

BBA: Semester-V
Paper MGTB-501: MARKETING MANAGEMENT

Duration: 3 Hrs**Marks: 100****Credits: 4****Course Objective**

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.

CO2: understand the complexities involved in various targeting and positioning decisions.

CO3: take effective decisions for launching new products and to understand the implications of different pricing strategies.

CO4: develop the skills to design the promotion-mix strategies

CO5: familiarize about the current trends in marketing to take proactive measures while taking marketing decisions

Course Contents**Unit I: Introduction**

Marketing: Meaning, Nature, Scope and Importance; Marketing Philosophies; Marketing Mix; Marketing Environment- Concept and need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors– demographic, economic, natural, technological, politico-legal and socio-cultural.

Unit II: Consumer behaviour and Market Selection

Need for studying consumer behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Segmentation- concept, importance, levels and bases of segmenting consumer markets. Market Targeting- concept and factors affecting the choices for market targeting. Product Positioning– concept and bases. Product differentiation- concept and bases.

Unit III: Product and Pricing Decisions

Concept and classification; Levels of Product; Product-mix dimensions; Branding- concept, functions and qualities of good brand name; Packaging and Labeling- concept and functions; Product support services; New product development process. Concept and objectives of pricing decisions; Factors affecting price of a product; Pricing methods; Pricing strategies.

Unit IV: Distribution and promotion Decisions

Channels of distribution- meaning and importance; types of distribution channels and their

functions; Factors affecting choice of distribution channel; Distribution logistics– concept, importance and major logistics decisions. Wholesaling and retailing. Nature and Importance of Promotion; Promotion mix concept and distinctive characteristics of advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix decisions.

Unit V: Developments in Marketing

Relationship Marketing; Sustainable Marketing; Rural marketing; Social marketing; Digital marketing; Legal Issues in marketing- The Consumer Protection Act, 1986; Ethical issues in marketing.

References

1. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). *Principles of Marketing (17th edition)* Pearson Education. Indian edition.
2. Sharma, K., & Swati Aggarwal. (2018). *Principles of Marketing*. Taxmann's.
3. The Consumer Protection Act, 1986.

Additional Resources

1. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). *Marketing (14th ed.)*. McGraw Hill.
2. Grewal, D. & Levy, M. (2017). *Marketing (5th ed.)*. McGraw-Hill Education.

Note: Latest editions of the books may be used.

Teaching Learning Process

The teaching learning process includes lectures, case study discussions, individual and group presentations and projects.

Assessment Methods

The assessments methods of the course include class tests, assignments, project evaluations and class presentations.

Keywords

Target Market, Product, Price, Distribution, Promotion, Segmentation, Targeting, Positioning, Branding, Packaging, Labelling, Consumer Behaviour, Marketing Environment

BBA: Semester-V**Paper MGTB-502: HUMAN RESOURCE PLANNING AND DEVELOPMENT****Duration: 3 Hrs****Marks: 100****Credits: 4****Course Objective**

This paper has been designed keeping in mind the current need of organizations. Human resource planning has become a bigger challenge for organization due to growing globalization and emerging new trends specially because of changing environment. This paper addresses all those challenges and suggests ways to handle them efficiently. The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning in organizations.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: understand basic nature and importance of human resource management.

CO2: analyze the current theory and practice of recruitment and selection.

CO3: realize the importance of performance management system in enhancing employee performance.

CO4: recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.

CO5: understand role of modern HRM in meeting challenges of changing business environment.

Course Contents**Unit I**

HR Planning: Conceptual framework, Definitions, Historical evolution, HR Planning levels,

Unit II

HR planning at Enterprise level, Need for systematic planning, Planning process, **Variables to be accounted for in planning process**, Operating Environment- Internal & External, Job description, Models & techniques of Manpower demand and Supply forecasting. Retention-Redeployment and Exit strategies

Unit III

Linkages with other HR business processes- Recruitment, Performance/ Productivity, Training and Development. Re-Engineering/ Organization Development etc

Unit IV

Study of HR Planning process Practices in select businesses, Ramp-up and scale down practices and tools, Research in HR Planning area, Career Planning and Succession Planning,

Unit V

Human Resource Information System- Concept, Objectives of HRIS, Types of information, Sources of Information, Method of Data collection, Procedure of maintaining HRIS at Micro & Macro level.

Recommended Book

1. Praveen Durai (2010), Human Resource Management, Pearson Education, South Asia
2. John Storey, Graeme Salaman, Christopher Mabey (1998): Strategic Human Resource Management: A Reader, SAGE Publications, 1998

Reference Books

1. Alope K. Sen, Human Resource Development- Development Planning and Deployment- Asian Books
2. Christopher Mabey, Rosemary Thomson (2011): Developing Human Resources, Routledge, Taylor and Francis group, New York, USA.
3. Dessler & Varkkey, (2010): Human Resource Management 11e, India, Prentice Hall
4. Richard D. Johnson, Michael J. Kavanagh, Mohan Thite (2011): Human Resource Information System 2e, SAGE Publications, 2011.

Latest editions of the books may be used.

Teaching Learning Process

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords

Human Resource Planning, Job Analysis, Performance Appraisal, Job Evaluation, Performance Linked Compensation, Ethics

BBA: Semester-V
Paper MGTB503: Entrepreneurial Management

Duration: 3 Hours**Marks: 100****Credits: 4****Course Objective**

The purpose of this paper is to prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. The paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship. After studying this course, the students would be able to build on personal as well as external resources with a view to successfully launching and subsequently managing their enterprises. They would have not only a definite idea as to which support/ developmental agency to look up and for what purpose, but also the necessary know-how and wherewithal for accessing their help. They would have basic skills in operations, finance, and marketing and human resource management.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: understand the concept of entrepreneurship in the context of Indian economic scenario.

CO2: link the individual's capability and strength as a guiding factor towards entrepreneurial orientation.

CO3: understand social support system for gaining strength towards entrepreneurial preferences.

CO4: understand entrepreneurial process for initiating new venture creation.

CO5: understand various dimensions of managing a business enterprise once it is formed.

Course Content**Unit I: Entrepreneurship**

Theories of Entrepreneurship

Role and Importance of Entrepreneur in Economic Growth.

Unit II: Entrepreneurial Behaviours

Entrepreneurial Motivation, Need for Achievement Theory

Risk Taking Behavior

Innovation and Entrepreneur

Unit III: Entrepreneurial Trait

Definitions, Characteristics of Entrepreneurial Types

Functions of Entrepreneur.

Unit IV: Entrepreneurial Development in India

History, Objectives, Stages of Growth

Target Group, Programmes

Govt. Policy towards SSI's

Unit V: Project Feasibility Analysis

Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance

Preparation of Feasibility Reports, Legal Formalities and Documentation.

Recommended books:

1. McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press.
2. Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Learning Systems, Learning Systems, New Delhi.
3. Desai, A.N. : Entrepreneur and Environment, Ashish, New Delhi.
4. Drucker, Peter : Innovation and Entrepreneurship, Heinemann.
5. Chakraborty, Tridib : Introducing Entrepreneurship Development, Modern Book Agency
6. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH

Note: Latest edition of readings may be used

Teaching Learning Process

Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote entrepreneurial propensity among the students.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords

Nascent Entrepreneurship, Self-Help Group, Private Equity Funds, Project Appraisal.

BBA: Semester-V
Paper MGTB-504: INTERNATIONAL FINANCE

Duration: 3 Hrs.**Marks: 100****Credits: 4****Course 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.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.
- CO2: Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by globally active firms.
- CO3: Demonstrate the ability to select global financing strategies and propose solutions that will take advantage of opportunities in the global financial markets to the benefit of relevant stakeholders.
- CO4: Demonstrate the ability to deliver an effective oral presentation with appropriate visuals.
- CO5: Demonstrate the ability to produce a clear and concise written report that demonstrates higher order understanding of key concepts in international finance.
- CO6: Demonstrate the ability to work in a team setting to coordinate analysis of a case study to arrive at a sound financial decision regarding an issue in capital raising and international valuation.

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, cancelation 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.

Reference Books:

- 1.International Financial Management: P G APTE : The Mcgrow Hill Companies.
- 2.International Economics: Francis Cherunilam: The Mc Graw Hill Companies.
- 3.International Corporate Finance: JEFF MADURA:CENGAGE Learning.
- 4.International money and Finance: Michael Melvin: Pearson Education.

Note: Latest edition of readings may be used

Teaching Learning Process

Direct interactive class room teaching method along with practical examples/cases may be put before the learners so as the students may apply the concepts of economics for making decisions.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords

International Finance, Balance of Payments, Foreign Exchange, OPEC, WTO, TRIPS, TRIMS, GATT