

SCHEME AND SYLLABUS

For

**BBA (INDUSTRY INTEGRATED) COURSE
(Specialization: Retail Management and Marketing)**

(w.e.f Session 2019)



DEPARTMENT OF MANAGEMENT STUDIES

**J C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY YMCA
FARIDABAD**

BBA – II-RM Scheme of Studies/ Examination

Semester – 1

Subject Code	Subject	Hours				Credits	Marks			CBCS Code
		L	T	P	TOTAL		Internal	Practical	External	
BBA/II-RM/101	Management Concepts and Organization Behaviour	4		-	4	4	25	-	75	DCC
BBA/II-RM/102	Business Economics for Managers	4		-	4	4	25	-	75	DCC
BBA/II-RM/103	Accounting for Managers	3	1	-	4	4	25	-	75	DCC
BBA/II-RM/104	Statistical Methods	3	1	-	4	4	25	-	75	DCC
BBA/II-RM/105	Basics of Computer and Information System	3		1	4	4	-	25	75	DCC/SEC
BBA/II-RM/106	Personality and Soft Skills Development Lab	-		2	2	1	15	35	-	SEC
BBA/II-RM/107 A-C	Mandatory Audit Course	2		-	2	0	25*	-	75*	MAC*
Total		19	2	3	24	21	115	60	375	

TOTAL MARKS-550

*No credits just to qualify. Total marks will not be added.

Mandatory Audit Course(MAC)(Mandatory to Qualify but no credits will be given)			
Sr. No.	Code	Name of the Subjects	No. of Contact Hours
1	BBA/II-RM/107 A	Moral Values	2
2	BBA/II-RM/107 B	Psychology for Everyday Life	2
3	BBA/II-RM/107 C	Health Psychology	2

Nomenclature of CBCS Code

S.No.	Abbreviation	Description
1	DCC	Discipline Core Course
2	SEC	Skill Enhancement Course
3	MAC	Mandatory Audit Course
4	OEC	Open Elective Course

BBA-II-RM Scheme of Studies / Examination

Semester – 2

Subject Code	Subjects	Hours				Credits	Marks			CBCS Code
		L	T	P	Total		Internal	Practical	External	
BBA/II-RM/201	Fundamentals of Marketing Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/202	Human Resource and Personnel Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/203	Research Methods for Business	3	1	-	4	4	25	-	75	DCC
BBA/II-RM/204	Fundamentals of Financial Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/205	Effective Business Communication	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/206	Internet and Web Technologies	3	-	1	4	4	-	25	75	DCC/S EC
BBA/II-RM/207	Presentation Skills Lab	-	-	2	2	1	15	35	-	SEC
	Total	22	1	3	26	25	140	60	450	

TOTAL MARKS-650

- Students need to undergo 6-8 weeks of industrial training after semester II.

MOOC Subject (List is provided by the Swayam Portal of UGC)

- *Note: It is compulsory for BBA students to enroll and complete one MOOC course from NPTEL/Swayam portal of minimum 12 weeks as per university norms. The selected MOOC course should not be same as the subjects/Courses offered in BBA program.

BBA – II-RM Scheme of Studies / Examination

Semester – 3

Subject Code	Subjects	Hours				Credits	Marks			CBCS Code
		L	T	P	Total		Internal	Practical	External	
BBA/II-RM/301	Retail Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/302	Operations and Supply Chain Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/303	Digital and Social Media Marketing	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/304	Foundation of Consumer Behaviour	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/305	Retail Branding	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/306	Counselling and Negotiation Skills Lab	-	-	2	2	1	15	35	-	SEC
BBA/II-RM/307	Industrial Training Report I	-	-	-	-	2	25	75	-	SEC
BBA/II-RM/308 A-C	Open Elective	4	-	-	4	4	25	-	75	OEC
	Total	24	-	2	26	27	190	110	450	

TOTAL MARKS-750

List of Open Elective Courses				
Sr. No.	Subject Code	Name of The Subject	No. of Contact Hours	Credits
1	BBA/II-RM/308 A	Marketing Research	4	4
2	BBA/II-RM/308 B	Corporate Social Responsibility	4	4
3	BBA/II-RM/308 C	Introduction to Sociology	4	4

BBA – II-RM Scheme of Studies / Examination

Semester – 4

Subject Code	Subjects	Hours				Credits	Marks			CBCS Code
		L	T	P	Total		Internal	Practical	External	
BBA/II-RM/401	Retail Merchandise Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/402	Business Environment	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/403	Quantitative Techniques in Management	3	1	-	4	4	25	-	75	DCC
BBA/II-RM/404	Education for Human Rights and Values	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/405	Customer Relationship Management.	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/406	Seminar on Business Affairs	-	-	2	2	1	15	35	-	SEC
BBA/II-RM/407	Business Case Study Lab	-	-	2	2	1	15	35	-	SEC
	Total	19	1	4	24	22	155	70	375	

TOTAL MARKS-600

- Students need to undergo 6-8 weeks of industrial training after semester IV.

BBA – II-RM Scheme of Studies / Examination

Semester – 5

Subject Code	Subjects	Hours				Credits	Marks			CBCS Code
		L	T	P	Total		Internal	Practical	External	
BBA/II-RM/501	Retail Store Design and Visual Merchandising	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/502	Strategic Management in Business	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/503	Retail Sector Analysis	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/504	Retail Advertising and Sales Promotion	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/505	MIS and E-Commerce	3	-	1	4	4	-	25	75	DCC/SEC
BBA/II-RM/506	Managerial Skills and Leadership Lab	-	-	2	2	1	15	35	-	SEC
BBA/II-RM/507	Interview Skills Lab	-	-	2	2	1	15	35	-	SEC
BBA/II-RM/508	Industrial Training Report II	-	-	-	-	2	25	75	-	SEC
BBA/II-RM/509 A-C	Open Elective Course	4	-	-	4	4	25	-	75	OEC
	Total	23	-	5	28	28	180	170	450	

TOTAL MARKS -800

List of Open Elective Courses

Sr. No.	Subject Code	Name of The Subject	No. of Contact Hours	Credits
1	BBA/II-RM/509 A	Disaster Management	4	4
2	BBA/II-RM/509 B	Internet Marketing	4	4
3	BBA/II-RM/509 C	Event Management	4	4

BBA – II-RM Scheme of Studies / Examination

Semester – 6

Subject Code	Subjects	Hours				Credits	Marks			CBCS Code
		L	T	P	Total		Internal	Practical	External	
BBA/II-RM/601	Entrepreneurship Development and Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/602	Fundamentals of International Business	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/603	Business Law	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/604	Strategic Retailing	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/605	Retail Supply Chain and Logistics Management	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/606	Environmental Studies	4	-	-	4	4	25	-	75	DCC
BBA/II-RM/607	Entrepreneurship Lab	-	-	2	2	1	15	35	-	SEC
BBA/II-RM/608	Project Report	-	-	-	-	4	25	75	-	SEC
	Total	24	-	2	26	29	190	110	450	

TOTAL MARKS-750

MANAGEMENT CONCEPTS AND ORGANIZATION BEHAVIOUR

Paper Code: BBA/II-RM/101

UNIT-I

Introduction to management: concept, nature; evolution of management thoughts traditional, behavioural, system, contingency and quality viewpoints; Managerial levels, skills and roles in an organization; Functions of Management: Planning, Organizing, Staffing, Directing, Controlling, Problem solving and Decision making; Management control; managerial ethics and social responsibility; Management Information System (MIS), MBO, Contemporary issues and challenges.

UNIT-II

Fundamentals of Organizational Behavior: Concept, evolution, importance and relationship with other Fields; Contemporary challenges of OB; Individual Processes and Behavior differences, Personality- concept, determinant, theories and applications; Values, Attitudes and Emotions, Perception- concept, process and applications, Learning and Reinforcement; Motivation: concept, theories and applications; Stress management.

UNIT-III

Interpersonal Processes- Work teams and groups- Definition of Group, Stages of group development, Group cohesiveness, Types of groups, Group processes and Decision Making; Team Building; Conflict concept, sources, types, management of conflict; Power and Political Behavior; Leadership: concept, function and styles.

UNIT-IV

Organizational Processes and structure: organizational design: various organizational structures and their effect on human behavior; Organizational culture; Organizational change: Concept, Nature, Resistance to Change, Change Management, Implementing Change and Organizational Development

Text Books:

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education Asia, New Delhi.
2. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education

Suggested Readings:

1. Stoner, Jetal, Management, New Delhi, PHI, New Delhi
2. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
3. Robbins, S.P. and Judge, T.A., Organisational Behaviour, Prentice Hall of India, New Delhi

BUSINESS ECONOMICS FOR MANAGERS

Paper Code: BBA/II-RM/102

UNIT - I

Nature of managerial economics; significance in managerial decision making, role and responsibility of managerial economist in a business enterprise; objectives of a firm (profit maximization, managerial theories, Baumol's Sales Maximization Theory); basic concepts – short and long run, firm and industry.

UNIT - II

Consumer Behavior: Utility approach; law of diminishing marginal utility and law of equi- marginal utility; indifference curve approach, law of Demand; Elasticity of Demand and its measurement, Methods of Demand forecasting.

UNIT - III

Production Function; Break Even Analysis and profit forecasting in short run, law of variable proportion; concept of cost and revenue, short run cost curves; concept of total, average and marginal revenue; relationship between average revenue, marginal revenue and elasticity of demand.

UNIT - IV

Price determination under perfect competition, oligopoly, Monopoly and Monopolistic competition; Fiscal Policy, Monetary Policy, Business and Trade cycle.

Text Books:

1. Geetika, Gosh and Choudhary, Tata McGraw Hill Education
2. T.R. Jain and O.P. Khanna, Micro Economics, Global Publications

Suggested Readings:

1. D. Salvatore, Managerial Economics in a Global Economy. McGraw Hill, N.Y.
2. J. Hirshleifer, Price Theory and Applications, Prentice Hall of India, New Delhi.
3. E.F. Brigham and J.L. PAPPAS, Managerial Economics, Dryden Press, Illinois.
4. J. Dean, Managerial Economics, Prentice Hall of India, New Delhi.

ACCOUNTING FOR MANAGERS

Course Code: - BBA/II-RM/103

UNIT-I

Meaning, nature and need for Accounting, Scope and Usefulness of Financial Accounting, Branches of Accounting, External and Internal end users of accounting information, Accounting Concept and Conventions – Generally Accepted Accounting Principles, Accounting Equation, Nature of Accounts, Basic Accounting Procedures: Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing; Ledger: Concept, Posting and balancing the ledger. Trial Balance: Definition, objects and preparation of trial balance;

UNIT-II

Preparation of Financial statements: meaning, types, Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries, Rectification of errors; one sided errors and two sided errors and their rectification

UNIT-III

Accounting for share capital: Equity Share Capital – Issue, Forfeiture and Re-issue of forfeited shares; Issue of Bonus Shares and Right Shares; Buy-back of Shares; Employee Stock Option Scheme, Issue of shares to vendors, promoters; Issue of Sweat Equity Shares.

UNIT-IV

Accounting of Debentures: Types of Debentures; Issue and Redemption of Debentures – Sinking Fund Method, Redemption by purchase in open market, Concept of Cum-Interest and Ex-Interest quotations.

Text Books:

1. R.L. Gupta – Advanced Accountancy– Sultan Chand and Sons
2. Khan and Jain, Financial Accounting

Suggested Readings:

1. Narayanswamy, Financial Accounting – A managerial perspective, Prentice Hall Of India
2. Juneja, Chawla and Saksena – Double Entry Book Keeping – Kalyani Publications
3. Maheshwari and Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House
4. Bhattacharya/financial Accounting for business Managers, Prentice Hall of India
5. S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand and Sons

STATISTICAL METHODS

Paper Code: BBA/II-RM/104

UNIT– 1

Introduction to statistics: Definition; functions of statistics; Advantages, misuses and limitations of Statistics; Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean; Measures of Dispersion: - Range, Quartile deviation, mean deviation and standard deviation, Skewness, Kurtosis.

UNIT – II

Correlation and Regression: Simple Correlation and regression between two variables (grouped and ungrouped data); Rank Correlation; Karl Pearson's Coefficient of correlation; Regression: - Concept, regression lines, Difference between Correlation and regression. Standard error of estimation, Association of attributes (upto three attributes).

UNIT - III

Index Numbers and time Series Analysis: Meaning, uses and types of index numbers; Problems in constructing Index Numbers and components; Time series analysis: - meaning and significance, concept and components of time series, trend measurement, moving average methods, least Square method (fitting Straight line only).

UNIT – IV

Probability and Sampling: Probability theory – concept and approaches; Probability rules – addition and multiplication theorem, Bayes' Theorem, Probability Distribution: Binomial, Poisson and Normal Distribution and their applications. Sampling – Purpose and Methods of Sampling, Merits and limitations of Sampling;

Text Books:

1. S.P. Gupta, Statistical Methods, Sultan Chand and Co. New Delhi.
2. T.R Jain, Business Statistics, V.K Publications

Suggested Readings:

1. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making, TMH.
2. S.C. Gupta and M.P. Gupta, Statistics, Sultan Chand and Co. New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

BASICS OF COMPUTER AND INFORMATION SYSTEM

Paper Code: BBA/II-RM/105

UNIT-I

Introduction to Computers: Definition, Characteristics and Capabilities of Computers, Overview of A Computers Systems, Hardware- CPU, Memory (Primary and Secondary), I/P (Keyboard, BCR, OMR, MICR, Smart Cards, Light Pen, Touch Screen, Mouse, Digitizer) and O/P Devices (Impact and Non- Impact Printers, Plotters, Monitors), Software-System and Application S/W, Types of Computers (Analog, Digital and Hybrid Computers).

UNIT-II

Number System: Non-Positional No. System, Positional No. System, No. System conversion (Decimal to any base, Any base to decimal, Any base other than Decimal to base other than decimal), Fractional Nos., Binary Arithmetic (Addition, Subtraction, Multiplication and Division); Computer Languages: Machine Language, Assembly Language, High Level Language, Compilers and Interpreter, Characteristics of a good language

UNIT-III

Data Communication and Computers networks: Basic elements of Communication systems, Transmission modes- simplex, Half Duplex, Full Duplex), data Transmission speed (Narrow band, Voice Band, Broad band), Transmission Media (wire Pairs, Co-Axial cable, Microwave System, Communication Satellite, optical Fibres), Digital and Analog Transmission (Aptitude Modulation, Frequency Modulation and Phase Modulation), Communication Processors (Multiplexers, Concentrators, Front End Processors),

Asynchronous and Synchronous Transmission, Switching techniques (circuit Switching, Message Switching, Packet switching). Networking topologies (Star, Ring, completely connected, hybrid, Multipoint Network), LAN and WAN

UNIT-IV

Computers in Management: Introduction to information System, Transaction Processing and Information, Reporting System, Managerial Decision Making, Office Automation, decision Support System, Expert System, computer and Information System In Business, Computer Application In Business And Project Management, Computer In Personnel And Administration, Accounting Information System, Computer Application In Material Management, Computer Application In Production Planning And Control, Computer Application In Purchasing, Computer Application In Credit And Collection, Computer Application In Warehousing, Marketing Information System, Manufacturing Information System , Manufacturing Information System, Application Of The Future Multimedia, Computer Application In Science and Technology.

Lab Work:

Commands of MS-DOS, MS-Office (MS-Word, MS Excel, MS-Power Point).

Text Books:

1. Fundamentals of Computers- V.Rajaraman, Prentice Hall of India
2. Fundamentals of Computers- P.K. Sinha

Suggested Readings:

1. Computer Today- Suresh K. Basabdra
2. Essential of IT- Deepak Barihoke

PERSONALITY AND SOFT SKILLS DEVELOPMENT LAB
Paper Code: BBA/II-RM/106

UNIT-1

Practical grammar basic fundamental of grammar usage, how to improve command over spoken and written English with stress on parts of speech: Noun, pronoun, Verb and Adjective, Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

UNIT-2

Hard skills and Soft skills, Types of soft skills: Leadership skills; Teamwork communication skills; Problem solving skills; work ethics; Flexibility /Adaptability and Interpersonal skills.

UNIT-3

Concept of personality and consciousness, current self Vs. Ideal self ,core values to be adapted,worklife balance, personality syndrome; symbols of self; clothing, names ,nicknames ,speech ,age ,success, reputation ,mounding the personality pattern, persistence and change.

UNIT-4

Emerging trends in personality development: NLP (Neuro Linguistic Programming) technique. Personality determinants- Physical, intellectual, and social.

Text Book:

1. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., NewDelhi

Suggested Readings –

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.
2. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi.

FUNDAMENTALS OF MARKETING MANAGEMENT

Paper Code: BBA/II-RM/201

UNIT-I

Introduction to Marketing: Definition, Difference between marketing and selling ; Core Marketing Concepts: - Production, Selling, Marketing, Social Concept; Marketing Environment; Marketing Process, Functions of Marketing. Marketing Environment: The changing marketing environment, Determinants of consumer behaviour; Consumer's purchase decision process.

UNIT-II

Market Segmentation: bases for market segmentation of consumer goods, industrial goods and services; Market targeting and positioning strategies. Marketing Mix: its significance in the competitive environment; Product and Product Line; Product Mix; Product Life Cycle.

UNIT-III

New Product Development: new product and its development; Branding; Product Positioning; Product Launching Strategies; Pricing Decision and Strategies. Identifying Marketing Segment and Selecting Target Markets. Packaging: purpose, types and new trends in packaging. Channels types and functions; Evaluating Channel Alternatives; Developing Channel Members; Channel Dynamics; Retailing, Wholesaling and Market Logistics; Web Marketing; Sales Force Decisions.

UNIT-IV

Sales Promotion: Advertising and Sales Promotion, Public Relations, Personnel Selling; Market Research: process, forecasting and demand measurement. Market evaluation and controls: types, processes, obstacles to marketing control; Marketing Audit; Marketing Ethics.

Text Books:

1. Kotler Philip, Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall of India Pvt. Ltd. New Delhi.
2. S.A. Sher, Marketing Management, Himalaya Publishing House

Suggested Readings:

1. Kotler Philip and Armstrong, Gary, Principles of Marketing; Prentice Hall of India Pvt. Ltd., New Delhi.
2. Saxena, Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd. New Delhi.
3. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
4. Stanton, William, Fundamentals of Marketing; McGraw Hill International Editions.
5. Wilson, Richrad and Gilligan Colin, Strategic Marketing Management-Planning, Implementation and Control; Viva Books Pvt. Ltd. New Delhi.

HUMAN RESOURCE AND PERSONNEL MANAGEMENT

Paper Code: BBA/II-RM/202

UNIT-I

Foundation of HRM, Concept of HRM and HRD; Role of HR Practitioner; Managing The HR Function; Contribution of HR Function to Organizational Success; Evaluating HR Functions, HR Policies; Job, Role and Competence Analysis; Human Resource Planning.

UNIT-II

Recruitment and Selection; Induction, Redundancy, Outplacement and Dismissal; Performance Appraisal; 360 Degree Feedback, Balance Score Card, Grievance redressal, International human resource management.

UNIT-III

Human Resource Development; Learning and Development; Personal Development Planning; Training; Management Development; Career Management; HR Approaches to Improving Competencies.

UNIT-IV

Employee Compensation- Aims, Components, Factor Influencing Employee Compensation; Internal Equity, External Equity and Individual Worth; Pay Structure; Incentive Payments; Employee Benefits and Services; Maintenance and Welfare Activities, Employee Health and Safety, Fatigue and Welfare Activities.

Text Books:

1. Aswathappa, Human Resource and Personal Management, Tata McGraw Hill, New Delhi, 1999
2. C.B Gupta, Human Resource Management, Sultan Chand and Sons

Suggested Readings:

1. Pattanayak/ Human Resource Management, Prentice Hall of India
2. Desler/ Human Resource Management, 7th Ed Prentice Hall of India,
3. Armstrong, Michael, A Handbook of Human Resource Management, Prentice, Kurgan Page, 1999
4. Casio, .F., Managing Human Resources, McGraw Hill, Inc., 1946
5. Fisher, Schoen Feldt and Shaw, Human Recourse Management, Houghton Mifflin, 1996
6. Ivancevich, Hohn, M., Human Recourse Management, Irwin/McGraw Hill 1996.
7. Monappa, Arun, Managing Human Resources, Macmillan India Ltd. New Delhi, 1997
8. Worthier, William And Davis, Keith, Human Resource And Personal Management, McGraw Hill, NY 1993
9. Rao, V.S.P. Managing People, Excel Publishers Pvt. Ltd., 2000

RESEARCH METHODS FOR BUSINESS

Paper Code: BBA/II-RM/203

Unit-I

Meaning and nature of research; Significance of research in business decision-making. Identification and formulation of research problem, setting objectives and formulation of hypothesis, Z-test, T- test, Chi-Square test

Unit-II

Research Design and Data Collection: Research Designs - exploratory, descriptive, diagnostic and experimental; Data Collection; Universe, Survey Population, Sampling and sampling techniques. Data Collection Tools - Schedule, questionnaire, interview and observation.

Unit-III

Scaling techniques: need for scaling, problems of scaling, types of scales (nominal, ordinal, interval, ratio), differences in rating and ranking scales, reliability and validity of scales, scale construction techniques - arbitrary approach, consensus scale approach (Thurston), item analysis approach (Likert) and cumulative scales (Gutman's scalogram).

Unit-IV

Interpretation and report writing: meaning of interpretation, techniques and precautions in interpretation and generalization; Report writing - purpose, steps and format of research report and final presentation of the research report.

Text Books:

1. Zikmund, Business Research Methods, Cenage Publications
2. C.R Kothari, Research Methodology, New Age International Publications
3. Shashi K. Gupta, Research Methodology, Kalyani Publishers

Suggested Readings:

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Copper, Business Research Methods, Tata McGraw Hill

FUNDAMENTALS OF FINANCIAL MANAGEMENT

Paper Code: BBA/II-RM/204

UNIT-I

Nature of Financial Management: Introduction, Finance Functions, Objectives of Financial Management, Role of financial manager, Risk and Return Trade Off, Organization of Finance Functions, Time Value of Money. Reasons for Time Value of Money; Future Value of Single Amount; Future Value of an Annuity, Present Value of a Single Amount; Present Value of an Annuity; Multi Period Compounding.

UNIT-II

Basics of Capital Budgeting: Nature of Investment Decisions; Importance of Investment Decisions; Investment Criteria; Capital Budgeting Techniques – NPV, IRR, Payback and Accounting Rate of Return

Cost of Capital: Meaning and Significance of the Cost Capital; the concept of explicit cost, PI, Capital Rationing and opportunity cost; Component Cost of Capital: - Debt, Equity, Preference Capital, and Retained Earnings; Weighted Average Cost of Capital.

UNIT– III

Capital Structure: Meaning of Capital Structure; Factors Influencing Capital Structure;

Theories of Capital Structure: - NI, NOI, Traditional Approaches, MM Approach Leverages - Meaning and Types - Financial Leverage; operating Leverage EBIT – EPS Analysis Concept of Combined Leverage

UNIT - IV

Working Capital Management: Concepts of Working Capital; Need for Working Capital; Determinants of Working Capital; Computation of Working Capital; an Elementary Knowledge of Component of Working Capital Management: - Cash Management, Receivables Management and Inventory Management.

Dividend Policy Decisions - Introduction, Meaning of Dividend; Aspects of Individual Policy, Forms of Dividends, Dividend models, Walter's, Gordon's and M-M models.

Text Books:

1. Financial Management by I.M. Pandey (IMP) – Vikas Publishing House.
2. Financial Management – Text and Problems by – M. Y. Khan and P. K. Jain (KJ) – Tata McGraw Hill Publishing Co. Ltd.

Suggested Readings:

1. Van Horne/ Financial Management and Policy, 12th Ed., Prentice Hall of India.
2. Financial Management – Theories and Practice by – Prasanna Chandra (PC) – Tata Mc Graw Hills, Publishing Co. Ltd.
3. Financial Management, Taxmann's by Ravi M. Kishore.
4. Management Accounting – Principals and Practice by - R. K. Sharma and Shashi K. Gupta – Kalyam Publishers
5. Financial Management by – P. V. Kulkarni and B. G. Sathyaprasad (PVK) – Himalaya Publishing House

EFFECTIVE BUSINESS COMMUNICATION

Paper Code: BBA/II-RM/205

UNIT-I

INTRODUCTION: Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers and gateway in communication, 7 C's of communication, Impact of cross cultural communication.

UNIT-II

EMPLOYMENT COMMUNICATION: Writing CVs and Application Letter, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, teleconferencing, videoconferencing

VERBAL AND NON-VERBAL COMMUNICATION: What is verbal Communication and its types, principles of various kinds of verbal communications, effective listening, non-verbal communication and its types.

UNIT-III

WRITTEN COMMUNICATION: Purpose of writing, pros and cons of written communication, clarity in writing, principles of effective writing, writing technique.

BUSINESS LETTERS AND REPORTS: Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition and purpose, types of business reports, reports writing.

UNIT-IV

GROUP COMMUNICATION- Meetings: need, importance and planning of Meetings, drafting of notice, agenda, minutes and resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes – netiquettes, telephonic and table etiquettes.

PRESENTATION SKILLS: What is a presentation: elements and process of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance and posture, practicing delivery of presentation.

CORPORATE COMMUNICATION: Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and Public Relation, role of social media in communication.

DEVELOPING LANGUAGE FLUENCY: Tenses, conjunction, auxiliaries, prepositions, articles, synonyms/antonyms, spotting errors in paragraphs and sentences.

Text Books:

- 1.M.K. Sehgal and V. Khetrpal - Business Communication (Excel Books).
- 2.Urmila Rai, Business Communication, Himalaya Publishing House

Suggested Readings:

1. Lesikar RV and Pettit Jr. JD – Basic Business Communication: Theory and Application (Tata Mc Graw Hill, 10th Edition).
2. Bisen and Priya – Business Communication (New Age International Publication)
3. Kalkar,Suryavanshi,Sengupta-Business Communication(Orient Blackswan)
4. P.D. Chaturvedi – Busines Communication (Pearson Education, 3st Edition 2006).
5. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).
6. Rajendra Pal - Business Communication (Sultanchand and Sons Publication).

INTERNET AND WEB TECHNOLOGIES

Paper Code: BBA/II-RM/206

UNIT - I

Introduction to Networking: Overview of Internet works, Internet and Extranets, Client server networks, Inter-organizational Networks. Overview of Internet, Architecture and Functioning of Internet, Basic services over Internet - WWW, FTP, Telnet, Gopher, IP addresses, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading and uploading from Internet. Applications of Information Technology.

UNIT - II

Internet – Concepts, Business use of internet, ISP, Setting windows environment for dial up networks, dialing of networking, search engine concept, Audio on Internet. Electronic Communication, Tools – Email, Internet Phone and Fax, web Publishing, E – Commerce, Interactive Marketing, Web designing tools and techniques; web designing using HTML.

UNIT - III

Intranet – Introduction, concepts, applications of Intranet, Business value of Intranets, Office automation system. Intra business applications: Online sales force automation, online customer service and support, virtual organization, logistics management, distribution and payment channel, corporate digital library network centric computing, EDI implementation and standards, software, network carrier and mode of information transmission, business applications. Extranet: the role of Extranets and typical examples.

UNIT - IV

Enterprise Collaboration System: teams, workgroups and collaborations, groupware for enterprise collaboration. Management Information System (MIS), Decision Support System (DSS).

Lab Work:

HTML: Recognize HTML Document, build a simple HTML document, convert the word documents to HTML, convert all types of files to HTML, Create home page, add character effects, Management of documents spacing, Insert Math functions and tables, establishing links, adding multimedia documents

Suggested Readings:

1. James A. O'Brien Management Information System.
2. HTML – A Black Book
3. Mukesh Dhunna and J B Dixit, Information Technology in Business Management, Laxmi Publications, New Delhi.

PRESENTATION SKILLS LAB
Paper Code: BBA/II-RM/207

UNIT-1

Parts of Speech: Adverb, Proposition, Conjunction, Interjection. Basic Knowledge of tenses to enhance sentence making. Enhancing verbal ability by Reference to context based questions (RTCs) and Para jumbles.

UNIT -2

Basics of Presentation, types of presentation: Persuasive, Humorous, planned and unplanned. Steps in preparation of presentation, boredom factors in presentation and how to overcome them.

UNIT – 3

Methods of presentation: Fish Bowl, Role play, GD, Conference, Seminars, Clinics, Brainstorming, Games and questionnaires. Tips for making effective presentation and outcomes of presentation.

UNIT-4

Comprehensive studies of current and emerging corporate magnates: Success stories of top Women Entrepreneurs, established and emerging business tycoons.

Text Book:

1. Kaul, Asha, The Effective Presentation, Response Books, New Delhi.

Suggested Readings –

1. Pandit, Srinivas, Exemplary CEOs, Tata McGraw Hills, New Delhi.
2. Gordon, Josh, Presentations that Change Minds, Tata McGraw Hill, New Delhi
3. Warrior, Shobha, Dreamchasers: Women Entrepreneurs, Vitasta Publishing New Delhi.

MORAL VALUES

Paper Code: BBA/II-RM/107 A

Objective:

To create an awareness on Human Values among the students, to imbibe the sense of responsibility towards the various stakeholders in the society.

Contents:

Human Values, Morals Values, Values and Ethics, Positive Attitude and beliefs, Balanced approach professional and personal Life,

Ethics in the workplace: Respect for each other, Obedience to the organization, Dignity of labour, Excellence in action

Concept of Trusteeship: Everything belongs to society, Man is only a caretaker, our responsibility to ensure welfare of all

Outcome

- It will create awareness on moral Values.
- Students will be able to understand the rationale of social responsibility.
- Recognize and appreciate ethical considerations and values relevant to business activity
- It will imbibe a sense of applying balance in their personal and professional life.

References:

1. John R Boatright, Ethics and the Conduct of Business, Pearson Education, New Delhi.
2. Edmund G Seebauer and Robert L Barry, Fundamentals of Ethics for Scientists and Engineers, Oxford University Press, Oxford.
3. Hartman , Laura P. and Joe DesJardins, *Business Ethics: Decision-Making for Personal Integrity and Social Responsibility*. McGraw-Hill/Irwin
4. Arthur, John. *Studying Philosophy: A Guide for the Perplexed*. Pearson/Prentice Hall

PSYCHOLOGY FOR EVERYDAY LIFE

Paper Code: BBA/II-RM/107 B

Objective:

To introduce students to the basic applications of psychology in everyday life. The course will facilitate self- discovery in the students and ensure their effective participation in responding to the needs and challenges of society so that they become more adaptive to the changing nature of society, educational institutions and organisations.

Contents:

Science of Psychology: Definition, Goals, Basic and Applied areas of Psychology.

Self: Nature of self, Self-Regulation and Personal Growth.

Intelligence: Definition; Theories: Theory of multiple intelligences, Triarchic theory, Emotional Intelligence.

Administration: Any one test of Intelligence/Emotional Intelligence.

Personality: Definition; Theories: Trait and Type: Eysenck; Psychoanalytical: Freud; Humanistic: Maslow.

Administration: Any one objective test of Personality.

Stress and Coping: Nature of Stress; Sources; Stress reactions; Factors that influence reactions to stress.

Coping with stress: Modifying environment; Altering lifestyle.

Outcome:

- The students understand the basic concept of psychology.
- Awareness about the applications of psychology is generated in students.
- Understanding of concept of psychology help them to manage in different situations.
- Overall personality of the student develops.

References:

1. Khatoon, N. (2012). General Psychology. Pearson: Delhi.
2. Baron, R.A. and Misra, G. (2016). Psychology. Pearson: Delhi.
3. Ciccarelli, S.K. and Meyer, G.E. (2006). Psychology. Pearson: Noida
4. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education

HEALTH PSYCHOLOGY

Paper Code - BBA/II-RM/107 C

Objective:

To make the student understand the importance of the relationship between psychological factors and physical health.

It aims to impart knowledge about how to enhance well-being.

Content:

Introduction to Health Psychology: components of health: social, emotional, cognitive and physical aspects, mind -

body relationship, goals of health psychology. Behaviour and health: Characteristics of health behaviour; Barriers to

health behaviour; Theories of health behaviour and their implications. Health Enhancing Behaviour: Exercise,

nutrition, safety, pain, stress management. Health and Wellbeing: Happiness; Life satisfaction; Optimism and Hope.

Outcome:

- The students become aware of the relationship between health and behavior
- Awareness is generated among the students about the health enhancing behaviors.
- The students understand the influence of different behaviors on health.
- The students understand the importance of different psychological factors.

References

1. Allen, F. Health psychology and behaviour. Tata McGraw Hill Edition.
2. Kindersley. Misra, G. Stress and Health. New Delhi: Concept.
3. Routledge. Dimatteo, M. R., and Martin L. R. Health psychology. India: Dorling.
4. Sarafino, E.P. Health psychology: Bio psychosocial interactions (4th Ed.). NY: Wiley.
5. Snyder, C.R., Lopez S. J., and Pedrotti, J. T. Positive psychology: The scientific and practical explorations of human strengths. New Delhi:

RETAIL MANAGEMENT

Paper Code: BBA/II-RM/301

Unit-I

Definition, Scope and Importance of Retailing; global scenario of retailing, trends in retailing, understanding the retail consumers; retail models and theories of retail development, growth of organised retail in India; Retail strategy, Ethical issues in retailing.

Unit-II

Retail formats, Retail store location and site selection, retail store planning, design and layout, retail management information systems: retail technology and automation, role of retail technology in store operating processes, customer relationship management in retailing

Unit-III

Basics of retail merchandising (Buying Function, Markups and markdowns in merchandise management, shrinkage in retail merchandise management); visual merchandising and displays, display strategies, franchising in retailing, retail marketing and advertising, role of personnel selling in retailing

Unit-IV

Retail store operations; servicing the retail customers; retail human resource management; supply chain management in retailing, retail research, retail audit, online retailing, Future of Retailing, Financial aspects of retail management.

Text Books:

1. Pradhan, Swapna; Retail Management; Tata McGraw Hill; New Delhi
2. Berman, Barry and Evans, Joel R.; Retail Management – A strategic approach; Pearson

Suggested Readings:

1. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
2. Education/Prentice Hall of India; New Delhi
3. Levy, Michael and Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
4. Newman, Andrew J. and Cullen, Peter; Retailing – Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Paper Code: BBA/II-RM/302

Unit –I

Operations Management – An overview, objectives and functions, Production Cycle, Classification of operations, New Product Development, Product Design, Plant Location, Layout Planning.

Unit –II

Forecasting as a planning tool, Forecasting types and methods, Exponential smoothening, Measurement of errors, Monitoring and Controlling forecasting models, Box- Jenkins Method. Productivity and Work study, Method study, Work Measurement.

Basic Concept and Philosophy of Supply Chain Management; Essential features, various flows (cash, value and information)

Unit-III

Recent Issues in SCM: Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management.

Production Planning techniques, Routing Decisions, Line of Balance, Scheduling types and principles, master production schedule.

Unit-IV

Inventory Management – Objectives, Factors, Process, Inventory control techniques- EOQ model, ABC, VED, EOQ, SED, FSN analysis. Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, PDCA cycle, Quality circles, Quality improvement and cost reduction- 7QC tools and 7 new QC tools, ISO 9000-2000 clauses and coverage. Six Sigma.

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics subsystems, inbound and outbound logistics, Distribution and warehousing management.

Text Books:

1. Production and Operations Management, K. Aswathappa and K. Shridhara Bhatt, Himalaya Publishing House
2. Operations Management – Theory and Practice, B. Mahadevan, Pearson Education

Suggested Readings:

1. Star M.K. - Production Management System And Synthesis
2. Buffa E.S. - Modern Production Management
3. Mayer - Production And Operations Management
4. R Stevenson - Production/Operation Management
5. I.M. Murty - Production/Operation Management

DIGITAL AND SOCIAL MEDIA MARKETING

Paper Code: BBA/II-RM/303

UNIT I

Digital Marketing- An Overview- Meaning, History, Recent Trends and Importance. GRAVITY and its Digital Marketing Implications, Frictions in Real and Virtual Economies and their Digital Marketing Implications, digital Marketing Modules- Content Marketing, Search Engine Optimisation, Search Engine Marketing, Social Media Marketing- Earned and Integrated Social Media, Email Marketing, Web Analytics and Mobile Marketing.

UNIT II

Overview of SMM, The social media landscape, Positive and negative case studies
The Case for Social Media, Global and local trends in social media, Implications for business and marketing. B2B and B2C, Case for B2B Companies- B2B companies are leveraging on social media, closed social media groups, The Case for Small Businesses-Start, maintenance and engagement process

UNIT-III

Social Media Channels, Major channels like Facebook and Twitter, Growing channels like Google+, Foursquare and geo-location, Other channels like photo-sharing networks like Instagram, Pinterest and mobile apps, The Development Process, Building a social media marketing plan, Tips for social media management – do's and don'ts

UNIT IV

Social Media Measurement, The ROI in Social Media Marketing, Tools and Dashboards
PR Implications, Link between social media and PR Reputation and crisis management

Text Book:

1. Vandana Ahuja, Digital Marketing; Oxford University Press

Suggested Readings:

1. Ian Dodson, The Art of Digital Marketing; Wiley; 1st edition
2. Punit Singh Bhatia, Fundamentals of Digital Marketing; Pearson
3. Tracy L. Tuten and Michael R. Solomon Sage, Social Media Marketing; Publications India Private Limited
4. Shama Hyder Kabani, The Zen of Social Media Marketing; BenBella Books

FOUNDATION OF CONSUMER BEHAVIOR

Paper Code: BBA/II-RM/304

UNIT – I

Introduction to consumer behavior: definition, factors influencing consumer behavior, evolution of consumer behaviour, marketing strategies and consumer behavior, consumer decision making process, importance of consumer behaviour; Indian consumers and their characteristics.

UNIT – II

Attitude - models and theories of attitude, tri-component attitude model, behaviour intention model and change in attitude; Personality and self-concept: nature of personality, theories of personality (Freudian, Jungian, Neo-Freudian and Trait theory), personality and understanding consumer diversity, Lifestyle and consumer behaviour.

UNIT – III

Environmental influence: definition of culture, characteristics of culture, dynamism in culture, relevance of sub culture and cross culture on consumer behaviour; Indian culture and sub culture; Marketing strategies and problems related to cross culture.

Social class – definition, determinants of social class, objective approach, composite –variable indices, social class mobility, applications of social class to consumption, family and life style, significance, family life cycle stages; Family-buying influences, applications of AIO studies.

UNIT – IV

Consumer decision making: four views of consumer decision making; types of consumer purchasing decision; Basic models of decision making Engle-Kollatt-Blackwell model, Howard– Sheth model, e-business and its effect on consumer decision making.

Text Book:

1. Consumer Behaviour: Roger D. Black Well, Paul W. Miniard, James F. Engel, Cenage India Pvt. Ltd.

Suggested Readings:

1. Consumer Behavior Leon G. Schiffman, Leslie Lazar Kanuk, Prentice Hall Of India
2. Consumer Behavior Dr. S.L. Gupta and Sumitra Paul, Sultan Chand and Sons Educational Publishers
3. Consumer Behavior Henry Assael (HA) Asian Books Private Ltd.
4. Consumer Behavior, Ramanuj Majumdar, Prentice Hall Of India.

RETAIL BRANDING

Paper Code: BBA/II-RM/305

UNIT-I

Meaning of Brand, Branding, Brand Management, Concept of Retail Branding and its importance, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities.

Brand Equity – Strategic Brand Management, Process in Retail Branding, Customer Based Brand Equity model (CBBE), Sources of Brand Equity.

UNIT-II

Brand Positioning in Retail: Meaning, Importance, Basis Brand Elements: Meaning, Criteria for Choosing Brand Elements, Types of Brand Elements, Private Label in Retail: Importance, Growth and Strategies. Designing marketing programs to build brand equity: integrating marketing communication to build brand equity.

UNIT-III

Sustaining Branding Strategies in Retail Scenario, Brand hierarchy, Brand extension and brand transfer, Managing brand over time in retail scenario. Managing Brand over Time – Brand Reinforcement, Brand Revitalization, and Brand Crisis.

Brand Building Exercise – Brand Building in Retail Scenario, Country of origin; Co-branding, licensing, Celebrity Endorsement, sporting, cultural and other events.

UNIT-IV

Designing and implementing branding strategies Brand-product matrix, Brand Hierarchy, introducing and meaning new products and brand extensions, measuring sources of brand equity – Capturing customer mindset: Qualitative research techniques, quantitative research techniques; measuring outcomes of brand equity; capturing market performance.

Text Book:

1. Keller, Kevin Lane; Strategic Brand Management; Pearson Education; New Delhi

Suggested Readings:

1. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi
2. Kumar, S. Ramesh; Marketing and Branding – The Indian Scenario; Pearson Education; New Delhi
3. Kapoor, Jagdeep; 24 Brand Mantras; Sage Publications; New Delhi
4. Sengupta subrot; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New Delhi

COUNSELLING AND NEGOTIATION SKILLS LAB
Paper Code: BBA/II-RM/306

UNIT- I

Counselling skills for managers: Definition, Approaches, Types, Values and Goals of Counselling, Counselling Process: Initial encounter with the client, Developing relationship, Problem Identification, Goal Setting, Plan of Action and its Implementation, Termination of Relationship and Follow-up, Guidelines for Effective Counselling.

UNIT - II

Counselling Referral Procedures: Referral Procedures, Role of Counsellor and Client in various stages, Key Characteristics, Skills, Qualities and Values for a Professional Counsellor, Applications of Counselling Skills in Modern Organisations.

UNIT-III

Performance Counselling: Meaning, Objectives and Process. Special Employee related Problems in Counselling. Counselling Therapies: Cognitive Therapy, Behavioural Therapy, Emotive Behaviour Therapy (REBT), Psychoanalytic Therapy, Person- Centered Therapy, Gestalt and Existential Therapy. Ethics in Counselling: Ethical Principles and codes of conduct for professional counselors.

UNIT-IV

Negotiation Skills for managers: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation., Best Practices in Negotiation – Fundamental Structure of negotiation and Best alternative to a negotiated agreement

Text Book:

1. Singh, Kavita Counselling Skills for Managers, Prentice Hall of India, Delhi , 2010.

Suggested Readings:

1. Rao , S. Narayan Counselling and Guidance, TMH, 2nd edition, 2007.
2. Mitchell and Counselling and Guidance, Pearson Education India, 2007

RETAIL MERCHANDISE MANAGEMENT

Paper Code: BBA/II-RM/401

UNIT-I

Basics of retail merchandising, The evolution of merchandise, Factors affecting the buying function, The Merchandiser: Role and Responsibility, The Buyer: Role and Responsibility, The concept of Lifestyle merchandising, Principles of Merchandising, Merchandise types and mix, Markup and markdown in merchandising.

UNIT-II

Planning Merchandise Assortment- Introduction, Steps in determining the right assortment, Merchandise assortment, planning concepts, Tools for merchandising management, Process of Merchandise Planning, Merchandise Budget, stock test.

UNIT-III

Buying Merchandise , Source of Merchandise, Negotiating with Vendor, The art of successful Negotiation, Buying and ordering Merchandise, special buying situation, Ethical and legal issues in Buying Merchandise, Evaluating Merchandise/buying Performance.

Pricing the Merchandise – Basic terminology, Factor affecting the pricing decision, Pricing strategies, Setting the prices, Price Adjustment, Pricing tactics, Ethical issues in pricing.

UNIT-IV

Controlling the Merchandise, Aims of controlling merchandise, Merchandise turnover, Methods of Merchandise control, Book inventory, Periodic Inventory, Perpetual inventory, Need for the physical inventory, stock evaluation.

Category Management – The concept of category management, The reasons for emergence of category management, The component of category management, The category management business process, The role of the category captain, Drawbacks of category management.

Text Book:

1. Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, 2005.

Suggested Readings:

1. Arif Sheikh and Kaneez Fatima [Retail Management]
2. Gibson G Vedamani – Retail Management: Functional Principles and Practice, Jaico Publishing House 2nd ed. 2004.
3. Gillespie.Hecht and Lebowitz – Retail Business Management, McGraw Hill, 2002.

BUSINESS ENVIRONMENT

Paper Code: BBA/II-RM/402

UNIT - I

Nature, components and determinants of business environment; basic structure of Indian economy and growth trends; basic nature of Indian economic system and its impact on environment; social responsibility of business; Latest Economic Policy (Broad Features).

UNIT - II

Trend and pattern of industrial growth; review of industrial policy developments; industrial licensing policy; Privatization, trends and issues for public sector, corporates competition bill; growth and problems of the small scale sector; Importance of SSI in Economy.

RTI Act 2005: Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information.

UNIT - III

Development banking finance for corporate Sector – trends pattern and policy; regulation of stock exchanges and the role of SEBI; SEBI guidelines relating to fresh issues of companies; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions; problem of non-performing assets in India's financial sector.

UNIT - IV

Trend and pattern of India's foreign trade and balance of payments; latest EXIM policy – main features; policy towards foreign direct investment; role of MNCs; India's policy commitments to multilateral institutions – IMF, World Bank and WTO, LPG trends and challenges and Disinvestments

Overview of GST: Levy and exemption from tax, etc. India's competitiveness in the world economy; external influences on India's business environment.

Text Books:

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi.
2. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi.

Suggested Readings:

1. N.K. Sengupta, Government and Business, Vikas, New Delhi.
2. Geetika, Gosh and Choudhary, Tata McGraw Hill Education
3. T.R. Jain and O.P. Khanna, Micro Economics, Global Publications
4. Govt. of India, Economic Survey (latest year).

QUANTITATIVE TECHNIQUES IN MANAGEMENT

Paper Code: BBA/II-RM/403

UNIT – I

Operations research – Introduction, evolution, features, methodology, model building and limitations. Linear Programming - Problem Formulation, Terminology, Assumptions, Applications and Limitations. LPP Solution Methods - Graphical Method and Simplex Method, Degeneracy in LPP, Other Special Cases like Infeasible Solution, Unbounded Solution, Multiple Optimal Solutions.

UNIT – II

Transportation Problem - Concept of Transportation Problem, Mathematical Formulation, NWCM, LCEM and VAM methods to find Initial Basic Feasible Solution, Testing the Optimality by MODI Method and Stepping Stone Method. Some Special Cases of Transportation Problem like unbalanced problems, maximization case, degeneracy and multiple optimal solutions.

Assignment Problem – Concept of Assignment Problem, Mathematical Formulation, Hungarian Method, Minimization and Maximization cases, Unbalanced Problem, Restricted Problem, Alternate Solutions, and Traveling Salesman Problem.

UNIT – III

PERT/CPM: Introduction, terminology and applications. Difference between PERT and CPM. Network construction, Determining EST, EFT, LST LFT and floats. Probability considerations in PERT. Time cost trade-off.

Replacement models-Introduction, types of failures. Replacement of items whose efficiency deteriorates with time and of items that completely fail.

UNIT – IV

Queuing Theory - Queuing System, Various Queue Disciplines, Characteristics of a Queuing System, Kendall's Notation of Queuing System, (M/M/1:FCFS) Model and its characteristics. Games Theory - Game, Pure And Mixed Strategies, Optimal Strategy, Rectangular Game, Payoff Matrix, Minimax and Maximin Principle, Saddle Point, Value of Game, Rule of Dominance.

Text Book:

1. J. K. Sharma: Operations Research - Theory and Applications, Published by MacMillan

Suggested Readings:

1. Kantiswaroop, Gupta P.K. and Manmohan: Operations Research, Published by Sultanchand.
2. H.A. Taha, Operations Research – An Introduction, Published by PHI.
3. J. K. Sharma: Operations Research - Theory and Applications, Published by MacMillan.
4. S. D. Sharma: Operation Research, Published by Kedarnath and Sons.
5. Paneerselvam / Operations Research, Prentice Hall of India.

EDUCATION FOR HUMAN RIGHTS AND VALUES

Paper Code: BBA/II-RM/404

Unit – I

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights.

Unit – II

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy, Problems of Unsustainable Development, Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped (f) Refugees and Internally displaced persons.

Unit - III

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by Individuals and groups, Nuclear Weapons and terrorism.

Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness

Unit – IV

Concept of Human Values: Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision; Value Education towards National and Global Development, National Integration and international understanding.

Text Book:

1. Human Rights and Values, Dr. Anjali, Mahavir Publications

Suggested Readings:

1. Alam, Aftab ed., Human Rights in India: Issues and Challenges (New Delhi: Raj Publications, 1999)
2. Bajwa, G.S. and D.K. Bajwa, Human Rights in India: Implementation and Violations (New Delhi : D.K. Publishers, 1996)
3. Grose. D. N – “A text book of Value Education’ New Delhi (2005) Dominant Publishers and Distributors
4. Mani, V.S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998)
5. NHRC, Know Your Rights Series (2005)
6. NHRC, Human Rights Education for Beginners (2005)
7. NHRC, Discrimination Based on Sex, Caste, Religion and Disability (2004)
8. Ruhela S. P – “Human Value and Education” New Delhi – Sterling publishers
9. Singh, B.P. and Sehgal, (ed.) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999)
10. Yogesh Kumar Singh and Ruchika Nath – ‘Value Education’ New Delhi (2005) A. P. H Publishing Corporation

CUSTOMER RELATIONSHIP MANAGEMENT

Paper Code: BBA/II-RM/405

UNIT-I

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture, Application Service Providers (ASP), customer lifetime value

UNIT-II

Operational CRM – Sales force automation: lead management, contact management, field force automation; Enterprise resource planning, campaign management, customer service and support, contact and call centre operations, e-CRM, relationship building strategies in CRM

UNIT-III

Analytical CRM – Managing and sharing customer data: customer information database, ethics and legalities of data use, data warehousing and data mining; types of data analysis – online analytical processing, click stream analysis, Concept of Up-selling and cross-selling CRM and business intelligence, collaborative CRM.

UNIT-IV

CRM Implementation – Establishing CRM performance monitoring, CRM readiness assessment system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, CRM Evaluation module, evaluating CRM return on investment, guarding against CRM failures

Text Books:

1. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi
2. Ed Peelen, Customer Relationship Management, Pearson Education, New Delhi

Suggested Readings:

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK
2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management.
3. Butterworth – Heinemann, Oxford, UK.
4. Greenlers, Paul, CRM at the Speed of Light, Tata McGraw Hill Publishing Ltd., New Delhi

SEMINAR ON BUSINESS AFFAIRS

Paper Code: BBA/II-RM/406

Objective:

To make students aware about the current business world. Students have to give presentation individually or in a group of 2-3 students on various famous Business Legends and Their Success stories.

Students will also present an Analysis of different Business Sectors.

The Students will refer the business magazines and Newspapers daily for discussions and presentations in a class.

INDIAN BUSINESS LEGENDS AND SECTOR ANALYSIS

Outcome:

- The students will be able to analyze the business environment.
- The students will be able to learn how to present important points related to current corporate scenario.
- The students will learn to present the important points from newspaper.
- The beneficiaries will be updated with current scenario of business world.

References:

1. Business Week Magazine
2. Business Today Magazine
3. Business Line Magazine
4. Economic Times (Newspaper)
5. Money (Newspaper)
6. Mint.
7. Internet

BUSINESS CASE STUDY LAB
Paper Code: BBA/II-RM/407

Objective:

The objective of case studies is to give exposure of real world situations to the students to improve their analytical thinking and decision making skill for future business decisions.

In this course students are required to solve the assigned cases in the class. Total 10-12 case studies in a semester they have to solve in a group of 5-6 students. They are also required to present their assigned case studies in the class and to submit a report on the cases discussed in the class during the semester.

Outcomes:

1. The students will be able to apply theoretical concepts of Management in real world situations
2. It will improve the analytical thinking and decision making skills of the students.
3. It will give new insights to the students to handle the difficult situation more rationally.
4. It will encourage students to discuss live cases in the class.

References:

1. Icmrindia.org (IBS Centre for Management Research)
2. European case clear house (ECCH)
3. Various Management Journals/ Magazines/newspaper like Vikalp, Business Today , Mint etc.

RETAIL STORE DESIGN AND VISUAL MERCHANDISING

Paper Code: BBA/II-RM/501

UNIT-I

Store Management in Merchandising : Introduction, Objectives, Types of Stores , Location of a store , Types of retail locations, Planning a Store Layout, Various Types of store Layouts, Grid layout, Forced-form layout, Boutique layout, Combined Layout, Store Space Allocation in a store, Managing Customer Navigation in a store, General Rules of Customer Traffic in a store, The Loop for Guiding the Shoppers through a Store
Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage.

UNIT-II

Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings , Store Design, Exterior of a store, Interior of a store, Windows displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display fixtures, Shelves, Gondolas , Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming. Atmospherics in Merchandising, Colour scheme, Lighting.

UNIT-III

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising , Visual Merchandising in India, Scope of Visual Merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges , Ways to overcome the visual merchandising challenges.

The Present and Future of Visual Merchandising: Introduction, Objectives, Visual Merchandising at Different Stores , Apparel Stores, Furniture store, Gift store, Future Prospects of Visual Merchandising

UNIT-IV

Non-Store Merchandising: Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/ home shopping, Internet retailing/online shopping, Catalogue Management, Product Presentation in Non-Store Retail Merchandising.

Store Image and Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/ Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image. Security Issues.

Text Books:

1. Basics of Design: Layout and Typography for Beginner by Lisa Graham, Publisher: Cengage Learning
2. Visual Merchandising: The Business of Merchandise Presentation by Rober Colborne, Publisher: Cengage Learning

Suggested Readings:

1. Retail Store Operation, by Paul H Nystrom, Publisher: Ronald Press, New York
2. Visual Merchandising: An Introduction by Gopal V. V, Publisher: ICFAI University Press
3. Pradhan, Swapna; Retail Management; Tata McGraw Hill; New Delhi

STRATEGIC MANAGEMENT IN BUSINESS

Paper Code: BBA/II-RM/502

UNIT - I

Introduction to Business Policy and Strategic Management: Definition, Concept, Objective and Significance, the levels at which strategy operates, characteristic of Strategic Management; Strategic Management Process – Vision, Mission, Environmental Scanning; Concept of Strategic Decision Making.

UNIT - II

Environmental Analysis: Need, Characteristics and categorization of Environmental Factors, Approaches to the Environmental Scanning Process – structural Analysis of Competitive Environment, ETOP – A Diagnosis Tool.

Analysis of Internal Resources: Strengths and Weaknesses, Resource Audit, Strategic Advantage Analysis: Value – Chain Approach to Internal Analysis, Methods of Analyzing and Diagnosing Corporate Capabilities – Functional Area, Profile and Resource Deployment Matrix, SWOT Analysis.

UNIT - III

Formulation of Strategy: Formulating Long Term Objectives and Grand Strategies,

Qualities of Long-term objectives, Grand Strategies: Concentration, Market Development, Product Development, Innovation, Horizontal and Vertical Integration, Joint Venture, Concentric and Conglomerate Diversification, Retrenchment / Turnaround, Divestiture, Approaches to Strategy, Major Strategy Options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy.

Evolution of Multinational Environment – Strategic Considerations for Multinational Firms, Why companies Internationalize, Problems for MNC, Strategic Planning for MNC.

UNIT – IV

Choice of Strategy - BCG Growth/Share Matrix; Stop Light Strategy Model, Directional Policy Matrix (DPM) Model, Grand Strategy Selection at the Business level – Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, Behavioural consideration affecting strategic choice, contingency approach to Strategic choice, Product / Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model.

Text Book:

1. Strategic Management – Azhar Kazmi, Tata McGraw Hill

Suggested Readings:

1. John A Pearce II and Richard B Robinson Jr., Strategic Management, Strategic Formulation and Implementation.,3rd Edition AITBS Publishers and distributors (Regd.) 1996 Delhi.
2. C. Roland Christerson, Etl. Business policy Text and cases, 6th Edn., 1987, IRWIN Homewoockillions.
3. Cuno Pumpin, ‘The Essence of Corporate Strategy’, 1987 Gower Publishing Company, Ltd., England.
4. P.K. Ghosh, Business Policy, Strategic Planning and Management, 6th Edn. 1977, Sultan Chand and Sons, New Delhi.

RETAIL SECTOR ANALYSIS

Paper Code: BBA/II-RM/503

UNIT-I

Indian Retail Industry: Introduction, Overview, Structure of Indian retail industry, Contribution, Drivers of growth, Key challenges and Opportunities, SWOT analysis – Modern retail, Future Trends of retail in India.

UNIT-II

The Retail Environment: A situation analysis; Introduction, company analysis, segment analysis, product history and analysis, types of retail institutions – classification by ownership, classification by strategy, classification by channel.

UNIT-III

Retailing in other countries: Introduction, retailing: the global scenario, retailing in US, Retailing in Asia, European retailing.

Global Developments in retailing: Introduction, organising retailing and expansion of global retailers, FDI in retailing and its impact, Market entry strategies of foreign players, Barriers to international expansion.

UNIT-IV

The retail environment: A competitive analysis: Introduction, type of competitors, competitive models. Profile of the major players in retail sector and their analysis.

Text Book:

1. Retailing Management- Arif Sheikh and kaneez Fatima, Himalya Publishing House

Suggested Readings:

1. Managing retailing- Sinha and Uniyal , oxford university press
2. Integrated retail management- Odgen and odgen , Bizantra
3. FDI in Retail Sector INDIA- Mukherjee and Patel , Academic Foundation

RETAIL ADVERTISING AND SALES PROMOTION

Paper Code: BBA/II-RM/504

UNIT-I

Meaning, definition, scope and importance of advertising, types of advertisement, functions and classification of advertising, ethics and social responsibility in advertising, DAGMAR approach, advertising strategy, advertising campaign- planning process, message generation, evaluation and selection, execution and social responsibility review

UNIT-II

Advertising Budget and Advertising Agency - Approach and procedures for determining the size of the budget, Administration and control of budget; Advertising Agency: Functions and structure, client – agency relationship, Selection of Agency, functions of advertising department and advertising manager

UNIT-III

Media Planning and scheduling - Meaning and concept of advertising media, meaning of media planning and scheduling, characteristics of different media, media objectives, factors to be considered in selection of media
Evaluation of Advertising Effectiveness - Meaning of advertising effectiveness, methods of testing (Pre-testing and Post-testing methods), importance and difficulties in measuring advertising effectiveness

UNIT-IV

Introduction to sales promotion: Meaning, nature and roles of sales promotion, major objective and limitations of sales promotion, major types of sales promotion tools and techniques – Manufacturer Vs. Retail store promotion, consumer Vs. trade sales promotion

Retail store sales promotion- objectives, major retail store sales promotion tools for traffic building, purchase influencing and loyalty building – Sampling, price-off, coupon and money refund offers, premium, consumer contests and sweepstakes, point-of-purchase displays, demonstration, exchange offers, trade fairs and exhibitions

Text Book:

1. Belch, George and Michael Advertising and Promotion: An Integrated Marketing Communications Perspective, 61st edition, Tata McGraw Hill Co., 2003.

Suggested Readings:

1. Batra, Rajeev, John G. Myers and David A. Aakers, Advertising Management, 5th edition, Prentice Hall of India, New Delhi, 2003
2. Chunnawala, S.A Advertising, Sales and Promotion Management, Saujanya Books, Delhi 2003
3. Newman, Andrew J. and Peter Cullen, Retailing environment and Opertaions, Thompson learning, India 2007
4. Marketing Management, By-Philip Kotler(Prentice Hall)
5. Rosemary V. and Mohammed R. Principles of retail management, Palgrave Macmillan, 2007.

MIS AND E-COMMERCE

Paper Code: BBA/II-RM/505

UNIT – I

MIS-A Framework: Information, Types of information, Dimensions of information, MIS concept, Definition, Nature and scope of MIS, MIS characteristics, MIS functions, MIS classification, and Application areas of information systems: Finance, Marketing, Manufacturing and Personnel. Planning for Designing and Implementing the MIS: Strategic and project planning for MIS, Conceptual system design, and Detailed system design, Implementation, Evaluation and Maintenance of MIS.

UNIT – II

Information Systems For Strategic Advantage: Introduction, Strategic roles for information systems, Breaking business barriers, Value chain and strategic IS, Re-engineering business processes, Improving business quality, The challenges of strategic IS, Sustaining Strategic success. Intranets, Extranets, Enterprise Collaboration Systems.

UNIT – III

E-Commerce: Introduction, Definition, Scope, Electronic marketing process, Interdisciplinary nature of EC, Future of EC, Benefits and limitations, driving forces of electronic commerce, Impact of EC.

EC Strategy and Implementation: Strategic planning for EC, Electronic commerce strategy in action.

UNIT – IV

Electronic Payment System and Security Issues

Electronic payments and protocols, Security schemes in electronic payment systems, electronic credit card system on the internet, electronic fund transfer and debit cards on the internet, Stored value cards and E-Cash, Electronic check systems, Use of firewalls in E-Commerce security.

Lab Work:

HTML: CREATING WEB PAGES USING ALL THE TAGS OF HTML

USE OF SOFTWARES LIKE DREAMWEAVER OR FRONT-PAGE

CREATING WEB PAGES AND WEB SITES USING THE ABOVE SOFTWARES

Text Books:

1. Management Information Systems by Sadagopan S, EEE Publication
2. Management Information System 13th Edition Kenneth C. Laudon, Jane P. Laudon, Pearson

Suggested Readings:

1. Management Information System, Jerome Kanter, Prentice Hall of India.
2. Management Information System, Laudan and Laudan, Prentice Hall of India.
3. Management Information System, James A. O'Brien, Galgotia Publications, Fourth Edition.
4. Management Information System, D. P. Goyal, MacMillan India.
5. Electronic Commerce, Whitely, Mc Graw, Hill
6. Frontiers of electronic commerce, kallkota, peaterson education, N Delhi.
7. Management Information System, Mudrick.
8. Management Information System, Jeorome kanter.

MANAGERIAL SKILLS AND LEADERSHIP LAB

Paper Code: BBA/II-RM/506

Objective

- To provide a clear understanding to students about the various leadership traits. To indulge them in the various activities to have hands on experience about leadership traits.
- During the session various activities will be conducted for students for enhancing their leadership qualities. The students will be divided in groups of 5 members.
- Each group is required to select a leader in his own field and then they have to collect information regarding leadership traits of the leader selected.
- The leaders are required to be contacted in personal to collect information from them with the help of interviews. The collected information about leaders will be presented in the class.
- Various activities like role play, influencing people, motivating games will be conducted in the class that will focus upon: developing leadership traits, managing conflict, fairness, warmth, integrity, risking , innovation etc.
- Articles written by various leaders like APJ Abdul Kalam, Mahatma Gandhi , Pt. Jawahar Lal Nehru, Steve jobs, Rata Tata, Dhirubhai Ambani, Mr.Narendra Modi etc. will be discussed in class.

Outcomes

- To give students a clear understanding about various leadership traits.
- To help them to gain insight into various patterns, beliefs and attitude of leadership.
- To provide hands on experience to students for motivating and inspiring others as a leader.
- To indulge them in various activities to tackle real situations as a leader.

INTERVIEW SKILLS LAB
Paper Code: BBA/II-RM/507

Objective: The objective of this course is to make the students aware about the different kinds of interviews and interviewing techniques. The course aims to develop confidence in students for mastering the art of giving interview and taking interview.

Various activities will be organized to familiarize with selection interview, placement interview, exit interview, appraisal interview and different kinds of interview modes: Personal, telephonic. Students will be divided into group of five to six students and mock interview will be conducted.

Outcome:

1. The students learn the importance of interviewing skills.
2. Through practical knowledge, students develop confidence for interviewing.
3. The students get experience of different kinds of interviews
4. The students understand the assessment methods in different interviews

ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT

Paper Code: BBA/II-RM/601

UNIT - I

Concept: Need and significance of Entrepreneurship Development in national and international contexts, Entrepreneurship Development – Concepts, Process, Experiences and Strategies, Theories of entrepreneurship, Women Entrepreneurship, Environmental Factors affecting success of a new business.

UNIT - II

Entrepreneurship Quality/Motivation: The Entrepreneurship – myths and misconception, qualities, characteristics and role demanded of an Entrepreneur, entrepreneur v/s Professional Managers.

UNIT - III

Enterprise Launching and Resourcing: Government Programmes, Policies, Incentive and Institutional Networking for Enterprise setting, Steps of setting new Enterprise, Scanning Business Environment, Sensing Business Opportunity and identifying product.

UNIT - IV

Business Plan Preparation: Procedure and steps, Market Survey and Demand Analysis, Business plans for Growth, Modernization and Expansion of Enterprises. Feasibility Study -Preparation of Feasibility Reports.

Text Book:

1. Entrepreneurship Development, Madhurima Lall and Shikha Sahai, Excel Publication.

Suggested Readings:

1. Clarence Danhof. "Observation on Entrepreneurship in Agriculture" in R. Wohl's Change and the Entrepreneur. Harvard University, Cambridge, 1949.
2. Udyamita (in Hindi) by Dr. M.M.P. Akhouri and Dr. S.P. Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PTC Campus, Okhla.
3. Trainer's Manual on Developing Entrepreneurial Motivation, By M.M.P. Akhouri, S.P. Mishra and R. Sengupta, Pub. By (NIESBUD), NSIC-PTC Campus, Okhla.
4. Behavioral Exercises and Games – manual for trainers, learning systems, by M.V. Deshpande, P. Mehta and M. Nandami.
5. Product Selection by Prof. H.N. Pathak, Pub. By (NIESBUD), NSIC-PTC Campus, Okhla.
6. Entrepreneurship Development by – Dr. S. Moharana and Dr. C.R. Das, Pub. By RBSA Publishers, Jaipur.
7. Entrepreneurship Development by S.S. Khanna, Published by S. Chand and Company Ltd., Ram Nagar, New Delhi.
8. Entrepreneurship Development by C.B. Gupta and N.P. Srinivasan, Publisher – Sultan Chand and Sons, 1992.
9. Entrepreneurship Development – Principals, Policies and Programmes by P. Saravanel, Publisher- ESS Pee Kay Publishing House, Madras.
10. Entrepreneur and Entrepreneurship Development by Rashi Ali, Pub. By Chugh Publication, Stretch Road, Civil Lines, Post Box No. 101, Allahabad – 211001.
11. Entrepreneur and Entrepreneurship development and Planning in India, by D.N. Mishra, Pub. By Chugh Publication, Allahabad.

12. Entrepreneur, Industry And Self- Employment Projects, Part – 1 and 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.
13. Small Scale Industry and self-employment Projects, Part – 1 and 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.

Magazines

1. Udyamita Samachar Patra, (Monthly, Hindi) Pub. By Part – 1 and 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.
2. Science Tec. Entrepreneur (A Bimonthly Publication) by Part – 1 and 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.
3. Laghu Udyog Samachar.
4. Project Profiles by DCSSI, Govt. of India.
5. Project Profiles published by Part – 1 and 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.

FUNDAMENTALS OF INTERNATIONAL BUSINESS

Paper Code: BBA/II-RM/602

UNIT-I

Concept of international business; domestic vs international business Globalization and its relevance, stages of Internationalization, need for International Marketing, Types of International Business, Risks involved in international business.

UNIT-II

Market Selection, Market Entry Strategies, Market coverage Strategies, International Business Intelligence, Global Sourcing, Countertrade, Global Trade.

UNIT-III

International Investments: Types of Foreign Investments, Theories of International Investment, Trade and Investment, Factors Affecting International Investment, Growth of Foreign Investment, Foreign Investment in India, and Foreign Investment by Indian Companies.

UNIT-IV

International Organization and HRM, Export Promotion, India in Global Market, Corporate Governance and Social Responsibility in International Business, MNCs and Global organizations.

Text Book:

1. International Business – Text and Cases, P. Subbarao, Himalaya Publishing House

Suggested Readings:

1. A. Buckley Multinational Finance, Prentice-Hall of India, New Delhi.
2. World Bank, World Development Report (latest issue)
3. Agarwal Raj - International Trade (Excel, 1st Ed.)
4. Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.)
5. Hill C.W. - International Business (TMH, 5thEd.)
6. Daniels - International Business (Pearson, 1stEd.)
7. Kumar R and Goel, International Business, (UDH Publications, edition 2013)

BUSINESS LAW
Paper Code: BBA/II-RM/603

UNIT-I

Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT-II

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailer and a bailee; rights and duties of a pledgor and pledgee.

UNIT-III

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney. Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

UNIT-IV

Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonour of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

Text Books:

1. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
2. Kapoor, N.D., Business Law, Sultan Chand and Sons

Suggested Readings:

1. Gulshan, S.S., Mercantile Law, Excel Books
2. Chadha, P.R., Business Law, Galgotia Publishing
3. Aggarwal, S.K., Business Law, Galgotia Publishing Company
4. Maheshwari S.N. and Maheshwari, Business Regulatory Framework, Himalaya Publishing House

STRATEGIC RETAILING

Paper Code: BBA/II-RM/604

UNIT-I

Retail Strategy- Introduction, concept, the retail perspective, retail strategy formulation process, international expansion – A growth strategy, Building sustainable competitive advantage, Retail growth Strategies.

UNIT-II

Promotional Strategies: Advertising, Sales Promotion and Publicity, Advertising – developing plans for advertising, when to advertise, what, which type, how, where to advertise, Publicity – some Do's for effective publicity.

Sales promotion – how to plan promotional events, vendor originated sales promotions, retailer – originated sales promotions, limitations of promotional events, non-price promotion, benefits of promotional events

UNIT-III

Promotional Strategies: Store Atmosphere and Personal Selling - Introduction, display as promotional tool, take a new look at your store through your customer's eyes, personal selling, idea selling

Retail Location Strategy – Introduction, importance of location decision, level of location decision and its determining factors, types of retail location, types of consumer goods and location decision, trading area, site selection analysis, how to make traffic count, retail location theories, location assessment procedures

UNIT-IV

Retail Pricing Strategy – Introduction, external influences on retail pricing strategy, developments in retail prices, retail pricing objectives, retail pricing – approaches and strategies, consumer response to prices.

Human Resource Management – Gaining competitive advantage through Human Resource Management, designing the organization structure for a retail firm, retail organization design issues, motivating retail employees, building employee commitment, trends in retail human resource management.

Text Book:

1. Retailing Management – Levy and Weitz, Tata McGraw-Hill

Suggested Readings:

1. Retailing Management – Swapna Pradhan, 3rd Edition Tata McGraw-Hill
2. Retailing Management – Bajaj, Tuli and Srivastava, Oxford University Press
3. Retailing Management – Arif Sheikh and Kaneez Fatima, Himalaya Publishing House

RETAIL SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Paper Code: BBA/II-RM/605

UNIT-I

Supply Chain Management-Introduction, nature and concept, value chain, functions of supply chain management and its contribution, supply chain linkages

Warehouse -Introduction, concept of warehousing, types of warehousing: private, public and on the basis of service, functions of warehousing, warehouse site selection, warehousing in India

UNIT-II

Transportation - Introduction, objectives, principles of transportation, participants in transportation decision, elements of transportation costs, modes of transportation, transportation decision (Pricing and Rate)

UNIT-III

Inventory management - Introduction, concept, types of inventory, elements of inventory cost, inventory control: economy order quantity, ABC analysis, just-in-time system.

Order Processing - Introduction, concept, functions of order processing, elements of order processing costs, significance

UNIT-IV

Logistics Information - Introduction, position of information in logistic and supply chain management, logistic information system (LIS), application of IT solution: electronic data interchange (EDI). Barcode system (BCS), enterprise resource planning. The role of Logistic service provider.

Text Book:

1. Text books of logistics and supply chain management – D.K Agarwal, McMillan Ind.

Suggested Readings:

1. Logistic Management – V.V Sople – Pearson
2. Logistic Management – Satish C Ailawadi and Rakesh Singh
3. Business Logistic/Supply chain management – Ronald H Ballon and Samir K Srivastava

ENVIRONMENTAL STUDIES

Paper Code: BBA/II-RM/606

UNIT-I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and overexploitation over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems. Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution.

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products.

UNIT-IV

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act.

Text Book:

- 1.Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi

Suggested Readings:

- 1.Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
- 2.Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
- 3.Ubaroi, N.K., Environment Management, Excel Books, New Delhi

ENTREPRENEURSHIP LAB

Paper Code: BBA/II-RM/607

Objective:

The course is to provide an overview and competences needed to be an entrepreneur as well as to sensitize the potential entrepreneurs towards the environment so that they can understand practically the complexities faced by successful entrepreneur.

The students will visit two entrepreneurs of their own choice and gather information about the following

1. Background of the entrepreneur
2. History of enterprise
3. Motivations for selecting entrepreneur career
4. Process of starting the enterprise
5. Type of enterprise
6. Production process
7. Marketing policies
8. Investment
9. Institutional finance
10. Financial monitoring and control
11. People management profit and loss
12. Growth and development
13. Problems faced
14. Family support and opposition
15. Future plans

The students will prepare the life cycle of the enterprise and carry out a SWOT analysis of the enterprise and entrepreneur both. They will give a presentation and will submit a spiral bound report and a soft copy of all the information.

Outcome

1. It will create understanding for entrepreneur skills, possible risks and their avoidance among the students
2. Students will learn through interaction and analysis of a real life entrepreneur venture.
3. It will lead the students for becoming a successful entrepreneur
4. Students will be confident and motivated towards entrepreneurship

PROJECT REPORT
Paper code: BBA/II-RM/608

Every student will be assigned a project topic in the fifth semester and it will be pursued by him/her under the supervision of an internal supervisor. The students are required to interact with their supervisor on regular basis. The tentative content of the project report is as follows:

- ❖ Cover Page
- ❖ Acknowledgement
- ❖ Certificate from supervisor
- ❖ Introduction
- ❖ Literature Review
- ❖ Research Methodology (Research Objectives, Hypothesis, Research Design etc)
- ❖ Data Analysis
- ❖ Findings
- ❖ Conclusions
- ❖ Recommendations
- ❖ References
- ❖ Appendices – to include questionnaire etc (if any)

The student will submit project report in the sixth semester as per the schedule announced by the department/University for assessment. The student will submit two hard bound copies of the report and one soft copy in CD/DVD. One copy will be kept at institute library and one will be submitted to the University by the institute. The project report shall be evaluated by both Internal and External Examiners. For external evaluation, Viva voce will be conducted by the external examiner at the institute tentatively in the month of April before the commencement of final semester practical examination.

MARKETING RESEARCH

Paper Code: BBA/II-RM/308 A

Unit-I

Marketing Research: Introduction, nature and scope, Research Process, Applications of Marketing Research, Importance and Objectives of marketing research, Information Needs and Types of Research, Qualitative research and Quantitative research: Meaning, role and applications.

Unit-II

Data Collection: Sources and Methods; Secondary Data- Collection and Evaluation; Basic Methods of Primary Data Collection – Survey, Questionnaire, Observation, Interview, focus group interview; Designing questionnaire; Attitude Measurement and Scaling Techniques; Form and layout; Pilot testing.

Unit-III

Sampling: Types of Samples; Sampling Problems and Procedures: Sample size decisions; Administering the Data Collection (field procedures), Data Preparation and processing data analysis, Selecting statistical tests for nominal, ordinal and interval/ ratio data.

Unit-IV

Application of Marketing Research: New product development and test marketing, Market segmentation and brand positioning; Rural marketing research; Advertising research; Ethical issues in Marketing Research, Project report writing: Types of report, Format of writing the report.

Suggested Readings:

- Bradley, N. Marketing research, Tools and techniques (2nd ed.), Oxford University Press, Delhi.
- Malhotra, N. Marketing research, An applied Orientation (6th ed.), Pearson Education New Delhi.
- Beri, G.C, Marketing Research, Tata McGraw Hill, New Delhi.
- Cooper, Donald and Pamela S. Schindler, Marketing Research, Mc graw-Hill, New Delhi.

CORPORATE SOCIAL RESPONSIBILITY

Paper Code: BBA/II-RM/308 B

Unit I

Identification of Corporate Social Responsibility and role of the organisation in CSR, Assessment of the organisation's performance in regards to CSR.

Unit II

Elements of CSR, Importance of CSR, Role of CSR commitments, Corporate governance: theories, guidelines and practices.

Unit III

Importance of capturing the value created form CSR efforts, Role of annual reporting in Value capture, Difference between tangible and intangible CSR value. Application of CSR strategy to real life example.

Unit IV

A survey on how different companies have fulfilled their corporate social responsibilities. Assessing how well a company is capturing the value of its CSR efforts.

Text book:

1. Corporate Social Responsibility: doing the best for your company and your cause, Philip Kotler and Nancy Lee

Suggested readings:

1. Small Giants Companies that choose to be great instead of big – Bo Burlingham , Penguin 2007
2. Investing in Corporate Social Responsibility: A guide to Best Practice , Business planning and the Uk's Leading Companies , Kogan Page Publishers , John Hancock.

INTRODUCTION TO SOCIOLOGY

Paper Code: BBA/II-RM/308 C

Unit I

Sociology: Introduction, Theoretical Inspiration, Conceptualising Power, Culture and Society.

Unit II

The Nation-State and its Challenges, The State and Social Cohesion, Nationalism, Race and Ethnic Identity, Social Movements.

Unit III

Capitalism: Ideology, Network and Embeddedness, Welfare States and Migration, Democracy: Inequality and Stratification Discrimination and exclusion

Unit IV

The Big Picture: Global Processes- World System and World Society, Globalisation and its Discontents.

Text Book –

1. Veena Das, Hnad Book of Indian Sociology, Oxford University Press

DISASTER MANAGEMENT

Paper Code: BBA/II-RM/509 A

UNIT-I

Definition of disaster; General Effects of disaster; Causal factors, Disasters and development (cause and effect) Meaning of disaster Management. Types of disasters/hazards: Natural, Anthropogenic, Sociological Technological, transport, climate change. Social and Psychological dimensions of disasters, coping with stress, anxiety and fears. Technology and disaster management and latest technological equipment. Disaster Response: Reasons for concern, objectives, Study of responses in Kutch Earth-quake, 2001.

UNIT-II

Disaster Management Agencies and their functions. Disaster Risk Management: definition, need, obstacles, Disaster Relief and factors, International approach to integrated disaster risk management. Risk mitigation strategies, Participatory assessment of disaster risk, Disaster Reduction. Communicable diseases occurring after natural disasters, their prevention. Mass casualty management. Technology and disaster management and latest technological equipment's to combat disasters.

UNIT-III

Relief, Rehabilitation, Displacement and Development, Priorities and opportunities in rehabilitation and reconstruction, relevance of mitigation and its techniques, mitigation measures, People's participation, Disaster Recovery: Business continuity planning ,Role of NGOs in managing disasters:

UNIT-IV

Bio-terrorism: Meaning, Threat assessment, GIS and Epidemiology, Advantages of GIS and its applications in health. India's natural disaster's proneness, Management of disasters in India: Institutional and policy framework. Disaster Planning, significance of Disaster Risk Reduction, Government Policies On the same, strategies presently being adopted. A brief overview of the Disaster Management Act.

Text Book:

1. Disaster Management, Dr. Shilpa Goel, DollyMangla and Dr. Laxmi Gupta, Mahavir Publication

Suggested Readings:

1. Disaster Management: M. Saravana Kumar: Himalaya Publishing House
2. Introduction to Disaster Management: Satish Modh: Macmillan
3. Citizen's guide to Disaster Management: Satish Modh: Macmillan

INTERNET MARKETING

Paper Code: BBA/II-RM/509 B

UNIT-I

Introduction to Internet marketing, Impact of internet on consumer needs, Online marketing objectives, Online buying behaviour. Domain names, Website hosting, Promoting website offline; Internet as a tool for market research; Measuring Internet Marketing Effectiveness: Metrics and Website Analytics.

UNIT-II

B2C Online Presence: Niche markets, Retail websites, Comparison shopping engines, Integrated retailing. B2B Online Presence: B2B buying practices, Lead generation, e-market places, Online auctions and tendering.

UNIT-III

Search Engine Optimisation: Introduction, keyword selection, online optimisation, offline optimisation. Online Advertising: Search Introduction, search engine advertising, network advertising, e-mail as medium of direct marketing, mobile marketing.

UNIT-IV

Social media marketing: Consumer generated content, Social networks and online communities, Social media listening. Blogging, Viral marketing, Integrated online marketing, Trust in Internet Marketing. Ethical and Legal Issues. Internet of the future: "Customization".

Text Book:

1. Charlesworth A., Internet Marketing: A Practical Approach, BH Publications.

Suggested Readings:

1. Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
2. Trengove Alex, Malczyk Anna and Beneke Justin, Internet Marketing, Published by GetSmarter under the Creative Commons BY-NC 3.0.
3. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.

EVENT MANAGEMENT

Paper Code: BBA/II-RM/509 C

UNIT-I

Introduction to Event and Event Management-Introduction and Definition of Event. Event Designing, 5 C's of Events. 5 W's of Event. Types of Events. Categories of Event and its characteristics. Objectives of Event Management. Problems associated with traditional media.

UNIT-II

Facets of Event Management-Event Infrastructure: Core Concept, Core People, Core Talent, Core Structure; Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners, Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up. Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in organizing an event. Venue: In-house Venue, External Venue.

UNIT-III

Execution of Event-Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media. Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Activities in Event Management: Pre-event Activities, During-event Activities, Post-event Activities. Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling. Event Management Information System. Technology in Event Management - Role and Importance.

UNIT-IV

Marketing of Event-Concept of Market in Events, Revenue Generating Customers, Non-revenue Generating Customers. Segmentation for Events, Niche marketing in events. Targeting. Positioning of Events. Branding in Events. Reach Interaction Matrix. Concept of Pricing in Events. Legislation and Tax Laws. Marketing Communication Tool. Implementation of Marketing Plan. Relationship Building. The Diverse Marketing Needs Addressed by Events: Brand Building, Focusing the Target Market, Creating Opportunities for Better Deals with Different Media, Events and the Economy. Concept of Ambush Marketing.

Text Book:

1. Event Management: Wagen, Lynn Van Der, Pearson Education, 2012

Suggested Readings:

1. Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing house Pvt Ltd. 2003
2. Business Management : G. M. Dumbre, Success Publications, Pune.
3. Event Planning And Management: Sharma, Diwakar, Deep and Deep Publication Pvt Ltd. 2005
4. Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd. 2009

MANAGEMENT OF TALENT AND PERFORMANCE

Paper Code: BBA/II/609 A

Unit I

Conceptual Frame work of Performance Management: Performance management process; Objectives of performance management system; Historical development in India; performance management and performance appraisal.

Unit II

Planning and Identifying Performance Indices: KPAs and KRAs for various job holders; conducting performance reviews- 360^o feedback, counseling, coaching, Feedback Interview, strategy maps and balance score card; Competence Mapping and Potential Assessment, Linking pay with performance, Evaluating Efficacy of PMS system.

Unit III

Talent Management: Concept and approaches; Framework of talent management; Talent Identification, integration, and retention.

Unit IV

Talent Management Practices and Process : Building the talent pipeline; Managing employee engagement; Key factors and different aspects of talent management : Using talent management processes to drive culture of excellence; Talent management in India; Future directions in talent management practice and research.
Note: Lectures should be supplemented with the case studies.

Case discussion is compulsory at the end of every unit.

Suggested Reading:

1. Armstrong, M. and Baron, A., Performance management and development, Jaico Publishing House, Mumbai.
2. Armstrong, M., Performance management : Key strategies and practical guidelines, Kogan Page, London.
3. Bagchi, S. N., Performance management, Cengage Learning India.
4. Bhattacharya, D. K., Performance management systems and startegies, Pearson Education.
5. Robert B., Performance management , McGraw- Hill Education India.
6. ASTD, Talent management : Strategies for success from six leading companies, Cengage Learning.

KNOWLEDGE MANAGEMENT

Paper Code: BBA/II/609 B

Unit I

Introduction of Knowledge Management : Foundations of knowledge management-including cultural issues-technology applications organizational concepts and processes- management aspects- and decision support systems. The Evolution of Knowledge Management, Need and Challenges of Knowledge Management, Issues in Knowledge Management.

Unit II

The Nature of Knowledge: Concept of Data, Information and Knowledge, Types of knowledge; Subjective and Objective view of Knowledge, Procedural vs. Declarative Knowledge, Tacit vs. Explicit Knowledge, General vs. Specific Knowledge, Technical vs. Contextual specific knowledge, Characteristics of knowledge and Specificity of Knowledge.

Unit III

Tools and Technologies to Manage Knowledge: Telecommunications and Networks in Knowledge Management – Internet Search Engines, Information Technology, Vocabulary Control, Information Mapping in Information Retrieval, Information Coding in the Internet Environment- Repackaging Information. Artificial Intelligence and Understanding Knowledge: Cognitive Psychology.

Unit IV

Knowledge Management– Application: Components of a Knowledge Strategy – Case Studies (knowledge Center, Health Sciences, Developing Countries), Case study on Corporate Memories for supporting various aspects in the process life cycles of an organization.

Text Book –

1. Srikantaiah, T.K., Koeing, M., “Knowledge Management for the Information Professional” Information Today, Inc., 2000.

Suggested Reading:

1. Nonaka, I., Takeuchi, H., “The Knowledge- Creating Company: How Japanese Companies Create the Dynamics of Innovation”, Oxford University Press, 1995.

TOTAL QUALITY MANAGEMENT

Paper Code: BBA/II/609 C

Unit I

The foundations- A model for total quality management, understanding quality, commitment and leadership, design for quality, case studies on foundations.

Unit II

TQM-The role of the quality system, planning and processes for quality, system, design and contents, quality management system audit and review and self-assessment, case studies on process and systems.

Unit III

TQM- The tools and the improvement cycle, measurement of quality, tools and techniques for quality improvement, some additional techniques for process design and improvement, case studies on the tools and improvement cycle.

Unit IV

TQM-The Organisational, communications and team work requirements, organisation for quality, culture change through team work for quality, case study on the Organisational, communications and team work requirements.

TQM- The implementation, communications and training for quality, implementation of TQM and management of change, case studies on implementation.

Text Book –

1. Total Quality Management text with cases by John S. Oakland, Butterworth Heinnann, Oxford New Delhi

Suggested Reading:

1. Total Quality Management text and cases, Himalaya Publishing House, Delhi.