graphics file format; color in images; loss of image quality due to compression; adding inline image to web page; scaling down an image; alternative text for the tag; using width, height, alt attribute, understanding Image maps; working with links: relative and absolute links; providing links for Internet services; link tag; Tables, frames and forms: Creating borderless tables; frames; forms; the password element, Cascading Style sheets: what is style sheet; types of style sheets; using style sheet with HTML	10/25%

Text Books

1. C. Xavier, World Wide Web Design with HTML, McGraw Hill Education.
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books

1. Internet Complete Reference- Tata McGraw-Hill
2. HTML-4.0 unleashed – Techmedia Publication

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BBA405: Video Advertising

Course objective: The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Google Video Advertising. This will also give them the knowledge and confidence to appear for the Google Video Advertising Online Exam.

L	T	P	CR
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Syllabus and detailed content

Unit	Content	Hrs/Weightage
Unit 1:	Introduction to Video Advertising, Benefits of Video Advertising, Audience Engagement with video advertising, True-view Ad Formats, , Channel Management, YouTube Video Editor.	10/25%
Unit 2:	Reaching potential customers , Language targeting, Location targeting, YouTube Ad Formats, Average View Frequency, View Rate, Companion Banner, Frequency Capping, Remarketing to YouTube viewers, Best practices of video remarketing, Your channel and Google+,	10/25%
Unit 3:	Campaign creation and management, Create a True View video campaign, About True View video ad formats, Targeting your video ads, Remarketing to YouTube viewers with AdWords, About the ad approval process, About reserved media placements on YouTube.	10/25%
Unit 4:	Performance measurement and optimization, Tips for optimizing your video campaign, Optimization strategies & best practices for video content on YouTube, Measuring image and video ad performance, Measuring brand awareness, Tips for creating effective video ads, YouTube Analytics basics, Measuring your video ads' performance, Take the Video Advertising exam.	10/25%

Useful links: https://support.google.com/partners/answer/6041529?hl=enGB&ref_topic=6054438

Reference Books:

1. YouTube: An Insider's Guide to Climbing the Charts by Alan Lastufka
2. Ultimate Guide to YouTube for Business by Jason R. Rich
3. YouTube For Dummies by Doug Sahlin
4. How to Rank in YouTube: How to get more Views on Youtube by James Green
5. YouTube Strategies: Making And Marketing Online Video by Paul Colligan

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BBA406: Shopping Advertising

Course objective: : The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Google Shopping Advertising. This will also give them the knowledge and confidence to appear for the Google Shopping Advertising Online Exam.

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Syllabus and detailed content

Unit	Content	Hrs/Weightage
Unit 1:	Overview of how Product Listing Ads work, About Google Merchant Center, About Shopping campaigns and Shopping ads, Where the Ads appear.	10/25%
Unit 2:	Create a Google Merchant Center account Set up, your account, Verify and claim your website URL, Set up a multi-client account, Navigate Google Merchant Center.	10/25%
Unit 3:	Create your product data feed, Product Feed Specification, Provide high-quality data, Register a feed, Supported file formats, Upload a feed.	10/25%
Unit 4:	Create Shopping campaigns in AdWords, Requirements for Shopping campaigns, Create a shopping campaign, Manage a Shopping campaign with product groups, Use custom labels for a Shopping campaign Use campaign priority for Shopping campaigns, Monitor and optimise your Shopping campaigns, Use the bid simulator with Shopping campaigns, Best practices for Shopping campaigns.	10/25%

Useful links: https://support.google.com/partners/answer/188493?visit_id=1-636098792043786058-2731291404&hl=en-GB&ref_topic=6088086&rd=1

Reference Book:

1. Advanced Google AdWords by by Brad Geddes

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BBA407: Supply Chain Management

Course objective: : To acquaint students with the issues related logistics involved in supply chain management of firm engaged in business.

Syllabus and detailed content

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Unit	Content	Hrs/ Weightage
Unit 1:	Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information), Key Issues in SCM, benefits and case examples.	10/25%
Unit 2:	Logistics Management: Logistics costs, different models, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management. Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor concept.	10/25%
Unit 3:	Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock, lead time reduction, re-order point / re-order level fixation ABC, SDE / VED Analysis, Just-In-Time & Kanban System of Inventory management.	10/25%
Unit 4:	Recent Issues in SCM : Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking concept, Features and Implementation, Outsourcing-basic concept, concept of demand chain management.	10/25%

Text Books

1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)
2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)

Reference Books

1. Agarwal D.K. - A Text Book of Logistics and Supply chain management (Macmillan, 1st Ed.)
 2. Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.)
- Chopra Sunil and Peter Meindl - Supply chain management.

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BBA501: CORPORATE SOCIAL RESPONSIBILITY AND ETHICS

Course objective:- The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.

Syllabus and detailed contents:

		L	T	P	CR
		3	0	0	3
Unit	Content				Hrs/Wei
Unit1:	Introduction Moral Values and Ethics: Values: concept of values; types and formation of values; Ethics and Behaviour. Development of Ethics, Ethical Decision Making, Business Ethics: relevance of ethics and values in business Spiritual Values.				10/25%
Unit2:	Moral Values and Wisdom: meaning of knowledge and wisdom; Development of Ethics, Ethical Decision Making, Business Ethics- The Changing Environment and Stakeholder Management, Relevance of Ethics and Values in Business, Spiritual Values. Modern Business Ethics and Concept of Dharma & Karma Yoga: Concept of Karma and kinds of Karma Yoga; Nishkam Karma and Sakam Karma; Total Quality Management; Quality of life and Quality of Work Life.				10/25%
Unit3:	Code of Corporate Governance - Corporate Governance and Code of Corporate Governance, Consumerism, Current CSR Practices of the Firms in India and Abroad. Challenges of Environment: Principles of Environmental Ethics definitions of success; principles for competitive success, prerequisites to create blue print for success; successful stories of business gurus				10/25%
Unit4:	Corporate Social Responsibility & Corporate Governance: Issues in Moral conduct of Business and CSR: Failure of Corporate Governance, Social Audit, Unethical Issues in Sales, Marketing, Advertising and Technology: Corporate Responsibility of business; employees; consumers and community; Corporate Governance; Code of Corporate Governance; Consumer Protection Act; Unethical issues in Business				10/25%

Text Books

1. Fernando, A.C., (2009), Business Ethics, 1st Edition, Pearson education
2. Hartman, Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education

Reference Books

1. Chakraborty, S.K., (2004), Ethics in Management: A Vedantic Perspective, Oxford University Press
2. Kaur, Tripath, (2008), Values & Ethics in Management, Galgotia Publishers
3. Rao, A.B., (2006), Business Ethics and Professional Values, Excel Book
4. Manuel G.Velasquez, (2007), Business Ethics Concepts, Prentice Hall of India

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BBA502: SALES MANAGEMENT

Course objective

Objective: To acquaint the students with the process of personal selling and the strategies and methods for effective sales management

Syllabus and detailed contents:

L	T	P	CR
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Unit	Content	Hrs/Weightage
Unit 1:	Introduction to Sales Management: nature, scope and importance of sales management; evolution of sales management; role and skills of sales managers; sales objectives; sales strategies; emerging trends in sales management, functions of sales executive and relation with other executive.	10/25%
Unit 2:	Personal Selling Process: theories of selling, SPIN Model; types of selling; transactional and relationship selling; sales forecasting methods	10/25%
Unit 3:	Sales Force: recruitment and selection process; design; execution and evaluation of sales force training; motivation and compensation of sales personnel; Types of sales organization structure.	10/25%
Unit 4:	Evaluation of Sales Personnel; sales budgets; sales audits; legal and ethical issues in sales management; role of information technology in sales management	10/25%

Text Books

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P "Sales Management – Decision Strategies and Cases., 5th Ed (2009), Pearson Education
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) Sales Management, Pearson Education, New Delhi

Reference Books

1. Donaldson Bill (2007) Sales Management, Principles, Process and Practice Palgrave Macmillan.
2. Havaladar.K.K. & Cavale V.M (2007) Sales and Distribution Management. Text & Cases Tata McGraw Hill Publishing company Ltd. New Delhi.
3. Jobber, David and Lancaster, Geoffery, (2006), Selling and Sales Management, 7th Edition, Pearson Education, New Delhi
4. Ingram, LaForge, Avila, Schwepker Jr., Williams (2007), Sales Management-Analysis and Decision Making. Thomson South – Western.

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BBA503: Production and Operations Management

Course objective: To develop basic understanding of concepts, theories and techniques of production process and operation management

Syllabus and Detailed Contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/Weightage
Unit1:	Introduction to Operation Management: basic concept of production / transformation; types of transformation, Production Process, Importance of Technology in Production, Introduction to Operations Management : Definition of Operations Management: An Outline of Operations Strategy; Factors Affecting Operations Management; Objectives of Operations Management; Functions and Scope of Operations Management	10/25%
Unit2:	Quality Management & Statistical Quality Control: TQM; quality specification; design quality; quality at source; zero defects; cost of quality; continuous improvement; benchmarking poka-yoke; quality awards; Statistical Quality Control: acceptance sampling; AQL & LTPD; P Chart, X & R Chart	10/25%
Unit3:	Facility Location and Layout: Materials Management : Overview of Materials Management, Functions of Materials Management, Importance of Materials Management; Concept of Purchase Management: The Objectives of Purchasing, Methods of Purchasing	10/25%
Unit 4:	Waiting Line & Inventory Management: economics of waiting line; queuing system; four waiting line models along with application; inventory management and waiting line management; inventory models	10/25%

Text Books

1. Muhleman, (2008), Production and Operations Management, 6th edition, Pearson Education
2. B. Mahadevan, (2010), Operations Management, Theory and Practical, Pearson Education
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References Books

1. Kachru, Upender, (2006), Production and Operation Management, Excel Books
2. Chary, S.N and Paneerselvam R., (2009), Production and Operations Management, McGraw Hill Education
3. Stevenson, W. J, (2007), Operations Management, 9th Edition, McGraw Hill Education
4. Gaither, Norman and Frazier, G., (2004), Operations Management, 9th Edition, Cengage Learning

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BBA504: Management of Financial Institutions

Course objective: The present course aims at familiarizing the participants with objectives, strategies, policies and practices of major financial institutions in India and various financial services.

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/Weightage
Unit1:	Nature, Scope and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Profitability–Liquidity trade-off, Working Capital Policy - Aggressive & Defensive.	10/25%
Unit2:	Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs ,Cash Management Models, Cash Budget, Cash Management: basic strategies, techniques and processes, compensating balances ; Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities.	10/25%
Unit3:	Receivables: Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables, policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc; Collection Policies. Inventory: Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories. Inventory	10/25%
Unit4:	Need and objectives of financing of working capital, short term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital : accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans, etc.	10/25%

Text Books

1. Rangrajan and Mishra - Working Capital Management (Excel)
2. Periasamy, P - Working Capital Management –Theory & Practice (Himalaya, 2007)

Reference Books

1. Pandey, I.M. - Financial Management (Vikas, 9th Ed.)
2. V.K. Bhalla - Working Capital Management (Anmol)
3. Dheeraj Sharma - Working Capital Management (Himalaya, 2005)
4. Ravi M. Kishore - Financial Management (Taxmann, 6th Ed.)
5. Khan & Jain - Financial Management (TMH, 5th Ed.)

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BBA505: BUSINESS LAW

Course objective: To acquaint the student with a basic and elementary knowledge of the Business Laws Relating to the Indian Contract Act, Law of Partnership, Sale of Goods Act ,Negotiable Instruments Act and Companies Act.

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weightage
Unit 1:	Indian Contract Act, 1872 (Fundamental Knowledge): essentials of valid contract; discharge of contract; Capacity of contract, Coercion, Free concert, Duress & undue influence, Fraud, Misrepresentation, Mistake; remedies for breach of contract; contracts of indemnity; guarantee; bailment; pledge; Contingent Contract, Quasi Contract and agency	10/25%
Unit 2:	Sale of Goods Act 1930: meaning of sale and goods; conditions and warranties; transfer of property; rights of an unpaid seller	10/25%
Unit 3:	The Negotiable Instruments Act 1881: essentials of negotiable instruments; kinds of negotiable instruments; holder and holder in due course; negotiation by endorsements; crossing of a cheque; Conditions when bankers must refuse payments and dishonor of a cheque	10/25%
Unit 4:	The Companies Act 1956 (Basic elementary knowledge): essential characteristics of a company; types of companies; Memorandum and Articles of Association ;prospectus; essential conditions for a valid meeting; kinds of meetings and resolutions; directors and remuneration; directors, managing directors and their appointment; qualifications; powers and limits on their remuneration; prevention of oppression and mismanagement.	10/25%

Text Books

1. Pathak, Akhileshwar, (2009), Legal Aspects of Business, 4th Edition, McGraw Hill Education
2. Kuchhal, M. C., (2006), Business Law, Vikas Publishing House, New Delhi.

Reference Books

1. Singh, Avtar, (2006), Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
2. Bagrial, Ashok, (2008), Company Law, Vikas Publishing House.
3. Kapoor, N. D., (2006), Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
4. A.Ramaiyya, Guide to the Companies Act, 16th edition, Lexis NexisButterworths
5. Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930. The Negotiable Instruments Act, 1881, Companies Act 1956 & Amendments

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BBA 506: Mobile Advertising

Course objective: The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Google Mobile Advertising. This will also give them the knowledge and confidence to appear for the Google Mobile Advertising Online Exam

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Mobile Overview: Consumer Behaviour and the Impact of Mobile, Mobile trends, Ways consumers make decisions, How mobile can fulfill advertisers' objectives, Promote an app, Drive calls, Drive online leads/sales, Drive store sales, Build awareness, Google selling points, Best practices, Importance of a mobile site, Needs on mobile site, App design and launch play insights	10/25%
Unit 2:	Bidding and Targeting: Mobile bid adjustment, Keyword Planner, Targeting, Mobile-specific bidding strategies, Remarketing.	10/25%
Unit 3:	Mobile Ads: Network overview: Display, Search, YouTube, Ad extensions, Ad Formats, Mobile display, Interstitial/video, App promotion, App engagement.	10/25%
Unit 4:	Measurement: Full Value of Mobile, How mobile Adwords is different than desktop, Measure mobile success, App conversion tracking, Call conversion tracking, Mobile analytics with third parties, Google Analytics Integration, Reporting, Take the Mobile Advertising Exam.	10/25%

Reference Book:

1. Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market by Chetan Sharma, Joe Herzog & Victor Melfi, ISBN: 978-0-470-18598-8
- How to Build a Billion Dollar App: Discover the secrets of the most successful entrepreneurs of our time by George Berkowski

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BBA 507: Summer Internship Project

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Syllabus and detailed contents:

Each student shall undergo practical training of eight weeks during the vacations after the second semester. The students are required to prepare three copies of their project reports of which two have to be submitted to the Faculty. The reports shall be submitted within two weeks of commencement of the fourth semester. The report shall carry 100 marks, of which 50 shall be evaluated by an External Examiner appointed by the University; while the remaining 50 marks shall be evaluated by a Board of Internal Examiners, appointed by the Dean, Faculty of Commerce & Management. The Board of Internal Examiners shall consist of a minimum of two Internal Faculty Members appointed by the Dean. The Summer Internship Project shall be evaluated in the following manner.

Criteria	Internal	External	Total
Project Report	25	25	50
Viva Voce	25	25	50
Total	50	50	100

The marks for the Summer Internship Project shall be awarded by the concerned faculty members and submitted to Controller of Examinations within one week of completion of the viva-voce and the consolidated marks card for the third semester shall be handed over to the students by the end of the first month of commencement of the fourth semester

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BBA601: Corporate Policy And Strategy

Course objective: The course aims to acquaint the students with the nature, scope and dimensions of Corporate Policy and Strategy Management Process.

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weightage
Unit 1:	Strategic Management, Concept of strategy, Dimension of strategic decision, Levels of strategy, Strategy from modes, Overview of process of strategic planning & management.	10/25%
Unit 2:	"Mission" vision, objective setting, Business definitions, summery statement of strategy, Deducing strategy fraction & endeavors.	10/25%
Unit 3:	Formulation of strategy, Components of environment & Environmental analysis, analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).	10/25%
Unit 4:	Strategic alternatives for growth, stable combinations & inter-national strategies. Choice of Strategies, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects.	10/25%

Suggested Readings:

1. Business Policy and Strategic Management- Jauch Lawrence R & William Glueck Published by Tata McGraw Hill
2. Business Policy and Strategic Management – Dr AzharKazmi, Published by Tata McGraw Hill Publications
3. Business Policy and Strategic Management – SukulLomash and P.K Mishra, Vikas Publishing House Pvt Ltd, New Delhi
4. Strategic Management- Awareness and Change, John. L. Thompson, Internal Thomson Business Press

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BBA602: Financial Management

Course Objective: The objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Syllabus and detailed contents:

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Unit	Content	Hrs./Weightage
Unit 1:	Financial Management: meaning; scope; objectives of financial management; profit v/s wealth maximization; financial management and other areas of management; liquidity v/s profitability; methods of financial management; organization of finance function; sources and classification of financing: security financing; loan financing; project financing; loan syndication: book building; new financial institutions and instruments: depositories; factoring; venture capital; credit rating; commercial paper; certificate of deposit; stock invest; global depository receipts; concept in valuation: time value of money; valuation concepts; valuation of securities viz., debentures, preference shares and equity shares	10/25%
Unit 2:	Capital Structure: meaning, capital Structure and financial structure; patterns of capital structure; optimum capital structure; capital structure theories; factors determining capital structure; capital structure practices in India; cost of capital: concept; importance; classification and determination of cost of capital; leverages: concept; types of leverages and their significance	10/25%
Unit 3:	Capital Budgeting: concept; importance and appraisal methods: payback period; discounted cash flow techniques; accounting rate of return; capital rationing; concept of risk; incorporation of risk factor; general techniques: risk adjusted discount return;	10/25%
Unit 4:	Certainty equivalent coefficient and quantitative techniques: sensitivity analysis; probability assignment; standard deviation; coefficient of variation; decision tree	10/25%

Text Books

1. Khan M.Y, Jain P.K., (2010), Financial Management, 3rd Edition, McGraw Hill Education.
2. Maheshwari S.N., (2009), Financial Management- Principles and Practice, 9th Edition Sultan Chand & Sons.

Reference Books

1. Kapil, Sheeba, (2010), Financial Management, 1st edition, Pearson Education
2. Burk Demazo, (2010), Financial Management, Pearson Education
3. Ross, Stephen, Westerfield, R., and Jaffe, J.,(2004), Corporate Finance, 7th Edition, McGraw Hill Education.

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