

SYLLABUS FOR UNDER GRADUATE COURSE IN BUSINESS ADMINISTRATION

Bachelor of Business Administration (BBA) Examination)

UNDER

CHOICE BASED CREDIT SYSTEM(CBCS) 2024-

2027



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|----------------------------------|----------------|
| FirstSemesterExamination | 2024-25 |
| SecondSemesterExamination | 2024-25 |
| ThirdSemesterExamination | 2025-26 |
| FourthSemesterExamination | 2025-26 |
| FifthSemesterExamination | 2026-27 |
| SixthSemesterExamination- | 2026-27 |

**SCIENCE COLLEGE(AUTONOMOUS) HINJILICUT,
GANJAM, ODISHA**

**STATE MODEL SYLLABUS FOR UNDER GRADUATE
COURSE IN BUSINESS ADMINISTRATION
(Bachelor of Business Administration (BBA) Examination)**

**UNDER
CHOICE BASED CREDIT SYSTEM**

COURSE STRUCTURE
UNDER CHOICE BASED CREDIT SYSTEM (CBCS)
Bachelor of Business Administration (BBA)

| Paper Code | Semesters | Credits | Marks Univ.+Int.+Prac. | Paper Type |
|----------------------|--|----------------------|---------------------------|---|
| Semester –I | | | | |
| 1.1 | Environmental Studies and Disaster Management | 4 | 80+20=100 | AECC-1 Ability Enhancement Course |
| 1.2 | Financial Accounting & Analysis | 4 | 80+20=100 | Core Discipline-1 |
| 1.3 | Managerial Economics | 4 | 80+20=100 | Core Discipline-2 |
| 1.4 | Management theory & Practices | 4 | 80+20=100 | Elective Course - Generic / Interdisciplinary-1 |
| Semester –II | | | | |
| 2.1 | Business Communication (Language: English) | 4 | 80+20=100 | AECC-2 Ability Enhancement Course |
| 2.2 | Statistics for Business Decisions | 4 | 80+20=100 | Core Discipline-3 |
| 2.3 | Cost & Management Accounting | 4 | 80+20=100 | Core Discipline-4 |
| 2.4 | Computer for Management (including Practical) | 4+2 | 60+15+25=100 | Elective Course - Generic / Interdisciplinary-2 |
| Semester –III | | | | |
| 3.1 | Income Tax | 4 | 80+20=100 | Core Discipline-5 |
| 3.2 | Business & Corporate Law | 4 | 80+20=100 | Core Discipline-6 |
| 3.3 | Human Resource Management | 4 | 80+20=100 | Core Discipline-7 |
| 3.4 | Entrepreneurship & Small Business Management | 4 | 80+20=100 | Elective Course - Generic / Interdisciplinary-3 |
| 3.5 | Financial Software package(s) | 4 | 80+20=100 | Skill Enhancement Course |
| Semester –IV | | | | |
| 4.1 | Marketing Management | 4 | 80+20=100 | Core Discipline-8 |
| 4.2 | Financial Management | 4 | 80+20=100 | Core Discipline-9 |
| 4.3 | Production Management | 4 | 80+20=100 | Core Discipline-10 |
| 4.4 | Business Environment & Ethics | 4 | 80+20=100 | Elective Course - Generic / Interdisciplinary-4 |
| 4.5 | Personality Development & Communication Skills | 4 | 80+20=100 | Skill Enhancement Course |
| Semester –V | | | | |
| 5.1 | Organizational Behavior | 4 | 80+20=100 | Core Discipline-11 |
| 5.2 | Retail Management | 4 | 80+20=100 | Core Discipline-12 |
| 5.3 | Working capital Management / HRD Principles and Practices / Logistics and Supply Chain Management | 4 | 80+20=100 | Discipline Specific Elective-1 |
| 5.4 | Investment Analysis & Portfolio Management / Compensation and Benefit Management / Advertising and Sales Promotion | 4 | 80+20=100 | Discipline Specific Elective-2 |
| Semester VI | | | | |
| 6.1 | Research Methodology | 4 | 80+20=100 | Core Discipline-13 |
| 6.2 | Corporate Restructuring | 4 | 80+20=100 | Core Discipline-14 |
| 6.3 | Management of Financial services / Organizational Change and Development / Service Marketing | 4 | 80+20=100 | Discipline Specific Elective-3 |
| 6.4 | Project Paper | 4 | 100 | |
| Semesters | | No. of Papers | Credits | Marks |
| I | | 4 | 16 | 400 |
| II | | 4 | 18 | 400 |
| III | | 5 | 20 | 500 |

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|--------------|-----------|------------|-------------|
| IV | 5 | 20 | 500 |
| V | 4 | 16 | 400 |
| VI | 4 | 16 | 400 |
| Total | 26 | 106 | 2600 |

**ENVIRONMENTAL STUDIES
&
DISASTER MANAGEMENT**

(AECC I)

SEMESTER-1

FOR UNDER-GRADUATE COURSES ARTS, SCIENCE AND COMMERCE (2021-22)
FULL MARK-100 (Credit-4)

Unit-I (Environment)

(13 periodsx45 min)

The Environment: The Atmosphere, Lithosphere, Hydrosphere, Biosphere (01 period)

Ecosystem: Energy flow in the ecosystem (01 period)

Biogeochemical Cycle: Water Cycle, Carbon Cycle, Nitrogen Cycle (02 periods)

Pollution: Water Pollution, Air Pollution, Soil Pollution, Radiation Pollution, Industrial Pollution, Light Pollution, Sound Pollution (05 periods)

Environmental Laws (Water Act 1974, Air Act 1981, The Wildlife Protection Act 1972, The Environment Protection Act 1986), The Forest Conservation Act 1980 (04 periods)

Unit-II (Climate Change & Sustainable Development) (13 periodsx45 min)

Population Ecology: Individuals, Species, Population, Community (01 period)

Human Population Growth, Population Control Methods (01 period)

Urbanization and its effect on society (01 period)

Climate Change: Causes, effect, Global Warming, Carbon footprint and environmental protection (05 periods)

Steps taken towards sustainable development: Ban of single-use plastics, Automobile Scrapping Policy, Promotion of Electrical Vehicles (03 periods)

Brief idea on Sustainable Development Goals (SDGs), Agenda 21 of Rio Earth Summit (02 periods)

Unit-III (Disaster Management)

(13 periods x 45 min)

Disaster Management: Types of disasters (Natural and Man-made) and their causes and effect) (02 periods)

Vulnerability Assessment and Risk Analysis: Vulnerability to various disasters (Flood, Cyclone, Earthquake, Heat waves and Lightning) (02 periods)

Institutional Framework: Institutional arrangements for disaster management (National Disaster Management Authority (NDMA), State Disaster Management Authority (SDMA), District Disaster Management Authority (DDMA), National Disaster Response Force (NDRF) and Odisha Disaster Rapid Action Force (ODRAF) (02 periods)

Preparedness Measures: Disaster Management Cycle, Early Warning System, Pre-Disaster and Post-Disaster Preparedness, Strengthening of SDMA and DDMA, Community Preparedness, Stakeholder participation, Corporate Social Responsibility (CSR) (05 periods)

Survival Skills: Survival skills adopted during and after disaster (Flood, Fire, Earthquake, Cyclone and Lightening) (02 periods)

Unit-IV (Public Health Management)

(13 periods x 45min)

Brief idea on Epidemics and Pandemics (01 period)

Non-communicable diseases with special reference to Cardiovascular diseases, Cancer, Diabetes, Hypertension and Obesity and their prevention (02 periods)

Communicable diseases with special reference to Covid-19, Flu, Hepatitis, AIDS and Tuberculosis and their transmission (02 periods)

Dynamics of Disease Transmission: Mode of transmission (Direct/Indirect), Events after infection: Immunity (Active vrs Passive, Innate vrs Acquired, Herd Immunity), Incubation Period (02 periods)

Prevention of Epidemics/Pandemics Diseases: Preventing Measures (Quarantine, Sanitization, Personal Protective measures such as Hand washing and use of protective devices, Vaccination); Control Measures (Surveillance, Isolation, Contact Tracing) (03 Periods)

Life Style management (Diet, Physical Exercise, Yoga and sleeping habit) (02 periods)

Role of Different Sectors in Managing Health Disaster: Role of Government (Centre and State), Community, Civil Society, Student mass, NGOs (01 period)

Paper1.2-FINANCIALACCOUNTING&ANALYSIS

UnitI:

Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information, Concepts, Principles and Conventions-Generally Accepted Accounting Principles; The Accounting Equation; Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance.

UnitII:

Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013; Understanding the contents of annual report of a company, Preparation of cash flow statement as per AS-3 (revised).

UnitIII:

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

Unit- IV

The Concept of Depreciation, Causes, Factors affecting Depreciation, Depreciation methods, Accounting for Depreciation.

UnitV:

Financial Statement Analysis: Objective of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios from the perspective of Stakeholders like Investors, Lenders, and Short-term Creditors. Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis

References

1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
2. Tulsian, P.C., Financial Accounting, Pearson
3. Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B.Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Gupta, Ambrish: Financial Accounting for Management
7. Bhattacharyya, Asish K., Financial Accounting for Business Managers 8. Jain, S.P. & Narang, K.L., Advanced Accountancy.
8. Charles T. Horngren, G. L. Sundem, John A. Elliot and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.

Paper1.3–ManagerialEconomics

Unit-1

IntroductiontoManagerialEconomics:

Concepts and precepts; Goods, Services, utility, value, wealth, marginalism, time perspective, Basic principles of Economics, Basic problems of an economy.

Unit-II

Demand and Supply Analysis: Meaning of demand, law of demand, Determinants of Demand, Increase and Decrease in demand, Exceptions to the law of demand, Individual and Market demand; Meaning of supply, Law of supply, Increase and Decrease in Supply, Determinants of supply" Exceptions to the Law of supply, Equilibrium; Elasticity concept; Perfectelasticity,Perfect Inelasticity, Relative Elasticity, Relative Inelasticity;

Unit-III

Elasticity of demand: Price, Income, Cross and Promotional elasticityof demand; Elasticity of supply: Price, Income and Cross elasticity of Supply.

Unit-IV

Production and cost Analysis : What are costs; Costs as opportunity costs, Accounting vs Economic costs, Accounting vs Economic profit; Production functions in the short run and in the long run producer's equilibrium; Types of costs: Variable and fixed costs, short run and long runcosts, Average cost, Marginal Cost; Diminishing Returns and Marginal cost; Production and costs inthelong run; Economics and Diseconomies of Scale; Revenue concepts, total revenue, Average revenue and Marginal Revenue.

Unit-V

Market structure and Business Decisions: Distinguishing characteristics between market forms; Perfect competition; Monopoly; Monopolistic competition; Oligopoly; Short run decisions of a firm to shut down; Long run decision of the firm to exit.

References:

1. BusinessEconomics-D.M.Mithani-HimalayaPublication
2. ModernMicro-Economics:H.L.Aahuja-S.Chand
3. ManagerialEconomics:P.L.Mehta-SultanChand
4. Principles ofMicroeconomics(5thed.)OxfordUniversityPress,DominickSalvatore(2009).
5. ModernMicroEconomics.PalgraveMacmillan,Koutosyannis(1979).
6. MicroEconomics.(7thed.).Pearson,Pindyck,RubinfeldandMehta.(2009).

PAPER1.4MANAGEMENTTHEORY&PRACTICES

Unit-I

Introduction: Concept, process and significance of management; Managerial roles; An overview of functional areas of management; Development of management; Classical and neo-classical systems; Contingencyapproaches.

Unit-II

Planning: Concept, process and types. Decision making - concept and process; Management by Objectives; Corporate Planning; Environment analysis; Strategy formulation.

Unit-III

Organizing: Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and decentralization; Departmentalization; Organization structure - forms and contingencyfactors.

Unit-IV

Leading:LeadershipTheories,LeadershipStyles.Communication-Types,process,barriers.

Unit-V

Controlling: Concept and process; effective control system; Techniques of control.

References:

1. Wehrich and Koontz, et al - Essential of Management, TMH.
2. Robbins, SP - Management, Prentice Hall.
3. Stoner, Freeman, Gilbert - Management, PHI.
4. Terry, Franklin - Principles of Management, AITBS.

Semester II

PAPER-2.1 BUSINESS COMMUNICATION

Unit I

Nature of Communication: Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication

Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters.

Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV

Vocabulary: Words often confused Words often mis-spelt, common errors in English. Oral

Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit V

Review of English Grammar

Static and dynamic verbs, the auxiliary system; finite and non-finite verbs, tense and time Aspect Voice, Modality, Negation, interrogation; reported and tag questions, Concord.

References:

1. Effective English Communication by Mohan, TMH
2. Effective Technical Communication by M. Ashraf Rizvi (Tata McGraw Hill)
3. Business Communication by K.K. Sinha (Galgotia Publishing Company)
4. "Ship or Sheep" by Ann Baker (Cambridge)
5. "Tree or Three" by Ann Baker (Cambridge)
6. A University Grammar of English by Quirk et al (Pearson)
7. Business Communication by Meenakshi Raman and Prakash Singh (Oxford)
8. Speaking and writing for effective Business Communication by Francis Soundararaj, Macmillan

PAPER 2.2 STATISTICS FOR BUSINESS DECISIONS

Unit-I:

Introduction

Statistics as a subject; Meaning, definition, functions, importance, scope and limitations of statistics; Statistical enquiries- methods and types, Collection of Data, Classification of data, Organisation of data using data array, Tabulation, Graphical Presentation, Types of Diagram, Frequency Distribution.

Unit-II

Measures of Central Tendency:

Definition and utility; Characteristics of a good average; Arithmetic Mean; Median; Other positional measures - quartiles, deciles, percentiles; Mode; Relation between Mean, Median and Mode; Geometric and Harmonic Mean; Choice of a suitable measure of central tendency.

Unit-III

Measures of Dispersion:

Meaning and objectives of Dispersion; different measures of Dispersion - Range, Quartile deviation, Mean deviation, Mean Absolute Deviation, Standard Deviation; Comparison of the different measures of dispersion. Measures of relative dispersion- Coefficient of Variation, combined mean and standard deviation; moments, Skewness and Kurtosis; Moments; skewness; Measures of Skewness; Kurtosis and its measures.

Unit-IV

Correlation and Regression:

Correlation Analysis- Meaning of correlation; Karl Pearson's coefficient of linear correlation; Advantages and limitations of the coefficient of correlation; Rank correlation; Spearman's Rank correlation coefficient. Regression Analysis - Two lines of regression; some important results relating to regression lines; Correlation coefficient and the two Regression Coefficients; Coefficient of Determination.

Unit-V

Time Series Analysis:

Component, Trend analysis, Cyclical Variation, Seasonal Variation, Irregular Variation.

Interpolation:

Newtons Forward and Backward Interpolation, Newtons unequal Interpolation.

References:

1. S.P.Gupta(S.P.):Statistical Methods,Sultan Chand&Sons,34th Edition
2. Richard Levin&David Rubin:Statistics for management,Prentice Hall
3. J.K.Sharma,Pearson.
4. J.S.Chandran-Statistics for Business and Economics,Vikas.
5. Levin&Rubin-Statistics for Management,PHI.
6. S.C.Gupta-Fundamental of Statistical Method.
7. Business Statistics,Kalyani Publication.

PAPER 2.3 COST & MANAGEMENT ACCOUNTING

Unit-I

Overview of Cost Accounting, Concepts and practices. Difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting, Management Accounting : Scope, Objects and Functions and Limitations of Management Accounting, Tools and Techniques of Management Accounting

Unit-II

Classification of Cost, Cost Center and Cost Unit, Preparation of cost sheet, Allocation and Absorption of Overhead, Preparation of Labour and Machine hour rate.

Unit-III

Marginal Costing and Cost-Volume-Profit Analysis.

Unit-IV

Job, Contract and Process costing.

Unit-V

Budgetary Control, Standard Costing and Variance Analysis.

References

1. Cost Accounting, S.P. Jain & K.L. Narang, Kalyani Publishers.
2. Nigam B.M.L. & Jain, I.C., Cost Accounting An Introduction, PHI.

PAPER2.4-COMPUTERFORMANAGEMENT

Unit-I

Computer Basics: Introduction to Computer, History, Generation, Characteristics, Types, Application, Basic Components of computer, memory management, Data representation, Computer hardware and software, etc.

Unit-II

Number Systems: Introduction to Number System, Classification and Types of Number System, Base Conversion, using Shortcut Method, etc.

Unit-III

Operating system: Introduction, types, OS as a resource manager, DOS, WINDOWS.

Windows 10: Features, Comparison, Windows 10 installation, Activating and Security features, User Accounts, Getting Help, etc.

MS Word: Introduction, Editing and saving documents - Formatting features of word processing - Working with tables and graphs - Preview and printing documents. Navigating through word document.

Unit-IV

MS Excel: Introduction to Excel, Workbook, Worksheet, Formatting, Advanced formatting, Printing worksheets, etc.

MS PowerPoint: MS PowerPoint Introduction, Creating Presentations, Creating, Editing and Saving slide shows, Basic and Advanced Formatting, Using Templates, Animations, Inserting charts and tables, etc.

Unit-V

Data communication, LAN and WAN, Switches, hubs, routers, idea of distributed systems, the internet, world wide web, search engine, email, home page.

Internet based ECommerce, issues, problems, prospects.

References:

1. Balguruswami-Computer Fundamentals.
2. V. Rajaraman-Computer Fundamentals.
3. Outline of MS Office 2010 by Md. Ishfaq Azam Chowdhury

Semester III

PAPER 3.1 INCOME TAX

Unit-I:

Basic concepts: income, Agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax., Permanent Account Number Residential status of all person, and its effect on tax incidence. Exempted income under section 10 (in relation to individuals).

Unit-II:

Computation of income under heads: Income from Salaries,

Unit-III:

Computation of income under heads: Income from house property.

Unit-IV

Computation of income under heads Capital gain, Income from other sources.

Unit-V: Computation of Total Income and Tax Liability.

Income of other persons included in assessee's total income - Aggregation of income and set off and carry forward of losses, Deductions from gross total income, Rebate and Reliefs.

References

1. Dr H C Meharotra and Dr S P Goyal - Income Tax Law & Accounts: Sahitya Bhavan Publications.
2. V. P. Gaur, Rajeev Puri & Puja Gaur - Income Tax Law and Practice, Kalyani Publishers

PAPER 3.2 BUSINESS & CORPORATE LAW

Unit-I

Indian Contract Act - essential elements of contract, offer and acceptance, consideration, capacities of parties, free consent legality of objects, contingent contract, discharge of contract. Special Contract Act - Quasi - Contracts, indemnity and guarantee, bailment and pledge, contract of agency.

Unit-II

Sales of Goods Act - introduction, conditions and warranties, transfer ownership of property in goods, performance of the contract of sale, remedial measures.

Unit-III

Indian partnership Act - nature of partnership, formation of partnership, relation of partners to one another, relation of partners to third parties, reconstitution of a firm, dissolution of a firm.

Unit-IV

Negotiable Instruments Act- negotiable instruments- parties, negotiation presentation, dishonor, crossing and borrowing of cheques.

Unit-V

Information Technology Act, Cyber Laws in India, Digital Signature, Computer Crimes, Regulation of certifying Authorities, Intellectual property right Act.

References:

1. Mercantile Law-N.D.Kapur, Sultan Chand.
2. Business Law-Tulsian TMH.
3. Business Law-P.R.Chandha, Golgotia.

PAPER 3.3 HUMAN RESOURCE MANAGEMENT

Unit-I

HRM: Concept, scope and objective. HRM- the challenges - environmental, organizational and individual. Human Resource Planning - Supply and demand. Recruitment and Selection - sources of recruitment, Tests & Interviews, Induction/orientation.

Unit-II

Promotion: Bases and types, promotion policy and procedure. Transfer - types and purpose. Employees' separation - its costs and benefits. Voluntary and involuntary separations. Lay off and retrenchment, outplacement and outsourcing.

Unit-III

Performance Appraisal: Objectives, uses and methods of appraisal, MBO, Assessment and development centres, 360 degrees Feedback, the strength and limitations of each method,. Identifying performance dimensions - measuring performance, measurement of tools, challenges to effective performance measurement, the appraisal errors.

Unit-IV

Training: Concept and benefits, training versus development, key training issues. Training Need Assessment (TNA). Types of Training - on-the-job and off-the-job methods. Managing the training process - the assessment phase, training and conduct phase, the evaluation phase.

Unit-V

Managing Compensation: Concept, Principles and Components. Designing compensation system - internal v/s external equity, fixed v/s variable pay, job v/s individual pay. Compensation tools - job based compensation plans and skill based compensation plans.

References:

1. Gomez, Mejia, et.al- Managing Human Resources, Pearson Education.
2. Gary Dessler- HRM, PHI.
3. C.S.Venkat Ratnam & B.K.Srivastav- Personnel Management and Human Resources, TMH.
4. Rao Subba P.- HRM, Himalaya Publishing House.

PAPER 3.4 ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Unit I

Entrepreneurship, general concept definition, entrepreneurial culture theory of entrepreneurship, types of entrepreneurship, entrepreneurial trade and motivation, entrepreneur and professional manager.

Unit II

Environment and entrepreneurial development: Entrepreneurial environment, process of entrepreneurial development, training of entrepreneurial, institutions, producing aids for an entrepreneurial development.

Unit III

Starting a Small Scale Unit-Structure and ownership, Establishment of unit, Project feasibility, Implementation, Tax benefits incentives and concessions.

Unit IV

Financial management of small business- Financial planning, long- term finance working capital management, cash management, recommendation of various committees, role of various institutions, both financial & non-Financial institutions.

Unit V

Marketing strategy of small scale units- elements in marketing mix segmentation, product lifecycles, pricing, distribution channels, export promotion and institutional support for marketing and exports.

References:

1. Malhotra & Gupta, Management of small scale industries, Galgotia Publishing company, New Delhi.
2. Desai, Vasant, Management of Small scale industries, Himalaya
3. Dynamics of Entrepreneurial Development and Management Vasant Desai, HPH.

PAPER 3.5 FINANCIAL SOFTWARE PACKAGE(S)

Unit I

Accounting Software Packages: Overview - Tally, Wings, Busy, Spreadsheet, Ms Excel as Accounting tool, Function wizard, Auditing Tool in MS Excel - Selective Applications for Accounts.

Unit-II:

Fundamentals of Tally.ERP 9: Introduction to Tally: Introduction, Terminology in Tally; Difference between Manual Accounting and Accounting Packages, Features and advantages of Tally Creation of a company, Gateway of Tally, Key board shortcuts in Tally.

Unit III:

Accounts Information, Groups, pre defined Groups, Creation of New Groups, Creation of sub Group. Ledgers, Ledger Creation -Single and multiple Ledgers, Displaying & altering Ledgers, Stock Ledger, Ledgers and their Group Allocation

Unit- IV:

Vouchers: -Types of vouchers -recording of vouchers -entry of payment voucher, Receipt voucher, sales voucher, purchase voucher, Journal Voucher, Contra Voucher, Debit & Credit Note. Creating New Voucher types, customizing the Existing voucher types, Alternation of Voucher, Deletion of Voucher

Unit-V:

Generating Reports: Final Accounts: Customizing the final accounts -Profit and Loss Account, Balance Sheet. Generating the Reports from Tally, Practice Exercises.

Reference Books

1. K.KiranKumar, TallyERP9
2. Tally9 In Simple Steps, Kogent solutions Inc., John Wiley & Sons, 2008.
3. TallyERP9 Made Simple Basic Financial Accounting, BPB Publisher.
4. Avichi Krishnan, TallyERP9 for Real Time Accounting, BookGang.
5. Guy Hart Davis, The ABCs of Microsoft Office, BPB Publications.

SemesterIV

PAPER4.1MARKETINGMANAGEMENT

Unit-I

Marketing Concepts: Nature and Scope of Marketing Management, Marketing Process, Marketing v/s Selling, Marketing Environment, Need for analyzing the Marketing Environment, Marketing Mix.

Unit-II

MarketingStrategy:MarketSegmentation,TargetingandPositioning,BrandEquityandBrand Positioning.

Unit-III

Understanding Consumer: Consumer Behavior, Types of Consumers, Factors influencing Consumer Behavior, Consumer Decision Making Process.

Unit-IV

New Product Development Process: Idea Generation to commercialization. Product Life Cycle, Strategies across stages of the PLC. Pricing, Importance of pricing, Factors Influencing pricing decisions, Pricing strategies and approaches.

Unit-V

MarketingPlanning&Control:MarketingPlanning,MarketingPlanningProcess,Identifyingand analyzing the competitors. Defining the Competitive Strategy and Marketing control process. Marketingcommunications,Elementsofpromotionmix,

References:

1. V.S.Ramaswamy&S.Namakumari-ATextbookonMarketingManagement,McMillan.
2. PhilipKotler,Keller,Koshy&Jha-MarketingManagement,PearsonEducation.
3. RajanSaxena-MarketingManagement,TataMcGrawHill.
4. SHHKazmi-MarketingManagement,ExcellBook

PAPER 4.2 FINANCIAL MANAGEMENT

Unit I

Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance - Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Concept of Time Value of Money, present value, future value, and annuity.

Unit II

Long-term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & IRR, Profitability Index Method.

Unit III

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning.

Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach,

Unit IV

Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT-EPS analysis; Combined leverage.

Unit V

Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management - Objectives; Credit Policy, Cash Discount, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

References

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
2. R.P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A. Brealey, S.C. Myers, F. Allen & P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
5. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

PAPER4.3PRODUCTIONMANAGEMENT

UnitI

Introduction: Production functions, Design of production system, Types of Process, Plant Location and layout, Factors influencing plant location, Re-location, process and product layout, Layout of service facilities, office layout

UnitII

Materials Management: Concepts, Purchasing Department, Selection of Materials and Vendors, Purchasing Organization

UnitIII

InventoryManagement:InventorymanagementandControl

UnitIV

Standardizationandsimplification.Materialhandling,importanceandselectionofmaterials handling, Equipment, Modern handling equipment

UnitV

Workstudyasatoolofjob,Methodstudy,Techniquesusedindesignofworkplacelayout

References:

1. DR.neetiguptaandAnujgupta,Productionandoperationmanagement
2. R.PaneersilvmProductionandoperationmanagementthirdedition
Chary,Production&operationsManagement,2ndEdition,TataMcGraw

PAPER 4.4 BUSINESS ENVIRONMENT & ETHICS

Unit-I

Meaning of Business Environment, objectives of business, business and society, concept and significance of business environment, Factors affecting environment to the business.

Unit II

Introduction to Internal and external environment

Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.

Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.

Unit III

Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration.

Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.

Unit IV

The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy

Unit V

Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics.

Relationship between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.

References:

1. Francis Cherunilum Business Environment
2. K. Aswathapa Business Environment

PAPER 4.5 PERSONALITY DEVELOPMENT & COMMUNICATIONS SKILLS

UNIT I

Introduction to Personality Development, The concept of personality-Dimensions of personality, Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure - Causes of failure. SWOT analysis.

UNIT II

Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages - Negative attitude - Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude.

UNIT III

Acquiring the soft skills for personality development: Body language; goal setting; Time Management; Emotional Intelligence; Problem-solving; Team work

Unit IV

Communication Skills:

Introduction, Understanding basics of communication, Different ways of communication, Components of effective communication-Para-verbal communication skills; active listening

skillsandempathy.

CopingwithStressandEmotions:

Introduction,Understandingstressanditsimpact,Stress management techniques,Understanding emotions and feelings.

Unit–V

Interpersonalrelationships:Typesofinterpersonalrelationship;tipstoimproveinterpersonalrelationships.

Digital etiquette:ICT;e-mailetiquette;onlineetiquette.

ReferenceBooks:

1. Andrews,Sudhir.HowtoSucceedatInterviews.21st(rep.)NewDelhi,TataMcGraw-Hill1988.
2. Hindle,Tim.ReducingStress.EssentialManagerseries.DkPublishing,2003
3. Lucas,Stephen.ArtofPublicSpeaking.NewDelhi.Tata-Mc-GrawHill.2001
4. Mile,D.JPowerofpositivethinking.Delhi.RohanBookCompany,(2004).
5. Kapoor,S.(2011).PersonalityDevelopmentandCommunicationSkills.NewDelhi:VikasPvt.Ltd.
6. Pandey,H.(2020).SalesIMPossible.NewDelhi:ApnaPublications.
7. Petes S. J. & Francis(2011). Soft SkillsandProfessionalCommunication. New Delhi: Tata McGraw-Hill Education.
8. Suggestive digital platforms web links
<http://heecontent.upsdc.gov.in/Home.aspx>
<http://www.apa.org>
उत्तर प्रदेश विश्वविद्यालय जललाहबूर
:<http://heecontent.upsdc.gov.in/Home.aspx>
<https://nptel.ac.in>
9. Smith,B.BodyLanguage.Delhi:RohanBookCompany.2004

Semester V

PAPER 5.1 ORGANIZATIONAL BEHAVIOR

Unit-I

Introduction: Definition, goals, scope and historical development of organizational behavior, contributing disciplines to OB, models, social systems and organizational culture. International dimensions of OB. Limitations and future of OB.

Unit-II

Individual Behavior: Introduction and foundation. Personality-definitions, determinants, personality traits and types, theories, instruments to measure personality, personality attributes influencing OB.

Perception: Meaning, factors influencing perception, theories, perceptual errors.

Emotions: Meaning, types of emotions, determinants, emotional intelligence.

Unit-III

Attitudes: Definition, sources of attitudes, types of attitudes, cognitive dissonance theory; changing attitudes, and work related attitudes.

Learning: Concept, theories of learning, application of learning in organization.

Motivation: concept, importance, theories and their applicability.

Unit-IV

Behavior in organization: Introduction, issues between organizations and individuals. Interpersonal behavior; conflict, nature of conflict, levels of conflict, types and conflict management styles.

Communication: Introduction, importance, process of communication, types, barriers in communication, Communication and organizational effectiveness.

Unit-V

Group dynamics: Concept, types of groups and functions, meetings, Teams, stages of group formation and its relevance to organization, organizational culture.

Employee stress: forms, causes, implications and approaches to stress management.

Leadership: Concept, approaches, Leading vs Managing Leadership theories and its implications.

References:

1. Stephen.P.Robbins, et.al-Organizational Behavior, Pearson Publication
2. Steven L., McShane, et.al-Organizational Behavior, TMH.
3. Fred Luthans-Organization Behavior, McGraw Hill.
4. K.Awsathappa-Organisation Behavior.

PAPER5.2RETAILMANAGEMENT

UnitI

Introduction to retailing: Definition, evolution of retailing, types of retail, Retail Formats, trends in retailing industry, benefits of retailing, FDI in Indian retail sector retailing environment.

UnitII

Retail Consumer Behaviour, Retail Marketing Mix, Retail Market Strategy, Retail Location Decisions, Merchandise planning, Managing Assortments, return on per sq. feet of space

UnitIII

Retail Pricing: Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit-IV

Layout, Design, Traffic flow and analysis, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospheric.

UnitV

Retail Promotion Mix, credit management, Retail branding, branding strategies in retail, Technology in Retail.

References

1. GilbertDavidRetailMarketingManagementPerson
2. Levy,Michael&BartonA,Weitz,RetailingManagement,TM-1
Pradhan Swapna, RetailingManagement(Text & Cases)

Paper 5.3 Specialization-I

Paper 5.4 Specialization-II

PAPER 6.1 RESEARCH METHODOLOGY

UNIT-I

Introduction to Research Methodology: Meaning of Research, Research Methods v/s Methodology Objectives of Research, types of Research, Research Process- formulating the research problem, defining and delimiting Research problem

UNIT-II

Research Design- Exploratory, Descriptive, Casual. Formulation of hypothesis, Null Hypothesis and Alternative Hypothesis. Measurement- characteristics of sound measurement tool, Scaling methods. Sample design and sampling techniques.

UNIT-III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. Selection of appropriate method for data collection. Questionnaires -schedules, data entry, tabulation & cross tabulation-and Graphic presentation of data.

UNIT-IV

Analysis and Preparation: Hypothesis testing - statistical significance, statistical testing procedure. Parametric test: Testing the Significance of difference between means (z and 't' test). Non Parametric Statistics:, Chi Square tests

UNIT-V

Presenting results and writing the report: - The structure of a written research Report and presentation of report.

References

1. Bestand Kahn, Research Methodology, PHI Limited.
2. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
3. Kerlinger, Foundation of Research.
4. Fundamentals of modern statistical methods by R. A. Fisher and R. L. Wilcoxon.
5. Power Analysis for Experimental Research: A Practical Guide for the Biological, Medical and Social Sciences by R. Barker Bausell, Yi-Fang Li Cambridge University Press.
6. Design of Experiments: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/Cole.

Paper6.2CORPORATERESTRUCTURING

UnitI:

Corporaterestructuring-significance-formsofrestructuring,JointVentures:Concept&Meaning of Joint Ventures, Need & Types of Joint Ventures,. Some relevant case study of successful and failed joined ventures.

UnitII:

Mergers and Acquisitions: Introduction to mergers, types of mergers, theories of mergers& acquisitions;Cross-bordermergersandacquisitions,issuesandchallengesincrossborderM&A. Analysis ofPost-Merger Performance.

UnitIII:

Deal Valuation and Evaluation: Factors affecting valuation basics, methods of valuation, cash flow approaches, economic value added (EVA), sensitivity analysis, valuation under takeover regulation, cost-benefit analysis

UnitIV:

Post-Merger Evaluation: Financial Evaluation of Mergers& Acquisitions, Impact on shareholders' Wealth;Methodsofpaymentandfinancingoptions in mergers& acquisitions, financing decision, Merger, Acquisition and Competition law 2002, friendly takeover.

UnitV

Takeovers, types, takeover strategies,- Takeover defences-financial defensive measures- methodsofresistance-anti-takeoveramendments-poisonpills.

Legal aspects ofMergers/amalgamations andacquisitions/takeovers- CombinationandCompetition Act- Competition Commission of India (CCI), The SEBI Substantial Acquisition of Shares.

References

1. Sundarsanam (2006); Creating Value from Mergers and Acquisitions, (1st ed.) Pearson Education
2. Ramanujan.S.(1999);Mergers:TheNewDimensionsforCorporateRestructuring, McGraw Hill
3. Narayankar,Ravi,(2013):MergerandAcquisitionsCorporateRestructuring,Strategyand Practices, (2nd ed.). International Book House Pvt. Ltd

Paper6.3–SpecializationIII

Paper 6.4- Project Paper

AREA OF SPECIALIZATION (Finance Specialization)

PAPER 5.3 - WORKING CAPITAL MANAGEMENT

Unit I

Principles of Working capital: Introduction to Working capital, Concept of 'Working Capital', Need for Working capital, Concepts and its determinants, estimation of working capital need

Unit II

Cash Management: Facets of Cash Management, Motive for holding cash, managing cash collection and disbursements, investing surplus, cash in marketable securities, cash budgeting.

Unit III

Accounts Receivables Management and Factoring: Credit Policy, Nature and Goals, credit evaluation of individual accounts and its monitoring receivables, factoring: types and benefits.

Unit IV

Inventory Management: Nature of Inventories, Need to hold inventories, objectives of inventory management, inventory Management techniques, inventory management process

Unit V

Working Capital Finance: Trade Credit, Bank Finance and Commercial Papers

References

1. Financial Management: P.V. Kulkarni
2. Financial Management: S.N. Maheshwari
3. Financial Management: I.M. Pandey
4. Financial Management: Prasanna Chandra
5. Financial Management: Khan & Jain
6. Financial Management: R.S. Kulshreshtha
7. Fundamentals of Financial Management: Van Horne

PAPER 5.4 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Unit-I

Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds : present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. Unsystematic risk and non-risk factor.

Unit II

Concept of Security: Fundamental and Technical Analysis, Difference between Fundamental and Technical Analysis (support and resistance charts and Graph- Line Chart, Candlestick Chart, Various patterns), Dow Theory

Unit III

Security Valuation: Valuation of Bonds-YTM and its Calculation, Duration of Bond, valuation of Shares

Unit-IV

Portfolio Theory: Concept of Portfolio, Measurement of Portfolio risk and return, Markowitz Portfolio theory, Efficient Frontier and selection of Optimum Portfolio
CAPM Model: SML and CML Analysis (Interpretation & Usefulness)

Unit V

Market efficiency and Portfolio Evaluation: Concept of market efficiency, Different types of market efficiency and their interpretation, techniques of analyzing portfolio performance, analysis and modification of portfolio

References

1. Fischer, D.E. & Jordan, R.J.: Security Analysis & Portfolio Management; Pearson Education.
2. Prasanna Chandra: Investment Analysis and Portfolio Management; Tata McGraw Hill Education Private Limited.

PAPER 6.3 MANAGEMENT OF FINANCIAL SERVICES

Unit-I

Financial Services: Meaning, Types and Their Importance. Financial Sector Reforms in India, Future Challenges for Indian Banks, Improving Risk Management Systems, Banking and the Management of Financial Services

Mutual Funds and Pensions Funds, Insurance Services, Bank assurances, Reinsurances, Venture Capital -Private Equity -Strategic Secrets of Private Equity, Investment Strategies, E Banking, Securitization -Indian Banking and Financial Crisis, Asset Reconstruction Companies, Depositories, Credit Cards, Micro/Macro Finance, Financial Inclusion, Behavioural Finance.

Unit II

Leasing: Steps in Leasing Transactions, Types of Lease, advantages of Lease, disadvantages of Lease
Hire Purchase:- Features, Hire purchase and Credit Sale, Hire Purchase and Installment Sales, Hire Purchase and Leasing

Unit III

Derivatives: Definition, Kinds of Financial Derivatives (Forward, Future, Swaps and Options), Advantages and Importance of Derivatives

Unit IV

Venture Capital: Features, Scope of Venture Capital, importance, venture capital guidelines, stages of venture capital financing, methods of venture financing

Unit V

Plastic Money: Concept and Different Forms of Plastic Money - Credit and Debit Cards, Pros and Cons. Credit Process Followed by Credit Card Organizations. Factors Affecting Utilization of Plastic Money in India.

References:

1. E. Gordon, K. Natarajan: -Financial Markets and Services, Himalaya Publishing House
2. Dr. Joseph Anbarasu, Boominathan. V. K, Manoharan. Pand Gnanaraj. G: -Financial Services, Sultan Chand & Sons
3. Gurusamy: -Financial Markets and Services, Sultan Chand & Sons

(HRDSpecialization)
Paper5.3HRD-PRINCIPLESANDPRACTICES

Unit-I

HRD: Meaning, Nature and Scope, HRD practices in India industries.

Unit-II

Training- methods and techniques. Identification of training needs. Evolution of training program, motivation and team building.

Unit-III

Managerial functions of HRD, techniques of management development, boss-sub-ordinate relationship, effective interpersonal skills.

Unit-IV

HRD planning and policies, implementation of TQM, Participative management. Performance Appraisal : meaning, methods and objectives, job rotation and career planning, India management ethics and their contribution to HRD

Unit-V

HRD mechanisms: HRD subsystems, Human Resources Information System, HRD programme and its evaluation, Pre-requisites for a successful HRD programme, HRD integration.

References

1. Nadler, Leonard: Corporate Human Resource Development, Van Nostrand Reinhold, ASTD, New York.
2. Rao, T. V. and Pareek, Uday: Designing and Managing Human Resource Systems, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2005.
3. Rao, T. V.: Readings in HRD, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2004.
4. Viramani, B. R. and Seth, Parmila: Evaluating Management Development, Vision Books, New Delhi.
5. Rao, T. V. (et. al): HRD in the New Economic Environment, Tata McGraw-Hill Pub. Pvt. Ltd., New Delhi, 2003.
6. Rao, T. V.: HRD Audit, Sage Publications, New Delhi.
7. ILO, Teaching and Training Methods for Management Development Hand Book, McGraw-Hill, New York.
8. Rao, T. V.: Human Resource Development, Sage Publications, New Delhi.
9. Kapur, Sashi: Human Resource Development and Training in Practice, Beacon Books, New Delhi

PAPER 5.4 COMPENSATION AND BENEFIT MANAGEMENT

UNIT-I

Compensation: Concept, Objectives, Financial and Non-Financial Compensation System. Compensation Structure, Job Evaluation, Approach to Compensation Management, Significance of Employee Compensation, New Trends in Compensation Management.

UNIT-II

Wage and Salary Administration: Theories of Wage Determination, Types of Wages, Salary Progression, Wage Boards and Pay Commissions. Pay for Performance Plans, Incentive Scheme: Merits, Demerits, Types of Incentive Schemes, Group Incentive Plans. **Team Based Compensation:** Introduction, Design of Team Based Compensation.

UNIT-III

Benefits and Services: Concept, Classification of Employee Benefits, Factors Influencing Benefits, Competency Based Compensation, Executive Compensation: Introduction, Components and Executive Compensation Design. Compensation of Special Groups, Employee Reward System in India.

UNIT-IV

Strategic Compensation Management: Strategic Compensation Design and Policies, Legal Framework of Compensation, Retirement Plans, Employee Welfare and Working Conditions- Statutory and Voluntary Measures.

Unit V

Managing Employee Benefits: Nature and types of benefits, employee benefits programs- security benefits, retirement security benefits, health care benefits, time-off benefits, benefits administrations, employee benefits required by law, discretionary major employee benefits, employee services designing a benefits package.

References

1. Luis R. Gomez-Mejia & Steve Werner, Global Compensation-Foundations and perspectives Routledge, 2008.
2. Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education, 2009, 10th Edition.
3. B D Singh, Compensation and Reward Management, Excel Books, 2008
4. Tapomoy Deb, Compensation Management, Text and Cases, Excel Books, 2009, 1st Edition.

PAPER6.3ORGANIZATIONALCHANGEANDDEVELOPMENT

Unit-I

Conflict Management: Meaning, nature and types of Conflict, Interpersonal and intergroup conflict resolution . Conflict and change reciprocation . Role-playing , Communication process and change.

Unit-II

Concept of managing change : The process of organizational changes, Key roles in organizational change, Culture and change, Managing resistance to change, Effective implementation of Change.

Unit-III

Model of organizational change: Models, Why changes may fail? Organizational Development in corporate sector, Organizational change and process consultation , work redesign model.

Unit-IV

Consulting approaches and skills: Manager as agent of change internal change agent and External agent styles, Group Dynamics.

Unit-

VOD proce

ss

Initiating OD relationship, contracting and diagnosing the problem, Diagnosing models, open systems, individual level group level and organizational level diagnosis; collection and analysis for diagnostic information, feeding back the diagnosed information.

References:

1. Organization Change: Theory & Practice by Burke, W.W, Thousand Oaks, CA Sage 2.
2. Reframing Organizations: Artistry, Choice, and Leadership by L. Bolman and T. Deal, Jossey-Bass Publishers 3.
3. Organization Development and Change by T.G. Cummings and C.G. Worley. South Western College Publishing 4.
4. Cummings, Thomas G. & Christopher G. Worley (C&W), Organization Development and Change, West Publishing Co. Minneapolis/St. Paul

(Marketing Specialization)

Paper 5.3-Logistics and Supply Chain Management

Unit I

LOGISTICS

Logistics: Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision,

Unit II

SUPPLY CHAIN MANAGEMENT

Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Key issues in SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM

Unit III

SUPPLY CHAIN PERFORMANCE

Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, Demand chain management, Global Supply chain- Challenges in establishing Global Supply Chain, Factors that influence designing Global Supply Chain Network.

Unit IV

WAREHOUSING

Warehousing: Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics (3PL), Fourth party logistics (4PL).

Unit V

SUPPLY CHAIN CRM

Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability

References

1. Chopra, Sunil, Meindl, Peter and Kalra, D.V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education
2. Altekar, Rahul V.; Supply Chain Management
3. Ballou, Ronald H.; Supply Chain Management; Pearson Education
4. Sahay, B.S.; Supply Chain Management; Macmillan
5. Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
6. Bowersox D.J., Closs D.J., Logistical Management, McGraw-Hill, 1996

Paper 5.4-Advertising and Sales Promotion

Unit I: Introduction to Marketing Communication

Meaning, elements, structure, and role of marketing communications. Theories of marketing communication: hierarchy of effects of communication, A.I.D.A Model, Miscommunication issues.

Unit II

Marketing Communication Strategy

Marketing communication mix. Integrated marketing communication. Formulation of marketing communication strategy. Marketing communication barriers. Promotion campaign planning and management.

Unit III

Advertising

Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising.

Unit IV

Advertisement Development

Print Advertisement

Print advertising media: types of media and media choice. Copywriting for print media: types of ad copies. Ad copy objectives and requisites of a good copy. Layout: functions, qualities of a good layout, layout principles.

Active Media Advertisement

Television advertising: nature, pros and cons. TVC development: script writing, story board, air-time buying and other considerations. Radio advertising: nature, pros and cons. Emerging advertisements: internet advertising and ambient advertising.

Unit V

Sales Promotions

Scope and role of sales promotions. Consumer-oriented sales promotion methods: objectives and tools of consumer promotions. Trade-oriented sales promotions: objectives and tools.

References

1. Belch George and Michael Belch, *Advertising and Promotion*, Tata McGraw Hill.
2. William Wells, John Burnet, and Sandra Moriarty, *Advertising Principles and Practice*, Prentice Hall of India.
3. Jaishri Jethwaney and Shruti Jain, *Advertising Management*, Oxford University Press.
4. K.D. Koirala, *Marketing Communications*, Buddha Publications.

Paper 6.3 Service Marketing

Unit I

Introduction to services: Introduction to services marketing, Characteristics of services compared to goods, Classification of services, Emergence of Service Economy, Service marketing mix,

Unit II

New service development, Service Consumer Behaviour, Service Blueprint, Service Management triangle, Service Vision, Service scape.

Unit III

Quality Issues and Models, Gap Analysis, SERVQUAL, Application of SERVQUAL. Branding, Packaging, Pricing, Promotion of services

Unit IV

Service delivery channels: direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution. Demand-Supply Management.

UnitV

Service failure, Service Recovery, Service Paradox, Customer Retention, Customer relationship management, Designing service strategy

References

1. ServiceMarketingConceptsApplications&CasesMkRampal,SI Gupta,GalgotiaPublishing Company
2. ServicesMarketing:PeopleTechnologyStrategy,byWirtzJochen(Author),Lovelock Christopher (Author), Chatterjee Jayanta, Pearson Education; 8thedition (2017)
3. ServicesMarketingbyZeithaml,Bitner,Gremler&Pandit,TMGH,4thEdition
4. ServicesMarketing:GlobalEditionbyChristopherLovelock(Author),JochenWirtz,Pearson Education; 7 Edition
5. ServicesMarketing-ValarieAZeithaml,MaryJoBitner,DwayneD.Gremler,AjayPandit, Mcgrawhill

Model question pattern: F
or Non-Practical Papers

| | |
|---|---|
| Fill in the blanks: | 1x12=12 |
| Answer the questions in two or three sentences (any eight): | 2x8=16 |
| Write short notes on (any eight): | 3x8=24 |
| Answer questions within 400 words (any four): | 7x4=28 |
| | Total=80 |
| | <u>Internal=20</u> |
| | <u> </u> .Grand Total=100(4 credits) |

For Practical Papers

| | |
|---|---|
| Fill in the blanks: | 1x8=08 |
| Answer the questions in two or three sentences (any eight): | 1.5x8=12 |
| Write short notes on (any eight): | 2x8=16 |
| Answer questions within 500 words (any four): | 6x4=24 |
| | Total=60 |
| | Internal=15 |
| | <u>Practical=25</u> |
| | <u> </u> .Grand Total=100(4 credits) |