

Marketing Management Elective.		
Elective	Code	Course
Elective – I	M503	Consumer Behavior
Elective – II	M504	Sales and Distribution Management.
Elective – III	M603	Integrated Marketing communication
Elective – IV	M604	Digital Marketing

Finance Management		
Elective	Code	Course
Elective – I	F503	Elements of Financial Services
Elective – II	F504	Introduction to Management Control Systems
Elective – III	F603	Elements of Corporate Finance
Elective – IV	F604	International Finance and Financial Risk Management

Human Resource Management		
Elective	Code	Course
Elective – I	HR503	Performance & Compensation Management
Elective –II	HR504	Training & Development
Elective – III	HR603	Management of Industrial Relations
Elective – IV	HR603	Cross Cultural HRM

International Business Management		
Elective	Code	Course
Elective – I	IB503	International Marketing
Elective – II	IB504	Export Import Procedures and Documentation
Elective – III	IB603	Basics of International Finance
Elective – IV	IB604	Fundamentals of International Economics

Entrepreneurship Development		
Elective	Code	Course
Elective – I	ED503	Entrepreneurship & New Ventures Creation
Elective – II	ED 504	Corporate Entrepreneurship
Elective – III	ED 603	E - Commerce
Elective – IV	ED 604	Managing Family Business

Financial Market		
Elective	Code	Course
Elective – I	FM503	Introduction to Financial Markets and Financial Institutions
Elective – II	FM504	Capital Market Operations
Elective – III	FM603	Commodity Markets
Elective – IV	FM604	Introduction to Derivatives : Equity and Currency

BBA Specialization : Marketing Management

Marketing Management		
Elective	Code	Course
Elective – I	M503	Consumer Behavior
Elective – II	M504	Sales and Distribution Management.
Elective – III	M603	Integrated Marketing communication
Elective – IV	M604	Digital Marketing

BBA- Sem -V (CBCS 2018)
MK 503: Consumer Behavior

Course Code	MK 503	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- 1 To highlight the importance of understanding consumer behavior in Marketing.
- 2 To study the environmental and individual influences on consumers
- 3 Understand the importance of consumer behaviour in designing marketing strategies.
- 4 To understand consumer behavior in Indian context.

Learning outcomes : After studying this course student are able to

- 1 Understand the consumers' attitude towards a particular product / service in a better manner.
- 2 Use the factors that influence the consumers' buying behaviour in determining the marketing mix strategies.
- 3 Identify new market segments to cater to their needs
- 4 Design effective marketing strategies

Unit 1	INTRODUCTION Meaning of Customers & Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing.	04 Hrs
Unit 2	Individual Determinants of Consumer Behavior Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes	14Hrs
Unit 3	External determinants of consumer behaviour: Culture, subculture, social class & reference group	10 Hrs
Unit 4	Consumers' Buying Decision Making Process, Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior and Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying. Consumer Behavior Models Howard Sheth Model, Nicosia model	12Hrs
Unit 5	Diffusion of innovation: meaning and definition, diffusion process. The adoption process.	05 Hrs

Reference books

- | | | |
|---|--|---|
| 1 | Consumer Behaviour by David L. Loudon & Albert J. Della Bitta, | Tata McGraw Hill, 4 th Edition |
| 2 | Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, | Pearson, 10 th Edition |
| 3 | Consumer Behavior - In Indian Perspective by Suja R. Nair, | Himalaya Publishing House. |
| 4 | Consumer Behaviour & Marketing Action : Henry Assael , | Thompson Learning |
| 5 | The Marketing Whitebook | Current year issue |

Journals and E-journals

1. Journal of Consumer Behaviour
2. Journal of consumer Research
<https://onlinelibrary.wiley.com/journal/14791838>

MOOCS:

1. <https://swayam.gov.in/course/3578-consumer-behaviour>
2. <https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content>

BBA- Sem -V (CBCS 2018)**MK 504: Sales and Distribution Management.**

Course Code	MK 504	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

1. To acquaint students with fundamentals of Sales and Distribution Management
2. To impart to the students an understanding of Sales and distribution Management principles with a view to prepare them to face challenges of managing businesses in the new era.

Learning outcomes : After studying this course student are able to

- 1 ➤ Understand the challenges and opportunities involved in managing sales and distribution .
- 2 ➤ Manage the issues related to handling sales organization effectively.
- 3 ➤ Understand the aspects of developing distribution channels

Unit 1	Evolution of Sales management, Nature and Importance of Sales Management. Definition, meaning and objectives of Sales Management. Role and skills of sales manager, recent trends in Sales Management. Sales Organisation: Need for Sales Organizations, their structure, Recruitment and selection of sales persons, developing and conducting sales training programmes for newly appointed as well as experienced salespersons.	15 hrs
Unit 2	Sales forecasting: meaning, methods of sales forecasting- quantitative and qualitative methods. Sales quotas: need and importance of sales quotas , types of sales quotas Designing and Administering Compensation Plans – Leading and Motivating the Sales Force .	10 hrs
Unit 3	Sales Territory: meaning , need and Sales force performance appraisal : methods Personal selling: Process, steps involved therein.	10 hrs
Unit 4	Sales Control Techniques-Sales analysis, Sales Audit.	10 hrs
Unit 5	Introduction to Distribution Mix- components, channels of distribution, role and functions of wholesaler and retailer, Channel conflicts. Recent trends in distribution, Case Studies (unit I to unit V)	15 hrs

Reference books

- 1 Sales And Distribution Management Text And Cases-Krishna K.Havaldar, Vasant Kavale Tata

Mc'Graw Hill Publications

- 2 Sales Management- S. A. Chunnawalla- Himalaya Publishing House, Mumbai
- 3 Sales Management – Still R R , Cundiff E W, Govani PHI
- 4 4Channel Management & Retail Management – Meenal Dhotre
- 5 The Marketing Whitebook

Online references:

https://www.tutorialspoint.com/sales_and_distribution.../sales_and_distribution_manag...

<https://www.marketing91.com › SALES MANAGEMENT>

MOOCS:

1. <https://alison.com/course/diploma-in-sales-management>
2. <https://alison.com/course/introduction-to-sales-management>

BBA- Sem –VI (CBCS 2018)
MK 603: Integrated Marketing Communication.

Course Code	MK 603	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

1. To have a working knowledge of the tactical and strategic aspects of IMC
2. Be able to apply specific tools and approaches to common marketing communications challenges
3. Be able to assess the progress of IMC efforts over time
4. To have an opportunity to analyze IMC programs and build innovative programs

Learning outcomes : After studying this course student are able to

- 1 Understand the tactical and strategic aspects of IMC
- 2 Design IMC programs
- 3 Analyze IMC programs

Unit 1	IMC FOUNDATION Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL), Below the line (BTL) and Through The line (TTL) promotion - Push and Pull strategy	06 Hrs
Unit 2	IMC ADVERTISING TOOLS a) Introduction of Advertising- Functions & Types of Advertising - Objections on Advertising- Structure of Advertising Agency – Role and Services offered by Agency- b) Media Mix- Media Vehicle- Ad copy – Appeals in advertising- Advertising budget c) Media planning and execution.-Media Plan and schedule.	12Hrs
Unit 3	IMC PROMOTIONAL TOOLS a) Sales Promotion- Trade promotion -Consumer promotion- coupons, Premiums, contests, Sweepstakes, refund and Rebate, Sampling, Bonus , packs, price off- Sales force promotion b) Public relation(PR), Types of PR-	10 Hrs
Unit 4	IMC CONTEMPORARY TOOLS Recent Trends - Product placement and Branding in films, Product placement on television,	12Hrs
Unit 5	IMC EVALUATING AND CONTROL a) Need & Significance of IMC evaluation and control b) Methods for Measurement of Advertising effectiveness	05 Hrs.

Reference books :

1. Advertising and Promotions IMC Perspectives: Belch and Belch Tata McGraw Hill, 6/e, 2003
2. Advertising 'An IMC Perspective' - S. N. Murthy , U.Bhojanna -Excel Books, 2007.
3. Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik, 4/e, Thomson, 2007
4. Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007
5. Advertising and Promotion: S.A.Chunawalla
6. Foundations of Advertising, Chunawalla & Sethia, HPH, 2007

Journals:

1. Journal of Integrated Marketing Communications
2. Journal Advertising

Online references:

MOOCS:

<https://swayam.gov.in/course/3984-advertising-and-public-relations>

BBA- Sem –VI (CBCS 2018)**MK 604: Digital Marketing**

Course Code	MK 604	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

1. To acquaint students with fundamentals of Digital Marketing and give an overview of benefits of digital marketing.
2. To impart to the students an understanding of applications of digital marketing strategies to business concepts with a view to prepare them to face challenges of managing businesses in the new digital era.

Learning outcomes : After studying this course student are able to

- 1 Students should be able to use internet effectively as a marketing tool
- 2 Students will be able to get insights on how organizations can leverage the benefits of social media.

Unit 1	Introduction to Digital Marketing Introduction, Nature, scope and use of digital marketing, Recent trends in digital marketing. Digital Revolution in India.	10 hrs
Unit 2	The Online Marketing Mix E- Products Segmentation, Targeting and Positioning E-Price The Online Value E-Promotion The digital revolution in India, Understanding the digital business, Increasing customer base through digital marketing strategies.	15 hrs
Unit 3	The Online Consumer Marketing in a virtual world,. Customer expectation and perception, Online Consumer behavior , Establishing trust in Digital Business.	15 hrs
Unit 4	CRM in digital world CRM- Concept, Nature, scope, benefits, e-CRM, Benefits of e- CRM.	10 hrs
Unit 5	Social Media Role of social media in digital marketing, Advantages and disadvantages of social media, Advertising on social networking.	10 hrs

Reference books :

1. Digital Marketing R Prasad
2. Virtual Marketing Sameer Kulkarni
3. Digital Marketing : Vandana Ahuja(Oxford University press)
4. Web Marketing by Arnold, et al

Journals:

- European Journal of Marketing
- Journal of Digital and Social media marketing
- https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A

https://www.amazon.in/Epic-Content-Marketing-Different-Customers/dp/0071819894/ref=pd_sim_14_1?encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A

Online references:

MOOCS: Online references:

<https://learndigital.withgoogle.com/digitalunlocked/certification>

<https://www.coursera.org/specializations/digital-marketing#courses>

BBA Specialization : Finance Management

Finance Management		
Elective	Code	Course
Elective – I	F503	Elements of Financial Services
Elective – II	F504	Introduction to Management Control Systems
Elective – III	F603	Elements of Corporate Finance
Elective – IV	F604	International Finance and Financial Risk Management

BBA- Sem -V (CBCS 2018)**FM 503: ELECTIVE – I : FINANCIAL MANAGEMENT
(ELEMENTS OF FINANCIAL SERVICES)**

Course Code	FM503	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – I :
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To introduce the students about Indian Financial Systems and current developments
- To orient about various financial services available

Learning outcomes : After studying this course student are able to

- 1 • Components of Indian Financial Systems
- 2 • Importance and utility of Financial Services

Unit – I : Introduction to Financial Services. (10 Hrs.)

- Financial systems and Economic Development
- Indian Financial systems and Organization Structure.
- Financial Services – Meaning, Concept and Importance of Financial Services

Unit – II: Types of Financial services: Fund Based and Fee based (15 Hrs.)

- Leasing and Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.
- Concept and Importance of Insurance, Types of Insurance
- Merchant Banking
- Underwriting
- Investment Banking

Unit – III: Mutual Funds and Services. (11 Hrs.)

- Significance of Mutual Funds its Importance, Types and Advantages Current Scenario.
- Parameters for evaluation of Mutual funds Schemes

Unit –I V: Credit Rating. (12 Hrs.)

- Meaning and Importance of Credit Rating.
- Functions and Role of Credit Rating agencies in India

Unit – V: Venture Capital Financing. (12 Hrs.)

- Meaning and features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing, Factors affecting Venture Capital financing.

Reference books :

- 1) Financial Services – M.Y. Khan. Tata Mc. Graw Hill.

- 2) Indian Financial System – M.Y. Khan Tata Mc. Graw Hill.
- 3) Financial Institutions and markets, L.M. Bhole, Tata Mc. Graw Hill.
- 4) Financial Markets and Services, Gordon, Natarajan.
- 5) Merchant Banking, J.C. Verma, Bharat Publications.

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -V (CBCS 2018)**FM 504: ELECTIVE – II : FINANCIAL MANAGEMENT
(Introduction to Management Control Systems.)**

Course Code	FM 504	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To introduce to the significance and role of Management Control System in the organization
- To orient the students about application of techniques of Management Control

- Learning outcomes :** After studying this course student are able to
- Importance and utility of Management Control System
 - Application of techniques of Management Control

Unit – I : Introduction to Management Control Systems. (12 Hrs.)

- Definition, Concept of Management Control,
- Nature Characteristics of Management Control System,
- Areas and Process of Control,
- Efficiency and Effectiveness of Control

Unit – II: Motivational Techniques. (12 Hrs.)

- Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

Unit – III: Responsibility Centre and Transfer Pricing. (12 Hrs.)

- Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Problems of Profit Centre.
- Meaning and Significance of Transfer Pricing.
- Objectives of Transfer Pricing.
- Transfer Pricing Methods.
- Simple problems of Transfer Pricing.

Unit – IV: Budgetary Control and Variance Analysis. (14 Hrs.)

- Objective of Budgetary Control.
- Advantages and Limitations of Budgetary Control.
- Fixed, Flexible and Functional Budgets.
- Problems on Flexible Budget and Cash Budget.
- Concept and Importance of Standard Costing
- Material and Labour variance Analysis (Theory and Practical)

Unit – V: Internal Audit.**(10 Hrs.)**

- Internal Audit under MCS.
- Cost Audit its Objectives and Advantages.
- Management Audit its Objective and Advantages.

Reference books :

- 1) Management Control Systems, Robert N Authony, Vijay Govindrajan, The McGraw Hill.
- 2) Management Control Systems, Joseph A. Maciariello, Calvin j. Kirby. PHI Learning Private Limited.
- 3) Advance Cost and Management Accounting, V.K. Saxena, C.D. Vashist, (Text), Sultan Chang & Sons.
- 4) Cost & Management Accounting, Tukaramrao, New Age International (P) Ltd.
- 5) Management Control Systems, P. Saravanavel, Himalaya Publishing House

Online references:**For MOOCs:**

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)**FM 603: ELECTIVE – I : FINANCIAL MANAGEMENT
(Elements of Corporate Finance)**

Course Code	FM 603	Course Type	Discipline Specific Elective (DSE I - I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To introduce about Sources of Corporate Finance
- To orient about the techniques of Financial Decision making

Learning outcomes : After studying this course student are able to

- 1 • Sources of Corporate Finance available
- 2 • Application of the techniques of Financial Decision making

Unit – I :Financial Planning and Strategy. (12 Hrs.)

- Concept and Importance of Financial forecasting.
- Long range planning and Short range planning.
- Strategic Decision making and planning.
- Strategic financial planning and steps in financial planning.
-

Unit – II: Sources of Corporate Finance. (12 Hrs.)

- Equity Share Capital, Preference Share Capital, Debenture, Public Deposits, Venture Capital.
- Institutional Finance
- International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII
-

Unit – III: Capital Budgeting (15 Hrs.)

- Features and Significance of Capital Budgeting.
- Problems and Difficulties of Capital Budgeting.
- Techniques of Evaluations (Theory & Practical) – Payback Period, Discounted Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.
-

Unit – IV: Management of Earning and capital Structure. (09 Hrs.)

- Dividends and Retained Earning.
- Factors affecting Dividends decisions
- Concept and Importance of Capital Structures, Factors affecting Capital Structure

Unit – V: Financial Statement Analysis and Corporate Governance. (12 Hrs.)

- Ratio Analysis (Theory and Practical)
- Funds Flow Statement, Cash Flow Statement (Theory)
- Study of Annual Report – Understanding contents and disclosures.

- Meaning of Corporate Governance.
- Important Elements of Corporate Governance.
- Share Holders Rights

Reference books :

- 1) Financial Management – I.M. Pandey, Vikas.
- 2) Financial Management – Theory & Practice, Prasanna Chandra.
- 3) Basic Financial Management – M.Y. Khan, New Delhi, TMH.
- 4) Corporate Financial Management – Arnold Glen, Pitman.
- 5) Corporate Financial Management – Emery Dogglas, Pearson Edu. Asia.
- 6) Indian Corporate Financial Management – Vijay Gopalan, Himalaya.

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

<https://www.sebi.gov.in>

<https://www.nseindia.com>

<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)**604 : ELECTIVE – II : FINANCIAL MANAGEMENT
(International Finance & Financial Risk Management)**

Course Code	FM 604	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives: After the completion of the course, the students will understand:

- The concept of Risk and Risk Management
- The techniques of Financial Risk Management

Learning outcomes : After studying this course student are able to

- To introduce to the concept of Financial Risk Management
- To orient the students about the techniques of Risk Management

Unit – I :Introduction to International Finance. (12 Hrs.)

- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Challenges and Risks in International Financial Management
-

Unit – II: Foreign Exchange Market. (12 Hrs.)

- Concept and Features of Foreign Exchange Market
- Structure and Participants of Foreign Exchange Market
-

Unit – III: Methods of International Trade Settlements. (12 Hrs.)

- International trade settlement with special reference “Documentary Credit”.
- Export Finance – Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.
-

Unit – IV: Risk Management. (10 Hrs.)

- Concept and Process of Risk Management
- Types of Risks
- Terms – Speculation and Arbitrage

Unit V: Derivatives: (14 Hrs.)

- Definition, Meaning and Importance of Derivatives
- Types of Derivatives(Introduction) : Forward, Future, Options and Swaps

Reference books :

- 1) International Financial Management Financial – P.G. Apte., Tata McGraw – Hill Publications.
- 2) Options, Futures and Derivatives – John C Hull, Pearson Education.
- 3) International Finance and Banking – RajwadeAnmol Publications.
- 4) Report on Currency and Finance by RBI.
- 5) Risk Management and Insurance – Harrington Niehaus.

Online references :

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

MOOCS :

<https://swayam.gov.in/>
[https://alison.com/:](https://alison.com/)

BBA Specialization – HRM

Human Resource Management		
Elective – I	HR503	Performance & Compensation Management
Elective –I I	HR504	Training & Development
Elective – III	HR603	Management of Industrial Relations
Elective – IV	HR603	Cross Cultural HRM

BBA - CBCS 2018 SEM V
HR 503 Performance & Compensation Management

Course Code	HR503	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- To understand the various dimensions of Compensation Management.
- To familiarize with the role of various bodies involved in Compensation Management.

Course Outcomes:

Students will be able to apply the concepts of performance appraisal and compensation management practically.

Unit 1: **(12 hours)**

Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement

Unit 2 **(12 hours)**

Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.

Unit 3 **(12 hours)**

Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

Unit 4: **(12 hours)**

Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.

Unit 5 **(12 hours)**

Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits.- retirement benefits, perquisites, non-monetary benefits.

Books:

1. Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.
2. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD, Prentice Hall India, New Delhi.
3. Richard Thrope& Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.
4. Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEMENT, Crust Publishing House

Online Resources:

<https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=>

MOOCs:

Modern Human Resource Management(Alison).
Principles of Human Resources Management (Swayam).
Managing employee compensation (Coursera)

BBA - CBCS 2018 SEM V
HR 504 Training & Development

Course Code	HR504	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

1. To familiarize the students with the concept and practice of Training and Development and its role in modern management.
2. To understand the various methods and applications of Training and Development

Course Outcomes: Students will be able to

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Unit 1 **(12 hours)**

Concept of training, terms - education Knowledge, Skills, attitudes, need of training, importance, objectives of training, ADDIE model, Principles of training, concept of executive development: Objectives, importance, process of executive development

Unit 2 **(12hours)**

Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories – Reinforcement, Social learning, expectancy theory, goal theory

Unit 3 **(12 hours)**

Training and Development methods : On-the-Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, e-training.

Unit 4 **(12 hours)**

Designing training programme – considerations in designing effective training programs selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, use of technology in training

Unit 5 **(12 hours)**

Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis

Books:

1. Noe, Raymond A., and Amitabh DeoKodwani, Employee Training and Development, Tata McGraw Hill.
2. Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, Dorling Kindersley (India) Pvt. Ltd.
3. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay

Online Resources:

https://www.researchgate.net/profile/J_Ford/publication/209409925_Transfer_of_Training_A_Review_and_Directions_for_Future_Research/links/565da94908aefe619b266a51.pdf

MOOCs:

[Diploma in Workplace Safety & Health](#) (Advance Learning).
Human Resources (Open2Study).
Preparing to Manage Human Resources (Coursera)

BBA - CBCS 2018 SEM VI
HR 603 Management of Industrial Relations

Course Code	HR 603	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

Learners will be able to understand the meaning of industrial relations, dispute and role of trade unions. Also they will be exposed to the concept and process of grievances and grievance handling.

Course Outcomes: Students will be able to apply the principles of industrial relations to the current scenarios.

Unit 1: **(12 hours)**

Meaning and definition of industrial relations (IR), objectives and scope of Industrial relations, parties of IR, Evolution of IR in India, Conditions for congenial IR.

Unit 2: **(12 hours)**

Trade unions – concept, evolution and functions, types and structure of trade unions, formation of trade unions in India, problems of trade unions.

Unit 3: **(12 hours)**

Industrial disputes – concept, classification and causes, strikes, types of strikes, lockouts. Impact of industrial disputes.

Unit 4: **(12 hours)**

Grievance – meaning and definition, causes of grievances, procedure of grievance redressal. Disciplinary action – needs, meaning, aspects of disciplinary procedure. Domestic enquiry.

Unit 5: **(12 hours)**

Settlement of industrial disputes, statutory methods as per industrial disputes act 1947, formation of works committee, functions of works committee, conciliation, meaning of conciliation, conciliation officer, voluntary and compulsory conciliation. Arbitration, Adjudication- types and process.

Books:

1. Venkataraman, C.S, Indian Industrial Relations, National Institute of Personnel Management.
2. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House
3. Sharma A.M, Aspects and legal frame work of Industrial Relation, Himalaya Publisher

Online Resources:

http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf

MOOCs: Swayam

BBA - CBCS 2018 SEM VI
HR604 Cross Cultural HRM

Course Code	HR604	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- To create awareness about the cross cultural HRM and creating harmonious relationships between employees.

Course Outcomes: Students will be able to understand the issues related to cultural diversity and appreciate the importance of cross cultural management.

Unit 1: (12 hours)

Understanding Culture, Culture dimensions, cross cultural differences and managerial implications, Hofstede study, Significance and impact of cross culture on organizations, role of culture in Strategic Decision Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

Unit 2: (12 hours)

Global business environment , cross cultural perspectives, cultural paradox; cultural diversity and sensitivity, cross cultural leadership and decision making, Cross Cultural Communication and negotiation, cultural intelligence, case study of Cultural Intelligence by P. Christopher Earley and Elaine Mosakowski, HBR.

Unit 3: (12 hours)

International HRM – differences between domestic and international HRM, Expanding the Role of HRM in International Firms; international HRM approaches, HR and expansion strategies.

Unit 4: (12 hours)

International recruitment and selection, performance management, training and development, compensation. Social Responsibility and International HRM; HRM In Cross Culture Mergers & Acquisitions

Unit 5: (12 hours)

International assignments – need and issues. Repatriation, coping with new role demands, labour relations. Managing expatriates.

Research and emergence of different approaches to cross cultural management. Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Books:

1. Shobhana Madhavan, Cross-Cultural Management, Oxford University Press
2. P. Jyothi & D.N. Venkatesh, Human Resource Management, Oxford University Press.
3. K Aswathappa, Sadhna Dash, International Human Resource Management - Text And Cases, Tata McGraw-Hill
4. Paula Caligiuri, David Lepak, Jaime Bonache, Managing The Global Workforce, John Wiley & Sons Ltd.
5. International HRM, P.Subba Rao, HPH
6. Cultures Consequence ; International Differences in Work related Values, G. Hofstede – – Sage
7. International HRM, A. Harzing, Sage
8. International Human Resource Management: Managing People in a Multinational Context by Peter J Dowling et al., Third Edition (South Western).
9. International management: Managing Across Borders And Cultural, 4th Ed, Pearson.
10. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
11. Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
12. EsenDrlarry, Rchildress John, The Secret Of A Winning Culture: Building High-Performance Teams, Prentice Ha

Online Resources:

<https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf>

MOOCs:

Swayam

BBA Specialization : International Business Management

International Business Management		
Elective	Code	Course
Elective – I	IB503	International Marketing
Elective – II	IB504	Export Import Procedures and Documentation
Elective – III	IB603	Basics of International Finance
Elective – IV	IB604	Fundamentals of International Economics

BBA- Sem -V (CBCS 2018)

**IB 503: ELECTIVE –I : INTERNATIONAL BUSINESS MANAGEMENT
(INTERNATIONAL MARKETING.)**

Course Code	IB 503	Course Type	Discipline Specific Elective (DSE I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To enable an understanding of what marketing is and how it operates in the international context.

Learning outcomes : Students will be able to know international markets and international issues. The syllabus is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

Unit – I: Introduction to International Marketing. (15 hrs.)

- International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process.

Unit – II: Global Marketing Environment. (10 hrs.)

- Assessing global marketing opportunities, Environmental Analysis, and its techniques; emerging markets.

Unit – III: Planning for International Marketing. (15 hrs.)

- Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.

Unit – IV: Development Global Marketing Strategies. (10 hrs.)

- Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

Unit – V: Global Quality Standards. (10 hrs.)

- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets

Reference books :

- 1) International Marketing Strategy by Fram Bradley.
- 2) International Marketing by Alexander Hiam and Charles Shaw.

Online references: MOOCS:

- Management Skills for International Business (Coursera)
- Global Strategy I: How The Global Economy Works (Coursera)

Web resources:

- 1. Exchange control manual – RBI Publications.

- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com

BBA- Sem -V (CBCS 2018)

**IB 504: ELECTIVE –II : INTERNATIONAL BUSINESS MANAGEMENT
(EXPORT IMPORT PROCEDURE DOCUMENTATION)**

Course Code	IB 504	Course Type	Discipline Specific Elective (DSE II - ELECTIVE – II : INTERNATIONAL BUSINESS MANAGEMENT)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To give the conceptual clarity about polices and procedure s related to Export and Import
- To provide the guidelines for applicability of these concepts in Export – Import Business.

Learning outcomes : After studying this course student are able to

1. Understand basic concepts related to International Trade and Foreign Trade Policy
2. Understand the Regulations for Export and Import
3. Knowledge about the EXIM Documentations and International Logistics

Unit – I: Introduction.	(9 hours)
<ul style="list-style-type: none"> • Meaning and Importance of International Trade. • Meaning, Definition and Significance of Export and Import. 	
Unit – II: Regulations for Export and Import.	(12 hours)
<ul style="list-style-type: none"> • Obtaining an I.E.C. number. • Foreign Trade (Development and Regulation) Act. • Foreign Exchange Management Act (FEMA). • Pre-Shipment inspection and Quality Control Act and their importance. • Exchange control manual. • Foreign Trade Policy. 	
Unit – III: Export Import Contracts.	(10 hours)
<ul style="list-style-type: none"> • Meaning of Export Import Contract. • Elements of Export Import Contract. • FOB and CIF Contract. 	
Unit – IV: EXIM procedures.	(14 hours)
<ul style="list-style-type: none"> • Export procedure – Registration Stage. • Pre shipment inspection. • Sales post Shipment Stage. • Quality Control and Pre shipment Inspection. 	

- Sales Tax Exemption.
- Excise Clearance.
- Shipping and Custom Formalities.
- Marine Insurance.

Unit – V: EXIM Documentations and International Logistics.

(15 hours)

- Commercial Documents.
- Principal Export Documents – Commercial Invoice, Packing list, Bill of Landing, Combined transport document, Certificate of Quality Control, Insurance Certificate, Certificate of Origin, Bills of exchange and Shipment advice.
- Auxiliary documents – Pro forma Invoice, Intimation for Inspection, Shipping Instructions, Insurance Declaration, Shipping Order, Certificate of Origin, Letter of Bank.
- Logistics – Clearance of goods against B/L and AWB, Aims and Objective of International trade and logistics.
- Organizations of overseas transport service.

Reference books :

1. C Rama Gopal, Export Import Procedure and Documentation, New age International Publisher's, New Delhi.
2. W.K. Acharya and Jain K.S. Export Import Procedure and Documentation, Himalaya Publishing House, Mumbai.
3. Aseem Kumar, Export and Import Management, Excel Book, New Delhi.
4. P.K. Khurana, Export Management, Galgotia Publishing Co. New Delhi

Journals:

- Indian Ports, published by Indian Port Association
- Indian Shipping – Indian National Ship-owners Association
-

News Paper Readings:

1. Business Standard
2. Financial Express
3. Economic Times

Online references:

For MOOCs:

- <https://alison.com/>
- <https://swayam.gov.in>

Web resources:

- 1. Exchange control manual – RBI Publications.
- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com

BBA- Sem -VI (CBCS 2018)**IB 603: ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT
(BASICS OF INTERNATIONAL FINANCE)**

Course Code	IB 603	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To understand the basics of finance function and environment for International Business.
- To find out financial challenges faced by businesses in increasingly globalizing economies.

Learning outcomes : After studying this course student are able to

- 1 At the end of the course students should be able to-
- 2 Understand basic concepts, elements related to International Finance.
- 3 Knowledge about the important Financing Methods for Cross Border Trade.

Unit – I: Introduction (12 hours)

- Meaning and Scope of International Finance
- Globalization and its impact.
- International Finance Vs Domestic Finance
- India's financial Sector reforms after globalization

Unit – II: International Financial Institutions (12 hours)

- The World Bank
 - International Bank for Reconstruction and Development (IBRD)
 - International Development Association
 - International Finance Corporation
 - The multilateral investment guarantee agency (MIGA)
- International Monetary Fund (IMF)- Origins of IMF
- Asian Development Bank (ADB)
- Role of IMF and IBRD.

Unit – III: Financing of Cross Border Trade (Export & Import) (15 hours)

- Concept and importance of Cross Border Trade, Letter of Credit as a method of Export and Import ,parties involved in letter of credit, Steps involved in Letter of Credit
- Concept and significance of Pre Shipment and Post Shipment credit. Suppliers credit, Buyer's credit, Factoring, Forfeiting and Offshore Banking

<p>Unit – IV: Concepts in International Finance (10 hours)</p> <ul style="list-style-type: none"> • Concept and importance of Foreign Direct Investment, • Concept and significance of Foreign Institutional Investment. • Difference between FDI & FII, impact of FDI & FII on the economy
<p>Unit – V: Methods of International Trade Settlement (11 hours)</p> <ul style="list-style-type: none"> • Open account, Advance Payment, Documentary Credit, Documentary Collection, and Consignment Trading, External Commercial Borrowings
<p>Reference books :</p> <ol style="list-style-type: none"> 1) International Financial Management – H.R. Machiraju. 2) International Financial Management by P.G. Apte. 3) International Money & Finance, Prof.Melvin. 4) Reports on Currency & Finance, RBI Publication. 5) International Finance, Levi, Maurice.
<p>Online references:</p> <p>MOOCS:</p> <ul style="list-style-type: none"> • https://alison.com/ • https://swayam.gov.in
<p>Web resources:</p> <ol style="list-style-type: none"> 1. Companies Annual Reports 2. Money control 3. SEBI and RBI Official Websites 4. NSE and BSE Official Websites 5. RBI Official website 6. www.ie.port.com

BBA- Sem -VI (CBCS 2018)
IB 604: ELECTIVE – II :
INTERNATIONAL BUSINESS MANAGEMENT
(FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)

Course Code	IB 604	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives: To understand economics of international business. To enable analysis of problems of global economics and formulate strategies for the same. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

Learning outcomes : After studying this course student are able to

- 1 Students will be able to know international Trade mechanism and international issues.
- 2 Students will be able to know international Trade mechanism and international issues.
- 3 Students will be able to know international Trade mechanism and international issues.

Unit – I :Introduction to International Economics.	(10 hrs.)
<ul style="list-style-type: none"> • Introduction to international Economics – meaning and scope. • Gains from international trade. • Significance of international Economics. 	
Unit – II: Balance Payments.	(15 hrs.)
<ul style="list-style-type: none"> • Meaning & Structure of BOP. • Equilibrium and Disequilibrium and adjustment in BOP. • Statistical discrepancy. 	
Unit – III: Theories of International Trade.	(15 hrs.)
<ul style="list-style-type: none"> • Mercantilism, Absolute Cost Theory. • H O Theory • Comparative Cost Theory. • Product Life Cycle Theory 	
Unit – IV: Formation of Regional Trade Blocks	(10 hrs.)
<ul style="list-style-type: none"> • BRICS,SAARC,NAFTA,G20,SAFTA 	
Unit – V: Gold Standard Mechanism.	(10hrs.)
<ul style="list-style-type: none"> • Fixed Vs Flexible exchange rate. • Tariff and Non – tariff barriers. • Argument for against protection. 	

- IMF and World Bank

Reference books

- 1) International Economics Koutsiyannis.
- 2) Economics by Samuelson.
- 3) International Economics, Mithai. D.M. Himalaya Publishing House, New Delhi.
- 4) International Economics, Cherunilam, The McGraw Hill Companies.
- 5) International Economics, Salvatore D., Prentice Hall, Upper Saddle River, N.J. New York.

Online references:

Management Skills for International Business (Coursera)

Global Strategy I: How The Global Economy Works (Coursera)

- MOOCS:
- <https://alison.com/>
- <https://swayam.gov.in>

BBA Specialization: Entrepreneurship Development

Elective	Code	Course Title
Elective – I	ED 503	Entrepreneurship & New Ventures Creation
Elective – II	ED 504	Corporate Entrepreneurship
Elective – III	ED 603	E- Commerce
Elective – IV	ED 604	Managing Family Businesses

BBA - CBCS 2018 SEM V

ED 503: Entrepreneurship & New Venture Creation

Course Code	ED 503	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives:

The aim of this course is

- to enable the students to understand the nuances of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;
- gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process;
- to understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

Learning Outcomes:

At the end of the course, the students will have a fair idea about entrepreneurship, role of entrepreneurs, and the intricacies of starting a new business. Students will be able to write a business plan successfully.

Unit 1: The entrepreneurial Perspective (12 Hrs.)

Concept of entrepreneur and entrepreneurship, motivations for becoming an entrepreneur, role of entrepreneurs in the present milieu, types of entrepreneurs (e.g. nascent entrepreneurs, social entrepreneurs, entrepreneurs, etc.), Process of entrepreneurial development. Life cycle of an enterprise.

Unit 2: Opportunity Identification and selection (12 Hrs.)

Moving from an Idea to an Entrepreneurial Firm. Developing Successful Business Ideas , Recognizing Opportunities and Generating Ideas Need for Opportunity Identification and selection, Feasibility Analysis, Industry and Competitor Analysis, Writing a Business Plan, Business opportunities in various sectors.

Unit 3: Creating a Business Model (12 Hrs.)

Concept of business model, functions of a business model, Types of business model, Preparing the Proper Ethical and Legal Foundation, entrepreneur's approaches to resources— people, capital, and other assets. issues in the selection and effective utilization of outside professionals, such as members of a board of directors, lawyers, accountants, and consultant,

Unit 4: Setting up a New Venture (12 Hrs.)

Assessing a New Venture's Financial Strength and Viability, Building a New-Venture Team. Financing /Funding of new ventures, Managing and Growing an Entrepreneurial Firm,

Unique Marketing Issues , Commercialization of Ideas, Importance of Intellectual Property Challenges to Growth of an enterprise, Strategies for Firm Growth, Franchising, principal harvest options, including trade sale, going public, and cash flow

Unit 5: Small Businesses.

(12 Hrs.)

Micro Small Medium Enterprises Development(MSMED) Act 2006, Importance of Small Scale industry, Government Grants and Subsidy, clearance and NOC.

Starting a Small Scale unit – structure and ownership, establishment of units, project feasibility, tax benefits, incentives and concessions. Format of start ups. Marketing strategy of small businesses, Role of financial and non-financial institutions for small businesses,

Business Incubation

Definition and evolution of business Incubators, Establishing business incubators, Incubators role in supporting start-ups, Business incubators in India.

References :

1. ArunSahai& V. Sharma – Entrepreneurship and New Venture Creation, Excel Books.
2. Barringer, R.B., Ireland, D.R. (2012) Entrepreneurship: Successfully Launching New Ventures, 4th edition. Pearson Education.
3. Vasant Desai, Dynamics of Entrepreneurship Development ,Himalaya Publication house
4. Malhotra and Gupta, Management of Small Scale industries, Galgotia Publishing Company, New Delhi
5. David Holt Entrepreneurship , New Venture Creation , Prentice Hall India.
6. S.S. Khanka, Entrepreneurial Development S. Chand & Company Ltd. New Delhi
7. Raj Shankar, Entrepreneurship Theory and Practice, Tata McGraw Hill
8. Kumar Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India
9. DrAchutP.Pednekar, Entrepreneurship. Himalaya Publication House

Online Resources:

<https://www.entrepreneur.com/>

<https://www.ashoka.org/en/focus/social-entrepreneurship>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme

Swayam

BBA - CBCS 2018 SEM V
ED 504 Corporate Entrepreneurship

Course Code	ED 504	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives :

This course will expose the students to the tools, methods and logic that will enable to participate in or lead successful efforts in Corporate Entrepreneurship (CE).

By the end of the course student will:

- Have an overview of the field of Corporate Entrepreneurship
- Be familiar with the various tools, methods, approaches and architectures that organizations are employing and have an in-depth understanding of a few of them

Unit 1: Introduction to corporate entrepreneurship. (12 Hrs.)

Concept and need of corporate entrepreneurship, Forms and antecedents of corporate entrepreneurship, overview of the field of Corporate Entrepreneurship

Unit 2: Promotion of Intrapreneurial culture. (12 Hrs.)

Innovative culture and drivers, innovativeness and new business creation, top management support, leadership for innovativeness, Difference between intrapreneurship and entrepreneurship in concept and practice, Corporate strategy, structure and entrepreneurship , Human resource management and corporate entrepreneurship, Building supportive organizational cultures

Unit 3: Entrepreneurial mindset and entrepreneurship ecosystem (12 Hrs.)

Importance of mindset, Entrepreneurial mindset and its impact, Entrepreneurial mindset enablers, entrepreneurial mindset in employees. Concept of entrepreneurial ecosystem, ecosystem and entrepreneurial mobility.

Unit 4: Challenges and best practices for successful business building inside firms. (12 Hrs.)

Rationale for intrapreneurship, major challenges and hurdles for CE, risks of corporate entrepreneurship, how to successfully and safely navigate Obstacles ,

Unit 5: Case studies on Corporate Entrepreneurship (12 Hrs.)

Case studies of TATA, Google, Apple, and others.

[1] Kuratko, D. F., Morris, M. H., &Covin, J. G. 2011. Corporate innovation & entrepreneurship: Entrepreneurial development within organizations (3rd ed.). Mason, OH: South-Western Cengage Learning.

[2] Burns, P. 2013. Corporate entrepreneurship: Innovation and strategy in large organizations (3rd ed.). New York: Palgrave Macmillan.

[3] Hisrich, R. D. & Kearney, C. 2012. Corporate entrepreneurship: How to create a thriving entrepreneurial spirit throughout your company. New York: McGraw-Hill.

[4] Raj Shankar, Entrepreneurship Theory and practice. Tata McGraw Hill

Online Resources:

<https://www.entrepreneur.com/>

<http://www.sciencedirect.com/science/article/pii/S088390261300058X>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme

Swayam

BBA - CBCS 2018 SEM VI
ED 603 E-Commerce

Course Code	ED 603	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives :

This course aims

- To understand the popular format of e-tailers, ie.online retailers of goods and services.
- To identify the challenges and opportunities of creating, growing and optimizing an e-commerce business.
- To help students conceptualize the various e-commerce business models that exist and to build new ones.

Course Outcome:

By the end of the course student will:

Students will have fair understanding of e-commerce for business growth and development and will get exposure to strategies to grow quickly and profitably through e-commerce strategies.

Unit 1: Introduction to e-Commerce: (8 hours)

Meaning, types, benefits and impact of e-commerce, e-commerce in India. Advantages and disadvantages of e-commerce.

Infrastructure for e-Commerce – Internet and www, Intranet, extranet. E-commerce and internet.

Unit 2: Models of e-commerce (10 hours),

Business to business hub, market places, business to consumer, consumer to consumer, business to government, government to government.

Unit 3: e-marketing and e-CRM (10 hours),

Internet as an advertising media, e-advertising and marketing in India, Search Engines, Directories, Registrations, Solicited targeted E-mails, Interactive sites, Banners, Advertising, Spam Mails, E-mail, Chain letters. E-Advertising Techniques: Banners, Sponsorships, Portals, and Online Coupons, limitations of internet advertising e-CRM – meaning, applications, major trends, e-CRM marketing in India.

Unit 4: Electronic Payment Systems (12 hours)

Introduction to online payment systems, Secure Electronic Transaction (SET) and Secure

Socket Layer (SSL) protocols, Pre-paid and post-paid e-payment system, security requirements for e-payment system., managerial issues for E-payment systems.

Unit 5: Electronic Data Exchange and E-Security (14 hours)

Electronic Data Exchange - definition, applications, advantages and limitations, Privacy issues. Security policy, procedures and practices, cryptology, digital signature, security protocols for e-commerce.

1. Chan, Lee, Dillon & Chang – E-Commerce Fundamentals & Applications, WILEY
2. P.T. Joseph – E-commerce: A Managerial Perspective, PHI.
3. Jeffrey F. Rayport & Bernard J. Jaworski: Introduction to E-commerce, TMH, 2003.
4. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata MacGraw Hill, New Delhi, 2000.
5. C.S.V. Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.
6. Kamallesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw-Hill, New Delhi, 2002.
7. Perry: E-Commerce, Thomson Publications, New Delhi, 2003.
8. Elias M. Awad: Electronic Commerce, Prentice-Hall India, New Delhi, 2002

Online Resources:

<https://saif4u.webs.com/E-ommerce-Notes.pdf>

<https://www.entrepreneur.com/>

<https://www.Youtube.com/>

<https://blog.taxjar.com/5-online-resources-for-ecommerce-business-owners/>

<https://www.oberlo.in/blog/top-50-ecommerce-resources>

<https://www.practicalecommerce.com/12-Good-Ecommerce-Resources>

MOOCs:

<https://www.mooc-list.com/course/foundations-e-commerce-coursera>

<https://www.class-central.com/course/coursera-foundations-of-e-commerce-2294>

<https://www.udemy.com/the-wide-world-of-moocs/>

BBA - CBCS 2018 SEM VI
ED 604 Managing Family Businesses

Course Code	ED 604	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- Understand the family business dynamics in terms of three elements – the individual, the family, and the business.
- Identify the social and economic impact of family business.

Course Outcomes: Students will be able to

- Apply the specific practices and skills of effective family businesses.
- Integrate entrepreneurial and professional management concepts for strengthening family business organizational performance.

Unit 1 **(12 Hrs.)**

Introduction: Family values , heritage, tradition, Family Relationships and Family Systems
Meaning of family , Concept, structure and forms of Family business, Advantages of Family businesses, Culture and evolution of family firm
The Nature, Importance, and Uniqueness of Family Business

Unit 2 : **(12 Hrs.)**

Conflict resolution: Individual roles/functions in the family Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms.

Unit 3 **(12 Hrs.)**

Managing Leadership, succession and continuity. Succession planning and process, - Continuing The Next Generation Entrepreneur, Succession and the Transfer of Power, creating the Strategy for leadership, Choosing and Grooming the successor. Encouraging change in the family business system.

Unit 4 **(12 Hrs.)**

Professionalism in Family business: Orientation of family entrepreneurs, on the job training, Family councils, Family Offices, Management Philosophy and Core values, Strategic Commitment and Family Commitment, Business Vision and Family Vision, Business Strategy Plan and Family business continuity plan. Success factors of family businesses.

Unit 5 **(12 Hrs.)**

Excellence in Family business: Corporate and Family Governance, Best Practices in Family business: Communication, Independence, Vision, Documentation, women's issues in the family business , Case Studies on Family Businesses.

Text Books:

1. Entrepreneurship and Small Business : Paul Burns, Palgrave Publication

2. Entrepreneurship : Rajeev Roy, Oxford Higher Education Publicatio
3. Entrepreneurship (successfully Launching New Ventures) : Bruce Barringer, R. Ireland, Pearson
4. Vasant Desai , Dynamics of Entrepreneursgip Development, Himalaya Publicaion house
1. S.S. Khanka , Entrepreneurial Development S. Chand & company Ltd.
2. Peter f. Drucker , Inoovation and Entreprenurship

Online Resources:

<https://www.entrepreneur.com/>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

MOOCs:

<https://startupindia.upgrad.com/> - Startup India Learning Programme

Swayam

BBA Specialization : Financial Market

Financial Market		
Elective	Code	Course
Elective – I	FM503	Introduction to Financial Markets and Financial Institutions
Elective – II	FM504	Capital Market Operations
Elective – III	FM603	Commodity Markets
Elective – IV	FM604	Introduction to Derivatives : Equity and Currency

BBA- Sem -V (CBCS 2018)
FMK-503: ELECTIVE – I : FINANCIAL MARKETS
INTRODUCTION TO FINANCIAL MARKETS AND FINANCIAL INSTITUTIONS

Course Code	FMK-503	Course Type	Discipline Specific Elective (DSE I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To introduce to the theory and practice of Financial Markets and Institutions.
- To help students to gain a thorough understanding of the working of Financial Markets and Features of Financial Instruments
- To introduce to the management of Financial Markets and Institutions in an international context.

Learning outcomes : After studying this course student are able to

- 1 • The working of Financial Markets and Features of Financial Instruments
- 2 • The management of Financial Markets and Institutions in an international context.

Note :Students are expected to keep themselves updated with latest developments in the subject Through- Online Trading Workshop- Training Session, Business News Channel-line CNBC-TV, ZEE Business, NDTV Profit etc.

Unit I: Overview of Financial Market And Institutions: (11 Hrs.)

- Introduction to Indian Financial System & its Development,
- Importance of Capital and Money Market
- Foreign Exchange Market,
- Role of Financial Institutions in Financial Markets

Unit II Capital And New Issue Market and Secondary Market: (15 Hrs.)

- Capital markets: Primary market, Secondary Market
- Advantage of Primary Market
- Difference Between Primary and Secondary market,
- New Issue Market(IPO) – Functions of New Issue market,
- SEBI Guidelines for New Issue Market, Recent Trends in New Issue Market.
- Functions/services of stock exchange- recognition of stock exchange, organization of Stock exchange in India-
- Listing of Securities-Listing Procedure- registration of Stock Brokers- functions of Brokers.
- Methods of Trading in Stock Exchange – Online Trading –BSE-BOLT System- Mobile

Trading, Merits of Online Trading,

Unit III Mutual Funds:- (12 Hrs.)

- Introduction & Origin of Mutual Fund-
- Types of Mutual Fund, Importance of Mutual Fund
- Concept of Net Assets value

Unit IV Introduction to Derivatives Market (12 Hrs.)

- Concept of Derivatives, Functions, Types – Forward, Futures, Options Swap

Unit V Financial Institutions : (10 Hrs.)

- Introduction to Banking and Non Banking Financial Institutions.
- Institutional Finance – IDBI, SIDBI

Reference books :

1. Financial Markets and Services-E Gorden-K.Natrajan-Himalaya Publishing House
2. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
1. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Thummuluri, Siddaiah, Financial Services, 1st edition, Pearson Education.
3. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill.
4. Essential: Howells, P., and K. Bain (2007),

Journals:

1. Financial Markets and Institutions, 5th ed. Financial Times/ Prentice Hall. ISBN: 0273709194
Supplementary: Pilbeam, K. (2010),
2. Financial Markets and Institutions, 3rd ed. Palgrave Macmillan. ISBN: 023023321X Valdez, S. and P. Molyneux (2010),
3. An Introduction to Global Financial Markets, 6th ed. Palgrave Macmillan.. ISBN: 0230243096. Mishkin, F. and S. Eakins (2008),
4. Financial Markets and Institutions, 6th ed. Pearson Education. ISBN: 0321552113

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -V (CBCS 2018)

FMK-504: ELECTIVE –II : FINANCIAL MARKETS

CAPITAL MARKET OPERATIONS

Course Code	FMK-504	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- **Learning objectives:**
- To help the students in understanding the capital market trading, clearing, settlement
To introduce the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts

Learning outcomes : After studying this course student are able to

- Capital Market Trading, Clearing and Settlement
- regulatory aspects and valuation concepts.

Unit – I: Introduction.**(9 hours)****Unit I: Indian Securities Market – An Overview:****(12 Hrs.)**

- Introduction, Capital Market Intermediaries,
- Industrial Securities market- Government securities Market- Long Term Loan Market Primary market, Secondary market, products
- Participants of Derivatives market

Unit II: Trading Operations:**(12 Hrs.)**

- Introduction, NEAT system, Market types,
- Order Management, trade management, auction, Trade Mechanism
- Introduction to Debt Market, Wholesale Debt Market

Unit III: Clearing and Settlements:**(12 Hrs.)**

- Introduction, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures,
- International securities, Identification number, Demat and Electronic transfer of securities, In protection fund

Unit IV: Legal & Regulatory Framework:**(14 Hrs.)**

- Introduction to various Acts governing securities Market –Important provisions of SEBI (Stock Brokers & Sub – Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities markets) Regulations,2003.

- The Depositories Act, 1996, Money Laundering Act, 2002.

Unit V: Fundamental and Technical Analysis:

(10

Hrs.)

- Fundamental and Technical Analysis, Types of Charts and Technical Indicators
Market Simulation Lab.Market simulation lab sessions on internet based software to develop Keyboarding skills for cash market.

Note : Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from webs SEBI, NSE etc.

Reference books :

1. E-Gorden K.Natrajn –Himalaya Publishing House.
2. Chandra Prasanna, (2009), Investment Analysis, 3rd edition, Tata McGraw Hill.
3. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
4. EDMadhusoodanan, (2008), Indian Capital Markets, Quest Publications.
5. Gurusamy, (2009), Capital Markets, 2nd edition, Tata McGraw, Hill.

Online references:

For MOOCs:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com
www.rbi.org.in
www.icai.org
<https://www.sebi.gov.in>
<https://www.nseindia.com>
<https://www.bseindia.com>

BBA- Sem -VI (CBCS 2018)			
FMK-603: ELECTIVE – III : FINANCIAL MARKETS (COMMODITY MARKETS)			
Course Code	FMK-603	Course Type	Discipline Specific Elective (DSE I -)
Credits	Four.	Examination Pattern	UE + IA: 60:40
<ul style="list-style-type: none"> • Learning objectives: • To understand commodities market, products, financial derivatives, pricing mechanism • To know the trading, clearing and settlement operations using NCDEX platform. • To introduce to regulatory framework and taxation aspects. 			
<p>Learning outcomes : After studying this course student are able to</p> <ol style="list-style-type: none"> 1 • Commodities market, products, financial derivatives, pricing mechanism 2 • Regulatory framework and taxation aspects 			
<p>Unit I: Introduction to Commodity : (12 Hrs.)</p> <ul style="list-style-type: none"> • Introduction to derivatives, products, participants and functions, derivatives markets, • Difference between commodity and financial derivatives, • Evolution of commodity exchanges, global commodity derivatives exchanges, latest developments. 			
<p>Unit II: Application of Commodity Futures : (12 Hrs.)</p> <ul style="list-style-type: none"> • Instruments available for trading – Forward contracts, Introduction to futures and options, Payoff for F&O, • Using futures versus options, Cost of carry model, Futures basis; Using commodity futures for hedging, Speculation and arbitrage. • 			
<p>Unit III: Trading, clearing and Settlement : (12 Hrs.)</p> <ul style="list-style-type: none"> • Trading – Futures trading systems, Entities in the trading systems, Commodity futures trading cycle, Order types and trading, Parameters, Margins for trading in futures, Charges, Hedge limits; • Clearing and Settlement – Clearing, Settlement, Risk Management, Introduction to NCDEX 			
<p>Unit IV: Regulatory Framework of Commodity Derivatives : (12 Hrs.)</p> <ul style="list-style-type: none"> • Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and 			

Arbitration

Unit V: Trading In Commodity Markets:

(12 Hrs.)

- Patterns of Trading & Settlement,
- Efficiency of Commodity Markets - Size of volumes of Commodities

SKILL DEVELOPMENT

- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of shares and debentures.
- Prepare the chart showing Governing Body of the Commodities Market
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL

Text Books :

1. Commodities Market Module, Workbook from NSE.
2. Chatnai, (2010), Commodity Markets, 1st edition, Tata McGraw Hill.

Reference Books :

1. Kleinman, George, (2001), Commodity Futures & Options, 2nd (revised illustrated edition), Prentice Hall.
2. Stephens, John, (2001), Managing Commodity Risk, John Wiley & Sons.
3. Hirschey, (2010), Investments: Analysis and Behavior, 1st edition, Tata
4. McGraw Hill.Indian Institute of Banking & Finance, (2007), Commodity Derivatives, Macmillan India Ltd.

Online references:

MOOCS:

<https://swayam.gov.in/>

<https://alison.com/>:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

<https://www.sebi.gov.in>

<https://www.nseindia.com>

<https://www.bseindia.com>

COURSE BBA SEM – VI

BBA- Sem -VI (CBCS 2018)			
FMK-604: ELECTIVE – IV : FINANCIAL MARKETS (INTRODUCTION TO DERIVATIVES : EQUITY AND CURRENCY)			
Course Code	FMK-604	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – II)
Credits	Four.	Examination Pattern	UE + IA: 60:40
<ul style="list-style-type: none"> • Learning objectives: • To understand the concepts of equity and currency derivatives, • Derivatives products and their applications as a risk management tool using different trading strategies on stock exchanges 			
<p>Learning outcomes : After studying this course student are able to</p> <ol style="list-style-type: none"> 1 • Equity and Currency Derivatives 2 • Application of Derivatives as a risk management tool using different trading strategies on stock exchanges. 			
Unit I: Risk Management and Introduction to Derivatives Market:			(12 Hrs.)
<ul style="list-style-type: none"> • Introduction to Risk, Types of Risks and Risk Management Process • Meaning, History and Origin, Elements of a Derivative Contract, • Factors Driving Growth of Derivatives Market, Types of Derivatives, • Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market 			
Unit II: Introduction to Currency Markets:			(12 Hrs.)
<ul style="list-style-type: none"> • Introduction to Currency markets, Exchange rates, factors affecting currency market, • Currency futures, Strategies using currency futures, • Hedging, Speculation, Arbitrage, NSE's currency derivatives segment. 			
Unit III: Application of Commodity Futures:			(12 Hrs.)
<ul style="list-style-type: none"> • Instruments available for trading – Forward contracts, Introduction to futures and options 			
Unit IV: Introduction to Options:			(12 Hrs.)
<ul style="list-style-type: none"> • Options: Options Contract Specifications, Call Option, Put Option • Difference between Futures and Options, Trading of Options, Factors Affecting Option Premium, Payoff Charts and Diagrams for Option Contract, • Basic Understanding of Option Strategies. 			
Unit V: Trading, clearing and Settlement:			(12 Hrs.)
<ul style="list-style-type: none"> • Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – • NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement. 			

Text Books :

- Equity Derivatives : A Beginner's Module, Workbook from NSE.
- Currency Derivatives : A Beginner's Module, Workbook from NSE.

Reference Books :

1. Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9th edition, Tata McGraw Hill, Publishing Company Ltd.
2. Red Head, (2007), Financial Derivatives : An Introduction to Futures, Forward, Options, Prentice Hall of India.
3. Vohra, (2010), Futures and Options, 2nd edition, Tata McGraw Hill.
4. Vohra, (2010), Derivatives and Risk Management, 1st edition, Tata McGraw Hill

Online references:

MOOCS:

<https://swayam.gov.in/><https://alison.com/>:**Web resources:**www.moneycontrol.comwww.rbi.org.inwww.icai.org<https://www.sebi.gov.in><https://www.nseindia.com><https://www.bseindia.com>