

Alabbar School of Management
Raffles University
BBA Sem-VI
Management of Employee Performance (MGTB-601)

Objective

To acquaint the student to develop an understanding of the performance management of employees and its implications. Study of performance management that aid in motivation, employee development and productivity improvement to meet organization goals.

Curriculum

Unit I: Performance Management (PM) Conceptual Frame Work

- Introduction to Performance Management, Definition, nature, scope, importance, Business and sub functional Performance Management, Performance Management as a management Tool, Performance objectives and standards, Standards of Performance. Performance Domains and dimensions.

Unit II: Performance Planning

- Performance Planning Process, Contents of Performance Plan, 8 Step Model, Individual and Group Performance Planning, Role clarity and Job description,
- Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Designing appraisal for better results, Performance Appraisal Interview, Potential Appraisal.

Unit III: Performance Appraisal

- Introduction, Definition, Purpose and Role of appraisal in Performance Management, Methods and Steps in Performance Appraisal. Why Appraisal Fail, Types of Appraisal, Approaches and Design, MBO, 360*, Potential Appraisal, Performance Review, Performance counseling/ Mentoring. Team Performance Appraisal.

Unit IV: Performance Management System

- Introduction to PMS, Importance, Features, Process of Building PMS, PMS Dimensions, Conceptual Framework. 4 pillars of PMS, PMS Prism, Strategic Performance Management, Performance and Strategy linkage, Components of SPM, SPM- Balanced Score Card, SPM and Metrix, SPM Environment theatre and Risks.

Unit V: Latest trends in Performance Management

- Competency Based Performance Management System, Performance Measurement, Performance Measurement through BSC, Performance and Succession Plan/ Career

Development, International Performance Management, Performance Audit, Human Resource Valuation accounting and Audit.

Recommended Book:

- D. K. Bhattacharya, Performance Management Systems and Strategies- Text book, Pearson.

Reference Books:

- Aquinis, Performance Management, Pearson.
- Chadha, Performance Management, Macmillan.
- Armstrong, Michael, Baron, Jaico, Performance Management.
- Cardy, Performance Management, PHI.
- Kohli, Deb, Performance Management, Oxford.
- D Sharma, Performance Management, HPH.
- R.K. Sahu, Performance Management System, EB.
- TV Rao, Performance Management and Appraisal, Sage.

**Alabbar School of Management
Raffles University
BBA Sem-VI
Sales & Distribution Management (MGTB-602)**

Objective

The course exposes the students to a wide range of activities and sub-activities involved in the field of Sales & distribution management and attempts to equip them with skill sets required to handle this marketing sub-function dexterously.

To apprise the student with the detailed conceptual and functional aspects of Sales management as also to augment and reinforce conceptual learning with application in real corporate framework.

Curriculum

Unit I: Sales Management & personal selling

- Conceptual understanding, Sales objectives, Importance
- Personal selling: Buying decision process, Classification of buyer accounts, Personal selling process, Selling methods
- Sales forecasting & budgeting

Unit II: Sales force management

- Need assessment, Recruitment, Selection
- Sales organization structures
- Sales force development: Training, Motivating, Compensating
- Sales force control mechanism

Unit III: Distribution management:

- Importance, Types of distribution channels, Channel decisions
- Selecting & motivating distribution channel partners
- Retailing explored
- Wholesaling explored

Unit IV: Logistics & Supply Chain Management:

- Logistics: Conceptual understanding
- Key decision areas of logistics management-
 - Inventory management
 - Warehousing
 - Transportation
 - Merchandize shrinkage/theft

Unit V: Recent trends in Sales management:

- Sales Management Information system
- Relationship marketing
- E-selling/e-marketing/Selling with internet leverage
- Direct marketing

Recommended book:

- Still Richard R, Cundiff Edward W and Govoni Norman A P, Sales Management Decisions, Strategies and Cases, Prentice Hall of India Pvt. Ltd., New Delhi, 5th Ed., 2008.

Reference books:

- Havaladar Krishna K and Cavale, Vasant M, Sales and Distribution Management Text and Cases, Tata McGraw Hill Education Pvt. Ltd. , New Delhi, 2009.
- Gupta S L, Sales and Distribution Management Text & Cases An Indian Perspective, Excel Books, New Delhi, 2005.

Alabbar School of Management
Raffles University
BBA Sem-VI
Insurance and Risk Management (MGTB-603)

Objective

Insurance and risk management is intended to assist you in identifying and analyzing all types of risk and managing them through insurance and alternative tools.

The Aim of this subject is that, to put the concept of risk management in a frame work that applies them to business and personal situations, as well as to international situation, making it easy to see their relevance.

Curriculum

Unit I

Fundamentals of Risks: Basic concepts, classification; Process of risk management; Identification and Evaluation of risk; Risk control loss prevention and its importance; Risk financing and transfer of risk; Risk retention and its importance.

Unit II

The Risk management Environment: risk management and insurance industry, Functions and Organization of insurers, government regulation of risk management and insurance.

Unit III

Insurance- History and Development; Meaning; Importance; Nature; Main principles-Principles of Cooperation, Probability, at most good faith. Proximate cause, Insurable interest, Indemnity, Subrogation, Warranty.

Unit IV

Life Insurance: Main Elements, Importance, Important life Insurance Policies, Annuities, Premium Determination under life Insurance.

Unit V

General Insurance, Marine Insurance- Main Elements, Marine Losses, Types of Marine Insurance policies. Fire Insurance- Elements, Premium Determination, Types of P

Recommended Book:

- Risk management and insurance: Trieschmann, hoyt, sommer: CENAGAGE .

Reference Books:

- S.arunajatesan, T.R.Viswanathan: MACMILLAN.

**Alabbar School of Management
Raffles University
BBA Sem-VI
Investment and Security Analysis (MGTB-604)**

- Principle of risk management and insurance: George E. Rajda: PEARSON.
- Introduction to Risk management and Insurance: MARKS. DORFIMAN.

Objective

The focus of this paper would be on the intricacies of security markets, construction of optimal portfolios and analysis of different investment options.

The basic objective of this course is to acquaint the student with the investment decisions related to financial assets, risks and returns involved, functioning of securities market and principles of security analysis along with the theories and concepts associated with portfolio management in order to be able to judge the competitive position of firms in capital market and review the related business decisions.

Curriculum

UNIT I: Introduction To Investment And Securities Market

- Concept of investment-investment objectives and constraints-security and non security forms of investment, investment process. Securities markets: markets and their functions- development of stock market in India, regulation of securities market (SEBI).

UNIT II: Risk and Return

- Types of risk-systematic and unsystematic, security returns-ex post and ex ante returns, portfolio return, concept of Beta-risk of individual security, portfolio risk.

UNIT III: Introduction To Portfolio Management

- Diversification, construction of optimum portfolio- Markowitz risk return optimization, performance evaluation and revision- Sharpe's Ratio, Treynor's Ratio, Jensen's Alpha.

UNIT IV: Capital Market Theory

- Capital Asset Pricing Model (CAPM), application of Capital Market Line and Security Market Line, Arbitrage Pricing Theory (APT).

UNIT V: Security Analysis

- Fundamental analysis-economy, industry and company analysis, Technical Analysis- Efficient Market Hypothesis.

Recommended Books:

- Pandian, P., Security Analysis & Portfolio Management, Vikas Publishing House.

Reference Books:

- Fischer, E.D. & Jordan, R.J., Security Analysis & Portfolio Management, Pearson Education
- Khan & Jain, Financial Management, Tata McGraw Hills, 2008

**Alabbar School of Management
Raffles University
BBA Sem-VI
Company Law (MGTB-605)**

Objective

The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Curriculum

Unit I: Company Act-2013(Introduction)

Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts.

UNIT II: Documents

Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building ,Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant.

Unit III: Members and shareholder

Their rights and duties, Shareholders meetings, kinds, convening and conduct of meetings , Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, other managerial personnel and remuneration.

Unit IV: Dividend Provisions and issue of bonus shares

Investigations, Winding up – concept and modes of winding up , Emerging issues in company law: One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.

Unit V: Depositories Act 1996

Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

Recommended Book:

- Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.

Reference Books:

- Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
- Wadhwa and Company, “A Ramaiya Guide to Companies Act”, Nagpur
- Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services (P) Ltd., New Delhi (Latest Edn)
- Singh, Harpal, “Indian Company Law”, Galgotia Publishing, Delhi.
- Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
- Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.

Alabbar School of Management Raffles University BBA Sem-VI International Finance and Trade (MGTB-606)

Objective

Liberalization and Globalization of Economies in the Recent years has increased the Prominence of International Finance and Trade, which Prompted the Finance Managers to concentrate on the International Perspective as well, and it is Vital for a Student learning Finance to know the Intricacies of the Foreign Exchange Market and the Methods to Combat the Forex Risk.

Aim of this Subject is to Develop a Body of Knowledge and Skills, and Make it Available to the Students to make them Successful Managers in the New Era of liberalization and Globalization.

Curriculum

Unit I: Introduction to International Finance and Theory of International Trade:

Increasing interdependence in the global economy, trends in international trade and cross-border financial flow, recent developments in global financial markets, liberalization, Integration and Innovation, Challenges of International Financial Management, Theory of Absolute Advantage, Theory of Comparative advantage, Heckscher-Ohlin Model, Imitation -Gap Theory.

Unit II Balance of Payments

Concept of Economic transactions, Resident, General Government institution, principles of accounting, Components of the BOP Account, factor affecting the components of the Bop account, balance of payments compilation, BoP- The Indian Perspective, Importance and limitations of BoP Statistics.

Unit III Foreign Exchange Market and Exchange rate determination.

Structure and the Participants, Types of Transactions, Mechanics of Currency dealing, exchange rate quotations, arbitrage, forward rates evolution of Exchange control and the foreign exchange market in India, relation between forex and money market, covered interest arbitrage, covered parity theorem, option forwards, cancellation of forward contracts, purchasing power parity, interest rate parity.

Unit IV: Short Term Financial Management:

Short Term Funding and Investment, Centralized vs. Decentralized Cash Management, Netting, Pooling, Exposure Management, Offshore Invoicing Centers.

Unit V: Introduction to Trade block, WTO, GATT, EXIM POLICY:

Formation of Trade Blocks, OPEC, its Objective, Function of European Community (EC), Function and Structure of WTO Agreements, trade related Aspects of Intellectual Property Rights (TRIPS), trade related aspects of Investment Measures (TRIMS), General Agreement on Trade in Services (GATS), Trade Negotiations under GATT, EXIM Policy Historical Perspective, Objective.

Recommended Book:

- International Financial Management: P G APTE : The McGraw Hill Companies.

Reference Books:

- International Economics: Francis Cherunilam: The McGraw Hill Companies.
- International Corporate Finance: JEFF MADURA: CENGAGE Learning.
- International money and Finance: Michael Melvin : Pearson Education.