

BBA: Semester-VI**Paper MGTB-601: BUSINESS ETHICS****Duration: 3 Hrs****Marks: 100****Credits: 4****Course Objective**

The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavours to provide a background to ethics as a prelude to learn the skills of ethical decision-making and then, to apply those skills to the real and current challenges of the information professions.

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: Ethics**

Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vedanta in Management, Relevance of Ethics and Values in Business

Unit II: Knowledge and Wisdom

Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.

Unit III: Understanding Progress, and Success - Results & Managing Transformation:

Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blueprint for Success. Successful Stories of Business Gurus.

Unit IV: Corporate Social Responsibility & Corporate Governance:

Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Unit V

Cases of corruption, corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

Reference books:

- Fernando, A.C., (2009), Business Ethics, 1st edition, Pearson education.
- Hartman, Laura, and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education.
- Dr.F.C. Sharma, Business Values & Ethics – Shree Mahavir Book Depot, Nai Sarak, New Delhi.
- C.S.V Murthy – Business Ethics, Himalya Publishing House.
- Shina Parkashan – Managerial Ethics – Rajat Publications.
- C.L. Dave – Social Accounting – Renuka Publishers, Jodhpur

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 Behavior, Marketing Environment

BBA: Semester-VI**Paper MGTB-602: CONSUMER AFFAIRS AND CUSTOMER CARE****Duration: 3 Hrs****Marks: 100****Credits: 4****Course Objective**

This paper seeks to familiarise the students with Basics of consumer affairs and behaviours their rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. The firm needs to know who buys their product. How they buy? When and where they buy? Why they buy? How they respond to marketing stimuli. What is Consumer Behaviour about? How, why, where and when consumers make purchase decisions? Considers who influences the decisions? What is Consumer Behaviour about?

It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

All these are important questions, which are to be known to the students and companies so that they can design and implement marketing strategies to satisfy the customers.

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 1: Conceptual Framework: Consumer affairs and Behaviour**

Consumer and Markets: Concept of Consumer, Nature of markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP) and Local Taxes, Fair Price, labelling, and packaging Experiencing and Voicing Dissatisfaction: Consumer Satisfaction/dissatisfaction-Grievance's complaint, Consumer Behaviour and its Application, Development of the Marketing Concept'. A Model of Consumer Decision Making.

STP Process and strategies, A Simple Framework of CB, Consumer Behaviour Roles.

Unit 2: Consumer Decision:

Dynamic Process of CB, Pre- purchase, purchase and post-purchase issues of Consumers and challenges to marketers.

Individual Decision Making, Buying and Disposing, Organizational and Household Decision Making

Unit 3: Factors Influencing Consumer Behavior:

Family Influence on CB, Family Life Cycle, Cultural and social influence on Consumer decision making process, Reference Groups and Social Influences.

Unit 4: The Consumer Protection Act, 1986 (CPA) & Grievance Redress Mechanism under the Consumer Protection Act, 1986:

Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice.

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy to be provided; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Unit 5: Industry Regulators and Consumer Complaint Redress Mechanism

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI (an overview)
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Advertising: ASCI
- vii. Consumer Protection in India

Reference Books:

1. Hawkins, Best, Coney, Consumer Behaviour, (Latest Edition) Tata McGraw Hill
2. David L Loudon and Albert J Della Bitta, Consumer Behaviour (Latest Edition), Tata McGraw Hill.
3. Roger D. Black Well et al, Consumer Behaviour, Thomson, (Latest Edition)

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs” (2007) Delhi University Publication. 334 pp.

2. Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th ed. Bharat Law House, Delhi, or latest edition.
3. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
4. Nader, Ralph (1973). The Consumer and Corporate Accountability. USA, Harcourt Brace Jovanovich, Inc.
5. Sharma, Deepa (2011). Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrucken, Germany. 263 pp.
6. Empowering Consumers e-book, www.consumeraffairs.nic.in
7. ebook, www.bis.org 8. The Consumer Protection Act, 1986

Articles

1. Verma, D. P. S. (2002). Developments in Consumer Protection in India. Journal of Consumer Policy. Vol. 25. No. pp 107 –123.
2. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions, and Institutional Framework. Vikalpa. Vol. 26. No. 2. pp. 51-57.
3. Ralph L. Day and Laird E. Landon, Jr. (1997). Towards a Theory of Consumer Complaining Behaviour. Ag Woodside, et al. (eds.). Consumer and Industrial Buying Behaviour. New York; North Holland pp. 425-37.
4. George, S. Day, and A. Aaker (1970). A Guide to consumerism. Journal of Marketing. Vol. 34. pp 12-19.
5. Sharma, Deepa (2003). New measures for Consumer Protection in India. The Indian Journal of Commerce. Vol.56. No.4. pp. 96-106
6. Sharma, Deepa (2011). Consumer Grievance Redress by Insurance Ombudsman. BIMAQUEST.Vol.11. pp.29-47.

Periodicals

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: Insight, published by CERC, Ahmedabad ‘Consumer Voice’, Published by VOICE Society, New Delhi.
3. Upbhokta Jagran, Ministry of Consumer Affairs, Govt, of India. New Delhi.

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 Behavior, Marketing Environment

BBA: Semester-VI**Paper MGTB-603: INTERNATIONAL BUSINESS****Duration: 3 Hrs****Marks: 100****Credits: 4****Course Objective**

The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development. The main aim of the International Business is to know the intricacies of the foreign exchange market and the methods to combat the forex risk.

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 to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Modes of entry into international business. International Business Environment: National and foreign environments and their components - economic, cultural, and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit II

Theories of International Trade – an overview; Commercial Policy, Instruments - tariff and non-tariff measures; Balance of payment account and its components. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure, and functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.

Unit III

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America, and Asia. International Financial Environment: International financial system and institutions; Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective.

Unit IV

Organizational structure for international business operations; Key issues involved in making international production, finance, marketing, and human resource decisions; International business negotiations. Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers, and acquisitions; Role of IT in international business; International business and ecological considerations.

Unit V

Foreign Trade promotion measures and organizations in India; Special economic zones (SEZs) and 100% export-oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. Financing of foreign trade and payment terms.

Recommended Books:

- Charles, W.L. Hill and Jain, Kumar, Arun. International Business. New Delhi: Tata McGraw-Hill.

Reference Books:

- Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.
- Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India Ltd.
- Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education (Singapore) Pvt. Ltd.
- Justin, Paul. International Business. Prentice Hall of India Ltd.
- Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
- RBI. Report on Currency & Finance, various issues.
- Griffin, Ricky W., and Michael W. Pustay. International Business - A Managerial Perspective. Prentice Hall.
- Bennett, Roger. International Business. Delhi: Pearson.
- UNCTAD Reports.
- WTO, Annual Report, various issues.

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-VI**Paper MGTB-604: OPERATION MANAGEMENT****Duration: 3 Hrs****Marks: 100****Credits: 4****Course Objective**

To make students aware about various aspects of operations management.

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:**

Operations management - meaning, definitions, scope, and objectives- interaction of operations management with other areas - manufacturing and non-manufacturing operations and their characteristics.

Unit-II:

Facilities planning - plant location - factors determining plant location - plant layout— process layout and product layout - materials handling – MRP - Principal equipment's.

Unit-III:

Capacity planning - estimation of capital requirements - maintenance management— types of maintenance -work study - time and method study - work measurement, meaning, scope and importance.

Unit-IV:

Operations planning and control - Objectives of Operations planning— planning procedure - Operations planning categories.

Unit-V:

Operations control - Meaning, Importance and objectives - Techniques of operations control.

References:

1. Russell, Roberta S, and Bernard W. Taylor, Operations Management, Pearson Education, New Delhi 2004.
2. Chase: Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley, 1987.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi 1995.
5. Chary, S.N., Production and Operations Management', Tata McGraw Hill, New Delhi 1989

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-VI**Paper MGTB-605: RESEARCH PROJECT REPORT****Duration: 3 Hrs****Marks: 100****Credits: 6****Course Objective**

Student must undergo a practical training of minimum forty-five days after second semester. BBA being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learn during the course. During the training programme student is expected to collect vital information through internal and external source to reach concrete conclusions on the given subject. Student must prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization, guide etc.

A viva-voce examination will be conducted before the Semester IV examination. A viva-voce committee of minimum two members will be appointed by the university.

Guidelines for the project report

Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide. - Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows-.

CHAPTER NO-I – Introduction to the study.

- 1.1 Introduction
- 1.2 Objectives and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

CHAPTER NO. II – Introduction to the organisation

- 2.1 Introduction to the industry
- 2.2 Brief History of organization
- 2.3 Subsidiaries, Associates of the company
- 2.4 Departments / Manufacturing process
- 2.5 Important statistical information
- 2.6 Future prospect
- 2.7 Organization Structure

CHAPTER – III - Theoretical Background

Basic concepts

Necessary theoretical inputs may be added to support the research work.

CHAPTER –IV – Data Analysis and Interpretation

Data should be analyzed with help of various tools studied in the Subject "Application of Research Methods in Management".

CHAPTER-V Findings / Observations

CHAPTER VI- Suggestions / Conclusion

Appendix

Questionnaire / Charts / Data / Diagrams / Tables / etc.

Bibliography

The above guidelines are not the prescription on writing the project report but can be used as milestones while writing the Project Report. The guide has every discretion to change the chapter scheme as per the requirement

Note

1. There should be proper linkage between objectives, data analysis and interpretation, findings, and suggestions.
2. Student should not use logos and name of company on the project report pages. Header and Footer shall consist of university name and institute name, respectively. No other information should be included in the Header and Footer.
3. Use of colors in text matter should be avoided.