

# SCHEME OF EXAMINATION AND DETAILED SYLLABUS

Faculty of Management

**Bachelor of Business  
Administration (BBA)**


(Duration-3 Years)

(For 2019 Batch)




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# BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

## COURSE STRUCTURE OF BBA SEMESTER Ist

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
<b>Theory Group</b>													
3MBFE101	<b>Ability Enhancement</b>	Fundamental of Entrepreneurship	50	25	08	10	04	15	06	1	-	1	2
3MBBA102	<b>Core Course</b>	Principles of Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA103	<b>Core Course</b>	Business Math	100	50	17	20	7	30	12	4	-	-	4
3MBBA104	<b>Core Course</b>	Business Environment	100	50	17	20	7	30	12	4	-	-	4
3MBBA105	<b>Core Course</b>	Managerial Economics	100	50	17	20	7	30	12	4	-	-	4
<b>Practical Group</b>				<b>Term End Practical Exam</b>				<b>Sessional</b>					
3MBBA104	<b>Practical</b>	Business Environment	50	25	08	-	-	25	10	-	-	2	2
3MBBA105	<b>Practical</b>	Managerial Economics	50	25	08	-	-	25	10	-	-	2	2
<b>Grand Total</b>			<b>550</b>										<b>22</b>

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P- Practical

# BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

## COURSE STRUCTURE OF BBA SEMESTER IInd

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allocated Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
<b>Theory Group</b>													
3HBHL101	<b>Ability Enhancement</b>	हिन्दी भाषा और संरचना	50	25	8	10	4	15	6	2	-	-	2
3MBBA202	<b>Core Course</b>	Organizational Behavior	100	50	17	20	7	30	12	4	-	-	4
3MBBA203	<b>Core Course</b>	Business Communication	100	50	17	20	7	30	12	4	-	-	4
3MBBA204	<b>Core Course</b>	Introduction to Accountancy	100	50	17	20	7	30	12	4	-	-	4
3MBBA205	<b>Core Course</b>	Macro Economics	100	50	17	20	7	30	12	4	-	-	4
<b>Practical Group</b>				<b>Term End Practical Exam</b>				<b>Sessional</b>					
3MBBA202	<b>Practical</b>	Organizational Behavior	50	25	08	-	-	25	10	-	-	2	2
3MBBA203	<b>Practical</b>	Business Communication	50	25	08	-	-	25	10	-	-	2	2
<b>Skill Course</b>								<b>Sessional</b>					
*	<b>Skill Enhancement</b>	Skill Enhancement Elective Course-I	50	-	-	-	-	50	20	1	-	1	2
<b>Grand Total</b>			<b>600</b>										<b>24</b>

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P- Practical

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective I – Any other course being offered in this semester as per the list given at the end of course structure.

# BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

## COURSE STRUCTURE OF BBA SEMESTER IIIrd

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
<b>Theory Group</b>													
3HBEL402	<b>Ability Enhancement</b>	English Language and Scientific Temper	50	25	8	10	4	15	6	2	-	-	2
3MBBA302	<b>Core Course</b>	Business Statistics	100	50	17	20	7	30	12	4	-	-	4
3MBBA303	<b>Core Course</b>	Business Law	100	50	17	20	7	30	12	4	-	-	4
3MBBA304	<b>Core Course</b>	Business Ethics and CSR	100	50	17	20	7	30	12	4	-	-	4
3MBBA305	<b>Core Course</b>	Retail Management	100	50	17	20	7	30	12	4	-	-	4
<b>Practical Group</b>				<b>Term End Practical Exam</b>				<b>Sessional</b>					
3MBBA304	<b>Practical</b>	Business Ethics and CSR	50	25	08	-	-	25	10	-	-	2	2
3MBBA305	<b>Practical</b>	Retail Management	50	25	08	-	-	25	10	-	-	2	2
<b>Skill Course</b>								<b>Sessional</b>					
*	<b>Skill Enhancement</b>	Skill Enhancement Elective Course-II	50	-	-	-	-	50	20	1	-	1	2
<b>Grand Total</b>			<b>600</b>										<b>24</b>

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P- Practical

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective II – Any other course being offered in this semester as per the list given at the end of course structure.

# BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

## COURSE STRUCTURE OF BBA SEMESTER IV<sup>th</sup>

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
<b>Theory Group</b>													
3HBEL501	<b>Ability Enhancement</b>	Introduction to soft skill & Team Building	50	25	8	10	4	15	6	2	-	-	2
3MBBA402	<b>Core Course</b>	Financial Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA403	<b>Core Course</b>	Marketing Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA404	<b>Core Course</b>	Production & Operation Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA405	<b>Core Course</b>	Human Resource Management	100	50	17	20	7	30	12	4	-	-	4
<b>Practical Group</b>				<b>Term End Practical Exam</b>				<b>Sessional</b>					
3MBBA403	<b>Practical</b>	Marketing Management	50	25	08	-	-	25	10	-	-	2	2
3MBBA405	<b>Practical</b>	Human Resource Management	50	25	08	-	-	25	10	-	-	2	2
<b>Grand Total</b>			<b>550</b>										<b>22</b>

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P- Practical

# BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

## COURSE STRUCTURE OF BBA SEMESTER Vth

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allocated Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
<b>Theory Group</b>													
3HBHP401	<b>Ability Enhancement</b>	Human Values & Ethics	50	25	8	10	4	15	6	2	-	-	2
3MBBA502	<b>Core Course</b>	Public Relation & Corporate Image	100	50	17	20	7	30	12	4	-	-	4
3MBBA503	<b>Core Course</b>	Case Study Analysis	100	50	17	20	7	30	12	4	-	-	4
#	<b>Core Course</b>	Discipline Specific Elective-I	100	50	17	20	7	30	12	4	-	-	4
#	<b>Core Course</b>	Discipline Specific Elective-II	100	50	17	20	7	30	12	4	-	-	4
<b>Practical Group</b>				<b>Term End Practical Exam</b>				<b>Sessional</b>					
3MBBA502	<b>Practical</b>	Public Relation & Corporate Image	50	25	08	-	-	25	10	-	-	2	2
3MBBA503	<b>Practical</b>	Case Study Analysis	50	25	08	-	-	25	10	-	-	2	2
<b>Skill Course</b>								<b>Sessional</b>					
*	<b>Skill Enhancement</b>	Skill Enhancement Elective Course-III	50	-	-	-	-	50	20	1	-	1	2
<b>Grand Total</b>			<b>600</b>										<b>24</b>

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory Exam / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective III – Any other course being offered in this semester as per the list given at the end of course structure.

L- Lectures T- Tutorials P- Practical

# BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

<b>COURSE STRUCTURE OF BBA SEMESTER VIth</b>													
<b>Course Details</b>				<b>External Assessment</b>		<b>Internal Assessment</b>				<b>Credit Distribution</b>			<b>Allotted Credits</b>
<b>Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Major</b>		<b>Minor</b>		<b>Sessional</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>Subject wise Distribution</b>
				<b>Max Marks</b>	<b>Min Marks</b>	<b>Max Marks</b>	<b>Min Marks</b>	<b>Max Marks</b>	<b>Min Marks</b>				
<b>Theory Group</b>													
3MBBA601	<b>Core Course</b>	Business Research	100	50	17	20	6	30	12	4	-	-	4
3MBBA602	<b>Core Course</b>	Corporate Strategy	100	50	17	20	6	30	12	4	-	-	4
#	<b>Core Course</b>	Discipline Specific Elective-I	100	50	17	20	6	30	12	4	-	-	4
#	<b>Core Course</b>	Discipline Specific Elective-II	100	50	17	20	6	30	12	4	-	-	4
<b>Practical Group</b>				<b>Term End Practical Exam</b>				<b>Sessional</b>					
3MBBA603	<b>Project/ Dissertation / Internship</b>	Entrepreneurial Project Work & Viva Voce	100	50	17	-	-	50	20	-	-	4	4
3MBBA601	<b>Practical</b>	Business Research	50	25	08	-	-	25	10	-	-	2	2
<b>Grand Total</b>			<b>550</b>										<b>22</b>

**Minimum Passing Marks are equivalent to Grade D**

**Major- Term End Theory Exam/ Practical Exam**

**Minor- Pre University Test**

**Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%**

**Compulsory Project/Dessertation with choice in any Disciplinary specific elective. Compulsory one paper presentation certificate in related dicipl**

**L- Lectures T- Tutorials P- Practical**

**# Discipline Specific Elective For Vth Semester – Choose any two group from the following:**

<b>Marketing Group</b>	3MBBA504	Consumer Behaviour
	3MBBA505	Advertising and Sales Management
	3MBBA506	Retail & Rural Marketing
<b>HR Group</b>	3MBBA507	Management Training and Development
	3MBBA508	Human Resource Planning and Development
	3MBAA509	Legal Framework Governing Human Relation
<b>Finance Group</b>	3MBBA510	Security Analysis and Portfolio Management
	3MBBA511	Financial Institution & Services
	3MBBA512	Tax Management & Planning
<b>Retail Group</b>	3MBBA513	Brand Management
	3MBBA514	Retail Techniques & Skills
	3MBBA515	Retail Marketing
<b>Production Group</b>	3MBBA516	Technology Management
	3MBBA517	Productivity
	3MBBA518	Material Management

**# Discipline Specific Elective For VIth Semester – Choose any two group from the following:**

<b>Marketing Group</b>	3MBBA604	Service Marketing
	3MBBA605	Digital Marketing
	3MBBA606	International Marketing
<b>HR Group</b>	3MBBA607	Management of Industrial Relations
	3MBBA608	Organizational Change and Intervention Strategies
	3MBBA609	International Human Resource Management
<b>Finance Group</b>	3MBBA610	Working Capital Management
	3MBBA611	Financial Derivatives
	3MBBA612	Banking & Finance
<b>Retail Group</b>	3MBBA613	Supply Chain Management
	3MBBA614	Mall & Risk Management
	3MBBA615	Customer Relationship Management
<b>Production Group</b>	3MBBA616	Quality Management & ISO
	3MBBA617	Process Planning and Control
	3MBBA618	Process Reengineering



## SKILL ENHANCEMENT ELECTIVE COURSES

<b>Non-Technical</b>			
Elective No.	Department/ Faculty Name		
	<b>Faculty of Information Technology</b>		
I	SCIT 201	Data Entry Operation	2(1+0+1)
II	SCIT 301	Multimedia	2(1+0+1)
III	SCIT 501	Web Designing with HTML	2(1+0+1)
IV	SCMIT 201	Web Development	2(1+0+1)
V	SCMIT 301	LINUX	2(1+0+1)
	<b>Faculty of Management</b>		
I	SMGT 201	Briefing and Presentation Skills	2(1+0+1)
II	SMGT 301	Resolving Conflicts and Negotiation Skills	2(1+0+1)
III	SMGT 802	Entrepreneurship Development	2(1+0+1)
	<b>Faculty of Commerce</b>		
I	SCOM 201	Tally ERP 9	2(1+0+1)
II	SCOM 302	Multimedia	2(1+0+1)
III	SCOM 803	Data Analyst	2(1+0+1)
	<b>Faculty of Humanities</b>		
I	SHBA 301	Pursuing Happiness	2(1+0+1)
II	SHBA302	Communication Skill and Personality Development	2(1+0+1)
III	SHMA301	Tourism in M.P	2(1+0+1)
	<b>Faculty of Science</b>		
I	SSBI 301	Mushroom Cultivation	2(1+0+1)
II	SSPH 301	House Hold Wiring	2(1+0+1)
III	SSPH 301	Basic Instrumentation	2(1+0+1)
IV	SSPH 301	DTP Operator	2(1+0+1)
V	SSCH 301	Graphic Designing	2(1+0+1)
	<b>Faculty of Education</b>		
I	SCBE 403	Understanding of ICTC (Information Communication Technology)	2(1+0+1)
II	SCPE 201	Yoga Education	2(1+0+1)

## **OBJECTIVES OF BBA PROGRAMME**

- The course structure basically focuses on detailed study of business administration. It involves detailed study of different aspects of the business and managing its operations. It equips the students with the latest business knowledge to meet the requirements of the changing corporate firms.
- It helps students to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems in different sectors. The students are required to choose a specialization of their interest in the last year of the program, which facilitates them to develop their management skills in a particular sector.
- The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts.

## **PROGRAMME OUTCOME**

The students who earn the BBA degree will be able to:

- Work well in teams, including virtual settings.
- Inculcate a global mindset,
- Develop functional and general management skills,
- Understand the area of Finance, HR, Marketing and Production.
- Analyse socio-political-economic environment of business organizations,
- Develop ethical thinking.
- Recognize and solve business problems in an ethical manner.
- Evaluate different business problems using analytical and creative, and integrative abilities,
- Communicate effectively in different contexts,
- Communicate business information professionally
- Build and Demonstrate leadership, teamwork, and social skills,

BBA graduates should become HR Officer, Accounts Officer, Sales Executive and Shift In charge depending upon the specialization they have chosen. They can work in Malls, corporate, industries and investment banking areas.

## **SPECIFIC PROGRAMME OUTCOME OF BBA**

After completing BBA students should be able to demonstrate functional knowledge and skills in accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics.

Graduates having specialization in Human Resource Management can handle administrative work in corporate, industries, offices and educational institutions.

Graduates having specialization in Financial Management can handle work in financial Institution, banks, stock exchanges, finance department of corporate, industries and educational institutions.

Graduates having specialization in Marketing Management can handle work in Insurance, FMCG, Dealers and Banks.

Graduates having specialization in production can handle work at industrial sector, AKVN, Nav- ratan industries and production units.

# **FUNDAMENTAL OF ENTREPRENEURSHIP**

Course Code: 3MBFE101

## **COURSE OBJECTIVE:**

Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

## **Syllabus:**

**UNIT- I** Entrepreneurship-Definition, Characteristics and importance, Types and functions of an entrepreneur, merits of a good entrepreneur motivational factors of entrepreneurship.

**UNIT- II** Motivation to achieve targets and establishment of ideas. Setting targets and facing challenges. Resolving problems and creativity. Sequenced planning and guiding capacity, Development of self confidence. Communication skills, Capacity to influence, leadership.

**UNIT- III** Project Report- Evaluation of selected process. Detailed project report - Preparation of main part of project report pointing out necessary and viability.

Selecting the form of Organization: Meaning and characteristics of sole Proprietorship, Partnership and cooperative committees, elements affecting selection of a form of an organization.

Economic management -Role of banks and financial institutions banking, financial plans, working capital-evaluation and management, Cost and Price determination, Calculation of Profits, keeping of accounts.

**UNIT- IV** Production management - Methods of purchase. Management of movable assets/goods. Quality management. Employee management. Packing. Marketing management Sales and the art of selling. Understanding the market and market policy. Consumer management. Time management.

**UNIT- V** Role of regulatory institutions - district industry centre, pollution control board, food and drug administration, special study of electricity development and Municipal Corporation. Role of development organizations, khadi & village Commission/ Board, State Finance Corporation, scheduled banks, MP Women's Economics Development Corporation. Self-employment-oriented schemes, Prime Minister's Employment schemes, Golden Jubilee Urban environment scheme, Rani Durgavati Self-Employment scheme, Pt. Deendayal Self- employment scheme. Various grant schemes - Cost-of-Capital grant, interest grant, exemption from entry tax, project report, reimbursement grant, etc.Special incentives for women entrepreneurs, prospects & possibilities. Schemes of Tribal Finance Development Corporation, schemes of Antyavasai Corporation, schemes of Backward Class and Minorities Finance Development Corporation.

**COURSE OUTCOME-**

Understanding basic concepts in the area of entrepreneurship, understanding the stages of the entrepreneurial process, adopting of the key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

**Text Books:**

- Udhyamita Vikas : U.C Gupta (Kailash Prakashan)
- Udhmita Vikas (H) : Entrepreneurship Development / by Tribhuvannath Shukl Bhopal: Madhya Pradesh Hindi Granth Academy,
- Varshney, G.K. (2010).Fundamental Of Entrepreneurship, SahityaBhawan Publications
- Agrawal and Mishra (2017) Fundamental Of Entrepreneurship, SahityaBhawan Publications.
- Fundamentals of Entrepreneurship by G.K. Varshney Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship (H) by Avnish Kumar Mishra Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship by H. Nandan New Delhi PHI Learning
- Fundamentals of Entrepreneurship and Small Business Management by Vasant Desai Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship : Principles, Policies and Programmes by K.K. Patra Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship by Sangram Keshari Mohanty New Delhi PHI Learning

**Reference Books:**

- Entrepreneurial Development : Dr. S.S. Khanka (S. Chand)
- Entrepreneurship Dvelopment : D. Acharya (Himalya Publication House)
- Entrepreneurship : New Venture Creation by David H. Holt New Delhi PHI Learning

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**Chairperson**  
**(Board of Studies)**

**Dean**  
**(Academic Council)**

**(Registrar)**  
**Seal**

# PRINCIPLES OF MANAGEMENT

Course Code: 3MBBA 102

## COURSE OBJECTIVE:-

Controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

## Syllabus:

- UNIT-I**      **Nature and Scope of Management Process:** Management, Science, Art, Development of Management, Functions of the, Manager.
- UNIT- II**      **Planning:** The meaning and purpose of planning, steps in planning,, Types of Planning.,  
**Objectives and Policies:** Objective, Policies, Procedures and, methods, Nature and type of Policies.  
**Decision-making:** Process of Decision-making, Type of Decisions,, Problems involved in decision-making, Quantitative techniques.
- UNIT- III**      **Organizing:** Types of organization, Organizational structure, span, of control, Use of Units and committees.  
**Delegation:** Delegation and centralization line and staff relationship
- UNIT- IV**      **Staffing:** Sources of recruitment, Selection process training.  
**Directing:** Nature and purpose and directing
- UNIT- V**      **Controlling:** Need for co-ordination-meaning and importance of, controls, Control process, Budgetary and non-Budgetary controls,, Case studies.

## COURSE OUTCOME:-

Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. Practice the process of management's four functions: planning, organizing, leading, and controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

**Text Books:**

- Principle Of Management : R.N Gupta (S.Chand)
- Gupta, Sashi K (2015) Organizational Behaviour, kalyani publishers
- व्यवसायिकप्रबंध के सिद्धांत, डॉ. प्रवीणकुमारअग्रवाल एव डॉ. अवनीशकुमारमिश्रा, साहित्य भवनप्रकाशन
- Principle Of Management : T. Ramaswamy
- Agrawal Gaurav (2013), TextBook of Management Process and OrganisationalBehaviour,Anmol Publications Pvt. Ltd.
- Govindrajan, M., Natarajan, S. (2007). Principles of Management. Prentice Hall of India Pvt. Ltd. 4<sup>th</sup> Ed.
- Prabandh ke Siddhant (H): Principles of Management / by R.C. Gupta. Agra Sahitya Bhawan
- Principles & Practice of Management by Parth O.S. Sengupta Noida : Vikas ,
- Principles and Practice of Modern Management by Pankaj Madan
- Principles of Business Management (H) by Praveen Kumar Agrawal & Avnish Kumar MishraAgra Sahitya Bhawan
- Principles of Business Management (H) by R.C. Gupta Agra Sahitya Bhawan
- Principles of Business Management (Problems with Case) by S.A. Sherlekar Mumbai Himalaya Publishing House

**Reference Books:**

- Luthans, Fred,(2010), Organizational Behaviour,12<sup>th</sup> edition, MGH publisher.
- S.P.Robbinsons, T.A. Judge, Sanghai S.(2016), Organizational Behaviour, Pearson Education.
- Govindrajan, M., Natarajan, S. (2007). Principles of Management. Prentice Hall of India Pvt. Ltd. 4<sup>th</sup> Ed.
- Hill, Charles W.L. and McShane, Steven. (2016), Principles of Management. McGraw Hill Publications

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**Chairperson**  
**(Board of Studies)**

**Dean**  
**(Academic Council)**

**(Registrar)**  
**Seal**

**COURSE CODE: 3MBBA 103**

## **BUSINESS MATH**

**Course Code: 3MBBA 103**

### **COURSE OBJECTIVE: -**

The objective of the business mathematics which are required to solve the managerial problems & different calculation methods will make the students to equip with mathematical analysis of the issues.

### **Syllabus:**

- UNIT- I** Ratio – Gaining, Sacrificing Ratio, Proportion, Percentage, Commission.
- UNIT- II** Simultaneous Equations - Meaning, Characteristic Types and calculations. Preparation of Invoice.
- UNIT- III** Elementary Matrices - Definition and Calculations, Types of Matrices.
- UNIT- IV** Logarithms and anti Logarithms - Principles and calculations, Introduction of Calculus, Methods of Differentiation, Partial Derivative.
- UNIT- V** Simple and compound Interest, Profit and Loss. Linear Programming - Introduction.

### **COURSE OUTCOME:-**

Understanding of basics of mathematics which are required to solve the managerial problems & different calculation methods will make the students to equip with mathematical analysis of the issues

### **Text Books:**

- Mathematics for Economics and Business by R.S. Bhardwaj .
- Business Mathematics by Padmalochan Hazarika.
- Business Mathematics by D.C. Sancheti and V.K. Kapoor.
- Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- Business Mathematics by Bari - New Literature publishing company, Mumbai
- Business Mathametics: Dr. A Agarwal (Vrinda Publication)
- Basic Mathematics: Macmillan, New Delhi. – Allen R.G.D.
- Business Mathematics by S.M. Shukla Agra Sahitya Bhawan
- Business Mathematics IInd Sem. by O.P. Gupta Agra SBPB

### **Reference Books:**

- S.C.Gupta and V.K.Kapoor, Fundamental of Mathematical Statistics, Sultan Chand & Sons.
- Business Mathematics by B.M. Agarwal.
- Mathematics for Economics: Schaum Series, M.C.Graw Hill, London - Dowling,

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## BUSINESS ENVIRONMENT

Course Code: 3MBBA 104

### COURSE OBJECTIVE:-

The course aims at acquainting the students with emerging issues in business at the national and international level in the light of the policies of liberalization and globalization

### Syllabus:

- UNIT- I** Indian business Environment: concept, Nature, Scope and importance, Micro and macro environment, Impact of business environment on business decision, process of environment analysis for business decisions, Environmental Scanning, Social Responsibility of Business.
- UNIT- II** Economic environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic Planning in India- Special focus on recent five years plan; Government policies- Industrial Policy, Fiscal Policy, monetary policy, EXIM Policy, Recent economic initiatives Niti Ayog
- UNIT- III** Socio Cultural environment and Financial System- Critical elements of socio cultural environment; problems of uneven income distribution; Emerging rural sector in India, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth.
- UNIT- IV** Political and legal Environment in Business- Critical elements of Political environment ; Government and business; Changing dimensions of legal environment in India; MRTP Act; FEMA and licensing Policy; Consumer Protection Act, Patents Act 1970, Competition Act.
- UNIT- V** International and Technological Environment: Multinational Corporations; Transnational Corporations, Liberalization, Globalization, Privatization, disinvestment, SEZ(Special Economic Zones) and their impact in international Business; International Economic Institutions- GATT,WTO,UNCTAD, MOUs. World Bank, IMF and their Importance to India.

### COURSE OUTCOME:-

After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly.

### Text Books:

- K.Chidambaram by Vikas Publication
- K. Ashwathappa by Himalya Publication House
- Jain. Jinendra kumar by Hindi Granth Academy, Bhopal
- V. Neelumegran by S.Chand
- Mittal, V. (2011), Business Environment. Excel Books, 2nd Edition.
- S.Chelumilam, F. (2010), Business Environment Text & Cases, Himalaya Publishing House.
- व्यावसायिकपर्यावरण , डॉ. एस .के सिंह, साहित्य भवनप्रकाशन
- Business Environment by K Dhidambaram & V Alagappan Noida Vikas Publication House
- Business Environment by K. Chidambaram Noida :Vikas ,
- Business Environment by Pippa Piley

- Business Environment by Ravindra Saini
- Business Environment (W/CD) by V. Neelamegam
- Business Environment for Strategic Management by K. Aswathappa & G. Sudarshana Reddy  
Mumbai  
Himalaya Publishing House
- Business Environment with CD by V. Neelamegam New Delhi Vrinda Publication

### **Reference Books:**

- Sundaram&Black : The International Business Environment Prentice Hall, New Delhi.
- Agrawal A. N. Indian Economy : Vikas Publishing House, Delhi
- Dutt R. and Sundaram K. P. M. Indian Economy, Himalya Publishing House, New Delhi.

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# **MANAGERIAL ECONOMICS**

Course Code: 3MBBA 105

## **COURSE OBJECTIVE: -**

The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment

## **Syllabus:**

- UNIT- I** Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, relationship of managerial economics with other areas of management.
- UNIT- II** Theory of Demand, Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Nature and Concept of Profit, Theories of Profit, Input-Output Analysis, profit planning and forecasting, Case Study,
- UNIT- III** Production analysis – production function, returns to scale. Cost analysis – Incremental cost, opportunity cost and marginal cost, Empirical cost functions - Break-even analysis, Case Study.
- UNIT- IV** Price-output decisions under different market conditions - Perfect and Imperfect market, Market structure- Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Case Study.
- UNIT- V** Macroeconomics meaning and nature, Trade cycle, Concept of GNP, GDP, Gross Domestic Savings, Inflation, Concept of National Income, Introduction to monetary policy and fiscal policy, Case Study,

## **COURSE OUTCOME:-**

At the end of the course the students will be able to identify the major economic problems that may affect an economy and to apply simple microeconomic theory to some practical problems.

## **Text Books:**

- K.Chidambaram by Vikas Publication
- K. Ashwathappa by Himalya Publication House
- V. Neelumegran by S.Chand
- Managerial Economics Atmanand by Excell Book
- Managerial Economics R.L Varshney by S.Chand
- Mithani, D.M, (2013), Managerial Economics, Himalaya Publishing House, 2013
- Dwivedi D.N, Managerial Economics, Vikas Publication, New Delhi.
- Managerial Economics by Vikas Saraf & Pawan Thakur Agra Sahitya Bhawan
- Managerial Economics (H) by M.L. Sharma & B.K. Kejriwal & Anupam Agrawal Agra Sahitya Bhawan
- Managerial Economics by Manoj Kumar Mishra New Delhi: Vayu Education of India ,
- Managerial Economics by M.L. Jhingan
- Ahuja, H. L. (2015), Managerial Economics, S. Chand Publications, 8th Revised Edition

**Reference Books:**

- Managerial Economics V.L Mote by Tata Mc Graw Hills
- Baumol W.J. Economic Theory and Operation Analysis, New Delhi, Prentice Hall Inc.
- Chopra O.P., Managerial Economics, New Delhi, Tata Mcgraw Hill.
- Hirschey, Mark (2016), Managerial Economics, Cenage Publication, 12th Edition.
- Geetika, Ghosh, Piyali and Choudhury, Purba Roy. (2017), Managerial Economics, McGraw Hill Publications, 3rd Edition.

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हिन्दी भाषा और संरचना  
Course Code: 3HBHL 101

पाठ्यक्रम के उद्देश्य:

1. विद्यार्थियों में राष्ट्र प्रेम की भावना का विकास करना।
2. हिन्दी के समृद्ध साहित्य को नयी पीढ़ी तक पहुँचाना।
3. पत्र-लेखन, सार लेखन, भाव पल्लवन एवं साक्षात्कार के कौशल का विकास करना।
4. डायरी, संस्मरण, लेखन, पारिभाषिक, शब्दावली, तत्सम, तद्भव, देशज, विदेशी शब्दों इत्यादि के ज्ञान का परिमार्जन करना।

पाठ्यक्रम

इकाई-1

भारत वंदना (काव्य)  
जाग तुझको दूर जाना  
स्वतंत्रता पुकारती (काव्य)  
हम अनिकेतन (काव्य)  
भाषा की महत्ता और उसके विविध रूप  
भाषा-कौशल

सूर्यकांत त्रिपाठी निराला  
सुश्री महादेवी वर्मा  
जयशंकर प्रसाद  
बालकृष्ण शर्मा नवीन

इकाई-2

करुणा (निबंध)  
समन्वय की प्रक्रिया (निबंध)  
बिच्छी बुआ (कहानी)  
अनुवाद  
विशेषताएं  
हिन्दी की शब्द-संपदा  
पारिभाषिक शब्दावली

आचार्य रामचन्द्र शुक्ल  
रामधारी सिंह दिनकर  
डॉ. लक्ष्मण विष्ट बटरोही  
परिभाषा प्रकारण महत्वए

इकाई-3

विलायत पहुंच ही गया (आत्मकथांश)  
अफसर (व्यंग्य)  
तीर्थयात्रा (कहानी)  
मकड़ी का जाला (व्यंग्य)  
वाक्य- संरचना : तत्समए तद्भव देशज विदेशी

महात्मा गांधी  
शरद जोशी  
डॉ. मिथिलेश कुमार मिश्र  
डॉ. रामप्रकाश सक्सेना

#### इकाई-4

अप्प दीपो भव (वक्तृत्व कला)  
भारत का सामाजिक व्यक्तित्व (प्रस्तावना)  
पत्र मैसूर के महाराजा को (पत्र-लेखन)  
बनी रहेंगी किताबें (आलेख)  
पत्र-लेखन:महत्व और उसके विविध रूप  
सड़क पर दौड़ते ईहा मृग (निबंध)

स्वामी श्रद्धानंद  
जवाहरलाल नेहरू  
स्वामी विवेकानंद  
डॉ. सुनीता रानी घोष  
डॉ. श्यामसुन्दर दुबे

#### इकाई-5

योग की शक्ति (डायरी)  
बच्चन

डॉ. हरिवंश राय

कोश के अखाड़े में कोई पहलवान नहीं उतरता(साक्षात्कार) –  
नीग्रो सैनिक से भेंट (यात्रा-संस्मरण)  
यदि बा न होती तो शायद गांधी को यह ऊँचाई न मिलती (साक्षात्कार)

भाषाविद् डॉ. हरिदेव  
बाहरी से प्रो. त्रिभुवननाथ शुक्ल  
डॉ. देवेन्द्र सत्यार्थी  
कथाकार.  
गिरिराज किशोर से सत्येन्द्र  
शर्मा

सार -लेखनए भाव-पल्लवन साक्षात्कार और कौशल

अपेक्षित परिणाम

1. विद्यार्थी भारत भूमि से प्रेम व स्नेह के भावों को बढ़ा सकेंगे।
2. विद्यार्थियों की हिन्दी की शब्द संपदा में वृद्धि होगी।
3. पत्र-लेखन ,सार लेखन, भाव पल्लवन साक्षात्कार के कौशल का विकास होगा।
4. डायरी एवं संस्मरण लेखन विद्या का परिमार्जन होगा।
5. हिन्दी के समृद्ध साहित्य कोश से लाभान्वित होंगे।

संदर्भ पुस्तकें

- हिन्दी भाषा और संरचना ,मध्यप्रदेश हिंदी साहित्य ग्रन्थ अकादमी ,भोपाल।
- भारतीयता के स्वर साधना –जय वर्मा–म.प्र. हिन्दी ग्रंथ अकादमी।
- नागरी लिपि और हिन्दी –चौधरी अन्त,अकादमी पटना,(बिहार)।

# ORGANIZATIONAL BEHAVIOR

Course Code: 3MBBA 202

## COURSE OBJECTIVE:-

At the completion of this paper students should be able to analyze the behavior of individuals and groups in organizations In terms of the key factors that influence organizational behavior. Assess the potential effects of organizational level Factors (such as structure, culture and change) on organizational behavior. Critically evaluate the potential Effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior, to analyze organizational behavioral Issues in the context of organizational behavior theories, models and concepts.

## Syllabus:

- UNIT- I** Individual and the organization, the individual as psychological entity and the organization as a social system.
- UNIT- II** Models of organizational behavior, work motivation, theories and applications.
- UNIT- III** Leadership behavior, styles, theories, leadership effectiveness.
- UNIT- IV** Group dynamics, structure, effectiveness, power, exercise and sources of power, power relations.
- UNIT- V** Organizational change and development approaches and methods, stress, nature, source, effects, conflicts, employee counseling, approaches, extra mural, penitential learning programmers, case study.

## Course Outcome:-

Upon completing the requirements for this course, the student will be able to identify the elements of a contract, to describe the structure of the Indian court system & to identify laws, conditions and regulations in national and international work environments

## Text Books:

- **Stephen P. Robbins** “*Organizational Behavior* ”Prentice Hall of India Private Ltd.
- **Mirza S. Saiyadain**“*Organizational Behaviour*”Tata Mc. Graw Hill.
- **Margie Parikh and Rajen Gupta** “*Organizational Behaviour* ”Tata Mc. Graw Hill Education Private Limited , New Delhi.
- **SujaNair**“*Organizational Behaviour*”Himalaya Publishing House , Mumbai.
- Gupta, Sashi K (2015) *Organizational Behaviour*, kalyani publishers
- *Organizational Behaviour A Modern Approach* by Arun Kumar , N. Meenakshi Noida Vikas Publication House
- *Organisation Behaviour* by Sunil Kumar New Delhi : Global ,
- *Organisational Behaviour* by M.N. Mishra Noida : Vikas ,
- *Organisational Behaviour : Tex and Cases* by S.S.Khanka New Delhi S. Chand Group
- *Organisational Behaviour A Comprehensive Study* by S.K. Srivastava
- *Organisational Behaviour A Research And Theory Based Text Book* by Sunil Kumar

- Agrawal Gaurav (2013), TextBook of Management Process and OrganisationalBehaviour,Anmol Publications Pvt. Ltd.
- Organizational Behaviour by Jit. S. , Chandan Noida Vikas Publication House
- Organizational Behaviour , Text Cases & Games by K. Aswathappa Mumbai Himalaya Publishing House

### **Reference Books:**

- Luthans, Fred,(2010), Organizational Behaviour,12th edition, MGH publisher.
- S.P.Robbinsons, T.A. Judge, Sanghai S.(2016), Organizational Behaviour, Pearson Education.
- Organization Behaviour by P. Robbing Stephen New Delhi Pearson Education
- Organizational Behaviour : Text and Cases by Avinash K. Chitale & Rajendra Prasad Mohanty & Nishith Rajaram Dubey New Delhi PHI Learning
- Organizational Behaviour Human Behaviour at Work by J. W. Newstrom New Delhi Tata Mc Graw Hill Education

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## **BUSINESS COMMUNICATION**

Course Code: 3MBBA 203

### **COURSE OBJECTIVE:-**

The objective of the subject is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications

### **Syllabus:**

**UNIT- I** Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication, Essentials of effective business communication.

**UNIT- II** Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction, Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular), Correct word usage – Homonyms, Antonyms and Synonyms

**UNIT- III** Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application, Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct

**UNIT- IV** The concept of effective business communication – definition & importance. Basic model of communication, barriers to effective communication. Importance of N.V.C. Drafting a CV, writing a job application and other applications, interviews. Paragraph writing, précis making, voice and correct word usage; drafting an advertisement/notice, Developing reading, listening and speaking skills, group discussions, extempore ,speaking

**UNIT- V** Essentials of good business letter, Layout of letters,, types of letters, Sales letters, Applications for jobs, Letters by the, company secretary, Writing inter-office memorandums, faxes, e-mails,

### **COURSE OUTCOME:-**

After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications

### **Text Books:**

- Business Communication, Universal Pub. Agra – Dr. Ramesh Mangal
- Madhukar, R. K. (2010), Business Communication. Vikas Publishing House Pvt Ltd, 2<sup>nd</sup> Edition, 2010
- Business Communication by K.K. Sinha Delhi : Galgotia ,
- Business Communication by Namita Gopal New Delhi New Age International
- Business Communication by P. Diwan
- Business Communication by R.V. Badi & K. Aruna New Delhi Vrinda Publication
- Business Communication by Vikas Arora

**COURSE CODE: 3MBBA 203**

- Business Communication by Vinod Mishra & Narendra Shukla & Patel Ranjana
- Business Communication (H) by P.K. Agrawal & A.K. Mishra Agra Sahitya Bhawan
- Business Communication : Skills, Concepts, and Applications by P.D. Chaturvedi & Mukesh Chaturvedi New Delhi Pearson Education

**Reference Books:**

- Sinha . K.K, Business communication, Taxmann's , fourth Revised Edtion 2018.
- Gupta N. Mahajan. P , Business Communication, SahityaBhavan Publication, Revised Edtion ,2017

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## **INTRODUCTION TO ACCOUNTANCY**

Course Code: 3MBBA 204

### **COURSE OBJECTIVE:-**

A general overview of accounting principles relating to the preparation of financial and managerial reports will be presented; the primary focus is to illuminate how accounting information is utilized by a variety of stakeholders in planning, controlling and investing decisions. Topics included: accounting information in its decision making context; record of accounting transactions; external financial reports; financial statement analysis; cost behavior, determination of product costs, cost-volume-profit analysis; performance management; and budgeting.

### **Syllabus:**

- UNIT- I** Accounting concepts, accounting equation, generally accepted, accounting concepts, principles and conventions, double entry system. Recording of transactions, preparation of trial balance. Bank, reconciliation statement. Rectification of errors.
- UNIT- II** Preparation of final accounts (non-corporate entities). Capital and, revenue items, manufacturing, trading and profit and loss account,, balance sheet, adjustment entries, closing entries.
- UNIT- III** Accounting for depreciation. Inventory valuation. Inflation, accounting. Human resource accounting. Problem. Cases.
- UNIT- IV** Accounting for non trading organizations, accounts of professionals. Single entry system, preparation of accounts from incomplete, records.
- UNIT- V** Accounting for hire purchase and installment system. Basic principles, relating to lease accounting. Insurance claims. Claims under fire, insurance policies, claims for loss of stock, claims for loss of profit.,

### **COURSE OUTCOME: -**

To provide an introductory knowledge of accounting to first-year students from a wide range of disciplines. While a general overview of accounting principles relating to the preparation of financial and managerial reports will be presented, how accounting information is utilized by a variety of stakeholders in planning, controlling and investing decisions.

### **Text Books:**

- Fundamental of Accounting by S.M. Shukla
- Fundamental of Accounting Sharma & Jain
- M.Y.Khan&P.K.Jain, Management Accounting, Tata McGraw Hill, 5th edition, 2009.
- R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, NewDelhi, 4<sup>th</sup>edition, 2011.
- Cost and Mgmt. Accounting by Jain and Khandelwal : Ramesh book depo
- Agrawal, M.L and Gupta, K.L. Cost Accounting. Sahitya Bhawan Publication.
- A Text Book of Accounting for Management: S.N. Maheshwar, Vikas Publishing

**Reference Books:**

- Accounting Text and Cases: Robert N, Tata McGraw Hill Publication
- Gupta, K.L. Management Accounting. Sahitya Bhawan Publication.
- Ramchandran, N. and Kakani, Ram Kumar (2016), Financial Accounting for Management. McGraw Hill Publication. 4<sup>th</sup> Ed.
- Bapat, V. and Raithatha, Mehul (2015), Financial Accounting – A Managerial Perspective. McGraw Hill Publication.
- Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, , TataMcGraw Hill Publishers, 15th edition, 2011.
- Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 16th edition, 2013.

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**MACRO ECONOMICS**  
Course Code: 3MBBA 205

**COURSE OBJECTIVE:-**

This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.

**Syllabus:**

- UNIT- I** Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.
- UNIT- II** Keynesian theory of Income and employment : simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier ( investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, crowding out, composition of output and policy mix, policy mix in action; ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.
- UNIT- III** Money: functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control;
- UNIT- IV** Inflation: meaning, demand and supply side factors, consequences of inflation, ant inflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run)
- UNIT- V** Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)

**COURSE OUTCOME:-**

The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

**Text Books:**

- Macroeconomics by S.K. Chakraborty Mumbai Himalaya Publishing House
- Macro Economic Analysis (H) by G.C. Singhai & J.P. Mishra Agra Sahitya Bhawan
- Froyen, R.P. (2011): Macroeconomics-theories and policies (8th ed.) . Pearson:
- Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill

**Reference Books:**

- N Gregory Mankiw (2010). *Macroeconomics* (7th ed.). Worth Publishers
- Olivier Blanchard, *Macroeconomics* (2009). (5th ed.) Pearson

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## ENTREPRENEURSHIP DEVELOPMENT

### COURSE OBJECTIVE:-

The content will be multidisciplinary with the view to cover a whole range of issues pertaining to entrepreneurship and small scale industry.

### Syllabus:

- UNIT- I Entrepreneur and Entrepreneurship** –Meaning, definition, significance, need, characteristics, qualities, pre- requisites function, types.
- UNIT- II Industries and Business Organization-** Classification of industries, forms of business organization, procedures, lifecycle, motivation, environment factors, problems
- UNIT- III Institutional Assistance-** Infrastructural, information, guidance, training, technical, financial, marketing, quality control
- UNIT- IV Planning and growth-** Project report, feasibility study, factory location, demand analysis, market potential, project cost, working capital requirement, profit and tax planning.
- UNIT- V Govt. support & promotional agencies-** Regulatory institutions, development organization, self- employment- oriented schemes, grant schemes, special incentives for women, and scheme for backward class, govt. & non govt. project

### Practicals:

1. To identify a project and conduct market survey of it.
2. Prepare a project report of yours choice.
3. To collect various formats used in industries/departments or institutions working in the field of entrepreneurship.
4. To collect details of various schemes run by the government for self-employment and entrepreneurship.
5. Develop logical and analytical approach of purchasing the raw material/finished goods.
6. Collect information about market rates, quality and quantity of goods of your choice.
7. Collect information about few small-scale industries situated in city, nearby industrial area.
8. Discuss the problems of small-scale industries.
9. To prepare chart to show various factors affecting entrepreneurship.
10. To prepare case study of successful entrepreneurs.

## **COURSE OUTCOME: -**

After completion of this course the students would be able to understand the relevance of entrepreneurship as a means of management practice in the context of a fast changing organizational structure in a global environment.

**COURSE CODE: SMT 802**

### **Text Books:**

- Udhymita Vikas : U.C Gupta (Kailash Prakashan)
- Udhymita Vikas (H) : Entrepreneurship Development / by Tribhuvannath Shukl Bhopal : Madhya Pradesh Hindi Granth Academy,
- Varshney, G.K. (2010).Fundamental Of Entrepreneurship, SahityaBhawan Publications
- Agrawal and Mishra (2017) Fundamental Of Entrepreneurship, SahityaBhawan Publications.
- Fundamentals of Entrepreneurship by G.K. Varshney Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship (H) by Avnish Kumar Mishra Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship by H. Nandan New Delhi PHI Learning
- Fundamentals of Entrepreneurship and Small Business Management by Vasant Desai Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship : Principles, Policies and Programmes by K.K. Patra Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship by Sangram Keshari Mohanty New Delhi PHI Learning

### **Reference Books:**

- Entrepreneurial Development: Dr. S.S. Khanka (S. Chand)
- Entrepreneurship Development: D. Acharya (Himalaya Publication House)
- Entrepreneurship: New Venture Creation by David H. Holt New Delhi PHI Learning



# **ENGLISH LANGUAGE AND SCIENTIFIC TEMPER**

Course Code: 3HBEL402

## **COURSE OBJECTIVES:**

- To Study the basic language skills (speaking, listening, reading, and writing) and grammar.
- Comprehensive study of different kinds of letters and applications.
- To study the different kinds of prose and poetry.

## **Syllabus:**

### **UNIT – I**

1. Tina Morris : Tree
2. Nissim Ezekiel : Night of the Scorpion
3. C.P. Snow : Ramanujan
4. Roger Rosenblatt : The Power of WE
5. George Orwell : What is Science?
6. C.Rajagopalachari : Three Questions
7. Desmond Morris : A short extract from the Naked Ape
8. A.G. Gardiner : On the rule of the road

**UNIT – II** Comprehension of an unseen passage.

**UNIT – III** Letter Writing : Formal Letters, Informal letters, Applications.

**UNIT – IV** Report Writing.

**UNIT – V** Language Skills

Correction of common errors in sentence structure : usage of pronouns, subject/ verb agreement word order, gender; compound nouns, collective nouns, possessives, articles and prepositions. (advanced)

## **COURSE OUTCOMES:**

- Student will be able to understand correct use of grammar and language Skills.
- Student will be familiar with different prose and poetry.
- Student should be able to write analytically in a variety of formats, including essays, report writing and application.

## **Text Books:**

- **English language** and Scientific Temper- Dr. Padam Kumar Jain, Chawdhry Madhya Pradesh Hindi Granth Academy, Bhopal.
- English Grammar and Composition Wren & Martin. S.CHAND & COMPANY LTD New Delhi.
- Descriptive English ( For Competitive Examinations) S.J.Thakur, S.K. Rout. B.K Publication Private Limited

**Reference Books:**

- A Senior English Grammar and composition Aggarwala N.K Goyal Prakashan New Delhi.
- A comprehensive Approach to English Grammar Shrivastava Avinash Pratap Indra Publishing House- Bhopal.
- General English Thakur A.k-Lucent Publication- Patna.
- Essentials of English Grammar Raymond Murphy Cambridge University press .
- Learner's English Grammar and Composition N.D.V.Prasada Rao (S. Chand & Company Ltd.) New Delhi.
- Strengthen your Writing V.R Narayana Swami (Orient Longman) New Delhi.
- English Grammar & Composition by Wren & Martin: S. Chand.

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## BUSINESS STATISTICS

Course Code: 3MBBA 302

### COURSE OBJECTIVE:-

The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the areas of Intellectual skills & Practical skills based upon statistical tools & techniques required in business practices.

### Syllabus:

- UNIT- I**      **Business Statistics:** Introduction, definitions, meaning and scope,, statistics in govt, statistics in business and commerce, sample survey,, census and sample methods, law of statistical regularity and law of, inertia of large numbers. Methods of sampling, collection of data,, classification, tabulation, presentation of data.  
**Measures of Central Tendency:** Mean, median, mode, arithmetic mean,, different positional numbers, geometric mean, harmonic mean,, dispersion measures, skewness moments, Kurtosis, need in business.
- UNIT- II**      **Correlation:** Definition, scope in business, scatter diagram, rank, correlation, Karl Pearson's coefficient of correlations (ungrouped data, only).  
**Regression Analysis:** Meaning, scope in business, linear and non linear, regression, dependent and independent variables, lines of best fit and, principles of least squares, regression equations, regression equation, of Y on X and X on Y, regression and correlation.
- UNIT- III**      **Time Series:** Components of time series, measures of trend, method of, free hand curve, method of semi average, method of moving average,, method of least squares, scope in business.  
**Index Numbers:** Meaning, importance, problems in constructing index, numbers, methods of construction of index numbers, unweighted indices,, weighed indices, computation of consumer price index, cost of living, index, whole sale price index.,  
**Interpolation and Extrapolation:** Introduction, definition, meaning,, different methods, graphic method, binomial expansion method, Newton,, advancing difference method, Lagrange's method.
- UNIT- IV**      **Probability:** Meaning, scope in business, basic concepts, frequency, approach to probability, classical definition of probability, axiomatic, probability, addition and multiplication theorem, permutation and, combinations, meaning of  $nPr$  and  $nCr$  with simple illustrations, problems, based on permutation and combinations.,
- UNIT-V**      **Matrices and Determinants:** Matrices, definition, scope, order of a, matrix, different types of matrices, square matrix, row matrix, column, matrix, Unit matrix, null matrix, transpose of a matrix. Matrix operations:, addition, subtraction, scalar multiplication and multiplication of matrices., Determinants of order 2 and 3, singular matrix, minor and co-factor,, adjoint of matrix, inverse of a matrix, solution of a linear simultaneous, equation, by (1) using the inverse of a matrix (2) Cramm's rule., 5. Linear Programming: Definition, scope, problems, formulation and, graphic solution.

**COURSE OUTCOME:-**

The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the areas of Intellectual skills & Practical skills based upon statistical tools & techniques required in business practices.

**Text Books:**

- S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.
- D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
- M. Satayanarayana, Lalitha Raman- Management operations Research.
- V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
- Divya Saxena ( Vayu Education India)
- Dr. Agarwal ( Vrinda Publication)
- R.P Jain ( S.Chand)
- Shukla S.M.Statistics
- Gupta S.P.Statistics, S. Chand Delhi (Hindi & English)
- Business Statistics by A.K. Gupta New Delhi: Vayu Education of India ,
- Business Statistics (H) by S.M. Shukla & Shivpujan Sahai Agra Sahitya Bhawan

**Reference Books:**

- Business Statistics – S. P. Gupta & M. P. Gupta Statistical Methods – S. P. Gupta & M. P.
- Gupta Statistic for Management – Jit, Chandan Das

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**BUSINESS LAW**  
Course Code: 3MBBA 303

**COURSE OBJECTIVE:-**

The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

**Syllabus:**

- UNIT-I** Meaning and Importance of Business Laws, Laws and business managers, Government and business relationships in India, Indian contract Act, 1872-Definitions, Characteristics, Essentials of Valid Contract- Detailed Exposure to the Provisions, Discharge of Performance of contract. Consequences of Breach of Contract,
- UNIT- II** Types of Contract –Indemnity, Guarantee, contingent, Bailment, Pledge, Agency
- UNIT- III** Negotiable Instrument Act-Meaning and Types of Different Negotiable Instrument and the Provision Applicable to them, Sales of Goods Act
- UNIT- IV** Indian Partnership Act. Consumer Protection Act, 1986 – Objectives of the Central Council and State council, Composition and jurisdiction o district forum, Mode of complaints.
- UNIT-V** Indian Companies Act, 1956-Definitions, characteristics, Types and Formation of a Company, Company Management-Directors, Managing Director, Their Appointment, Qualification, duties Rights, Liabilities, Position, Remuneration, and Removal, Company Meetings and Proceedings.

**COURSE OUTCOME:-**

After studying this subject student will able to understand the various laws and entire legal framework in which binds today’s business world so as to take decision legally .

**Text Books:**

- M.C Kuchhal ( Vikas Publication)
- Gulshan, S.S. & Kapoor, G.K. (2014), Business Law Including Company Law, New Age International Publishers, 16<sup>th</sup> Edition, 2014
- Business Law by G.K. Varshney Agra Sahitya Bhawan
- Business Law by M.C. Kuchhal Noida : Vikas ,
- Business Law by S.N. Maheshwari & S.K. Maheshwari Mumbai Himalaya Publishing House
- Business Laws by R.L. Nolakha New Delhi : R.B.D. Publishing House ,

**Reference Books:**

- Kapoor. N.D An Introduction to Mercantile Laws, . Sultan chand & sons.
- Tulsian P.C, Business Law,McGraw Hill, 3<sup>rd</sup> edtion

**BUSINESS ETHICS AND CSR**  
Course Code: 3MBBA 304

**COURSE OBJECTIVE:-**

This course is to identify, analyze, and resolve ethical issues in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization

**Syllabus:**

**UNIT-I BUSINESS ETHICS**

Introduction, Concept of Business Ethics, Overview of Business Ethics, Factors affecting Business Ethics, Objectives of Business Ethics, Source of Business Theory of Distributive Justice, Business Ethics in Practice, Attitude of Indian Managers towards Business Ethics.

**UNIT- II PHILOSOPHICAL FOUNDATION OF ETHICS**

Introduction, Importance Ethics Issues in Different Spheres, **BUSINESS AND SOCIETY**, Introduction, Social Orientation of Business, Social Responsibility of Business, Social Responsibility and Social Responsiveness,

**UNIT-III VALUES AND WORK**

Introduction, Characteristics of Values, Types of Values, Importance of Values, Difference between Values and Skills, Managing Leadership Values, Corporate Values, Business Culture and Values, Human Values for TQM, Indian Ethos for Management, Work Ethics, Work Culture, Corporate Culture.

**UNIT-IV ETHICS AT WORK PLACE**

Introduction, Ethics at Work Place, Personal Values and Organizational Goals, Organizational Norms and Conformity, Ethics and Decision Making, Ethical Dilemma, Ethics and Human Resource Management, Ethics and Marketing, Consumerism, Ethics and Advertising, Marketing Research, Price Fixation, Marketing Strategies, Ethics and Corporate Governance, Corporate Disclosure, Ethics, Technology and Computers, Intellectual Property Rights, Ethics and Environment, Sexual Harassment

**UNIT-V ETHICS AND CORPORATE CULTURE**

Introduction, Measures to Encourage Ethical Conduct and Institutionalize Ethics Training, Code of Conduct, Formal Committees, Ethics Audit, Professional Values and Professional Codes, Managing Ethical Conduct in Modern Times, **SOCIAL AND ECONOMIC ISSUES**, Introduction, Adaptation to Changing Environment, Economic Growth and Change

Areas, Emerging Opportunities in Various Sectors, Management Practices and Cultural Issues, Global Prospective, Global, Internal Scene in India,

**COURSE OUTCOME:-**

This course is to allow students to enhance this ability by providing them with a pragmatic framework that they can use to identify, analyze, and resolve ethical issues in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization.

**Text Books:**

- Business Ethics and Ethos by Mehta: Ramesh book depo
- Murthy C.S.V. (2014), Business Ethics- Text & Cases, Himalya Publishing House
- Business Ethics by R.V. Badi & N.V. Badi New Delhi : Vrinda ,
- Business Ethics & Ethos by Anil Mehta & P. Dayal & Preeti Sharma New Delhi: R.B.D. Publication ,
- Business Ethics & Management Values by S.K. Bhatia
- Business Ethics and Indian Value System ( Text & Cases ) by Anand Singh Mumbai Himalaya Publishing House
- Business Ethics and Managerial Values by S.K. Bhatia New Delhi : Deep & Deep Publications ,
- Business Ethiscs by A.K. Gavai Mumbai Himalaya Publishing House

**Reference Books:**

- Kumar, Niraj and Tripathi, Paras (2016), Business Ethics, Himalya Publishing House
- Makkar, Urvashi and Pahuja, Anurag (2016), Corporate Social Responsibility, Bharti Publications.
- Vohra, J.C. (2010), Business Ethics. SBS Publishers & Distributors



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**COURSE CODE: 3MBBA 305**

## **RETAIL MANAGEMENT**

**Course Code: 3MBBA 305**

### **COURSE OBJECTIVE:-**

The aim of this subject is to provide fundamental knowledge about retail and retailing concepts in India along with various aspects of retail operations.

### **Syllabus:**

- UNIT-I** INTRODUCTION TO RETAIL MANAGEMENT: - Retail and Retailing, Types of Retailers, Retailing in India. RETAIL MARKET STRATEGY AND CONSUMERISM: -Retail Market Strategy, Standalone Stores, Rural Retailing, International Retailing, PLANNING AND MERCHANDISE MANAGEMENT FOR RETAIL OUTLETS:- Categorizing the buying Process, Setting Objectives for Merchandising Plan, Sales Forecasting, Assortment Planning Process.
- UNIT- II** FINANCE AND LOCATION STRATEGIES FOR RETAILING:- Activity Based Costing (ABC), Retail Location Strategies. LOCATION SELECTION AND HUMAN RESOURCE MANAGEMENT: - Factors Affecting the Location of Retail Outlet, Importance of Human Resource Management (HRM) in Retailing. MARKETING MANAGEMENT AND RELATED ISSUES IN RETAILING:- Understanding Consumer Behaviour, Stages in the Buying Process, Factors Influencing Customers Buying Decisions, Store Design and Layout, Pricing Strategies and Types, Retail Promotion and communication
- UNIT- III** STORES LOYALTY MANAGEMENT AND VISUAL MERCHANDISING :- Customer Loyalty , Variables Influencing Store Loyalty , Motives for shopping and within the store Factors,
- UNIT- IV** SUPPLY CHAIN MANAGEMENT: - Retail Logistics, Merchandise Flows, Online Logistics Management. IMPORTANCE OF CUSTOMER SERVICE AND QUALITY MANAGEMENT: - Customer Service, Customer's perspective of service Quality, the 'GAPS Model' CRM:- Meaning & Importance of CRM, Steps Involved in the ' CRM' Process , Relationship based Buying.
- UNIT- V** MANAGEMENT OF WOES, FRANCHISING, BRAND AND MALLS:- Focus on safety / Security at Retail Outlets, Handling of Inventory Shrinkages, Measures to Reduce shoplifting, Parking space problems at Retail Centers.

### **COURSE OUTCOME:-**

After completing this subject students becomes familiarize with the concepts and various aspects of retail and able to manage the entire retail operations.

### **Text Books.**

- Nair, Suja (2015), Retail Management, 2<sup>nd</sup> edition, Himalaya Publishing House, 2015
- Retail Management : A Global Perspective by Harjit Singh New Delhi S. Chand Group



**COURSE CODE: 3MBBA 305**

- Retail Management : Managing Retail Stores with CD by Kisholoy Roy New Delhi Vrinda Publication
- Retail Management in New Dimension by Kuldeep Singh New Delhi: Global Vision ,

**Reference Books:**

- Gilbert, David (2016), Retail Marketing Management. Pearson Education.
- Berman, Barry, Evans, Joel R. and Shrivastava, Ritu (2017), Retail Management – A Strategic Approach. Pearson Education, 13<sup>th</sup> Edition

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## DATA ENTRY OPERATIONS

### Course Objective:-

- 1 To understand the basic knowledge of computer
- 2 To understand the assembly-level programming
- 3 To understand the input output devices, storage media, and memory

### Syllabus:

#### Theory :

#### UNIT-1

Basics of Computer: Computer Organization, Input and Output Devices, System Software and Application Software, Computer Language, Compiler and Assembler.

Operating System: Elements of Windows XP, Desktop Elements, Locating Files and Folders, Changing System Setting, File Management in Windows, Installation of Software and Hardware.

#### UNIT-2

Basics of Word Processing: Starting Word Program, Word Screen Layout ,Typing Screen Objects, Managing Documents, Protecting and Finding Documents, Printing Documents

Formatting Documents: Working with text, Formatting Text, Formatting Paragraphs, Bulleted and Numbered Lists, Copying and Moving Text, Spelling and Grammar, Page Formatting, Creating Tables, Mail Merge.

#### UNIT-3

Types of document in Mail merge: Creating data Source, Creating Mailing Labels, Creating Mailing Labels, Merging Data into Main Document.

Basics of Spreadsheet: Selecting, Adding and Renaming Worksheets, Modifying a Worksheet, Resizing Rows and Columns, Workbook Protection.

#### UNIT-4

Formatting Worksheets: Formatting Toolbar, Formatting Cells, Formatting Rows and Columns, Formatting Worksheets Using Styles, Protect and Unprotect Worksheets.

Formulas, Functions and Charts: Formulas and Functions, Copying a Formula, Types of Functions, Types of Charts, Auto Shapes and Smart art.

#### UNIT-5

Creating Presentation: Creating Slides, Slide Sorter View, Changing Slide Layouts, Moving Between Slides.

Introduction to Internet: Getting Connected to Internet, Types of Internet Connections, Internet Terminology, Understanding Internet Address, Web Browser and Internet Services.

### Course Outcomes:-

After studying this student will be able to know about terms and concepts of Microsoft suite completely.(like MS-word, power-point-excel sheets, outlook express)

### Practicals

1. To study the features of MS-Office 2007 such as MS-Word, MS-Excel, MS-Power point and MS-Access
2. To create a document using mail merge in MS-Word.
3. To create a document for type the mathematical equation in MS-Word.
4. To create a employees work detail list using MS-Excel
5. To calculate student mark details using MS-Excel.
6. To Import External Data, Sort and Filter using MS-Excel.
7. To create a database using MS-Access.
8. To generate report using MS-Access.
9. To create a presentation text and images with effects using MS-Power point.
10. To create a presentation with effects using animation and sound effects.
11. To create a document using mail merge in MS-Word.

### **Reference Books:**

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# **INTRODUCTION TO SOFT SKILL & TEAM BUILDING**

Course Code: 3HBEL501

## **COURSE OBJECTIVES:**

By the end of the soft skills training program, the students should be able to:

- Develop effective communication skills (spoken and written).
- Develop effective presentation skills.
- Conduct effective business correspondence and prepare business reports which produce results.
- Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
- Develop all-round personalities with a mature outlook to function effectively in different circumstances.
- Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.
- Take part effectively in various selection procedures adopted by the recruiters.

## **Syllabus:**

- UNIT – I** General Introduction of self by students, Importance of the Training sessions, Importance of Presentation Skills, Public Speaking, Basic English Grammar Vocabulary, Kinds of Sentences, Verb, Adverb, Tenses, Preposition, Conjunction, Formation of Sentences, Sentence Making, Translation, Communication Skills Communication meaning, Function, Process, Types of communication, Barriers of communication, Guidelines for effective communication, Purpose of Good communication, Importance of right Pronunciation
- UNIT – II** Listening and Writing Skills Importance of effective listening, Importance of effective writing skills, Conversation Practice, Guidelines for Effective writing, Body Language Gestures, Voice Modulation, Eye Contact, Facial Expression, Posture, Dressing Sense, Attire, Hand, movements, General Etiquette, Mannerism, Smiling Gestures, Confidence building, Exit walk, Behavioral skills Team Management, Time Management, Stress Management, Decision Making, Positive Thinking Attitude, self actualization, Working style
- UNIT – III** Email Skills Email Etiquette, Email Drafting, Creating a Resume/ Resume writing tips Format and Content Resume, Fresher's Resume, Helpful Tips For Resume Writing, Things to avoid in Resume, Group Discussion Introduction “what is GD”, Ability to Influence, Importance of Active Listening, Key Steps to succeed in GD Do's and Don'ts of GD.
- UNIT – IV** Interview Skills/ Tips Groundwork before the Interview, Greeting Etiquettes, Self Introduction, Tips to answer “questions” Do's and Don'ts of Interview, Preparing a day before the interview, Things to remember during the Interview. Telephonic Interview and Video Conferencing Interview Tips Treat the Interview like a face to face Interview, Telephone Etiquette, Flow of Conversation.

**UNIT – V** Corporate Etiquette Professional Attitude at work, Punctuality, Meeting etiquettes, Professional Dressing sense, Cordial Relation with Fellow workers

**COURSE OUTCOME:**

The teaching methods in the soft skills training include lectures, projects, role plays, quizzes, and various other participatory sessions. The emphasis will be on learning by doing.

Since the method of training is experiential and highly interactive, the students imbibe the skills and attributes in a gradual and subtle way over the duration of the program. The students will not only learn the skills and attributes but also internalize them over a period of time.

Internalization ensures that the skills and attributes become part of the students' nature. Subtle changes are bound to occur in their behavior and outlook, and these will make them more self-assured and confident. Moreover, the behavior changes will be gradual and natural and will not appear artificial or put on. Thus, the changes in them will be genuine and positive.

The Soft Skills training program is a credit course and the evaluation of the students takes place on a continuous basis. Active participation in activities, interest displayed by the students in acquiring the necessary attributes and skills and the commitment shown by them to improve in terms of attitudes are the main criteria for evaluation.

**Text Books:**

- Business Communication, Universal Pub. Agra – Dr. Ramesh Mangal

**Reference Books:**

- English Grammar- Wren & Martin
- Putting your best foot forward- Lt. Co. (Dr.) Pramod Deogirikar

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**COURSE CODE: 3MBBA 402**

**FINANCIAL MANAGEMENT**  
Course Code: 3MBBA 402

**COURSE OBJECTIVE:-**

Students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

**Syllabus:**

- UNIT- I** Aims and objectives of F.M., financial analysis and control.
- UNIT- II** Cost- volume- profit analysis, operating and financial leverage, time, value of money.
- UNIT- III** An overview of risk adjusted methods.
- UNIT- IV** Investment and capital structure decisions, instruments of long-term, finance, and different sources of raising funds.
- UNIT- V** Management of working capital, methods of capital budgeting, short term, financing investment.

**COURSE OUTCOME:-**

After completing this course the students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

**Text Books:**

- Gupta, S.P. (2015). Financial Management, SahityaBhawan Publication, 2015
- Srivastava, R.M. (2013), Financial Decision Making, Himaylaya Publishing House, Mumbai

**Reference Books:**

- Khan M.Y. & Jain P.K. Financial Management, Tata McGraw Hill, New Delhi
- Pandey I.M. Financial Management, Vikas Publishing House, New Delhi



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# **MARKETING MANAGEMENT**

**Course Code: 3MBBA 403**

## **COURSE OBJECTIVE:-**

Facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

## **Syllabus:**

**UNIT- I** Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning,

**UNIT- II** Buyer behavior: Determinants, Consumer buying process & models, Factors affecting buying behavior, stages of buying process, Organisational buyer behavior.

**UNIT- III** Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies

**UNIT- IV** Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues.

**UNIT- V** Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and International marketing, Guerilla Marketing, Green Marketing, Digital marketing and other developments of marketing.

## **COURSE OUTCOME:-**

After completion of these subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

## **Text Books:**

- Sherlekar, S.A. (2010). Marketing Management. *Himalaya Publishing House*, 13<sup>th</sup> Revised Edition, 2010
- Marketing Management in The Indian Background by C.N. Sontakki New Delhi: Kalyani Publisher ,
- Marketing Management : Indian Context, Global Perspective by V S Ramaswamy & S Namakumari New york. MC Graw Hill Co.
- Marketing Management (H) by R.C. Agarwal Agra : SBPD,

## **COURSE CODE: 3MBBA 403**

- Marketing Management by R.S.N. Pillai & Bagavathi & S. Kala New Delhi S. Chand Group
- Marketing Management by Pankaj Madan New Delhi : Global Vision Publishing House ,
- Marketing Management by Debraj Datta & Mahua Datta New Delhi Vrinda Publication
- Marketing Management by Biplab S. Bose Mumbai Himalaya Publishing House
- Marketing Management by Arun Kumar & N Meenakshi Noida Vikas Publication House
- Marketing in India Case and Readings by S. Neelamegham Noida : Vikas ,

### **Reference Books:**

- Marketing Management by Philip Kotler & Kevin Lane Keller & Abraham Koshy & Mithileshwar Jha NewDelhi Pearson Education
- Verma, Harsh V. and Duggal, Ekta (2015), Marketing. Oxford Press
- Lal, Rajiv, Quelch, John A. and Rangan, V. Kasturi (2016), Marketing Management – Text & Cases, McGraw Hill Publications

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# **PRODUCTION AND OPERATION MANAGEMENT**

Course Code: 3MBBA 404

## **COURSE OBJECTIVE:-**

To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

## **Syllabus:**

**UNIT- I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT** – Production Systems – Nature, Importance and organizational function. Characteristics of Modern Production and Operations function. Organisation of Production function. Production and Operations strategy – Elements and Competitive Priorities. Nature of International Operations Management.

**UNIT- II FORECASTING, CAPACITY AND AGGREGATE PLANNING** – Demand Forecasting – Need, Types, Objectives and Steps. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP), Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP

**UNIT- III DESIGN OF PRODUCT, SERVICE AND WORK SYSTEMS** – Product Design – Influencing factors, Approaches, Process – Planning, Selection, Strategy, Service Operations – Types, Strategies, Scheduling (Multiple resources and cyclical scheduling). Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

**UNIT- IV MATERIALS MANAGEMENT** – Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory, Overview of JIT.

**UNIT- V PROJECT AND FACILITY PLANNING** – Project Management – Scheduling Techniques, PERT, CPM, Facility Location – Theories, Steps in Selection, Facility Layout – Principles, Types, Planning tools and techniques.

## **COURSE OUTCOME:-**

After completion of this subject students will be able to understand various processes and aspects associated with production and operations in a production unit and will be able to take effective decisions for smoothening the entire process.

**Text Books:**

- Production & Operation Management : P.Narain & Jayalakshmi Subramanian (Vikas Publication)
- Aswathappa K and ShridharaBhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
- Production and Operations Management by S.A. Chunawalla & D.R. Patel Mumbai Himalaya Publishing House
- Production and Operations Management by S P Singh Noida Vikas Publication House
- Production Operation Management by B.S. Goel New Delhi Prabhat Prakashan
- Production & Operations Management : Text & Cases by R.V. Badi & N.V. Badi New Delhi Vrinda Publication
- Production and Operations Management by Ashish Bhatnagar & Richa Agrawal New Delhi Vrinda Publication
- Production and Operations Management by Pankaj Madan New Delhi: Global Vision Publishing ,

**Reference Books:**

- Production and Operation Management : Everette E. Adam, Jr Ronald J. Ebert (Prentice Hall Of India)
- Operation Management : Strategy and Analysis by Karajewski Lee J and Ritman (Pearson )
- Service Operation Management : Metters Richard D (South West)
- A Management Guide to PERT/CPM : with GERT/PDM/DCPM and other Networks by Jerome D. Wiest & Ferdinald K. Levy New Delhi PHI Learning
- Production and Operations Management by Alan Muhlemann & John Oakland & Keith Lockyer & Bodduluri & Sudhir & Jasti Katyayani New Delhi Pearson Education
- Production and Operations Management : Concepts, Models, and Behaviour by Everett E. Adam & Ronald J. Ebert New Delhi PHI Learning
- Modern Production / Operations Management by E.S. Buffa New Delhi : Wiley ,
- Production & Operations Management Concepts , Models and Behaviour by J.E. Adam New Delhi : Phi Learning ,
- Production & Operation Management : N.G Nair (Tata Mc. Graw Hills)
- Chary, S.N. (2015), Production and Operations Management, Tata McGraw Hill Education, 5<sup>th</sup> Edition, 2015.
- Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition,2013.

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**COURSE CODE: 3MBBA 405**

## **HUMAN RESOURCE MANAGEMENT**

**Course Code: 3MBBA 405**

### **COURSE OBJECTIVE:-**

This subject aims at preparing students for various aspects of HRM including HRM, HRP, and Performance Appraisal etc.

### **Syllabus:**

- UNIT- I** Introduction: Meaning, scope, objective, functions, importance of HRM, Interaction with other functional areas, HRM & HRD, Organizing the HRM department in the organization, HRM practices in India
- UNIT- II** Human Resource Planning: Definition, objectives, process and importance, Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation & job evaluation
- UNIT- III** Recruiting and Selecting Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction, Human Resource Development: Concept, Employee training & development, Manpower Planning, Career Planning & development
- UNIT- IV** Performance management: concept and process, performance appraisal, Potential appraisal, Job Compensation: Wage & salary administration, incentive plans & fringe Benefits, Promotions, transfers, absenteeism & turnover, Quality of work life (QWL)
- UNIT- V** Job satisfaction and morale, Health, Safety & Employee welfare, Human Relations : definition, objectives & approaches, Employee grievances & Dispute resolution, participation & empowerment, Collective bargaining, Industrial relations, Trade unions

### **COURSE OUTCOME:-**

After completion of this course, students would be able to understand basics of human resource management.

### **Text Books:**

- C.B Manorial ( Himalaya Publication House)
- A.A Ansari ( Quality Publication)
- Rao, V.S.P. (2012), Human Resource Management, Exel Books, 2012
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## COURSE CODE: 3MBBA 405

- Text Book - Human Resource Management, Agrawal & Foujdar,( Sahitya Bhawan Publication)
- R. C Agarwal (Sahitya Bhawan Publication)
- **Human Resource Management: P. Subba Rao, Himalaya Publication**
- Human Resource Management by G.S. Sudha New Delhi : R.B.D. Publications ,
- Human Resource Management by Iain Henderson Hyderabad University Press
- Human Resource Management by R.C. Agarwal Agra SBPB
- Human Resource Management by R.V. Badi New Delhi : Vrinda ,
- Human Resource Management by S.S. Khanka New Delhi S. Chand Group
- Human Resource Management by Vikas Arora
- Human Resource Management Pri. & Practice by P. G. Aquians Noida : Vikas ,
- Human Resource Management by Seema Sanghi NoidaVikas Publication House
- Human Resource Management by P. Jyothi & D.N. Venkatesh New Delhi Oxford University
- Human Resource Management by K.K. Choudhuri Mumbai Himalaya Publishing House

### Reference Books:

- Aswathappa, K. (2015), Human Resource Management, Tata McGraw Hill Publication, 2015
- Mehta, Jogendra (2010), Human Resource management. Aadi Publications
- Decenzo, David A., and Robbins, Stephen P. (2011), Human Resource Management. Wiley India Pvt. Ltd, 10<sup>th</sup> Edition
- Human Resource Management by Biswajeet Pattanay New Delhi : Phi Learning ,
- Human Resource Management by Gary Dessler & Biju Varkkey New Delhi Pearson Education

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## **HUMAN VALUES & ETHICS**

Course Code: 3HBHP401

### **COURSE OBJECTIVES:**

- To help students understand the basic guidelines, content and process of Human value and value crisis in contemporary Indian Society
- To help students understand the meaning of happiness and prosperity for a human being.
- To help students reflect critically on gender violence .
- To facilitate the students to understand harmony at all the levels of human living, and live accordingly.

### **Syllabus:**

#### **UNIT – I Concept of value and value crisis in contemporary Indian Society.**

1. Concept of value
2. Value crisis at- individual level
3. Value crisis at- Cultural level
4. Value crisis at- Societal level
5. The Indian concept of value.
6. Modern Approach to the study of Values.

#### **UNIT – II Moral and Ethical Human values.**

1. Bases for Moral Judgment
2. Some Canons of Ethics
3. Ethics of Duty
4. Ethics of Responsibility
5. Factors to be considered in making Ethical Judgments.
6. Continuous Happiness and Prosperity- A look at basic Human Aspirations.

#### **UNIT – III Moral Values in Profession.**

1. What is Profession?
2. Professional Ethos
3. Code of Professional Ethics
4. Corporate social Responsibility

#### **UNIT – IV Gender sensitization.**

1. Socialization of Women
2. Demographic consequences
3. Domestic Violence
4. Women's work, its politics and economics , fact and fiction ,Unrecognized and unaccounted work

#### **UNIT – V Co- Curricular Activities and value Education.**

1. Games and sports
2. Literary and cultural Activities
3. NSS, NCC activates
4. A New Approach to Human Value Freedom, Creativity Love & Wisdom

**COURSE OUTCOMES:**

On completion of this course, the students will be able to:

1. Understand the significance of value inputs in a classroom and start applying them in their life and profession
2. Understand the value of harmonious relationship based on trust and respect in their life and profession.
3. Students will develop a sense of appreciation of women in all walks of life.
4. Understand the role of a human being in ensuring harmony in society and nature.

**Text Books:**

- The text book R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
- The teacher's manual R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics – Teachers Manual, Excel books, New Delhi, 2010
- B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
- Subhas Palekar, 2000, *How to practce Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
- A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
- A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.

**Reference Books:**

- Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
- Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
- Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *limits to Growth*, Club of Rome's Report, Universe
- Books.
- E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.



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## PUBLIC RELATION & CORPORATE IMAGE

Course Code: 3MBBA 502

### COURSE OBJECTIVE:-

This subject aims at preparing students for various aspects of Public Relation & Corporate Image

### Syllabus:

**UNIT- I**     **Public Relations:** Definition – Meaning – Importance – Objectives – Scope and Functions – Organization of Public Relations of Corporate Bodies – Internal Organization – Seeking Consultancy Service -Role of Public Relations for Corporate Internal Security in managing Delegates and Visitors – Qualities of Good Public Relations Personnel – Selection, Training and Development of Public Relations Staff – Importance of Mannerisms and Body Language in Public Relations

**UNIT- II**     **Public Relations Strategy** – Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Corporates in India – Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management

**UNIT- III**     **Public Relations Management – Ethics** – Do's & Don'ts in Public Relations Management – Customers & Investors Education – Selection & Importance of Brand Ambassadors – Public Relations Functions in the light of: Right to Information – Consumerism – NGO Activism – Code of Conduct in Advertisement – Outsourcing of Public Relations – Importance, Selection, Control

### UNIT- IV

- Corporate Image in Contemporary Management Studies
- Components of an Individual Image
- Advertising and Corporate Image
- Public Relations of an Institution

### UNIT- V

- The Grapevine and Rumours
- Stereotype
- Propaganda
- Case Histories of Corporate Images in Private and Public Sectors

### COURSE OUTCOME:-

After completion of this course, students would be able to understand basics of Public Relation & Corporate Image

**Text Books:**

- Public relations for your business, Frank Jefkins, Jaico Publishing House
- Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House
- Public Relations by Averill Alizabeth New Delhi Oxford University.

**Reference Books:**

- Public Relation: the Profession and the Practice, Baskin Oits, Aronoff Craig, Lattimore Dan, McGraw Hill
- This is PR- The Realities of Public Relations, Newson, Turk, Kruckeberg, Wadsworth – Thomson Learning



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## **CASE STUDY ANALYSIS**

Course Code: 3MBBA 503

### **COURSE OBJECTIVES:-**

In this course you will learn how to develop a case study from inception of the idea to the writing and completion of the final study. You will also learn about using the case study in the workplace and classroom, as well as other fields that successfully use case studies and enhance personality development of students and improve their creative and analytical skills.

### **Syllabus:**

- UNIT- I**      **Introduction-** what is Case Study, Different Types of Case Studies, methods of cases.
- UNIT- II**      **Planning:** A Case Study, **Researching:** A Case Study, Strengths and Weaknesses of Case Studies
- UNIT- III**      **Case Writing;** A Case Study, using Case Studies in Business (Marketing, Finance, Human Resource, production and other fields), Case Studies in the Workplace, Summarizing Case Studies
- UNIT- IV**      **Goal Setting in case study-** Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management in solving the case, setting of Prioritizing work
- UNIT- V**      **Public speaking/ Presentation of case-** Activities for evaluation (Surveying and reporting, Debate, Group discussion and presentation). **Creativity in case study method:** Out of box thinking, lateral thinking

### **COURSE OUTCOME:-**

After Completing this, student acquire inter personal skills and be an effective goal oriented team player, develop professionalism with idealistic, practical exposure, acquire communication and problem solving skills and re-engineering their attitude and understand its influence on behavior.

### **Text Books:**

- Bhattacharya Principles of Management Text & Cases. Pearson.
- Case Study Research : What, Why and How? by Peter Swanborn New Delhi : Sage Publication,
- Cases in Indian Management Vol- II by B.A. Chansarkar Mumbai Himalaya Publishing House
- Cases in Leadership by W. Glenn Rowe & Laura Guerrero New Delhi : Sage Publication ,
- Cases in Marketing Management by Kenneth E. Clow & Donald Baack New Delhi : Sage Publication,

## **Reference Books:**

- Shrivastav & jhaharia Cases 7 Management (PHI).

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# **CONSUMER BEHAVIOR**

Course Code: 3MBBA 504

## **COURSE OBJECTIVE:-**

The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

## **Syllabus:**

**UNIT- I** Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning,

**UNIT- II** Buyer behavior: Determinants, Consumer buying process & models, Factors affecting buying behavior, stages of buying process, Organisational buyer behavior.

**UNIT- III** Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies

**UNIT- IV** Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues..

**UNIT- V** Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and International marketing, Guerilla Marketing, Green Marketing, Digital marketing and other developments of marketing.

## **COURSE OUTCOME:-**

After studying this subjects students would able to understand the behavior of consumers which helps them to craft effective marketing strategies

## **Text Books:**

- Consumer Behaviour Text & Cases :Satish K Batra(Excel Books)
- Consumer Behaviour M.Khan, Matin (New Age International)
- Consumer Behaviour R. Kumara ( Himalya Publication)
- Consumer Behaviour & Advertising Management by Debraj Datta & Mahua Datta New Delhi Vrinda Publication
- Consumer Behaviour & Market Research by P.K. Sharma & Bhumija Chouhan & Kavya Saini New Delhi: R.B.D. Publications,
- Consumer Behaviour: A Practical Orientation by R.K. Ghai & Gurpratap Singh Mumbai Himalaya Publishing House

**COURSE CODE: 3MBBA 504**

**Reference Books:**

- Nair, Suja R. (2013). Consumer Behaviour in Indian Perspective. Himalaya Publishing House
- Schiffman, Leon G., Wisenblit, Joseph and Kumar, S. Ramesh (2015), Consumer Behaviour. Pearson Education, 11<sup>th</sup> Edition.
- Mukherjee, Srabanti (2013), Consumer Behaviour, Cenage Publications,

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## **ADVERTISING & SALES MANAGEMENT**

Course Code: 3MBBA 505

### **COURSE OBJECTIVE:-**

To acquaint the students with concepts, techniques and give experience in the application of an effective advertising & sales promotion programme and management of sales force.

### **Syllabus:**

**UNIT- I** Introduction to consumer decision making models, EPS, LPS, RRB, stages in consumer decision making process, need analysis, information search, evaluation, purchase and post purchase behaviours, factors influencing consumer behavior.

**UNIT- II** Consumer as an individual, consumer needs and motivation, nature of personality and self concept, behavioral theories.

**UNIT- III** Social impact on the consumer, culture, social classes, family and personal influence, characteristics of a group, types of groups, consumer relevant groups, reference groups, promotional applications of reference group concept, the family decision making, family life cycle, marketing behavior, social class categories, consumer behavior applications of social classification.

**UNIT- IV** personal influence and opinion leadership, dynamics of opinion leadership process, influence of opinion leader in the promotional strategy of a firm, adoption and diffusion of an innovation, profile of consumer innovators, marketing applications.

**UNIT- V** Impact of environment on consumer behavior, temporal effects, instore merchandising, store layout, store ambience, models of consumer decision making, Indian consumers, behavioural patterns of Indian consumer , cultural and religious issues in marketing in India, organizational buying process and factors influencing organizational buying behaviour, Case studies.

### **COURSE OUTCOME:-**

Upon successful completion of the requirements for this course, students will be able to understand the three major influences on customer choice, the process of human decision making in a marketing context, the individual customers make up, the environment in which the customer is embedded, apply this understanding to marketing strategies of the supplier, develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities.

### **Text Books:**

- Advertising & Sales promotion Shh Kazmi & Satish Batra(Excel Books)
- Advertising & Sales management Mukesh Trehan & ranju Trehan(V.K Enerprise)
- Advertising & promotional management R.Dayal Krajpai(Mittal Publication)
- Advertiring , Sales & Promotion Management by S.A. Chunawalla Mumbai Himalaya Publishing House
- Advertising Management by B.S. Rathore Mumbai Himalaya Publishing House
- Consumer Behaviour & Advertising Management by Debraj Datta & Mehua Datta New Delhi Vrinda Publication
- Advertising Management by S. Shyam Prasad & Sumit Kumar New Delhi: R.B.D. Publishing ,

**COURSE CODE: 3MBBA 505**

- Advertising and Sales Management by C.N. Sontakki New Delhi : Kalyani Publishers,
- Sales & Advertising Management by G.S. Sudha New Delhi : R.B.D. Publishing House ,
- Advertising & Personal Selling by Namita Rajput
- Sales & Distribution Management by H.R. Appannaiash Mumbai Himalaya Publishing House

**Reference Books:**

- Jain, J.N and Singh, P.P (2007). Modern Advertising Management – Principles and Techniques. *Regal Publications*, 2007.
- Sales Promotion How to Create Implement & Integrate Champaions Heat Really Work by Roddy Nullin New Delhi Kogan Page India Private Limited

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## **RETAIL & RURAL MARKETING**

Course Code: 3MBBA 506

### **COURSE OBJECTIVE:-**

The course enables students to appreciate the importance of retailing and to explore rural marketing environment for contributing to the emerging challenges in the upcoming global economic scenario.

### **Syllabus:**

- UNIT- I** Retail Marketing Environment- Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues
- UNIT- II** Retail Marketing Segmentation: Segmentation in Retail, Targeted Marketing Efforts, Positioning Decisions , Store Location and Layout: Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies
- UNIT- III** Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model
- UNIT- IV** Rural Marketing: nature, definition, scope & importance in India, Size & Structure of rural markets. Factors influencing rural marketing, communication media, credit availability, local requirements, Market strategies & tactics with reference to rural markets, Product marketing & service marketing in rural India: product planning, communication media & message, distribution Channels,
- UNIT- V** Agricultural Marketing: Marketing of agricultural produce and inputs, cooperative marketing & processing societies, Marketing of rural industry, Problems in Rural marketing, Role of government & NGOs in Rural marketing, Case Study

### **COURSE OUTCOME:-**

After studying these subject students gets the knowledge about retailing and rural marketing environment which helps them to contribute to the emerging challenges in the upcoming global economic scenario.

### **Text Books:**

- Chaudhary Prashant (2016), Retail Marketing in modern age, Sage Publication
- Rural Marketing by O.S. Shrivastava Bhopal : Quality Publishing Company,
- Rural Marketing Environment Problems & Strategies by T.P. Gopaldaswamy Noida : Vikas ,
- Shinde, Rajesh H. (2016), Rural Marketing in India. ABD Publishers.
- Kuamr, Dinesh and Gupta, Punam (2015), Rural Marketing – Challenges and Opportunities, Sage Publications.
- A.K. Singh, S. Pandey, Rural Marketing, New Age International Publishers.
- Retail Marketing by B.B. Mishra & Manit Mishra New Delhi : Vrinda ,
- Retail Marketing by S. Banumathy & M. Jayalakshmi Mumbai Himalaya Publishing House

**COURSE CODE: 3MBBA 506**

**Reference Books:**

- Rural Marketing: Text and Cases by C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan  
New Delhi Pearson Education
- Kashyap, Pradeep (2016), Rural Marketing. Pearson Education, 3<sup>rd</sup> Edition

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# **MANAGEMENT TRAINING & DEVELOPMENT**

Course Code: 3MBBA 507

## **COURSE OBJECTIVE:-**

This subject deals with training & developmental aspects of employees, various training methods & techniques, management development program etc

## **Syllabus:**

- UNIT- I** Meaning, need, importance, Benefits, objectives, difference between training & Development. Training need – Training need Assessment , why training need arises , when need arises , determination of training need, when to access needs , Approaches to training need Assessment process of TNA.
- UNIT- II** Learning :- Definition characteristic Nature , theories of learning, shaping Behavior , the law of effect schedules of Reinforcement , use of Reinforcement theory in behavior modification.
- UNIT- III** Training: - Process of training, methods, technique and Aids in training, Areas of training.
- UNIT- IV** Implementation:- Method for implementation , skill and stale of trainers, validation & evaluation of training programme.
- UNIT- V** Management Development:- Introduction, what is MD?, Essential ingredients of Management Development programme, Technique of Management development , Selection of technique , Evaluation of MDPs.

## **COURSE OUTCOME:-**

After completion of this course, students will understand the importance of training & development from the perspective of fresher & existing employees

## **Text Books:**

- Bhattacharyya Kumar Dipak (2015), Training & Development, Sage Publications.
- Management Training and Development by B.L. Gupta New Delhi Vrinda Publication
- Management Theory & development Practice by P. Subha Rao : Himalaya Publications
- Management training & development by Upadhyay & Gupta : Ramesh book depo
- HR Planning & development by Upadhyay : Ramesh Book Depo
- Venkatesh Dr. Bharti, (2013), Training & Development, Indra Publishing House.

**Reference Books:**

- Noe Andrew Raymond(2001),” Employee Training & Development, McGraw-Hill/Irwin Publications.
- Handbook of Training and Development edited by Steve Truelove - (Blackwell Publication
- Janakiram B. (2007), Training & Development, Dreamtech Press.

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# **HUMAN RESOURCE PLANNING & DEVELOPMENT**

**Course Code: 3MBBA 508**

## **COURSE OBJECTIVE:-**

This subject focuses on human resource planning & development, various job related aspects like analysis, description, welfare & safety issues etc.

## **Syllabus:**

**UNIT- I** Human Resource Management: Meaning, Benefits, Strategic planning and HR planning. Manpower Planning: Definition Objectives, benefits, limitations and problems. HR planning linkage with other HR function, Influencing factors in human resource planning.

**UNIT- II** Human Resource Planning, tools, methods and techniques, concept of job analysis, job description and job specialization. HR Demand focusing, HR Supply, estimates action plan in separation, retention, training, redeployment and staffing. Work Force Flow Mapping, Job Analysis: - Meaning, Purpose, Process, Methods of Collecting Data. Job Description – Contents, Writing Job Description, Job Specification, Job enhancement, job rotation and job position. Procurement of Human resource: Recruitment- Meaning and Process; Sources of Recruitment , Internal and External Source, Modern Techniques of Recruitment, Sources- Internet Based, Case Study

**UNIT- III** Human Resource Development – Overview , philosophy and goals of HRD , HRD culture , climate , culture practices in organization , HRD sub systems / process mechanisms. Case Study.

**UNIT- IV** Organizing for HRD, HRD for workers, HRD overview in Govt. and Private Systems, HRD for health and family welfare, HRD in defense, police , voluntary organizations , manufacturing organization and infrastructure . Case Study

**UNIT- V** Changing environment of HRD – internal and external factors, internal factors – HR of country and changing demands of employers, employees organization, behavioral factors in HR planning, External factors – change in technology, legal and govt., customer social factors, economic and political factors ,Case Study

## **COURSE OUTCOME:-**

After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory

## **Text Books:**

- Human Resource Development by Lalitha Balakrishnan & S. Srividhya Mumbai Himalaya Publishing House
- Human Resource Development by P. Subba Rao Mumbai Himalaya Publishing House
- Human Resource Development by R.K. Ghai New Delhi Vrinda Publication

**COURSE CODE: 3MBBA 508**

- Human Resource Development & Management by Biswanath Noida :  
Vikas ,
- Human Resource Development ( Text and Cases ) by R.K. Ghai
- Human Resource Development : Theory & Practice by David McGuire & Kenneth Molbjerg  
Jorgensen New Delhi :  
Sage Publication ,
- Human Resource Development Learning & Training for Individuals & Organization by John  
P. Wilson
- Human Resource Development Theory and Practice by David McGuire

**Reference Books:**

- Sen K. Alope (2008) "Human Resource: Development Planning & Deployment", Asian Books Private Limited.
- Gerard V McMohan,(2008) "Recruitment and Selection", Prentice Hall of India
- C.R. Greer,(2002) "Strategic Human Resource Management", Pearson Education

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# **LEGAL FRAMEWORK GOVERNING HUMAN RELATION**

Course Code: 3MBBA 509

## **COURSE OBJECTIVE:-**

This course deals with various acts governing the rights establishment of factories, rights of employees, welfare, trade union etc

## **Syllabus:**

- UNIT- I** The Factories Act, 1948: Major provisions of factories Act with licensing, registration, health, safety and welfare, working hours of adult, Penalties and procedure.
- UNIT- II** The Industrial Dispute Act ,1947: Concept, Settlement of Industrial dispute – procedure, powers and duties of authorities, strikes and lockouts, retrenchment and lay off provisions
- UNIT- III** The Trade Union Act, 1926: Definition of a trade union, Registration of trade union, rights and duties of registered trade union, regulation, penalties
- UNIT- IV** The Workmen’s compensation Act, 1923: Main Texts provisions – employer’s liability for compensation, amount of compensation, distribution of compensation, notice and claim, other provisions
- UNIT- V** The Employees State Insurance Act, 1948: Provisions regarding administration of the scheme, ESI corporation, Standing committee, medical benefit council, ESI fund, The Maternity Benefit Act, 1961: Provision regarding prohibition of employment to women during certain periods, Maternity benefit leave and nursing breaks.

## **COURSE OUTCOME:-**

After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

## **Text Books:**

- Gerard V McMohan,(2008) “Recruitment and Selection”, Prentice Hall of India
- C.R. Greer,(2002) ”Strategic Human Resource Management”, Pearson Education

## **Reference Books:**

- Sen K. Aloke (2008)”Human Resource: Development Planning & Deployment”, Asian Books Private Limited.

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# **SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

**Course Code: MBBA 510**

## **COURSE OBJECTIVE:-**

This subject aims in understanding the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

## **Syllabus:**

**UNIT- I INVESTMENT:** - Meaning of Investment, Characteristics of Investment, Objectives of Investment, Investment vs Speculation, Investment vs Gambling, Types of Investors, Investment Avenues, Meaning of Risk, elements of Risk,

**UNIT- II SECURITIES MARKET:-** Financial Market, Segments of Financial Market, Types of Financial Market , Primary Market/New Issues Market, Methods of Floating New Issues, Regulation of primary Market, What is a stock Exchange , Functions of Stock Exchanges stock Market in India.

**UNIT- III Meaning of Fundamental Analysis, Economy – Industry- Company Analysis** Framework, Economic Forecasting, Techniques, Industry Analysis, Industry Life cycles, Industry Characteristics, company Analysis, Default Risk, Interest Rate Risk

**UNIT- IV PORTFOLIO ANALYSIS:** - Expected Return of a portfolio, Risk of a Portfolio, Reduction of Portfolio Risk through Diversification, Feasible set of Portfolios, Efficient set of Portfolios.

**UNIT- V PORTFOLIO REVISION:** - Need for Revision, Meaning of Portfolio Revision, constraints in portfolio Revision, Portfolio Revision Strategies, portfolio evaluation, Need for Evaluation, Evaluation perspective, Meaning of portfolio Return.

## **COURSE OUTCOME:-**

On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

## **Text Books:**

- Kevin S. (2013), Security Analysis and Portfolio Management, Prentice Hall of India.
- Security Analysis & Portfolio Management Pandayen Vasant Sangram
- Security Analysis & Portfolio Management Sudhindra Bhat (Excel Books)
- Security Analysis & Portfolio Management Dhanesh Khatri (Mc Millan Publishers India Ltd) Delhi, 2012.
- Security Analysis & Portfolio Management by Punithavathy Pandi, Noida : Vikas Publication.
- Security Analysis & Portfolio Management by Pasha M. Airif, New Delhi : Vrinda Publication

**COURSE CODE: MBBA 510**

- Security Analysis and Portfolio Management by Mohammed Arif Pashi, New Delhi Pearson Publication
- Security Analysis and Portfolio Management by Donald E. Fischer, New Delhi Pearson Education
- Seventh Edition, Security Analysis & Portfolio Management, Ronald J. Jordan, AK Pradhan.
- Investment analysis and portfolio management, fifth edition, Prasanna Chandra.

**Reference Books:**

- Peter S. Rose and Sylvia C. and Hudgins, “Bank Management and Financial Services”, Tata McGraw Hill, New Delhi, 2012.
- Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
- Ranganatham, M. &Madhumati, R. (2012), Security Analysis and Portfolio Management, Pearson Education,

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## **FINANCIAL INSTITUTION & SERVICES**

Course Code: 3MBBA 511

### **COURSE OBJECTIVE:-**

This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

### **Syllabus:**

- UNIT- I** Overview of Indian financial systems and markets- constituents and functioning, developments since 1991, recent trends, various financial intermediaries, Reserve bank of India (RBI) - role, functioning, regulation of money and credit. Overview of financial services-Introduction, nature, scope and uses, management of risk in financial services, Case Study
- UNIT- II** Insurance- concept and significance, classification of insurance, general principles of insurance, insurance application and acceptance procedure, Life insurance-principles, products & types of life insurance, General insurance- principles, products
- UNIT- III** Banking industry- Banking structure in India, types of banks-role and significance, capital adequacy norms for banks, SLR, CRR, Recent development, CAMELS rating, credit cards, Merchant banking services, Case Study
- UNIT- IV** Introduction to Asset financing services- leasing and hire purchase, Mutual Funds, debt securitization, housing finance and credit rating, project finance, , factoring & forfeiting, Case Study
- UNIT- V** Introduction to Allied finance services- Corporate restructuring: mergers, acquisitions and takeover, venture capital, Defining risk, nature and types, risk management, ALM by banks: classification of assets, Case Study

### **COURSE OUTCOME:-**

On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyze interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed

### **Text Books:**

- Financial Institution and Services Robert S .Uh
- Financial Institution and Services Satish.K. Mehta; VrindaPublication
- Financial Markets & Services by E. Gorde, Mumbai Himalaya Publishing House
- Financial Markets and Services by E. Gordon & K. Natarajan, Mumbai Himalaya Publishing House
- Bhole, L.M. &Mahakud, J. (2009), Financial Institution & Services, Tata McGraw Hill Education, 5th Edition, 2009.
- Indian Financial system, 2nd edition, S Gurusamy



**COURSE CODE: 3MBBA 511**

- Financial Institutions and Market, Structure, Growth and innovation, 5th edition, L M Bhole and Jitendra Mahakud
- Financial Services Banking and Insurance by C. Satyadevi New Delhi S. Chand Group

**Reference Books:**

- Goel Sandeep, Financial Markets, Institution and Services, PHI publication
- Gomez Clifford, Financial markets, Institution and Financial services, PHI publication.
- Financial Market and Institution, An introduction to the risk management approach, 3rd edition, Anthony Saunders and Marcia Millon Cornett .
- Financial Markets Institutions & Financial Services, Vinod Kumar Atul Gupta Manmeet Kaur.
- Indian Financial System, Bharati V. Pathak, 5th edition

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## **TAX MANAGEMENT & PLANNING**

Course Code: 3MBBA 512

### **COURSE OBJECTIVE:-**

This subject provides an introduction to, and overview of, fundamental concepts of income. Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

### **Syllabus:**

- UNIT- I** Concepts of tax planning, Tax evasion, Tax avoidance, Tax management, features of tax planning, need of tax planning, need for tax planning, , difference between tax planning and tax evasion, tax avoidance, tax management
- UNIT- II** Introduction of Income Tax. Residence and Tax liability. Explanation under various heads of income: income from salary (excluding retirement), Income from capital gain. Problems and cases
- UNIT- III** Income from House Property. Income under the head profit and gains of business and professions and its computation-Problems and cases
- UNIT- IV** Income from other sources. Computation if taxable income of an individual. Setoff and carry forward of losses- permissible deductions –Deductions from Gross Total Income-under sec 80C to 80U. Problems and cases
- UNIT- V** Introduction to Goods and Service Tax, Classification of Goods and Services under GST, Pre GST Regime Computation of Taxable Value Under GST

### **COURSE OUTCOME:-**

On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, Conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyze and synthesize complex legal information

### **Text Books:**

- Tax Planning and Management S.C Mahlotra (Sahitya Bhawan Publication)
- Tax Planning and Management R.K jain (Sahitya Bhawan Publication Developer)
- Tax Planning and Management V.K Agarwal (Navyug Prakashan)
- Mehrotra, H.C., Income Tax Law & Practices, SahityaBhawan Publication, 2016.
- Goods and Services Tax (G.S.T.) Dr. H.C.Mehrotra and Prof. V. P. Agrawal. SahityaBhawan publication, Agra
- Corporate Tax Planning and Management, Dr. H. C. Mahrotra, Sathiya Bhavan Publication
- Tax Planning/ Issues/ Ideas/ Innovation, S. Rajaratnam (Author), B.V. Venkataramaiah (Author)
- Indian Tax Structure: Indian Tax A.Y. 2019-20, Meena Goyal (Author), Fourth Edition.
- Goods and Services Tax (G.S.T.) Dr. H.C.Mehrotra and Prof. V. P. Agrawal. SahityaBhawan publication, Agra

**Reference Books:**

- Goel Sandeep, Financial Markets, Institution and Services, PHI publication
- Gomez Clifford, Financial markets, Institution and Financial services, PHI publication.
- Income Tax Planning & Management, Dr. R.K Jain, Latest Edition
- Direct Tax Planning, Kashul Kumar Agrawal, New Delhi, Fifth Edition
- Income Tax Planning & Management, Dr. R.K Jain, Latest Edition
- Direct Tax Planning, Kashul Kumar Agrawal, New Delhi, Fifth Edition

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**BRAND MANAGEMENT**  
Course Code: 3MBBA 513

**COURSE OBJECTIVE:-**

The aim of this subject is to provide fundamental knowledge and concepts of Branding along with various aspects of brand.

**Syllabus:-**

**UNIT- I** Branding Concepts: Brand Awareness (Recognition and Recall), Brand Identity and Brand Image, Brand Personality, Brand Loyalty. Brand Planning: Brand Positioning, Creating Mental Maps, Customer-Based Brand Equity Model, Brand Resonance, Brand Building Blocks.

**UNIT- II** Brand Integration: Elements to Build Brand Equity, Designing Marketing Programs to Build Brand, Leveraging Secondary Brand Associations, Brand Element Guidelines, personalizing Marketing, Value Pricing, Blending "Push" and "Pull" Strategies.

**UNIT- III** Brand Equity: Developing a Brand Equity Measurement System, Measuring Sources of Brand Equity: Capturing Customer Mind-Set. Indirect and Direct Measures of Brand Equity: Qualitative, Exploratory Research, Experimental Approaches to Measure Brand Equity.

**UNIT- IV** Brand Architecture: Developing and Implementing Branding Strategies. Introducing and Naming New Products, Corporate Branding Strategy, Brand Hierarchy, Line extensions, Content development in Branding.

**UNIT- V** Brand Growth: Brand Growth: Managing Brands over Time, Managing Brand over Geographic Boundaries and Market Segments, Reinforcing Brands, and Revitalizing Brands, Global Branding Strategies, Legal Issues in Branding and Commercial Brands,

**COURSE OUTCOME:-**

After leaning this subject students will able to understand the concepts of brand along with its various aspects and develop the ability to manage the brand of company effectively.

**Text Books:**

- Keller lane Kavin, (2012), Strategic Brand Management, Pearson Publication
- Chernev Alexander, (2015), Strategic Brand Management, Cerebellum press

**Reference Books:**

- Arienzo D Willium (2016), Brand Management Strategies, Fairchild Books
- Casanova Marco (2017), Branding It 3.0, Bookstand Publishing

## **RETAIL TECHNIQUES & SKILLS**

Course Code: 3MBBA 514

### **COURSE OBJECTIVE:-**

The aim of this subject is to provide insights about the various techniques used and skills required for managing retail operations.

### **Syllabus:-**

- UNIT- I** Introduction: Retailing as a Part of Marketing, Retail Selling Process, Concept of Personal Selling, Goals setting process in retail management, Analyzing Market Demand and Sales.
- UNIT- II** Retail Location and Site Selection: City or town locations, freestanding sites, factors affecting the attractiveness of a site, Promotional activities in Retail, Loss prevention techniques.
- UNIT- III** Visual Merchandising: concept, Criteria of organized and unorganized retail chain of stores, Socializing and train new store employees, Display of schemes, Utilization of space and profitability, Types of display: Classification on the basis of size, MRP, Fashion, Season, Theme, Brand, Pattern.
- UNIT- IV** Retail Salesman: Duties, responsibilities, qualities, product knowledge, Managing the store: reducing inventory loss, store manager responsibilities, space planning, in store and out store management, Merchandise Management, Retail Pricing, People in Retailing, Training the Distributors Sales Team.
- UNIT- V** Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Completion Mannequins and Other Human; Forms/Materials/Props, and Tools of the Trade, Principles of Design Color: Fundamental Concepts and Applications

### **COURSE OUTCOME:-**

After studying this subject students get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

#### **Text Books:**

- Berman Barry (2017), Retail management, Pearson Education
- Bajaj Chetan (2016), Retail Management, Oxford University Press

#### **Reference Books:**

- Pradhan Swapna (2017) Retailing Management, Mcgraw Hill Education

**RETAIL MARKETING**  
Course Code: 3MBBA 515

**COURSE OBJECTIVE:-**

The aim of this subject is to provide new insights and ideas about the various strategies used and skills required for managing Retail market.

**Syllabus:-**

**UNIT- I** Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

**UNIT- II** Retail Marketing Environment- Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues

**UNIT- III** The Retail Marketing Segmentation: Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation

**UNIT- IV** Store Location and Layout: Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

**UNIT- V** Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model

**COURSE OUTCOME:-**

After studying this subject students get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

**Text Books:**

- Retail marketing management by David Gilbert, Pearson Education.
- Marketing management by Philip Kotler.
- Retailing by J. Barry Mason and David J. Burns.
- Retail management by Ronald W. Hasty and James Reardon.
- Retail Marketing by B.B. Mishra & Manit Mishra New Delhi Vrinda Publication
- Retail Marketing by S. Banumathy & M. Jayalakshmi Mumbai Himalaya Publishing House

**Reference Books:**

- Pradhan Swapna (2017) Retailing Management, Mcgraw Hill Education
- Chaudhary Prashant (2016), Retail Marketing in modern age, Sage Publication
- ZareiEhsan (2014), Retail Marketing, DMA4U

**TECHNOLOGY MANAGEMENT**  
Course Code: 3MBBA 516

**COURSE OBJECTIVE:-**

The subject knowledge is to create a strategic plan to manage the disruptive nature of technology and management strategies to develop ethical solutions for business problems.

**Syllabus:**

- UNIT- I** Technology Issue and Implications: Concepts and Definition, Aspects and Issues, Technology Change: Implication
- UNIT- II** Technology Development and Acquisition: Forecasting and De-casting, Identifying
- UNIT- III** Technological Change, Generation and Development and Technology Transfer, Technology Absorption and Diffusion: Absorption: Accommodate and Management
- UNIT- IV** Technological Change, Evaluation and Assessment and Diffusion Technology Environment: Science and Technology in India, Policies, Linkages.
- UNIT- V** Technology Support Systems: Financing, Information Systems, And Organization at Enterprise Level.

**COURSE OUTCOME:-**

At the end of the course student get contemporary business knowledge to create a strategic plan to manage the disruptive nature of technology and Research business innovation and technology management strategies to develop ethical solutions for business problems.

**Text Books:**

- Khalil, Tarek, Management of Technology, 1e TMH 2009
- Burgelman, Robert, Strategic Management of Technology & Innovation, 4e TMH 2009

**Reference Books:**

- Narayanan, Managing Technology and Innovation for Competitive Advantage, 2010, Pearson

**PRODUCTIVITY**  
Course Code: 3MBBA 517

**COURSE OBJECTIVE:-**

Students will identify operations by investigation of all the factors affecting the jobs and applying work-study as a means of enhancing the production efficiency (productivity) of the firm by elimination of waste and unnecessary operation.

**Syllabus:-**

**UNIT- I** Concepts and Definition of Productivity, Productivity Improvement Factors (Both Internal and external to the Organization) Work Content of a Job, Management Techniques to Reduce Work Contents and Ineffective Time.

**UNIT- II** Human Aspects in Application of Work Study, Introduction and Selection of Jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart ..

**UNIT- III** Principles of Motion Economy, Classification of Movements, Micro Motion Study, Simo-chart.

**UNIT- IV** Purpose, Use Techniques and Procedure of Work Measurement, Time Study, Selecting Jobs to be Studied and Making a Time Study, Rating, Allowance, Techniques of Work measurement,

**UNIT- V** Activity Sampling, Synthesis, Analytical Estimating, Predetermined motion Time Systems.

**COURSE OUTCOME:-**

Students will identify operations by investigation of all the factors affecting the jobs and applying work-study as a means of enhancing the production efficiency (productivity) of the firm by elimination of waste and unnecessary operation.

**Text Books:**

- Barnes, Motion and Time Study Design and Measurement of Work, 2009, Wiley International Labour Office, Geneva,
- 2. Introduction to Work Study, Universal Book Corporation, 3rd Revised Ed.,

**Reference Books:**

- Dobler, D.W., Material Management Tata Mc Graw Hill.
- Gopal Krisan P. & M. Suderashan, Hand Books of Material Management prentice Hall of India.



# **MATERIAL MANAGEMENT**

**Course Code: 3MBBA 518**

## **COURSE OBJECTIVE:-**

The students understand the meaning of materials management and are able to manage and plan material flows and related information flows of the company's logistics process. The Case Work will create good basic for understanding the need for life-long learning..

## **Syllabus:-**

**UNIT- I** Material Management integrated Materials Management. Organization for Materials Management.

**UNIT- II**

1. Materials Planning & Budgeting
2. Identification
3. Codification
4. Standardization

**UNIT- III**

1. Stores Keeping & Materials Handling equipment.
2. Purchasing Organization
3. Principles, Procedures & System in Purchasing.

**UNIT- IV**

1. Purchasing 8s Corporate planning.
2. Negotiation

**UNIT- V**

1. Problems of Material Management
2. Import Substitution.
3. Imports Purchasing

## **COURSE OUTCOME:-**

The students understand the meaning of materials management and are able to manage and plan material flows and related information flows as part of the company's logistics process. Students understand the connection between company's internal materials management and the network in supply chain. EUR-ACE Engineering Practice: The students are creating practical engineering solutions to solve existing conflicts between good customer satisfaction and working capital TELWM Logistics Professional skills: Students will understand the importance of accurate plan and product data management as a part of Logistics Management. YHTOP Learning skills: The Case Work will create good basic for understanding the need for life-long learning.

## **Text Books:**

- J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
- P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
- Warehouse Management by Gugnne Richards New Delhi Kogan Page India Private Limited
- Purchasing and Materials Management by K.C. Jain & Jeet Patidar New Delhi S. Chand Group
- A.K. Dutta, Integrated Material Management PHI.
- Production & operation management by N.S. Bedi

## **Reference Books:**

- Ajay K Garg, Production and Operations Mangement, Tata McGraw Hill , 2012
- Dobler, D.W., Material Management Tata Me Graw Hill.
- Gopal Krisan P.& M. Suderashan, Hand Books of Material Management prentice Hall of India.

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## Communication Skill & Personality Development

**Objective:** To make the students understand the basics of personality, public speaking, language, Listening, conversation & writing skills, along with the communication process Syllabus

### THEORY –

#### Unit- I:

Basics of Personality, Do's and Dont's in Personality, Salutations and Greetings, Presenting Yourself, Proper Introduction of Oneself.

#### Unit- II:

Administration- your work style, Overcoming Phobias, Public Speaking, General Etiquettes and Mannerism, Time Management, Attire, Attitude, Self Actualization, Magic of Positive Thinking.

#### Unit- III :

Tips of Preparing CV, Interviews tips.

#### Unit-IV:

Language Skill, Writing Skill, Speaking Skill, Listening Skill, Conversation Practice, Mysticism of Body Language, Basics of Grammar.

#### Unit- V :

Communication- Meaning, Functions, Channels, Process, Barriers and Interpersonal Skills.

### PRACTICAL –

1. To present self introduction of yours.
2. Mock interview.
3. Group discussions.
4. SWOT analysis of self.
5. Extempore.
6. Debate.
7. Preparation of CV.
8. Role play.
9. Present a speech.
10. Make a power point presentation of communication.

### Reference Books:

1. Business Communication, Universal Pub. Agra – Dr. Ramesh Mangal
  2. English Grammar- Wren & Martin
  3. Putting your best foot forward- Lt. Co. (Dr.) Pramod Deogirikar
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**Outcome-** After the completion of this subject the learners will understand the basics of personality, public speaking, language, Listening, conversation & writing skills, along with the communication process.

**BUSINESS RESEARCH**  
Course Code: 3MBBA 601

**COURSE OBJECTIVE:-**

This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as

**Syllabus:**

- UNIT- I** Research: Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Literature review, Formulation and statement of research problem, Characteristics of good research problem, Hypothesis- Formulation and Errors.
- UNIT- II** Research Design: Types of designs, Methods, Sampling Design: Fundamental concept, Probability and Non-probability sampling with applicability of each,
- UNIT- III** Methods and Techniques of Data Collection: Types of Data – Primary and Secondary, Various techniques used for collecting data, Pros and cons of each, Research Instruments – Types and use, Validity and reliability, Scaling techniques – Types and usage of each.
- UNIT- IV** Fieldwork in Research and Data Processing: Analysis and interpretation of data, Coding, Editing and Tabulation of Data, Analysis of Data: Descriptive, Inferential and Multivariate analysis, Testing of hypothesis, Various Kinds of Charts and Diagrams, Overview and use of statistical software packages.
- UNIT- V** Reporting of Research: Types of reports, substance of reports, format of report, Precautions, Writing references, Bibliography and Annexure, Presentation of reports,

**COURSE OUTCOME:-**

After learning this subject students will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

**Text Books:**

- H.R Ramanath ( Himalaya Publication House)
- Vohra ( Omega Publication)
- Kohali Laxminarayan (Y.K Publication)
- Kothari, C.R. (2014), Research Methodology, New Age International Publishers, 3rd Edition, 2014
- Research Methodology : A Step -By-Step Guide for Beginners by Ranjit Kumar
- Research Methodology : Methods and Techniques by C R Kothari & Gaurav Garg New Delhi New Age International
- Research Methodology Methods and Techniques by Anil Kumar Gupta

**Reference Books:**

- Chawla, Deepak and Sondhi, Neena (2015), Research Methodology – Concepts & Cases. Vikas Publishing House.
- Pannerselvam, R. (2014), Research Methodology. PHI Learning
- Research Methods In Behavioural Science by R.S. Dwivedi Delhi Macmillan Publishers India

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# **CORPORATE STRATEGY**

Course Code: 3MBBA 602

## **COURSE OBJECTIVE:-**

This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

## **Syllabus:**

- UNIT- I** Military origins of strategy – Evolution - Concept and Characteristics of strategic management –Defining strategy – Mintzerbg’s 5Ps of strategy – Strategic Management Process, Strategy Formulation: Vision, mission, purpose, objectives and goals.
- UNIT- II** Strategic analysis: Analyzing Company’s Resources and Competitive Position: Core Competence –Distinctive competitiveness, Analyzing Company’s External Environment: Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS), Industry Analysis - Porter’s Five Forces Model of competition
- UNIT- III** Corporate Portfolio Analysis: Business Portfolio Analysis - BCG Matrix – GE 9 Cell Model - Concept of Stretch, Leverage and fit, Generic Competitive Strategies: Low cost, Differentiation, Focus, Grand Strategies: Stability, Growth, Retrenchment, Outsourcing Strategies.
- UNIT- IV** Tailoring strategy to fit specific industry – Life Cycle Analysis, New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment – E-Commerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in E-Commerce – Virtual Value Chain Analysis
- UNIT- V** Strategy implementation - Project implementation – Procedural implementation – Resource Allocation, Behavioural issues in implementation – Corporate culture – Mc Kinsey’s 7s Framework, Functional issues – Functional plans and policies, Strategy Evaluation – Operations Control and Strategic Control– Balanced Scorecard.

## **COURSE OUTCOME:-**

After learning this subject students will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

## **Text Books:**

- Jain S.P.Naraga K.L.Management Accounting
- Shashi Gupta Management Accounting
- S.P.Gupta Management Accounting
- Mahesh Agrawal Mukesh Jain Management Accounting
- Agrawal and Gupta Management Accounting R.B.D.Jaipur
- Trivedi, Sharma and Mehta Management Accounting, Devi Ahilya V.V.Publicatio

**Reference Books:**

- Rao, V.S.P & Krishna, V. H. (2009), Strategic Management, Excel Books, 5th Edition, 2009.
- Kim Warren, "Strategic Management Dynamics' John Wiley Publication, 2007
- Wheelen L. Thomos and Hunger J.David(2010)"Concepts in Strategic Management and Business Policy", "PHI publications, New Delhi.

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## **ENTREPRENEURIAL PROJECT WORK & VIVA VOCE**

Course Code: 3MBBA 603

### **COURSE OBJECTIVE:-**

After completing third semester, the Faculty members will be assigned as guides to the students to work on the topic selected from their area of specialization for conducting a field research or research work with reference to their selected organization / firm / company etc. where they learn the actual research process to come up with a solution to the problems identified. After the final semester exams, reports of the research will be submitted in the department which is evaluated by the external examiner followed by viva voce/presentation. The research report should show how a student has conducted the research and what solutions will they able to provide based on their analytical capabilities and experience.

### **COURSE OUTCOME:-**

After successful completion of research project, students will able to know the actual research process and its usefulness in the organization as a problem solving technique. They will also able to know the potential opportunities persist in the market for extending the business operations and come up with the ways to tap the opportunities.

### **DISSERTATION/ PROJECT FORMAT (SUMMER TRAINING/PROJECT WORK)**

Title of the study (Cover Page)  
Declaration  
Company Certificate (In case of Summer Training)  
Guide Certificate (In case of Final Project)  
Acknowledgement  
Table of Contents  
Table of Graphs & Pictures Used

#### **1. Introduction**

- 1.1. Introduction
- 1.2. Purpose for Undertaking the Research
- 1.2. Significance of the study
- 1.3. Scope of the study
- 1.4. Research Problem
- 1.5. Objective of the study
- 1.7. Hypothesis
- 1.8. Limitations of the study

#### **2. Literature Review (Theory related To Company, Product or Topic)**



**3. Research Methodology**

- 3.1. Introduction
- 3.2. Population of the study
- 3.3. Sampling Design
  - 3.3.1. Sampling Technique
  - 3.3.2. Sampling Method
  - 3.3.3. Sample Size
- 3.4. Research Instrument
- 3.5. Sources of data
  - 3.5.1. Primary Data
  - 3.5.2. Secondary Data

**4. Data analysis & Interpretation**

**5. Findings & Recommendations & Conclusion**

**Bibliography**

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## **SERVICE MARKETING**

Course Code: 3MBBA 604

### **COURSE OBJECTIVE:-**

The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

### **Syllabus:**

**UNIT- I** Introduction – Concept of services, Importance of Service Sector in Economy, Characteristics and Classifications of services, Service marketing mix, Environment of Service Marketing (Micro as well as Macro).

**UNIT- II** The Purchase Process for Services – Segmentation, Targeting and Positioning, Consumption values, Purchase models for Services, Service Encounters, Post-Purchase phase, Service Quality – Meaning, Service Quality Gaps & Models (SERVQUAL & SERVPERF)

**UNIT- III** Product - Product differentiation, Product levels, Supplementary Services, Pricing of services- Pricing concepts, Strategies, Use of differential pricing, Place-Service distribution, components of service delivery system, problems associated with services delivery.

**UNIT- IV** Promotion- Advertising, Sales Promotion & Personal Selling in service industry, People- Peoples involvement in services, managing people for service advantage, Recruitment & training of peoples for service delivery, Physical Evidence-Concept of Physical Evidence, Importance, types of Physical Evidence in various services, Process-Concept, Types of process, Role of process in various services

**UNIT- V** Managing Supply, Demand and Productivity – Introduction, Managing Supply and Demand, Tools, Coping with fluctuating demand, Enhancing Productivity, Capacity Management, Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry and Hotel Industry.

### **COURSE OUTCOME:-**

After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered by the organization.

### **Text Books:**

- Service Marketing by Mehta & Mehta : Ramesh book depo
- Service Marketing by C.A.C Ramgopala : Age International Pub.
- Christopher Lovelock (2004), Service Marketing, Pearson Education, 4th Edition, 2004
- Services Marketing by Vasanti Venugopal & Raghu V.N. Mumbai Himalaya Publishing House
- Services Marketing by Jyotsna Diwan Mehta & Shobha Khinvasara New Delhi: R.B.D. Publishing ,

**Reference Books:**

- Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
- Halen Woodroffe, Services Marketing, McMillan, 2008.
- Valarie Zeithaml et al, Services Marketing, 5th International Edition, 2012
- Services Marketing : People, Technology Strategy by Christopher Lovelock & Jochen Wirtz & Jayanta Chatterjee New Delhi Pearson Education

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# **DIGITAL MARKETING**

Course Code: 3MBBA 605

## **COURSE OBJECTIVE:-**

The basic purpose of this paper is to familiarize the students with the preliminary aspects of Digital marketing so that they may have overviews while applying the concept of this subject

## **Syllabus:**

**UNIT- I** Introduction to e-marketing - Situation – B2C, B2B, C2B and C2C, sloppy e-marketing, Internet as a sales tool, customer-service tool, communications tool, cost reduction, brand-building tool, Tactics, action and control, Remix – Introduction, marketing mix, Beyond the mix, Product, Price, Place, Promotion, People, Physical evidence, Process, An extra ‘P’– partnerships

**UNIT- II** E-models - Online revenue models, Intermediary models, Attribution models, Communications models, Customer information processing models, Customer buying models, Loyalty models, Social media models, Social business models and the Ladder of Engagement, E-customers – Motivations, Expectations, Fears and phobias, Online information processing, online buying process, Online relationships and loyalty, Communities and social networks,

**UNIT- III** Social media marketing - Benchmarking and setting goals, Create strategy and plan, Social listening and online reputation management, Develop the content marketing, Social media communications strategy, Social media optimization (SMO), Site design - Integrated design, Online value proposition, Customer orientation, Aesthetics, Page design, Content strategy and copywriting, Navigation and structure, Mobile site design

**UNIT- IV** Traffic building - Search engine marketing, Online PR & partnerships, Interactive advertising, Opt-in email, Viral marketing, Offline traffic building, e-CRM - Relationship marketing, Database marketing, Profiling, Personalization, Email marketing, Control issues

**UNIT- V** Managing digital marketing - Transformation to e-business, Reviewing digital marketing capabilities, Budgeting, Selecting supplier, Change management for digital transformation, Measuring and optimizing, Automation, E-business security, E-planning - Situation analysis, Objectives, Strategy, Tactics, Actions, Control, The 3Ms resources: ‘men’, money and minutes

## **COURSE OUTCOME:-**

After learning this subject student will get familiarize with all aspects of digital marketing as this is the new development in the field and today all firms were slightly shifted their traditional promotions to digital promotions

## **Text Books:**

- Chaffey, Dave and Smith, P.R. (2018), E-Marketing Excellence – Planning & Optimizing Your Digital Marketing. 4th Edition. Routledge Publications.

**Reference Books:**

- Rob Strokes (2013), E-marketing – The essential guide to marketing in Digital World, Quirk eMarketing (Pty) Ltd., 5th Edition, 2013
- Bhatia, PuneetSingh(2017), Fundamentals of Digital Marketing. Pearson Education, 1st Edition.

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# **INTERNATIONAL MARKETING**

Course Code: 3MBBA 606

## **COURSE OBJECTIVE:-**

The major objective of this course is to provide an exposure to the area of Marketing in the International perspective due to ever increasing business dealings in the foreign markets.

## **Syllabus:**

- UNIT- I** Introduction to International Marketing, Nature, Scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade,
- UNIT- II** Balance of Trade, Balance of Payments, MNC's and International trade, International Economic Environment: IMF, WTO, International Monetary System, International Trade Barriers: Tariff and Non-Tariff
- UNIT- III** Market Selection Process, Determinants of market selection, Segmentation and Positioning, Product Planning and Mix, International PLC, New Product development, Developing international Pricing Policies, Factors affecting pricing policies, Strategies for Export and export pricing strategies.
- UNIT- IV** Market Entry and overseas distribution system, Direct and Indirect exports, Types of Intermediaries, International Logistics, International Promotions – Concept, Promotion Strategies, major Decisions, Communication Mix,
- UNIT- V** Export Procedure – Preliminaries, Inquiry and offer, Licenses, Documentation and procedure, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

## **COURSE OUTCOME:-**

After getting the knowledge of this subject students will be able to understand the different aspects of international marketing so as to take decision for expansion of the organization and increasing business dealings in the foreign markets.

## **Text Books:**

- International Marketing by International Marketing : Kothari & Jain
- Saha, Satish Kumar and Agarwal, Anju (2016), International Marketing. SBPD Publications. 1st Edition.
- International Marketing by S. Yuvraj
- International Marketing ( Text & Cases ) by F. Cherunilam , Mumbai: Himalaya Publishing House,
- International Marketing : Global Environment Corporate Strategy Case Studies by Rajagopal Noida : Vikas ,

**Reference Books:**

- Francis Cherunilam (2013), International Marketing – Text & Cases, Himalaya Publishing House, 13th Revised Edition, 2013
- Cateora, Philip R., Gilly, Mary C. and Graham, John L. (2017), International Marketing. McGraw Hill Publication, 16th Edition.
- Srinivasan, R. (2015), International Marketing. PHI Learning,

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# **MANAGEMENT OF INDUSTRIAL RELATIONS**

**Course Code: 3MBBA 607**

## **COURSE OBJECTIVE:-**

This course is dealing with various factors that influence the relationship between management & employees with respect to working condition, safety, pay etc& serves as a path to solve various work related issues.

## **Syllabus:**

**UNIT- I** Approaches to Industrial Relations, Meaning and Scope of Industrial Relations, The Systems Framework, Theoretical Perspectives, Rule-making and Industrial Relations, Basic Concepts and Values Substance of a Sound Industrial Relations System

**UNIT- II** Trade Union Structures Models of National Trade Union Movements International Trade Union Federations Trade Union Structures at the National Level Managerial Trade Unions Women in Trade Unions Multiple Unionism Trade Union Unity and Trade Union Mergers Future Directions Case Study—Merger Blues Annexure.

**UNIT- III** Collective Bargaining The Concept The Nature of Collective Bargaining The Legal Framework of Collective Bargaining Levels of Bargaining and Agreements Collective Bargaining and Stakeholders Negotiating Techniques and Skills Drafting of an Agreement Annexure.

**UNIT- IV** Working Conditions, Safety, Health, and Environment Working Conditions, Occupational Health, and Safety Organization Commitment Case Study—Was it an Electric Shock, Participation of Workers in Management Bill 1990

**UNIT- V** Grievances and discipline handling managing employee grievance the nature and causes of grievance the grievance procedure managing discipline case studies—coolers as basins annexure, guiding principles for a grievance procedure (1958,constitution of grievance committee.

## **COURSE OUTCOME:-**

After the completion of course, students not only understands how industrial relations work, but also learns various sills like leadership problem solving and decision making skills.

### **Text Books:**

- Management of Industrial Relation by Navalakha : Ramesh Book Depo
- Industrial relation of developing Economy by Ghosh Visunath : Himalaya Publication
- Industrial Relation of Developing Economy by P. Subharao :Himalaya Publication

### **Reference Books:**

- C.S.VenkataRatnam,(2006) "Specifications of Industrial Relations": Edition - 01, Oxford University Press
- Rao P. Subha(2013)"Essentials of HRM and Industrial Relation", "Himalaya Publishing House Pvt.



# ORGANIZATIONAL CHANGE & INTERVENTION STRATEGIES

Course Code: 3MBBA 608

## COURSE OBJECTIVE:-

The main focus of this course is teaching various situations like organizational development, culture & climate etc. happening across hierarchy & organizational structure

## Syllabus:

- UNIT- I** The organization and its environment, Concept of Organizational structure, factors influence in designing organizational structure. Organizational Effectiveness- Approaches, need and significance, Case Study, Organizational development- Definition, Assumptions, nature, goals, process, objectives, Strategies, intervention mechanisms; Case Study
- UNIT- II** Organizational change: - Concept, Definition. Nature, need of Organizational Change, factors Forces for change, components of a change, Process of change - Model, change agent: roles and responsibilities, Resistance and Overcoming of resistance: Strategies & Techniques, Planned Change
- UNIT- III** Organizational conflicts - causes, nature measures to resolve organizational conflicts, Laboratory learning techniques, Managerial Grid, Sensitivity training, Transactional analysis, Inter-group and team building interventions, Management by objectives. Case Study
- UNIT- IV** Organizational culture and climate, organizational learning, power and politics in the organization, Case Study
- UNIT- V** The process of Empowerment, Management of gender Issues, Understanding and Managing Diversity, OD in Indian Organizations. Case Study

## COURSE OUTCOME:-

After completion of this course, students will understand various conditions like organizational conflicts, organizational culture etc and its effect on employees.

## Text Books:

- Organizational Change and Development by Dipak Kumar Bhattacharyya New Delhi Oxford University
- Organization Development : The Process of Leading Organizational Change by Donald L. Anderson New Delhi :Sage Publication ,
- Organization Change : Theory and Practice by W. Warner Burke New Delhi :Sage Publication ,
- F.Luthans , OrganisationalBehaviour TMH, New Delhi
- Organisational change and Intervention Strategies by S. Ramanarangan
- Internationals Human Resource Management by CB Rewster : Orient

**Reference Books:**

- French and Bell, Organisational Development, Pearson Education
- D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
- Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India

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# **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**Course Code: 3MBBA 609**

## **COURSE OBJECTIVE:-**

This subject focuses on human resource planning & development, various job related aspects like analysis, description, welfare & safety issues etc.

## **Syllabus:**

- UNIT- I** Global Business: Globalization, the internationalization of the firm, Global firm, International strategy and structure in international firms-key influences, HRM concept, issues, barriers.
- UNIT- II** HR practices in international scenario: Recruitment and selection of international managers. Training and development: Expatriate training, Types of cross cultural training
- UNIT- III** International Pay and Reward: Compensation, benefits, components of compensation programme
- UNIT- IV** Industrial Relations: Key issues in International Industrial Relations, Trade union and International Industrial Relations
- UNIT- V** Other Issues: Expatriation and Repatriation, Cultural dimensions of HRM – Cross cultural theories, future challenges in IHRM

## **COURSE OUTCOME:-**

After completion of this course, students will be able to understand international aspects of human resource management.

## **Text Books:**

- P. SubbaRao, International Human Resource Management, Himalaya Publishing House.
- P.L. Rao , International Human Resource Management ,Excel Books,
- International Human Resource Management by Chris Brewster & Paul Sparrow & Guy Vernon Hyderabad University Press
- International Human Resource Management by R.V. Badi & S.G. Hundekar New Delhi Vrinda Publication

## **Reference Books:**

- K. Aswathapa ,International Human Resource Management, Tata McGraw Hill Publishing Co.
- Peter J. Dowling Denise E Wetch, Randall S. Schuler, International Human Resource Management,Thomson South-Western Publishers.
- Internationals Human Resource Management by C Brewster : Orient

## **WORKING CAPITAL MANAGEMENT**

Course Code: 3MBBA 610

### **COURSE OBJECTIVE:-**

This course emphasize the management of current assets and current liabilities, it covers planning a firm's overall level of liquidity, stressing cash management and credit policies. And also discuss how to reduce the adverse funding effects caused by working capital.

### **Syllabus:**

- UNIT- I** Working Capital- Nature, Components, Types, Function, Determinants and Significance, Including Product Life Cycle and Operating Cycle Method.
- UNIT- II** Management of Cash, Motives for Holding Cash, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models
- UNIT- III** Management of Marketable Securities, Purpose of Holding Securities, Determinants, Receivable Management- Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer
- UNIT- IV** Management of Inventory- Purpose for Holding Inventory, Components, Cost-Benefits Analysis, Inventory Management Techniques Management of Inventory- Purpose for Holding Inventory, Inventory Management Techniques
- UNIT- V** Management of Current Liabilities- Sundry Creditors, Bills Payable, Contingencies, Financing of Working Capital- Short- Term Sources, Long-Term Sources, Mechanics Of Working Capital Financing in India.

### **COURSE OUTCOME:-**

Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility

### **Text Books:**

- Management of Working Capital, Amit K. Arora, New Delhi, Global Publication
- Working Capital Management by Sawalia Bihari Ver, New Delhi: Vayu Education of India
- Periyasamy, P. (2014), Working capital management, Himalaya Publishing House, 2014
- Gupta, S.P. (2016), Financial Management, SahityaBhawan Publication, 2016.
- Management of Working Capital by Amit K. Arora : Sahitya Bhavan Pub.
- Working Capital Management by Sharma D : Himalaya Publication

### **Reference Books:**

- KochharSudhir, Working Capital Management, Gullybaba Publishing House
- Bhattacharya Hrishikes, Working Capital Management, PHI Publication
- Working Capital Management, Manika Garg, Educreation Publishing

## **FINANCIAL DERIVATIVES**

Course Code: 3MBBA 611

### **COURSE OBJECTIVE:-**

To understand issues pertaining to pricing and hedging with options on individual stocks and indexes, to examine forwards and futures contracts for equity indexes, commodities, and currencies

### **Syllabus:**

**UNIT- I** Financial Derivatives: Introduction And F.D. Market In India: Definition Features, Types, Basic History, Other Derivative Securities; Types Of Traders

**UNIT- II** Future Markets And Contracting, Future Pricing: Introduction Financial And Future Contract, Types, Evolution Operators/ Traders In Future Markets, Functions Of Future Market, Growth Mechanism Of Trading, Clearing House. Forward Market : Pricing And Trading Mechanism

**UNIT- III** Options- The Basics, Pricing Model, Trading With Options, Currency Options: Swaps; Options Markets; Properties Of Stock Option Prices; Trading Strategies Involving ; Options ; Black-Scholes Options

**UNIT- IV** Hedging Strategies Using Futures, Hedging With Options, Options On Stock Indices; Currencies, And Futures Contracts; General Approach To Pricing Derivatives Securities

**UNIT- V** Interest Rates Futures: Interest Rate Derivatives Securities, Derivative Market In India. Stock Exchange/ Index

### **Course Outcome:-**

At the end of this course students should be able to understand the concepts of derivative market and have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative securities.

### **Text Books:**

- Varma, Derivatives and Risk Management, 2nd Edition, 2011.
- Financial Derivatives by Guru Swami : Ramesh Book Depo
- Financial Derivatives and Risk Management by Agarwal, OP : Himalaya Publication
- Financial Derivatives by M. Gurusamy & Sachin Jain, New Delhi: R.B.D. Publications
- Fundamental of Financial derivatives, 3rd edition, N.R. Parasuraman
- Financial Derivatives theory, Concepts and problems, New title edition, S. L Gupta
- Financial Derivatives, Kindle edition, SSS Kumar
- Financial Claims and Derivatives, David N. King
- Derivatives pricing A problem based premier, Ambrose Lo
- Financial Risk and Derivative Pricing, Bouchaud

## **Reference Books:**

- Stulz, Risk Management and Derivatives, Cengage Learning, 2nd Edition, 2011.
- David Dubofsky - 'Option and Financial Futures - Valuation and Uses, McGraw Hill International Edition.
- Keith Redhead, 'Financial Derivatives - An Introduction to Futures, Forwards, Options and SWAPs',- PHI Learning, 2011.
- Kumar S.S.S. (2012), Financial Derivatives, PHI Learning, 5th Edition, 2012.

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**BANKING & FINANCE**  
Course Code: 3MBBA 612

**COURSE OBJECTIVE:-**

It provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate. It provide an in-depth understanding of the process and techniques used to make international investment decisions

**Syllabus:**

- UNIT- I** Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, types, Functions of Banks, Inspection) – Role of RBI, Objective, organization and their functions, Classification of banks
- UNIT- II** Manpower planning in banks, Quality Circles in Management, Banking Non-Performing Asset (NPAs) , Recovery management, Decision-making in banks
- UNIT- III** Management Audit in banking, Efficient Audits in banks,( Auditing -objectives ,scope of audit ,credit creation, bank failures and deposit insurance and Credit Guarantees corporation, The Monitoring and follow-up, Conflict resolution in banks, Chain Management
- UNIT- IV** Indian Financial Management- An overview: Evolution of the national monetary a financial system; Long run investment decision- investment decision; country risk analysis: long term financing; Dividend policy of the national firm.
- UNIT- V** National capital budgeting- Application and interpretation; Cost of Capital and capital structure of the national firm; taxation of the national firm

**COURSE OUTCOME:-**

On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance, analyze the role of the Bank of International Settlements and the functioning of international banking and financial markets.

**Text Books:**

- Banking and finance by Gupta : Ramesh Book Depo
- Basic of Banking and Finance by Bhattacharya and Agarwal : Himalaya Publication
- A to Z Banking and finance by Pandey and Mishra : Himalaya Publication
- Dr.Mithani D.M, Money, Banking, International Trade and public finance, Himalaya PublishingHouse17th edition.
- International Banking, Indian Institute of Banking Finance, S chand, 2nd edition 2018.
- Banking In India (H), V.C. Sinha
- Principle and practice of Banking, DBA- Deewan Banking Academy Experts
- Banking and Financial System V. Nityananda Sarma
- Indian Financial System & Management of Banking and Financial services, V. Pathak Bharati, Suresh Padmalatha, Paul Justin

**COURSE CODE: 3MBBA 612**

- Banking: Theory and Practice by K.C. Shekhar Noida : Vikas,
- Banking Theory & Practice by P.K. Srivastava Mumbai Himalaya Publishing House
- Banking Theory . Law & Practice by E. Gordon Mumbai Himalaya Publishing House
- Banking Services Operations by Sonal Jain & Manish Rathi & Geeti Sharma New Delhi: R.B.D. Publication ,
- Banking In India (H) by V.C. Sinha Agra SBPB

**Reference Books:**

- Indian Institution of banking & Finance (2013), Principles & Practices of Banking, Macmillan Publishing, 3rd Edition, 2013
- Financial Institutions and Markets, Bhole, McGraw Hill

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# **SUPPLY CHAIN MANAGEMENT**

Course Code: 3MBBA 613

## **COURSE OBJECTIVE:-**

The basic aim of this subject is to provide the knowledge about supply chain management exists in the organization so as to understand the key focus area for optimizing it.

## **Syllabus:**

**UNIT- I** Concept of Supply Chain Management, Importance and objectives of Supply Chain Management; Integrated Supply Chain Management: Supply chain Management and Logistics, Supply chain networks, Network design, Network design process, Role of Facility decisions in a supply chain , Strategic planning of logistics/supply chain network.

**UNIT- II** Customer service, Elements of customer service, Establishing customer service strategy, Customer service audit, Location strategy in a supply chain: Major location determinants, Single facility vs multi facility location, TRANSPORT: Role of Transportation in SCM, Modes of Transport; Carrier Selection Decision; Carrier Selection determinants,

**UNIT- III** Inventory management basics, Importance, Impact of demand on inventory management, inventory models, Inventory control systems, MRP-I, MRP-II, “just-in-time” system,

**UNIT- IV** COORDINATION IN SUPPLY CHAIN: Importance of Coordination in Supply Chain, Bullwhip Effect, Effect of lack of Coordination on performance, Obstacles to Coordination, INFORMATION TECHNOLOGY IN SUPPLY CHAIN: Application and impact of e Commerce in Supply Chain Management; Role and Importance of IT in Supply Chain Management .

**UNIT- V** Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Supply chain performance measurement: Definition, Dimensions of performance measures, Performance categories, Logistics quantification pyramid, Supply chain performance measures, Supply chain metrics.

## **COURSE OUTCOME:-**

After learning this subjects students will able to understand the key focus area in the entire supply chain which need to focused and optimized for improving delivery and efficiency of the supply chain.

## **Text Books:**

- K. Shridhara Bhatt: Supply Chain Management – Himalaya Publishing House
- Supply Chath Management by Pankaj Madan New Delhi: Global Acedemic Publishers ,
- Supply Chain Management, A Balanced Approach: Wiser Tan Leorg
- Operations Management: Kumar Meenakshi
- Handbook for Supply Chain Risk Management: Khan
- Leading Effective Supply Chain Transformation: Lee

**Reference Books:**

- Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2012.
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 3rd edition, 2007.

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**MALL & RISK MANAGEMENT**  
Course Code: MBBA 614

**COURSE OBJECTIVE:-**

The basic aim of this subject is to provide the knowledge about various aspects of malls and risk associated within the operations and management of malls.

**Syllabus:**

- UNIT- I** Introduction: New mall breed-Lifestyle Centers, Key Success Factors, Market Scenario, Risk & reward. Mall Design Process: Introduction, Current Planning Framework, Design Issues For Shopping Centers, Feasibility Study, Architects,
- UNIT- II** Leasing & Administration: Tenant Mix, Leasing, Finding A Tenant For Your Space, Leasing Tools, Documents To Be Used With Perspective Tenants, Best Leasing Practice, Leasing Administration,
- UNIT- III** Marketing: Definition, Marketing Plan, Marketing Budget, Marketing Calendar, Promotions & Events, Campaign Post-Analysis, Communication, Positioning, Advance Market Research,
- UNIT- IV** Shopping Mall Management: Introduction, Housekeeping Services, Cleaning Chemicals, Security Services, Fire Management, Parking Management, Bomb Threat Procedure, Security Parameters, Finance & HR Policies,
- UNIT- V** Learn Risk assessment techniques and reduce personal/safety risks, Techniques of preventing violence against staff, Improve Cash Security, Major causes of Retail Crime, Prevention and deterrence of Retail Crime, Security and Loss Control Techniques, Identify Potential Shoplifters and various method they use,

**COURSE OUTCOME:-**

After learning this subjects students will able to understand the various key aspects of malls and major areas need to be focus and taken care of for minimizing the risk in entire management of malls.

**Text Books:**

- Sheikh, I. Arif,& Dr. Kaneez Fatima (2014), Mall Management, Himalya Publishing House

**Reference Books:**

- Das Abhijit, Mall management, Taxman Allied Services Pvt. Ltd.

# **CUSTOMER RELATIONSHIP MANAGEMENT**

Course Code: 3MBBA 615

## **COURSE OBJECTIVE:-**

The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategy

## **Syllabus:**

- UNIT- I** Introduction to CRM: Definition and Concepts, CRM as an integral business strategy. The nature of the CRM strategy. The business environment of CRM: Legal, ethical, economic, competitive and social. Retail and business customer profiling; Relationship life cycles; Understanding and evaluating customer business plans
- UNIT- II** Managing Customer relationships: Customer identification; Expanding the size of the customer database; Customer profiling; Understanding and managing customer expectations, developing customer confidence; Building relationships by adding value to customers cost effectively; Planning and making persuasive presentations
- UNIT- III** Developing CRM strategy: The role of CRM in business strategy; Understanding service quality: Technical quality; product knowledge, functional quality, determinants of service quality, managing customer communications; Planning and managing CRM projects; Retention and cross-sell
- UNIT- IV** Managing CRM: Managing customer contact strategies; dealing with difficult situations: Imparting Bad news, closing accounts, Exit strategies, Time management and CRM: priority setting, Target setting, setting standards
- UNIT- V** Measuring Performance of CRM: Customer Satisfaction

## **COURSE OUTCOME:-**

After learning this subject, students are introducing customer centric operations, process and implications of CRM

## **Text Books:**

- S. Bolachandra: Customer Relationship Management – Driven Services Management, 2nd Ed., Response Books, Sage Publication.
- Customer Relationship Management 1ed, Mohamed Hp/Sagdevan, Vikas Publication House Pvt Ltd
- Customer Driven Services Management By S. Balachandra New Delhi: Response Books ,
- Jagdish Seth, Et Al, Customer Relationship Management

## **Reference Books:**

- V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008
- Roger J. Baran, Robert J. Galka, Daniel P. Strunll: Customer Relationship Management, South Western Cengage Learning.
- Keshu, Patnaik: What Customers Really Want, Lotus Press.

**COURSE CODE: 3MBBA 615**

- Customer Satisfaction Research Management By Derek R. Allen New Delhi  
New Age International
- Strategic Costomer Planning By Alan Helkhan
- Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall Of  
India Private Linted, New Delhi. 2011
- S. Shanmugasundaram, Customer Rela Tionship Management, Prentice Hall Of India Private  
Linted, New Delhi, 2008
- Kaushik Mukherjee, Customer Relationship Management, Prentice Hall Of India Private  
Linted, New Delhi, 2008

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## **QUALITY MANAGEMENT & ISO**

Course Code: 3MBBA 616

### **COURSE OBJECTIVE:-**

Learning objectives of the subjects are: to evaluate the principles of quality management, to identify the key aspects of the quality improvement tools and techniques for controlling, improving and measuring quality, to critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.

### **Syllabus:-**

- UNIT- I** Concept & Terminology of Quality Management. Quality policy & objectives.
- UNIT- II** Organization for Quality, Quality Circles, Economics of Quality, Quality Assurance Zero defect concept.
- UNIT- III** Quality Specifications Inspection, Manufacturing Planning for Quality
- UNIT- IV** Statistical aids in Limits & Tolerances Sampling plans for Attributes & Variables and various control Charts.
- UNIT- V** Total Quality Controls, Concept Utility & application of ISO specification.

### **COURSE OUTCOME:-**

learning Outcomes of the subjects are: to evaluate the principles of quality management and to explain how these principles can be applied within quality management systems, to identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality, to critically appraise the organizational & communication and teamwork requirements for effective quality management, to critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

### **Text Books:**

- Juran & Gryna : Quality Planning & Analysis. Tata Mcgrow Hill Publication ltd. Bombay
- Paneerselvam, R. & Sivasankaran, P. (2014): Quality Management. PHI Learning Pvt Ltd.
- Total Quality Management Principles & Practice by S.K. Mandal Noida : Vikas ,

### **Reference Books:**

- Manson Bestrand : Quality Control : Prentice Hall of India Pvt. Ltd.
- Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 7th Edition, Wiley India Pvt Limited, 2012.
- James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition.

# **PROCESS PLANNING AND CONTROL**

Course Code: 3MBBA 617

## **COURSE OBJECTIVE:-**

Considering Production as a separate section for managerial This particular subject provides a basic understanding of project management, demonstrate an awareness of the importance of facility layouts, explain the importance of quality control, apply techniques to measure quality control, demonstrate a basic understanding of the problems of waiting lines, demonstrate an understanding of the concept of aggregate planning, demonstrate an understanding of the problems involved in inventory management, demonstrate an understanding of the principles underlying materials requirements planning, develop basic materials requirement schedules, demonstrate an understanding of the concepts of operations scheduling.

## **Syllabus:**

**UNIT- I** Introduction to Production Planning and Control: Need of PPC, Functions of PPC, Factors Influencing PPC in the Organization, Manufacturing Methods and Managerial Policies and Pre-requisites of PPC.

**UNIT- II** Materials Planning and Control: Input Required for Materials Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control, Machining Allowances, Make or Buy Decision, Scientific Stock Control Techniques (Inventory Control Models).

**UNIT- III** Factors Influencing Process Planning: Step in Process Planning and Process Selection. Manufacturing resource planning (MRP II): Introduction, Aggregate production planning, master production scheduling, MRP II (Introduction, concepts), MRP I with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.

**UNIT- IV** Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling, Assignment Techniques (Assignment - Model).

**UNIT- V** Capacity Planning: Capacity Planning, Integrated Production Planning and Control.

## **COURSE OUTCOME:-**

At the end of the course to understand the core features of the production planning and control function at the operational and strategic levels, specifically the relationships between people.

### **Text Books:**

- Jhamb, Production Planning and Control, Pune: Everest Publications.

### **Reference Books:**

- Hari Raghu Rama Sharma, Production Planning and Control Concepts and Application, New Delhi: Deep and Deep Publications,

# **PROCESS REENGINEERING**

Course Code: 3MBBA 618

## **COURSE OBJECTIVE:-**

The subject knowledge provides solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering projects.

## **Syllabus:**

- UNIT- I** Introduction to BPR: Concept, Philosophy of BPR, Fundamental tenets of BPR, Benefits & pitfalls of BPR, Drivers to BPR.
- UNIT- II** Process reengineering framework: Opportunity assessment, planning the process reengineering project, organizing for process reengineering.
- UNIT- III** Process analysis and design: a) Process analysis (b) Process design.
- UNIT- IV** Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.
- UNIT- V** Tools and techniques used in BPR: Case tools, Work flow systems, Imaging technology, Flowage, Business design facility tools, and Change management tools, Risk and impact measurement.

## **COURSE OUTCOME:-**

To be able to provide the most feasible practical solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering project.

## **Text Books:**

- Lon Roberts, Process Re-engineering: The Key to Achieving Breakthrough Success, Tata McGraw Hill, Henry J. Johanson, Palrik Mchine, A. John Pandilebury, William A Wheeler,

## **Reference Books:**

- Business Process Reengineering: Breakpoint Strategies for Market Dominance, Chichester, John Wiley & Sons,