

# BBA V

# Semester

# Syllabus

Subject Name	L	T	P	Credit
MGT440 - Research Methodology	3	1	0	4

## Objectives:

- Identify appropriate research topics
- Understand some basic concepts of research and its methodologies
- Select and define appropriate research problem and parameters
- Prepare a project proposal (to undertake a project)
- Organize and conduct research (advanced project) in a more appropriate manner
- Write a research report and thesis
- Write a research proposal (grants)

## Unit-1

Research: Meaning, objectives Significance, Types of Research, Research Process. Research Problem: Meaning, Need of Defining, Technique involved in defining.

## Unit-2

Research Design: Meaning, Need and features of good research design, Different Research Designs. Measurement and scaling Techniques: Measurement scales . Test of sound measurement. Scaling-meaning and classification Bases Important scaling Techniques.

## Unit -3

Sampling Theory: Population and samples, Random sampling and non random sampling, parameter, statistic and standard error of statistic. Data collection- primary and secondary sources.

## Unit -4

Data Analysis: Descriptive and inferential techniques, testing of hypothesis: Basic concepts and procedure.. Chi-square Test: Characteristic and Assumptions, Test of Goodness of Fit and independence of attributes.

## Unit-5

Marketing Research: Concept, Applications and Limitations. Applications of Research - sales research, Product research, Motivational research, Advertising research, market segmentation, Physical distribution research.

## Outcomes:

- Apply a range of research techniques to business and management problems / issues understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- Conceptualize the research process
- Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.
- Apply the understanding of feasibility and practicality of research methodology for a proposed project

## Text books:

1. Malhotra Naresh K. (2008). Marketing Research. Pearson publishers, Latest Edition.
2. Zikmund, Babin, Carr, Griffin (2003). Business Research Methods. Cengage Learning, India, Latest Edition.



## Reference books:

1. Cooper Donald R and Schindler Pamela S. (2006). Business Research Methods. McGraw-Hill Education, Latest Edition.
2. Anderson, Sweeney, William, Cam (2014). Statistics for Business and Economics. Cengage Learning, Latest Edition.
3. Krishnaswami O. R., Ranganatham M. (2011). Methodology of Research in Social Sciences. Himalaya Publishing House, Latest Edition.

Subject Name	L	T	P	Credit
MGT450 - E-Commerce Applications	2	1	0	3

### Objectives:

- Understanding the concept and detailed knowledge of E-commerce to the students.
- To Guide students about various aspects of E - Commerce Fundamentals
- To introduce to the new window for expanding Business with the use of E-commerce process

### Unit-1

Internet and Commerce: Business operations; E-commerce practice vs. traditional business practice; Concepts b2b, b2c, c2c, b2g, g2h, g2c; Benefits of e-commerce; Management issues relating to e-commerce.

### Unit-2

Operations of E-commerce: Credit card transaction; Secure Hypertext Transfer Protocol (SHITP); Electronic Payment System; Secure Electronic Transaction (SET); SET's encryption; Process; Cyber cash; Smart Cards; Indian Payment models.

### Unit -3

Applications in B2C: Consumers' shopping procedure on the internet, Global market; Strategy of traditional department stores; Products in b2c model; Success factors of e-brokers; Broker-based services online; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions-benefits, implementation, and impact.

### Unit -4

Applications in B2B: Application of b2b; Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Just in Time delivery in b2b; Internet-based EDI from traditional EDI; Integrating EC with back-end information systems; marketing issues in b2b.

### Unit-5

Applications in Governance: EDI in governance; E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; Private sector interface in e-governance. Emerging Business Models.

### Outcomes:

- Understand the various elements of E-Commerce
- To be able to use & apply the E-Commerce tools efficiently
- To understand the legal aspects of E- Commerce.

### Text books:

1. Turban, Rainer, and Potter, Introduction to E-Commerce, second edition, 2003
2. H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Programe, Prentice hall, 2001



## Reference books:

1. E-Business and E-Commerce Management: Strategy, Implementation and Practice, 3rd Ed., Prentice Hall, 2007
2. J. E. Rayport and B. J. Jaworski, Case in E-Commerce, McGraw Hill, 2002



Subject Name	L	T	P	Credit
MGT460 - Entrepreneurship Development	2	1	0	3

## Objectives:

- Understand the entrepreneurial decision making process –from business model design to the launch of the new venture.
- Develop a wide range of strategic, financial and human resource planning skills necessary to the new venture planning process.
- Provide an atmosphere in which course participants can apply entrepreneurial and teamwork skills in finding, evaluating and beginning the process of implementing new venture concepts
- Sharpen the presentation skills necessary to effectively communicate new venture ideas to potential investors

## Unit-1

Introduction: The Entrepreneur Definition, Characteristics, Theories of Entrepreneurship, Characteristics of Entrepreneur, Leadership, Risk Taking, Decision-Making

## Unit-2

Promotion of a Venture: Opportunity Analysis, Competitive Factors, Understanding of External Environment (Political, Socio-Economic, Legal, Ethical and Technological Environment) for Establishment of a new unit and Raising of Funds.

## Unit -3

Venture Capital: Definition, Concept, Process, Stages, Rising of Funds- Venture Capital Sources and Documentations Required.

## Unit -4

Entrepreneurial Development Programmes (EDP): Definition, their Roles, Relevance and Achievements, Role of Government in Organizing EDPS, Critical Evaluation, key EDP run by the Government in Rajasthan

## Unit-5

Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries, Social Responsibility of an Entrepreneur Role in Export Promotion and Import Substitution.

## Outcomes:

- Students will demonstrate the ability to communicate effectively both orally and in writing.
- Students will demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.
- Students will demonstrate an understanding of and appreciation for the importance of the impact of globalization and diversity in modern organizations.
- Students will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.  
Students will demonstrate an ability to work effectively with others

## Text books:

1. Entrepreneurship :- Bruce R. Barringer / R. Duane Ireland
2. S.S.Khanka (2006). Entrepreneurial Development. Sultan Chand and Company



Ltd. Latest Edition.

**Reference books:**

1. Desai Vasanth (2001). Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House
2. Satish Taneja (2011). Entrepreneur Development; New Venture Creation. Galgotia Publishing. Latest Edition.
3. Bangs, David H (2002). The Business Planning Guide: Creating a Plan for Success in Your Own Business. Kaplan Publishing. Latest Edition

Subject Name	L	T	P	Credit
MGT471 - Indian Financial System	3	1	0	4

**Objectives:**

The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.

**Unit-1**

Financial System: Meaning, Significance, and Components, Composition of Indian Financial System. Reserve Bank of India: Organization, Management, Functions–Credit Creation and Credit Control; Monetary Policy.

**Unit-2**

Commercial Banks: Meaning, Functions, Development of Commercial Banking in India, Recent Trends in Indian Commercial Banks. Development Banks: Concept, Objectives, and Functions of Development Banks. IFCI, IDBI, IRBI, ICICI, SIDBI, NABARD, EXIM, State Level Development Banks.

**Unit -3**

Money Market: Indian Money Market's Composition and Structure: (a) Acceptance Houses, (b) Discount Houses, and (c) Call Money Market; Recent Trends in Indian Money Market.

**Unit -4**

Capital Market: Security Market (a) New Issue Market, (b) Secondary Market; Functions and Role of Stock Exchange; Listing Procedure and Legal Requirements; Public Issue-pricing and Marketing; Stock Exchanges- National Stock Exchange and Over- the Counter Exchanges.

**Unit-5**

Financial Services: Depository System, Merchant Banking –Functions and Role; SEBI: Objective and Function; Credit Rating –Concept, Functions, and Types.

**Outcomes:**

After completion of this course, the student will be able to

1. Understand the role and function of the financial system in reference to the macro economy.
2. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
3. Evaluate and create strategies to promote financial products and services.

**Text books:**

1. Bhole L. M: Financial Markets and Institutions; Tata McGraw-Hill Publishing Company, New Delhi.
2. Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
3. Gupta Suraj B: Monetary Economics; S. Chand and Co., New Delhi

**Reference books:**



1. Khan M. Y: Financial Services; Tata McGraw Hill, New Delhi.
2. Khan M. Y: Indian Financial System: Theory and Practice; Vikas Publishing House, New Delhi.
3. Machiraju H.R: Indian Financial System; Vikas, Delhi.
4. Mathur M.: Indian Financial System, Himanshu Publications, Udaipur

Subject Name	L	T	P	Credit
MGT472 - Banking Theory and Practices	3	1	0	4

**Objectives:**

- To disseminate knowledge among the students inculcate in them their theoretical structures about banking.
- To provide adequate basic understanding about Banking, Insurance & other financial services to the students and to give an adequate exposure to operational environment in the field of Banking, Insurance & other related financial services.
- To give practical exposure of E- banking, M- Banking
- To understand the role of RBI in regulating Banking sector in India.

**Unit 1:****Introduction to Banking**

Introduction to Banking Business, Banking Sectors- Retail, Corporate, Rural and International; Non-banking financial intermediaries, Types of advances and deposits in a bank. New Dimensions and Products. - Credit, Debit and Smart Cards, Deposit products: types of bank deposits and e-Banking.

**Unit 2:****Regulatory Institutions**

Structure of the Indian Banking System: Commercial\_Banks – Public and Private Sector and Foreign Banks. Cooperative Banks. RBI & NABARD: Organization, Objectives, Role, Functions and Credit control,

**Unit 3:****Banking Services-I**

Follow up and recovery: NPAs, classification, securitization, Securitization: meaning of securitization, process of securitization.

**Unit 4:****Banking Services-II**

Fee-based services of banks, letter of credits, bank guarantees, subsidiary services, off balance sheet activities.

**Unit 5:****Micro Finance**

Micro Finance: Meaning and significance, Self Help Groups-Bank Linkage Program (SBLP) Model, Micro Finance Institutions and Regulation of Micro Finance Institutions. Micro Insurance

**Outcomes:**

- The students are expected to develop a clear understanding and knowledge about the functioning of Banking Companies.
- Able to Work in Banking Sector
- Able to operate NEFT, RTGS, IMPS and other E- banking Services
- Able to make compliances with RBI.

**Text books:**

1. E Gardon & K Natarajan: Financial Markets & Services.

2. Nayak, Indian Financial System.

## Reference books:

1. Pathak: Indian Financial System
2. Meir Kohn: Financial Institutions and Markets, Tata McGraw Hill
3. L M Bhole: Financial Institutions and Markets, Tata McGraw Hill
4. Vasantha desai : The Indian Financial System, HPH
5. M Y Khan: Indian Financial System, TMH

## List of Practicals:

1. Write a program to draw a rectangle using line function
2. Write a program to draw a line using DDA's line drawing algorithm
3. Write a program to draw a line using Bresenham's line drawing algorithm
4. Write a program to draw a circle using equation of circle .
5. Write a program to draw a circle using Bresenham's circle drawing algorithm
6. Write a program to draw a circle using mid point circle drawing algorithm
7. Write a program to draw a circle using polar co-ordinates
8. Write a program to fill a circle using Boundary Fill Algorithm
9. Write a program to fill a circle using Flood Fill Algorithm
10. Write a program for line clipping using cohen Sutherland algorithm
11. Write a program to translate a triangle about the origin
12. Write a program to scale a triangle about a fixed point taken as one of the vertex of the triangle
13. Write a program to rotate a triangle about a fixed point taken as one of the vertex of the triangle

Subject Name	L	T	P	Credit
MGT473 - Investment Management	3	1	0	4

## Objectives:

- Manage investment portfolios.
- Value assets such as stocks and bonds.
- Optimally diversify portfolios.
- Allocate investments into stock and bond portfolios in accordance with a person's risk preferences.
- Figure out when a trading account at a brokerage firm will receive a margin call.
- Measure the riskiness of a stock or a portfolio position.
- Adjust the value of an asset to take into account the riskiness of the asset.
- Understand and critically evaluate investment advice from brokers and the financial press.

## Unit -1:

**Introduction to Securities:** Investment vs. Speculation, Investment Process, Investment categories, Risk & Return: Security returns. Risk in Traditional sense, systematic & Unsystematic risk .

## Unit -2:

**Economic Analysis:** Analytical Framework for common stocks, Economic and Industry Analysis, Economic Forecasting & Stock investment decisions, Forecasting technique

## Unit -3:

**Company Analysis:** *Measuring Earnings*-Introduction, Internal & External Information and Accounting Issues.

**Company Analysis:** *Forecasting Earnings*-Introduction, Chemistry of earning forecasting via the Earning Model, Market share/Profit margin approach, Independent Forecast of Revenue & Expenses Technical Analysis: Market Indicators

## Unit -4:

**Efficient Market Theory:** Fundamentals and Technical Analysis, Rando Walk, The Efficient Market Hypothesis.

## Unit -5:

**Portfolio Analysis:** Traditional Portfolio Analysis, Markowitz Risk Return Optimization- An Example, Adequate Diversification

## Outcomes:

- Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
- Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
- Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

## Text books:

1. Security Analysis and Portfolio Management by Donald E. Fischer Ronald J. Jordan, Publisher: Prentice-Hall of India.



2. Security Analysis And Portfolio Management by S Kevin  
Publisher: Prentice hall of India.
3. "Modern Portfolio Theory and Investment Analysis" by E.J. Elton and M.J. Gmber,  
Publishers: John Wiley & Sons, New York.

**Reference books:**

1. "Investment, Analysis and Management" by J.C.Francis, Publishers: McGraw Hill,  
New York.
2. Indian Financial System by H.R. Machiraju, Vikas Publishing House Pvt. Ltd.
3. Indian Financial System by Varshney & Mittal, Sultan Chand & Sons

Subject Name	L	T	P	Credit
MGT474 - Performance Management	3	1	0	4

**Objectives:**

The performance management module provides learners with the knowledge and understanding of the role of performance management in supporting the strategic objectives of the organization in different business environments; how the performance of people can be enhanced and inspired by leadership and direction and how it contributes to high-performance work organizations. The module examines the design of performance management systems that aim to transform organizational objectives and performance outcomes and identifies the knowledge and skills needed for effective performance review processes that are fair, ethical and improve people performance in modern organizations.

**Unit-1**

**Performance Appraisal:** Concept & Definition, Objectives process.

**Performance Management System:** Concept, Process & Elements, Performance appraisal Vs. Performance management.

**Unit-2**

**Role of Performance Based Reward System in Organization:** Meaning, Objectives, Performance based reward system & Strategic management process, Reward management, Role and Importance of rewards, Types of performance based rewards.

Behavioural Performance Management or OB Mod.

Performance management skills including coaching

**Unit -3**

**Potential Appraisal:** Meaning, Objectives, Methods, Potential Appraisal & Performance management.

**Performance Planning:** Meaning and Need of performance planning, Planning individual performance.

**Unit -4**

**Performance Measurement:** Classification of Performance measures, Measurement issues, Approaches & tools to measure performance, Traditional and Modern performance appraisal methods.

**Unit-5**

**Competency Analysis and Competency Mapping:** Meaning of competency analysis and Approaches to competency analysis, Competency mapping, Need, Development and assessment of competency models, Tools to identify competencies of employees.

**Outcomes:**

Upon successful completion of this course, the student will have reliably demonstrated the ability to:

1. Design an organizations performance management process that is compliant with law and supports organizational mission and strategy.
2. Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.
3. Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities.

4. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.
5. Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses.

### **Text books:**

1. Dessler, G.& Varkkey B.(2011) Human Resource Management, 12th Ed, Pearson Educatio
2. Aswathappa K. (2005) Human Resource and Personnel Management,4th Ed,Tata Mc Graw Hill Publishing Co. Ltd

### **Reference books:**

1. Durai, P. (2010), Human Resource Management, Pearson Education
2. Snell/ Bohlander, Human resource Management, Cengage Learning
3. David Lepak\ Mary Gowan, Human Resource Management: managing Employees for the Competitive advantage



Subject Name	L	T	P	Credit
Mgt475 - Sales and Advertising Management	3	1	0	4

## Objectives:

- To provide an introduction to personal selling as a systematic process.
- To provide insights into how people are motivated - both salespeople and prospective buyers.
- To provide an introduction to the basic activities of sales management: evaluation, compensation, forecasting, budgeting, time and territory management.
- To learn and understand the basic concepts and terminology in advertising, with an emphasis on integrated marketing communication
- To understand and utilize fundamental applied consumer behavior applied theory in developing your advertising campaign
- To understand and effectively utilize creative elements in advertising campaigns

## Unit-1

*Introduction to Sales Management-* Definition, Meaning, Objectives, Role of sales management in marketing, Recent trends in sales management, *Sales Organization:* Types and structures of sales organization Functions and responsibilities of sales manager.

## Unit-2

*Managing the Sales Force-* Sales personnel Recruitment and Selection process, criteria used for selection of sales personnel, Importance of Training, Relationship Selling, Value added Selling. *Sales Reporting-* Sales records, Sales reports, Sample of Sales Report Format, Key Performance Indicators of sales

## Unit -3

*Sales planning and control-* Sales planning, Sales forecasting – concept and methods qualitative and quantitative, Sales quotas- concept, purpose and types, Sales control- process of sales control- Goal setting, Performance Measurement, diagnosis and corrective actions

## Unit -4

*Advertising Management-* Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising. Place of advertising in Marketing Mix, Indian advertising industry, *copy writing:* different elements of a copy and layout

## Unit-5

*Advertising budget-* Objectives, preparation and methods of advertising budget; advertising agency and its function, *Advertising media-* different types of media, function, merits and demerits of media, selection of media and its vehicles.

## Outcomes:

- Develop a plan for organizing, staffing and training a sales force.
- Know the distinction between the skills required for selling and sales management.
- Identify the key factors in establishing and maintaining high morale in the sales force.
- Develop an effective sales compensation plan.
- Develop an integrated advertising and marketing communications plan and persuasively present and defend it.





- Evaluate the effectiveness of integrated advertising and marketing communications initiatives.
- Develop creative solutions to address advertising and marketing communications challenges.

**Text books:**

1. Kazmi and Batra, Advertising and Sales Management, Excel Books
2. R. S. Davar, Salesmanship & Publicity. Vikas Publishing House, New Delhi

**Reference books:**

1. S. A. Chunawalla & K. C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing
2. P. K. Sahu & K. C. Raut, Salesmanship and Sales Management. New Delhi: Sangam Books Pvt. Ltd.

Subject Name	L	T	P	Credit
MGT476 - Rural Marketing	3	1	0	4

## Objectives:

The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing and development practices in Indian context. This has resulted in the expansion of rural demand of agricultural inputs, capital goods, transportation goods as well as consumer and consumer durable goods in villages. On the output side, the enlarged rural Production base has led to value addition, marketing networking and thrust on export trade.

### Unit-1

*Rural Marketing-* concept, definition, scope and classification of rural market, understanding of rural economy and Characteristics of rural consumers;

### Unit-2

*Rural Marketing Environment-* Geographic, Economic, Socio-cultural, Infrastructural factors and their influence on rural marketing operations; Classification of rural products, Rural market Vs Urban Marketing; Limitation of Rural Market in India

### Unit -3

*The Rural Consumer-* Characteristics, factors influencing his purchase decision, Rural demand: Nature , types of requirements , hierarchy of markets and rural market index, Problems in rural marketing.

### Unit -4

*Marketing of Agriculture Inputs-* Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs.

### Unit-5

Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural / cottage industry / artisan products; Rural Marketing Strategies: Rural Market Segmentation, Strategies on product , price, promotion and distribution.

## Outcomes:

At the end of the course students will be able to:

- Develop the understanding of the Indian rural economy.
- Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
- Understand the concepts and techniques of marketing management and their application in rural marketing.
- Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
- Understand the concept and methodology for conducting the research in rural market.

## Text books:

1. K. B. Gupta, F. Siddiqui & I. Alam , Rural Management. New Delhi: World Press
2. P. Kashyap & S. Raut, Rural Marketing. New Delhi: Dreamtech Press

## Reference books:

1. C. G. Krishnamacharyulu & L. Ramakrishnan, Rural Marketing. New Delhi: Pearson Education



2. Shipra Chawla, A textbook on Rural Marketing, Dominant Publishers And Distributors

Subject Name	L	T	P	Credit
MGT480 - Major Research Project	0	0	6	3

**Objective:**

The objective of Major Research Project are enable to develop the understanding of the given problem and to enhance the analytical and problem solving ability and implementation capabilities of research process.

**Examination:**

The Major Research Project (MRP) shall be compulsory. University will constitute an expert committee consisting of a professor and reader from management institute to review and approve the synopsis. The students have to submit duly approved synopsis within 30 days from the completion of fourth semester examination. Students will be required to submit the final MRP Report in the hard bound form in the number specified by the University fifteen days before beginning of V Semester examination. Major Research Project (MRP) will carry a maximum of 100 marks - out of which, 50 marks will be for the report and its contents and 50 marks will be for the presentation/viva-voce. A panel of external and internal examiners will jointly award both of these components of marks. The University shall appoint the external examiner and the Director/Head of the Institution shall appoint the internal examiner. A panel of external and internal examiners shall evaluate the student's performance.