

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Vidisha, Madhya Pradesh.
(Grant in Aid, an Autonomous Institute)



Syllabus & Scheme For Batchelor of Business Administration

(Full Time Autonomous Course)

Affiliated to

Barkatullah Vishwavidyalaya, Bhopal

w.e.f. from Academic year 2024-2025

Department of Management Studies

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

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COURSE STRUCTURE UNDER UG PROGRAMMES (As per NEP-2020)

Subject to the guidelines as per Ordinance 14(a) issued by MPHE

Bachelor of Business Administration (BBA)

Session 2024-25

SEMESTER - 1 (Any One Group From A, B OR C)			
Course Type	Course Code	Course Credit	Course Name
Major-A	S1-BBAH1	6	BUSINESS MANAGEMENT
Minor-A	S1-BBAH2	6	COMMUNICATION SKILLS
Major-B	S1-BBAM1	6	MICRO ECONOMICS
Minor-B	S1-BBAM2	6	BUSINESS STATISTICS
Major-C	S1-BBAF1	6	FINANCIAL ACCOUNTING
Minor-C	S1-BBAF2	6	BUSINESS MATHEMATICS
AECC	S1-AECC01	4	ENVIRONMENTAL EDUCATION
Elective (Any One) - Generic Elective Course (GEC)			
GEC-1	S1-GEC-01	4	MONEY AND BANKING
GEC-2	S1-GEC-02	4	TOURISM PRODUCT IN INDIA
GEC-3	S1-GEC-03	4	INTRODUCTION TO COMPUTERS
GEC-4	S1-GEC-04	4	INVESTING IN STOCK MARKET
GEC-5	S1-GEC-05	4	BUSINESS ETHICS & HUMAN VALUES

SEMESTER - 2 (Any One Group From A, B OR C Except opted in 1st Semester)			
Course Type	Course Code	Course Credit	Course Name
Major-A	S2-BBAH1	6	BUSINESS MANAGEMENT
Minor-A	S2-BBAH2	6	COMMUNICATION SKILLS
Major-B	S2-BBAM1	6	MICRO ECONOMICS
Minor-B	S2-BBAM2	6	BUSINESS STATISTICS
Major-C	S2-BBAF1	6	FINANCIAL ACCOUNTING
Minor-C	S2-BBAF2	6	BUSINESS MATHEMATICS
AECC	S2-AECC02	4	ENGLISH LANGUAGE & INDIAN CULTURE
Elective (Any One) - Generic Elective Course (GEC)			
GEC-1	S2-GEC-01	4	BANKING & PUBLIC FINANCE
GEC-2	S2-GEC-02	4	TOURISM: THEORY & PRACTICES
GEC-3	S2-GEC-03	4	DATA PROCESSING SOFTWARE
GEC-4	S2-GEC-04	4	CORPORATE LAW
GEC-5	S2-GEC-05	4	PEOPLE MANAGEMENT

SEMESTER - 3 (Any One Group From A, B OR C)			
Course Type	Course Code	Course Credit	Course Name
Major-A	S3-BBAH1	6	HUMAN RESOURCE MANAGEMENT
Minor-A	S3-BBAH2	6	ORGANISATIONAL BEHAVIOUR
Major-B	S3-BBAM1	6	MARKETING MANAGEMENT
Minor-B	S3-BBAM2	6	MARKETING RESEARCH
Major-C	S3-BBAF1	6	FINANCIAL MANAGEMENT
Minor-C	S3-BBAF2	6	FINANCIAL MARKETS AND FINANCIAL SERVICES
SEC	S3-SEC01	4	DIGITAL MARKETING
Elective (Any One) - Generic Elective Course (GEC)			
GEC-1	S3-GEC-01	4	BASICS OF LIFE & GENERAL INSURANCE & SOURCING
GEC-2	S3-GEC-02	4	ADVENTURE TOURISM
GEC-3	S3-GEC-03	4	PUBLIC ADMINISTRATION AND BUSINESS
GEC-4	S3-GEC-04	4	ARTIFICIAL INTELLIGENCE FOR BUSINESS
GEC-5	S3-GEC-05	4	E-ACCOUNTING AND TAXATION WITH GST

SEMESTER - 4 (Any One Group From A, B OR C Except opted in 3rd Semester)

Course Type	Course Code	Course Credit	Course Name
Major-A	S4-BBAH1	6	HUMAN RESOURCE MANAGEMENT
Minor-A	S4-BBAH2	6	ORGANISATIONAL BEHAVIOUR
Major-B	S4-BBAM1	6	MARKETING MANAGEMENT
Minor-B	S4-BBAM2	6	MARKETING RESEARCH
Major-C	S4-BBAF1	6	FINANCIAL MANAGEMENT
Minor-C	S4-BBAF2	6	FINANCIAL MARKETS AND FINANCIAL SERVICES
SEC	S4-SEC02	4	EXPORT - IMPORT MANAGEMENT
Elective (Any One) - Generic Elective Course (GEC)			
GEC-1	S4-GEC-01	4	BANKING & INSURANCE
GEC-2	S4-GEC-02	4	TOURISM MARKETING
GEC-3	S4-GEC-03	4	GOOD GOVERNANCE
GEC-4	S4-GEC-04	4	ACCOUNTING & TALLY
GEC-5	S4-GEC-05	4	NEW VENTURE PLANNING

SEMESTER - 5

Course Type	Course Code	Course Credit	Course Name
SEC	S5-SEC03	4	PERSONALITY DEVELOPMENT
PROJECT	S5-PROJECT1	6	FIELD PROJECT/INTERNSHIP
Any one group (Marketing / HR / Finance)			
MARKETING	S5-MM5	6	CONSUMER BEHAVIOUR
	S5-MMDSE1	4	ADVERTISING AND SALES MANAGEMENT
HR	S5-HRM5	6	HUMAN RESOURCE MANAGEMENT
	S5-HRDSE1	4	WAGES AND SALARY MANAGEMENT
FINANCE	S5-FM5	6	INDIAN FINANCIAL SYSTEM
	S5-FMDSE1	4	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

SEMESTER - 6

Course Type	Course Code	Course Credit	Course Name
PROJECT	S6-PROJECT2	6	FIELD PROJECT/INTERNSHIP
Any one group (Marketing / HR / Finance)			
MARKETING	S6-MM6	6	RETAIL MANAGEMENT (Major)
	S6-MMDSE2	4	MARKETING OF SERVICES
	S6-MMDSE3	4	INTERNATIONAL MARKETING
HR	S6-HRM6	6	FUNCTIONAL MANAGEMENT (Major)
	S6-HRDSE2	4	PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS
	S6-HRDSE3	4	EMPLOYEES RELATIONS & COMPENSATION MANAGEMENT
FINANCE	S6-FM6	6	WORKING CAPITAL MANAGEMENT (Major)
	S6-FMDSE2	4	MERCHANT BANKING AND FINANCIAL SERVICES
	S6-FMDSE3	4	INTERNATIONAL FINANCE

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA		Program Code:
Name of the Group: Major – A		
Name of the Course: Business Management		
Course Code: S1-BBAH1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Identify the concept, functions of management, roles of managers in modern organizations and evolution of management thoughts.
2. Describe the process and importance of planning and decision making in an organization.
3. Apply the knowledge of organization, delegation, decentralization and departmentalization in various business settings.
4. Analyze various theories of leadership and motivation in different organizational situations.
5. Evaluate various techniques of control and features that make the control process effective.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Management concepts Nature and characteristics, Role of Manager, Functions and responsibilities of management, Principles of management, Schools and thoughts of management.	18	20
II	Planning: Process, Types and Significance, Planning v/s Forecasting, Objectives, Strategies, Policies, MBO, Decision-Making-Process and Significance, Planning for Start-ups.	18	20
III	Organization: Nature and Purpose of Organization. Importance and process of organization, Departmentalization, Organizational structures: types and Relevance, Line & Staff relationship, Delegation of Authority, Decentralization. Difference between Authority and power, Authority and Responsibility	18	20

IV	<p><i>Staffing and Directing: Meaning and Importance of staffing, Recruitment-Sources, Selection, Training: Meaning, Importance and Methods</i></p> <p>Direction- Nature and Purpose. Leadership: Meaning, Importance, Types of Leadership, Leadership Styles. Motivation: Types & Significance, Maslow's Need Hierarchy, Theory X and Theory Y of Motivation.</p>	18	20
V	<p><i>Controlling: Meaning and Concept, Definition, Characteristics, Need for Controlling, Importance and Process of controlling, Effective Control System, Techniques of control</i></p> <p>An overview of Strategic Management, SWOT Analysis, Strategic Analysis Future Management-Challenges and Skills.</p>	18	20

Suggested Books:

- Principles of Management, Neeru Vasishth, Vibhuti Vasishth, Taxmann, 2022, Edition 1
- Principles & Practices of Management, T. N. Chhabra, Dhanpat Rai & Co. (P) Ltd, New Delhi, 2018
- Principles of Management, LM prasad, Sultan Chand & Sons, New Delhi, 2019
- Business Management, S.C. Saxena, Sahitya Bhawan Publications, 2023







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Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA		Program Code:
Name of the Group: Minor – A		
Name of the Course: Communication Skills		
Course Code: S1-BBAH2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Discuss the conceptual framework of communication with special reference to process and barriers of communication and also the role played by communication in organizational effectiveness.
2. Interpret and discuss various aspects of public speech, group discussion and also to understand the concept of committee, seminars and conferences.
3. Explain non verbal communication, laying stress on its meaning types and importance, also to discuss various aspects of listening, focusing on the difference between listening and hearing.
4. Identify techniques and detailed concept of business correspondence, essential of effective business correspondence and different types of business letters.
5. Discuss the importance and preparation of notices, agenda, minutes, job application and preparation of curriculum vitae.

Syllabus

Unit	Topics	Duration (InHours)	Marks
I	Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication. Role of Communication in Organizational Effectiveness.	18	20
II	Public Speech - Composition Principles, Speech Delivering Skills. Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18	20

III	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18	20
IV	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter. Enquiry, Reply, Orders, Complaints and Circular Letter	18	20
V	Drafting of Notices, Agendas, Minutes, Job Application Letters. Preparation of Curriculum Vitae.	18	20

Suggested Readings:

- Communication skills, Rao N. and Das R P: Himalaya publishing house, Mumbai
- Handbook of communication skills practices, Mehta D & Mehta N K, Radha Publications
- Effective Business Communication, M V Rodriques Concept Publishing Company, 1992
- Effective Business Communication, Murthy A, & Peck Charles TMH, Delhi
- Business Communication, K.K Sinha, 4th ed., Taxxman's Publication

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Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA		Program Code:
Name of the Group: Major – B		
Name of the Course: Micro Economics		
Course Code: S1-BBAM1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Discuss the importance of micro-economics and its related concepts.
2. Explain Demand- Supply model, its exceptions and market equilibrium
3. Discuss the concept of utility analysis, indifference analysis and consumer surplus.
4. Interpret production and its concepts, also classify cost and revenue.
5. Summarize national income and its methods, compare and contrast the different markets and understand the concept of trade cycles.

Syllabus

Unit	Topics	Duration(In Hours)	Marks
I	Introduction to Economics, Definition of Economics Nature and Scope of Economics Significance and Evolution of Micro Economics Functions of Managerial Economics	18	20
II	Concept of Law of demand, Demand Determinants, Law of Supply, Concept of Market equilibrium, Elasticity of Demand	18	20
III	Utility analysis, Concept of Marginal Utility, Indifference Curve Analysis, Assumptions, Properties of indifference curve, Theory of Consumer Surplus.	18	20

IV	Elements of Cost and Revenue, Factors of Production Theory of Rent - <i>Ricardian and Scarcity theory</i> Theory of Interest - <i>Keynes theory and ISLM theory</i> Theories of Profit - <i>Dynamic and Innovation theory</i>	18	20
V	National Income: Estimates and analysis (GNP, NNP, GDP, HDI), Methods of measurement of National Income Market Structure: Types, Perfect v/s Imperfect market Trade Cycles- Features and Phases	18	20

Recommended Text Books:

- Principles of Microeconomics, HL Ahuja, S.Chand
- Principles of Economics, M.L Seth, Lakshmi Narain Agrawal Publications
- Managerial Economics, Dr. KK Dewett, S.Chand

Recommended Reference Books:

- Managerial Economics, R.L. Varshney & K.L. Maheshwari , Sultan Chand & Sons Publications
- Managerial Economics, D.M.Mithani, Himalaya Publishing House, Ed.2016.
- Managerial Economics, Dominic Salvatore & Siddharth Rastogi , Oxford Printing Press 2016.



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Department of Management Studies
Academic Year: 2024-25
BBA First
Semester

Name of the Program: BBA		Program Code: 1
Name of the Group : Minor -B		
Name of the Course: Business Statistics		
Course Code: S1-BBAM2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Describe the laws, scope, uses, and limitations of statistical analysis.
2. Develop the ability to collect, classify, analyze, and present data to assist in the management decision-making process.
3. Evaluate measures of central tendency in various frequency distributions.
4. Explore and contribute to interdisciplinary research and problem solving.
5. Analyze data more effectively using correlation and regression techniques.

Syllabus

Unit	Topics	Duration (InHours)	Marks
I	Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics.	18	20
II	Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data.	18	20
III	Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean.	18	20
IV	Measures of Variation: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis.	18	20

V	Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number.	18	20
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Suggested Readings:

- Fundamentals of Statistics, S.C Gupta, Himalaya Publishing House
- Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
- Business Statistics, N.D. Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamentals of Statistics, Kitab Mahal, Allahabad.
- Gupta S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
- Statistical Analysis, Dr P.C Tulsian, S.Chand Publications, Delhi.
- Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra.
- Business Statistics, R.S. Bharadwaj, Excel Books.

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Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program :BBA		Program Code:1
Name of the Group: Major - C		
Name of the Course: Financial Accounting		
Course Code: S1-BBAF1	Total Duration:90 hrs Credit: 06	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. Apply the rules of double entry system of bookkeeping
2. Create different types of books of Accounts like journal ledger and trial balance and Depreciation.
3. Prepare and Analyze Financial Statements with adjustments.
4. Prepare Bank Reconciliation Statement, Branch and Departmental Accounts.
5. Apply the rules of preparing Royalty Accounts & Hire Purchase System.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Accounting and its place in business and relationship with other financial areas. Double Entry System, Book-keeping- Meaning, Advantages, Concepts and Conventions. Difference between Financial Accounting, Cost Accounting and Management Accounting.	18	20
II	Types of books of accounts and their preparation - Journal, Ledger and Trial balance. Depreciation. Computerized Accounting software (Cloud books, Wave and Tally).	18	20

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III	Preparation of Final Accounts: Trading Account, Profit & Loss Account, Balance Sheet. Preparation of EMI Chart.	18	20
IV	Bank Reconciliation Statement. Branch Accounts and Departmental Accounts.	18	20
V	Royalty Accounts. Hire Purchase Accounts- Accounting records in the books of purchaser and vendor.	18	20

Suggested Readings:

- Mukherjee Hanif, Financial Accounting, Tata McGraw Hills, New Delhi
- Shukla & Grewal, Financial Accounting, S Chand Publishing, 2019, New Delhi
- S.M. Shukla, Financial Accounting, Sahitya Bhavan Publication, Agra latest publication

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Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program : BBA		ProgramCode:
Name of the Group: Minor -C		
Name of the Course: Business Mathematics		
Course Code: S1-BBAF2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Compute percentages, ratios, and proportions for business applications such as discounts, markups, and markdowns, and be able to differentiate which math methods should be used for different problems.
2. Formulate mathematical equations for business analysis. Analyze real world scenarios to recognize simultaneous equations in two and three variables.
3. Apply the knowledge in mathematics (matrices, determinants) in solving business problems.
4. Compute simple and compound interest to do business calculations such as value of money, maturity value, promissory notes, present value, and future value and be able to differentiate which math method should be used for different problems.
5. Calculate the trade discount, cash discount, Commission, Brokerage and Profit and Loss and apply the acquired knowledge and skills with practical problems in economics.

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Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Ratio – Gaining and Sacrificing Ratio Proportion, Percentage Averages: Simple and Weighted Average	18	20
II	Simultaneous Equation: Meaning, Characteristics, Types and Calculations Preparation of Invoice	18	20
III	Determinants and Matrices Matrix – Definition. Types Basic Operations on Matrices. Transpose of Matrix Determinants – Minors and Co factor Adjoint and Inverse of Matrix	18	20
IV	Practical Approach and application of Vedic Maths Logarithms and Anti-logarithms – Principles and Calculations. Simple and Compound Interest	18	20
V	Commission Discount Brokerage Profit and Loss	18	20

Recommended Text Books:

- S.M. Shukla: Business Mathematics, Sahitya Bhawan, Agra
- M.Raghavanchari: Mathematics for Management - an introduction, Tata Mc-Graw Hill Publications, New Delhi
- Dr. J.P. Mishra, Business Mathematics. Sahitya Bhawan, Agra
- Spooner .A .and D. A.L. Wilson, The Essence of Mathematics for Business, Prentice Hall of India, New Delhi
- V.Sundaresan and S.B. Jeysoleen: An introduction to Business Mathematics, S.Chand & Co. Pvt. Ltd., New Delhi

Recommended Reference Books:

- Padmalochan Hazarika – Business Mathematics, Sahitya Bhawan Publishing House, Agra
- Dass, Business Mathematics, Mc-Graw Hill Publication.
- Dr .Alok Kumar, Vedic Mathematics, Upkar Prakashan, Agra

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BBA First Semester

Name of the Program: BBA		Category: AECC
Name of the Course: ENVIRONMENTAL EDUCATION		
Course Code: S1-AECC01	Total Duration: 60 Hrs Total Credit: 4	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. To understand the various aspects of the life forms, ecological processes, and the impact on them by the human during Anthropogenic era.
2. To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make informed decisions.
3. To develop empathy for all the life forms, awareness and responsibility towards environmental protection and nature preservation.
4. To develop the critical thinking for the shaping strategies such as; scientific, social economical, administrative & legal environmental protection, conservation of biodiversity, environmental equity and sustainable development.
5. To prepare for the competitive exams.

Unit	Topics	Duration (In Hours)	Marks
I	Environmental and Natural Resources: Multidisciplinary nature Scope and importance of Environment. Component of Environment: Atmosphere, Hydrosphere, Lithosphere and Biosphere. Brief account of Natural Resources and associated problems: Land Resources, Water Resources and Energy Recourses. Concept of Sustainability and Sustainable Development.	12	20
II	Biome, Ecosystems and Biodiversity: Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marines. Ecosystems: Structure Function and types their Preservation & Restoration. Biodiversity and its conservation practices.	12	20
III	Environmental Pollution: Types (Air, Water, Soil, Noise, Marine, Thermal, Nuclear) Control Measure, Management and Associated Problems	12	20

IV	Management and Social Issues-I Environmental Law and Legislations: Protection and Conversation Acts. <i>Air (Prevention and Control of Pollution) Act.</i> <i>Water (Prevention and control of Pollution) Act</i> <i>Wildlife Protection Act</i> <i>Forest Conservation Act</i>	12	20
V	Management and Social Issues-II International Agreement & Programme. Environmental movements, Communication and public awareness programme. National and International Organizational related to Environment Conservation and Monitoring. Role of Information Technology in Environment and Human Health.	12	20

**Note: Topic/Topics in Bold Italic represent enhancements made by the college.*

Recommended Reference Books:

Name of the Book	Author/Authors Name	Publisher	Edition
Ecology ; Environmental Science and Conservation	Singh; J.S., Singh S.P. and Gupta, SR;	S. Chand Publishing ,New Delhi,(2018)	2018
Environmental Law and Policy in India: Cases ,Material & Status	Divan, S. and Rosencranz, A.	Oxford University Press, India	(2002) 2 nd Edition
A Textbook of Environmental Studies.	Asthana K Asthana Meera	S. Chand Publishing, New Delhi.	(2007)
Fundamentals of Ecology	Odum ,E.P	Philadelphia Saundres	1971
Perceptive in Environmental Studies	Kaushik, Anubha, Kaushik.C.P	New Age International Publishers	2018 6 th Edition

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 BBA First Semester

Name of the Program: BBA		Category: GEC
Name of the Course: MONEY AND BANKING		
Course Code: S1-GEC-01	Total Duration: 60 Hrs Total Credit: 4	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. To develop understanding about money and its role in the economy.
2. To create understanding about underlying theories regarding money and its relevance to the economy.
3. To comprehend and critically appraise current economic fluctuation and monetary policy.
4. To build up insight to institutional setup of banking industry and their role in the Indian economy.
5. To expand competency and skills for understanding functioning of money, money market operations and the policies framework and its impact on the economy.

Unit	Topics	Duration (In Hours)	Marks
I	Money: Meaning Functions, and Classification: Concept, definition, functions and importance of money. Classification of money, role of money in capitalist, socialist and mixed economies. Essential qualities of good money, Money Aggregates & Paper Money - meaning, forms principles. Methods of note issue in India, Gresham's Law.	12	20

Unit	Topics	Duration (In Hours)	Marks
II	Value of Money and Economic Fluctuations: Theories of value of money- Income Theory, Quantity theory of money- Fisher's theory and Cambridge equation. Economic Fluctuations - Inflation, Deflation, Stagflation. Demonetization - Concept and Impact.	12	20

Unit	Topics	Duration (In Hours)	Marks
III	Money Market and Monetary Policy Functions and Importance of Money Market. Indian money market. Monetary Policy – objectives, indicators and instruments. Monetary Policy in Open Economy. Current Monetary Policy of India	12	20

Unit	Topics	Duration (In Hours)	Marks
IV	Banking Institutions Concept Definition Functions and Importance of Banks. Types of Banks-Commercial Bank, Development Bank, Cooperative Bank, Regional Rural Bank, Micro Finance Institutions, Private Bank, Indigenous Banks. Credit Creation and role of Banking in the Economy.	12	20

Unit	Topics	Duration (In Hours)	Marks
V	Central Bank and Policy Reforms in Banking Objectives of Central Bank and its role in the economy. Reserve Bank of India (RBI) – organization, structure and its functions. Credit creation and control by RBI. Nationalization of Banks and its objectives. Banking sector reforms. Recent trends in banking system in India.	12	20

**Note: Topic/Topics in Bold Italic represent enhancements made by the college.*

Recommended Reference Books:

Name of the Book	Author/Authors Name	Publisher	Edition
Money & Banking	Dr. V. C Sinha Dr. Pushpa Sinha	SBPD Publications	2020
Money and Banking	<i>Robert E. Wright</i>	Saylor Foundation, New York	2012
Banking Theory Law & Practice	S. Gurusamy	Vijay Nicole Imprints	2015
<i>Money, Banking, Financial markets & institutions</i>	Brandl Michael W	Cengage. New Delhi	2019
Money & Banking	<i>G.C Singhai, Dr S.K Singh)</i>	Sahitya Bhawan Publications	2017
Money & Banking	J.P. Mishra (Author)	Sahitya Bhawan Publications	2020

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 Department of Management Studies
 Academic Year: 2024-25
 BBA First Semester

Name of the Program: BBA		Category: GEC
Name of the Course: TOURISM PRODUCT IN INDIA		
Course Code: S1-GEC-02	Total Duration: 60 Hrs Total Credit: 4	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. Demonstrate and classify various tourism products of India.
2. Interpret and discover different Indian art forms i.e. classical dances, folk dances and Indian music.
3. Identify and relate Indian heritage including the architecture, temples and monuments.
4. Recognize and discover tourist destinations (hill stations, deserts and islands) of India.
5. Discover wild tourism products of India.

Unit	Topics	Duration (In Hours)	Marks
I	Introduction to Tourism Products: Tourism Products: Concept, Meaning, Definition, Classification and Nature. Indian Tourism Products: Features, seasonal and diversity.	12	20

Unit	Topics	Duration (In Hours)	Marks
II	India Art: Classical Dances: Forms and types, Bharatanatyam, kathak, Manipuri, Kathakali Odissi, kuchipurdi. Folk Dances of different Regions: Hikat, Yakshagana, Ottam, Lavani, Kolattam, Bihu, Garba, Dandiya, Jhoomar, Jatra, Bhangra-Gidha, Raslila, Grida, Dhol Cholam, Cheraw Nritya, Rangma & Lava Indian Music: Different Gharanas, Status of Indian Music in foreign countries Indian Handicraft.	12	20

Unit	Topics	Duration (In Hours)	Marks
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III	Tangible and Intangible Heritage: Museums, Parks, ancient and historical monuments, Temples and its architecture style, Fair, festivals and Indian cuisine.	12	20
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Unit	Topics	Duration (In Hours)	Marks
IV	Geography Based Tourism Products: Popular Hill Stations: Kufri, Darjeeling, Coorg, Pavagadh, Manali, Shimla, Shilong, Munnar, Mount Abu, Leh and Ladakh. Deserts: Jaisalmer, Rann of Kutch; Sea and Beaches: Goa, (Calangute, Dona Paula, Agoda, Palolem,); Kerala (Kovalam, Varkala and Marari); Maharashtra (Juhu and Ganpatipule); Gujrat (Dwarka, Mandvi and Somnath). Islands: Andaman & Nicobar, Daman & Diu, Majuli, Baratang and Elephanta Island.	12	20

Unit	Topics	Duration (In Hours)	Marks
V	Environmental Tourism Product: National Park: Jim Corbett, Manas, Gir, Bandhavgarh, Bannerghatta, Sanjay, Kaziranga, greater Himalaya. Biosphere Reserves: Nandadevi Dibru-Saikhowa, Nokrek, Achanakmar-Amarkantak, August malai, Great Nicobar and Bay of Mannar Biosphere Reserve. Tiger Reserves/ National Parks: Panna, Kanha, Ranthambore, Sariska, Namdapha and Satpura.	12	20

**Note: Topic/Topics in Bold Italic represent enhancements made by the college.*

Recommended Reference Books:

Name of the Book	Author/Authors Name	Publisher	Edition
Indian Tourism Products,	Jacob Robinet,	Abhijeet Publications, Delhi	2008
Tourism Products	Dixit Manoj and Yadav Charulata	New Royal Book Co. Lucknow.	2007
Cultural History of India.	Basham, A.L. A	Oxford University Press, USA	2007
Special Interest Tourism	Douglas Norman Ed.	John Wiley & Sons Australia	2001

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: Bachelor of Business Administration		Program Code: 01
Name of the Course: Introduction to Computers		
Course Code: S1-GEC-03	Total Duration: 60 hours	Max. Marks: 100
	Total Credits: 04 (T)	Theory Marks (Internal: 40 +External: 60)

COURSE OUTCOMES

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

- CO1. **Outline²** evolution of computer, its types, input and output devices and their components
- CO2. **Explain⁴** concepts of operating system
- CO3. **Exlpain⁴** the concept and utility of e-commerce
- CO4. **Explain⁴** the concepts and functions of ERP.
- CO5. **Develop⁶** understanding of working and use of Internet.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA First Semester

Name of the Program: Bachelor of Business Administration		Program Code: 01
Name of the Course: Introduction to Computers		
Course Code: S1-GEC-03	Total Duration: 60 hours	Max. Marks: 100
	Total Credits: 04 (T)	Theory Marks (Internal: 40 +External: 60)

[Introduction to Computers]

Unit	Topics	Duration (In Hours)
I	Introduction to Computer System: History, Generation, Classification, Characteristics of Computers. Basic components of Computer System, Input and Output Devices, Applications of Computers, Software and it's types, Language and it's types, Types of language translators.	12

Unit	Topics	Duration (In Hours)
II	Introduction to Operating System: Introduction to Windows Operating System. Programming Languages and their characteristics, Basics of Popular Operating Systems; The User Interface, Difference between File, Folders and Directories, Types of operating systems, Types of DOS Commands.	12

Unit	Topics	Duration (In Hours)
III	Introduction to E-commerce: Categories of E-Commerce, Advantages and Disadvantages, Business Models of E-Commerce, Security issues in E-Commerce, Scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Generic and architectural framework for E-Commerce, Introduction to E-Retailing, Basics of Electronic Data Interchange (EDI) and Electronic Payment System (EPS), Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Wallets, Introduction to Digital Signature and Digital Certificates.	12
Unit	Topic	Duration

21

IV	Introduction to ERP: Basic concepts, Characteristics of ERP, ERP and Business, Benefits of ERP, Difference between ERP and MIS, Related Technologies in ERP, ERP software, Functional modules of ERP software, Implementation of ERP, ERP Life cycle, Application of ERP in E-Procurement, E-Logistics, Internet Auctions, E-markets, Electronic Business Process Optimization, Business Objects in SCM, E commerce etc.	12
Unit	Topic	Duration
V	Introduction to Internet Technologies: Introduction to Internet, WWW and Web Browsers, Applications of Internet, Connecting to Internet, ISP, Search Engines, Understanding URL, Domain name, IP Address, Basics of electronic mail, getting an email account, Sending and receiving emails, Accessing sent emails, Social Networking, Netiquettes, Introduction to useful Google tools such as Drive, Sheet, Doc, Calander, Meet, Computer Virus and Anti-Virus Software, Internet Security & Privacy.	12







Recommended Text Books:

1. P.K. Sinha, "Fundamentals of Computer", 8th Edition, BPB Publications, 2004
2. R K Taxali, "Computer Course: Windows 7 and Office 2010", 1st Edition, TMH, 2018
3. Naveen Kumari, "Operating System", 1st Edition, S.K. Kataria & Sons, 2015
4. Elias. M. Awad, "Electronic Commerce: From Vision to Fulfillment", 3rd Edition, Prentice-Hall, 2001.
5. Alexix Leon, "Enterprise Resource Planning", 4nd Edition, TMH, 2019
6. R K Jain, "Internet Technology and Web Design", 2nd Edition, Khanna Publications, 2015

Recommended Reference Books:

1. V. Rajaraman, Fundamental of Computers, 6th Edition, Prentice Hall, 2014
2. Chopra, Operating Systems, 4th Edition, S Chand & Company, 2016
3. Kenneth C. Laudon, "E-Commerce: Business, Technology, Society", 4th Edition, Pearson, 2008
4. Comer, "The Internet Book: Everything You Need To Know About Computer Networking And How The Internet Works", 4th Edition, Pearson India, 2015

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA		ProgramCode:
Name the Group: GEC		
Name of the Course: Investing in Stock Market		
Course Code: S1-GEC-04	Total Duration: 60 hrs Credit: 04	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Explain the basics of investing in the stock market, the investment environment as well as risk & return;
2. Analyze Indian securities market including the derivatives market;
3. Examine EIC framework and conduct fundamental analysis;
4. Perform technical analysis;
5. Invest in mutual funds market

Syllabus

Unit	Topics	Duration (in hours)	Marks
I	Basics of Investing, Basics of Investment & Investment Environment. Risk and Return, Avenues of Investment - Equity shares, Preference shares, Bonds & Debentures Insurance Schemes, Mutual Funds, Index Funds. Indian Security Markets - Primary Market, Secondary Market and Derivative Market.	12	20
II	Fundamental Analysis Top down and bottom-up approaches, Analysis of international & domestic economic scenario, Industry analysis, Company analysis. Understanding Shareholding pattern of the company.	12	20

III	<p>Technical Analysis: Trading rules (credit balance theory confidence index, filter rules, market breadth, advances vs declines and charting. Do's & Don'ts of investing in markets.</p>	12	20
IV	<p>Indian Stock Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India- BSE, NSE and MCX. Security Market Indices: Nifty, Sensex and Sectoral indices, Sources of financial information. Trading in securities: Demat trading, types of orders, using brokerage and analyst recommendations.</p>	12	20
V	<p>Investing in Mutual Funds Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds, Types of Mutual funds- Open ended, close ended, equity, debt, hybrid, index funds and money market funds. Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage. Calculation and use of Net Asset Value.</p>	12	20

Suggested Readings:

- Chandra, P. (2017). Investment Analysis and Portfolio Management. New Delhi: Tata McGraw Hill Education.
- Kevin, S. (2015). Security Analysis and Portfolio Management. Delhi: PHI Learning.
- Ranganatham, M., & Madhumathi, R. (2012). Security Analysis and Portfolio Management. Uttar Pradesh: Pearson (India) Education.
- Pandian, P. (2012). Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA		ProgramCode:
Name of the Group: GEC		
Name of the Course: Business Ethics and Human Values		
Course Code: S1-GEC-05	Total Duration: 60 hrs Credit: 04	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Define, explain and illustrate the theoretical foundation of business ethics.
2. Comprehend sources of organizational ethical culture and leadership skills for development.
3. Critically examine their own values and the importance of the ethical dimension in business.
4. Identify and analyze ethical issues in business.
5. Explain skills and techniques related to the successful implementation of business ethics into practice.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Introduction: Business Ethics, Importance, And Sustainability: A Goal of business ethics; Approaches and practices of Business ethics; Ethical decision making. Ethical theories: Normative and descriptive ethical theories.	12	20
II	Business Ethics Management: Management process and ethics, Ethos of Vedanta in management, Business ethics and cultural ethos; Setting standards of ethical Behavior; Managing stakeholder relations; Assessing ethical performance.	12	20

III	Human Values & Business: Meaning of Human values; Types of values: Societal values, Aesthetic Values, Organizational Values, Spiritual Values; Value Crisis in management; Concept of knowledge management and wisdom management.	12	20
IV	Moral issues in business: Implications of moral issues in different functional areas of business (Finance, HR and Marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Trade secrets, Insider trading Equal employment opportunity, Affirmative action, Consumerism, Environmental protection.	12	20
V	Corporate Social Responsibility: Concept of CSR, Corporate Philanthropy, Strategic Planning and corporate Social Responsibility; Relationship of CSR and corporate sustainability; CSR and Business ethics, CSR and corporate governance; CSR provisions under the companies act 2013; CSR Committee; CSR Models,	12	20

Suggested Readings:

- Business Ethics DeGeorge Pearson 2000
- Business Ethics Aswathappa and Rani Himalaya Publication 1998
- Business Ethics and values Senthil & Senthil Himalaya Publication 1995
- Business Ethics Roy C K Vikas Publication 1996
- Business Ethics and Human values S G Hundekar Excel Books 2005
- Business Ethics and Human values Govindarajan M PHI 2007
- Business Ethics And Corporate Governance- Nidhi Chandorkar & Tushar Agarwal -Himalaya Publishing House 1st Edition 2018






Second Semester

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA	Program Code:	
Name of the Group: Major – A		
Name of the Course: Business Management		
Course Code: S2-BBAH1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

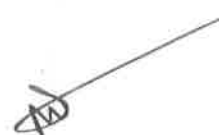
Course Outcomes:

1. Identify the concept, functions of management, roles of managers in modern organizations and evolution of management thoughts.
2. Describe the process and importance of planning and decision making in an organization.
3. Apply the knowledge of organization, delegation, decentralization and departmentalization in various business settings.
4. Analyze various theories of leadership and motivation in different organizational situations.
5. Evaluate various techniques of control and features that make the control process effective.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Management in Indian Culture and Tradition, Role of Manager, Functions and responsibilities of management, Principles of management, Schools and thoughts of management.	18	20
II	Planning: Process, Types and Significance, Planning v/s Forecasting, Objectives, Strategies, Policies, MBO, Decision-Making-Process and Significance, Planning for Start-ups.	18	20
III	Organization: Nature and Purpose of Organization. Importance and process of organization, Departmentalization, Organizational structures: types and Relevance, Line & Staff relationship, Delegation of Authority, Decentralization. Difference between Authority and power, Authority and Responsibility	18	20

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IV	<p>Staffing and Directing: Meaning and Importance of staffing, Recruitment-Sources, Selection, Training: Meaning, Importance and Methods</p> <p>Direction- Nature and Purpose. Leadership: Meaning, Importance, Types of Leadership, Leadership Styles. Motivation: Types & Significance, Maslow's Need Hierarchy, Theory X and Theory Y of Motivation.</p>	18	20
V	<p>Controlling: Meaning and Concept, Definition, Characteristics, Need for Controlling, Importance and Process of controlling, Effective Control System, Techniques of control</p> <p>An overview of Strategic Management, SWOT Analysis, Strategic Analysis Future Management-Challenges and Skills.</p>	18	20

Suggested Books:

- Principles of Management, Neeru Vasishth, Vibhuti Vasishth, Taxmann, 2022, Edition 1
- Principles & Practices of Management, T. N. Chhabra, Dhanpat Rai & Co. (P) Ltd, New Delhi, 2018
- Principles of Management, LM Prasad, Sultan Chand & Sons, New Delhi, 2019
- Business Management, S.C. Saxena, Sahitya Bhawan Publications, 2023

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA First Semester

Name of the Program: BBA		Program Code:
Name of the Group: Minor – A		
Name of the Course: Communication Skills		
Course Code: S2-BBAH2	Total Duration: 90 hrs Credit: 06	Max. Marks: 100 (Internal: 40 + External: 60)

Course Outcomes:

1. Discuss the conceptual framework of communication with special reference to process and barriers of communication and also the role played by communication in organizational effectiveness.
2. Interpret and discuss various aspects of public speech, group discussion and also to understand the concept of committee, seminars and conferences.
3. Explain non verbal communication, laying stress on its meaning types and importance, also to discuss various aspects of listening, focusing on the difference between listening and hearing.
4. Identify techniques and detailed concept of business correspondence, essential of effective business correspondence and different types of business letters.
5. Discuss the importance and preparation of notices, agenda, minutes, job application and preparation of curriculum vitae.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication. Role of Communication in Organizational Effectiveness.	18	20
II	Public Speech - Composition Principles, Speech Delivering Skills. Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18	20

III	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18	20
IV	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter. Enquiry, Reply, Orders, Complaints and Circular Letter	18	20
V	Drafting of Notices, Agendas, Minutes, Job Application Letters. Preparation of Curriculum Vitae.	18	20

Suggested Readings:

- Communication skills, Rao N. and Das R P: Himalaya publishing house, Mumbai
- Handbook of communication skills practices, Mehta D & Mehta N K, Radha Publications
- Effective Business Communication, M V Rodriques Concept Publishing Company, 1992
- Effective Business Communication, Murthy A, & Peck Charles TMH, Delhi
- Business Communication, K.K Sinha, 4th ed., Taxxman's Publication

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



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Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program: BBA		Program Code:
Name of the Group: Major – B		
Name of the Course: Micro Economics		
Course Code: S2-BBAM1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Discuss the importance of micro-economics and its related concepts.
2. Explain Demand- Supply model, its exceptions and market equilibrium
3. Discuss the concept of utility analysis, indifference analysis and consumer surplus.
4. Interpret production and its concepts, also classify cost and revenue.
5. Summarize national income and its methods, compare and contrast the different markets and understand the concept of trade cycles.

Syllabus

Unit	Topics	Durati on(In Hours)	Marks
I	Introduction to Economics, Definition of Economics Nature and Scope of Economics Significance and Evolution of Micro Economics Functions of Managerial Economics	18	20
II	Concept of Law of demand, Demand Determinants, Law of Supply, Concept of Market equilibrium, Elasticity of Demand	18	20
III	Utility analysis, Concept of Marginal Utility, Indifference Curve Analysis, Assumptions, Properties of indifference curve, Theory of Consumer Surplus.	18	20

IV	Elements of Cost and Revenue, Factors of Production Theory of Rent - <i>Ricardian and Scarcity theory</i> Theory of Interest - <i>Keynes theory and ISLM theory</i> Theories of Profit - <i>Dynamic and Innovation theory</i>	18	20
V	National Income: Estimates and analysis (GNP, NNP, GDP, HDI), Methods of measurement of National Income Market Structure: Types, Perfect v/s Imperfect market Trade Cycles- Features and Phases	18	20

Recommended Text Books:

- Principles of Microeconomics, HL Ahuja, S.Chand
- Principles of Economics, M.L Seth, Lakshmi Narain Agrawal Publications
- Managerial Economics, Dr. KK Dewett, S.Chand

Recommended Reference Books:

- Managerial Economics, R.L. Varshney & K.L. Maheshwari , Sultan Chand & Sons Publications
- Managerial Economics, D.M.Mithani, Himalaya Publishing House, Ed. 2016.
- Managerial Economics, Dominic Salvatore & Siddharth Rastogi , Oxford Printing Press 2016.

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)

Department of Management Studies

Academic Year: 2024-25

BBA First
Semester

Name of the Program: BBA		Program Code: 1
Name of the Group : Minor -B		
Name of the Course: Business Statistics		
Course Code: S2-BBAM2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Describe the laws, scope, uses, and limitations of statistical analysis.
2. Develop the ability to collect, classify, analyze, and present data to assist in the management decision-making process.
3. Evaluate measures of central tendency in various frequency distributions.
4. Explore and contribute to interdisciplinary research and problem solving.
5. Analyze data more effectively using correlation and regression techniques.

Syllabus

Unit	Topics	Duration (InHours)	Marks
I	Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics.	18	20
II	Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data.	18	20
III	Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean.	18	20
IV	Measures of Variation: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis.	18	20

V	Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number.	18	20
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Suggested Readings:

- Fundamentals of Statistics, S.C Gupta, Himalaya Publishing House
- Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
- Business Statistics, N.D. Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamentals of Statistics, Kitab Mahal, Allahabad.
- Gupta S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
- Statistical Analysis, Dr P.C Tulsian, S.Chand Publications, Delhi.
- Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra.
- Business Statistics, R.S. Bharadwaj, Excel Books.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program :BBA		Program Code:1
Name of the Group: Major - C		
Name of the Course: Financial Accounting		
Course Code: S2-BBAF1	Total Duration:90 hrs Credit: 06	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. Apply the rules of double entry system of bookkeeping
2. Create different types of books of Accounts like journal ledger and trial balance and Depreciation.
3. Prepare and Analyze Financial Statements with adjustments.
4. Prepare Bank Reconciliation Statement, Branch and Departmental Accounts.
5. Apply the rules of preparing Royalty Accounts & Hire Purchase System.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Accounting and its place in business and relationship with other financial areas. Double Entry System, Book-keeping- Meaning, Advantages, Concepts and Conventions. Difference between Financial Accounting, Cost Accounting and Management Accounting.	18	20
II	Types of books of accounts and their preparation - Journal, Ledger and Trial balance. Depreciation. Computerized Accounting software (Cloud books, Wave and Tally).	18	20

III	Preparation of Final Accounts: Trading Account, Profit & Loss Account, Balance Sheet. Preparation of EMI Chart.	18	20
IV	Bank Reconciliation Statement. Branch Accounts and Departmental Accounts.	18	20
V	Royalty Accounts. Hire Purchase Accounts- Accounting records in the books of purchaser and vendor.	18	20

Suggested Readings:

- ✓ Mukherjee Hanif, Financial Accounting, Tata McGraw Hills, New Delhi
- ✓ Shukla & Grewal, Financial Accounting, S Chand Publishing, 2019, New Delhi
- ✓ S.M. Shukla, Financial Accounting, Sahitya Bhavan Publication, Agra latest publication

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA First Semester

Name of the Program : BBA		ProgramCode:
Name of the Group: Minor -C		
Name of the Course: Business Mathematics		
Course Code: S2-BBAF2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Compute percentages, ratios, and proportions for business applications such as discounts, markups, and markdowns, and be able to differentiate which math methods should be used for different problems.
2. Formulate mathematical equations for business analysis. Analyze real world scenarios to recognize simultaneous equations in two and three variables.
3. Apply the knowledge in mathematics (matrices, determinants) in solving business problems.
4. Compute simple and compound interest to do business calculations such as value of money, maturity value, promissory notes, present value, and future value and be able to differentiate which math method should be used for different problems.
5. Calculate the trade discount, cash discount, Commission, Brokerage and Profit and Loss and apply the acquired knowledge and skills with practical problems in economics.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Ratio – Gaining and Sacrificing Ratio Proportion, Percentage Averages: Simple and Weighted Average	18	20
II	Simultaneous Equation: Meaning, Characteristics, Types and Calculations Preparation of Invoice	18	20

III	Determinants and Matrices Matrix – Definition. Types Basic Operations on Matrices. Transpose of Matrix Determinants – Minors and Co factor Adjoint and Inverse of Matrix	18	20
IV	Practical Approach and application of Vedic Maths Logarithms and Anti-logarithms – Principles and Calculations. Simple and Compound Interest	18	20
V	Commission Discount Brokerage Profit and Loss	18	20

Recommended Text Books:

- S.M. Shukla: Business Mathematics, Sahitya Bhawan, Agra
- M.Raghavanchari: Mathematics for Management - an introduction, Tata Mc-Graw Hill Publications, New Delhi
- Dr. J.P. Mishra, Business Mathematics. Sahitya Bhawan, Agra
- Spooner .A .and D. A.L. Wilson, The Essence of Mathematics for Business, Prentice Hall of India, New Delhi
- V.Sundaresan and S.B. Jeysoleen: An introduction to Business Mathematics, S.Chand & Co. Pvt. Ltd., New Delhi

Recommended Reference Books:

- Padmalochan Hazarika – Business Mathematics, Sahitya Bhawan Publishing House, Agra
- Dass, Business Mathematics, Mc-Graw Hill Publication.
- Dr .Alok Kumar, Vedic Mathematics, Upkar Prakashan, Agra

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Second Semester

Name of the Program: BBA		Program Code:
Name of the Group: Ability Enhancement Compulsory Course (AECC)		
Name of the Course: ENGLISH LANGUAGE AND INDIAN CULTURE		
Course Code: S2-AECC02	Total Duration: 30 Hours Credits- 4 Credits	Max. Marks: 100 Theory Marks (Internal: 40 +External: 60)

Course Outcomes:

- CO1** Prepare for various competitive exams by developing their English language competence & Inculcate values that make them aware of national heritage and environmental issues, making them responsible citizens
- CO2** Compare and contrast information from two diverse texts and read with efficient fluency and sufficient accuracy to support the given comprehension
- CO3** Describe the best practices to build vocabulary and to be able to recognize misleading words
- CO4** Enable the student to recognize formats/layouts of writing formal and informal letter writing skills and cater to the specified business correspondence skills such as content for an application as well
- CO5** Students be able to consider ways to grab readers' attention through systematic and precise handling for report writing, drafting up of emails, translation works, and other presentation skills

SYLLABUS PART-

A: THEORY

ENGLISH LANGUAGE AND INDIAN CULTURE

Unit	Title/Topics	Duration (In Hours)	Marks
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I	Reading, Writing & Interpretation Skills:	6 hours	20 marks
	1.1 “Where the Mind is Without Fear” – Rabindranath Tagore [Key Word: Patriotism]		
	1.2 “National Education” – M.K. Gandhi [Key Word: Edification]		
	1.3 “The Axe” – R.K. Narayan [Key Word: Environment]		
	1.4 “The Wonder that was India” – A.L. Basham (an excerpt) [Key Word: Indianness]		
	1.5 Preface to the Mahabharata – C. Rajagopalachari [Key Word: Indian Mythology]		
Unit	Title/Topics	Duration (In Hours)	Marks
II	Reading Skills	6 hours	20 marks
	2.1 Types of Reading		
	2.2 Reading Process		
	2.3 Barriers to Reading Skills		
	Comprehension Skills:		
	2.4 Unseen passage		
Unit	Title/Topics	Duration (In Hours)	Marks
III	Basic Language Skills:	6 hours	20 marks
	3.1 Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One- word substitution, Idioms, Proverbs		
	3.2 Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Conjunction, Articles.		
	3.3 Time and Tense		
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Correspondence Skills	6 hours	20 marks
	4.1 Formal Letters		
	4.2 Informal Letters		
	4.3 Applications		

Unit	Title/Topics	Duration (In Hours)	Marks
V	Report Writing with special reference to:	6 hours	20 marks
	5.1 Business Report Writing		
	5.2 Skills Narration of events and situations		
	5.3 Drafting of E-mails		
	5.4 Translation of sentences/passage English to Hindi and Hindi to English		
	5.5 Drafting CV		
	5.6 Presentation Skills- 6 P's of Presentation		
	5.7 Interview Skills		

Recommended Books:

1. Essential English Grammar – Raymond Murphy, Cambridge University Press.
2. Practical English Grammar Exercises 1 – A.J. Thomson & A.V. Martinet, Oxford India.
3. Practical English Usage – Michael Swan, Oxford.
4. English Grammar in Use – Raymond Murphy, Cambridge University Press.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



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Department of Management Studies
Academic Year: 2024-25
BBA Second Semester

Name of the Program: BBA		ProgramCode:
Name of the Group: GEC		
Name of the Course: Banking and Public Finance		
Course Code: S2-GEC-01	TotalDuration:60 Hours Credits-04	Max.Marks: (Internal:40+Theory:60)

Course Outcomes:

1. **CO1:** Identify type of banks, structure, role and functions.
2. **CO2:** Comprehend the knowledge of Financial tools: Cheques, Demand Draft, E-banking, ATMs, Blockchain, UPI and Digital Currency.
3. **CO3:** Understand the concept of public finance, nature and its significance.
4. **CO4:** Identify sources of revenue of government, principles and their merits/demerits.
5. **CO5:** Analyse the concept of public expenditure, debt and budget.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Introduction to banking & financial system Characteristics and Functions of Banks, Types of Banks, Role of RBI, Banking Regulation Act, Payment Banks & Small Finance Banks, Interest Rates, CRR & SLR	12	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Negotiable Instruments-Characteristics of Cheques, Demand Draft, Bills of Exchange, NEFT, RTGS, IMPS, E Banking, ATM, Mobile Banking, Internet Banking, POS Machine. Plastic Money, CTS, Cyber security, Block-Chain Technology, UPI, Digital Currency	12	20

Unit	Title/Topics	Duration (In Hours)	Marks
III	Public Finance: meaning, Nature, Scope and Importance, Difference between private and Public Finance. Role of Centre and State in public Finance. Concept of Maximum Social Advantage.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Sources of revenue: taxes, loans, grants and aid - meaning and types, canons of taxation, Incidence of taxation, taxable capacity. Impact of taxation	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Principles of public expenditure, principles of public debt and its methods of redemption. Types of budgets, Fiscal Deficit and Deficit financing.	12	20

Recommended Books:

1. Banking Law & Practices - Maheshwari & Maheshwari Kalyani Publications ed. 2014,
2. Banking Law & Practices - P.N. Varshney Sultan Chund & Sons, ed. 2017
3. Public Finance: R.K. Lekhi & Joginder Singh Kalyani Publication ed. 2016
4. Public Finance S.K.Singh S.Chand Publishers, ed.2010
5. Public Finance R.K.Lekhi, Joginder Singh Kalyani Publishers, ed.2013

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Second Semester

Name of the Program: BBA		Program Code: 6
Name of the Group: GEC		
Name of the Course: TOURISM: THEORY AND PRACTICES		
Course Code: S2-GEC-02	Total Duration: 60 Hrs Credits- 04	Max. Marks: (Internal:40+Theory: 60)

Course Outcomes:

1. **CO1** Relate the history of tourism in the ancient, medieval and the modern eras. They will get knowledge about the main elements, features and importance of tourism.
2. **CO2** Compare and establish a connection of history with tourism. They will able to get knowledge about the infrastructure for tourism and the new trends in the field of tourism.
3. **CO3** Develop insight about the various cultural activities. Present a critical analysis on the impact of tourism on the economy, society and environment along with the problems and challenges in tourism industry.
4. **CO4** Analyse the present detail descriptions about the various tourist places of India and Madhya Pradesh. Get to know clearly about all the aspects related to tourism as in the fields of professionals.
5. **CO5** Determine the insight about the historical dimensions of tourism and the development of the concept of tour guiding. As well as aquent to know the importance of various types of travel agencies.

SYLLABUS

Unit	Topics	Duration (In Hours)	Marks
I	History and Concept of Tourism, History of Tourism: Main Travelers, Tourism in Ancient age, Tourism in Medieval Age, Tourism in Modem age. Tourism: Concept, Meaning, Definitions, Main Elements and Aims. Nature, Inspiring Elements & Causes of Tourism, Characteristics, Importance, Advantages and Disadvantages of Tourism.	12	20

Unit	Topics	Duration (In Hours)	Marks
II	Necessity and Development, of Basic Infrastructure of Tourism. Information Source and Statistics of Tourism. Types of Tourism, Scope, and new trends of Tourism. Component of Tourism.	12	20

Unit	Topics	Duration (In Hours)	Marks
III	Indigenous Tourism Folk Dances, Fairs, Ceremonies and Festivals with special reference to Madhya Pradesh. Economic, Social and Environmental Impact of Tourism. Problems and Challenges of Tourism Industry	12	20

Unit	Topics	Duration (In Hours)	Marks
IV	Tourism in Madhya Pradesh, Bhimbetka, Sanchi, Khajuraho, Pachmarhi, Vidisha, Bhopal, Orchha, Jabalpur, Gwalior, Chhindwara, Mandu, Kanha, Ujjain, and Amarkantak	12	20

Unit	Topics	Duration (In Hours)	Marks
V	Tourism and Employment, Tourist Guide, Guiding skills. Tour operator and Travel Agencies. Prospects of Employment in the field of Guide, Travel Agency. Functions of Travel Agency, Role of Travel Agency in the development of Tourism, Tour Operator and Tour Package.	12	20

**Note: Topic/ Topics in Bold Italic represent enhancements made by the college.*

Recommended Books:

1. India Tourism Aspects of a great adventure; Singh Karan; Delhi (1986).
2. Tourism in India; Acharia Ram; New Delhi (1984).
3. Tourism Management in India; Akhtar Javed; New Delhi (1990).
4. Tourism in India-History and Development; Bhatia A.K.; New Delhi (1978).
5. Successful Tourism Planning and Management; Seth P.M; New Delhi (1985)

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Second Semester

Name of the Program: Bachelor of Business Management		Program Code:
Name of the Group: Management		
Name of the Course: Data Processing Software		
Course Code: S2-GEC-03	Total Duration: 45 Hrs. Credits- 3	Max. Marks: 100 (Internal: 40 +Theory: 60)

Course Outcomes:

1. CO1 : To **understand**² the basic concept of various applications software.
2. CO2 : To **retrieve**¹ knowledge of MSWord, Excel, Access and PowerPoint
3. CO3 : To **apply**³ acquired knowledge in office automation tasks.
4. CO4 : To **analyse**⁴ various methods of formatting of documentation and use of spreadsheets.
5. CO5 : To **develop**⁶ and enhance presentation skills using PowerPoint.

SYLLABUS

Unit	Title/Topics	Duration (In Hours)	Marks
I	Introduction to MS Windows: Features of Windows; Various versions of Windows & their use; Working with Windows; My Computer & Recycle bin; Desktop, Icons and Windows Explorer; Screen description & working styles of Windows; Dialog Boxes & Toolbars; Working with Files & Folders; Accessories and Windows Settings using Control Panel; Start button & Program lists; Installing new Hardware & Software.	8	20
Unit	Title/Topics	Duration (In Hours)	Marks

II	Basics of MS Word: Creating Word documents; The Word Window, Entering Texts, Editing Document texts; Selecting Texts, Copying and Moving Texts, Applying Text Enhancements; Applying Fonts and Font Styles in Word, Highlighting Text For Distinctive Look, Aligning and Formatting; Aligning Text using identification options, Setting Line Spacing Options using Tabs, Creating Lists understand Symbols; Numbering and Bullets, Creating Special Characters, Replacing and checking Text; More about Spelling and Grammar using the Thesaurus Command, Getting Print using Print Preview, Changing Page Orientation and Paper Size, Aligning Text Vertically, Setting Margins, Printing Options, Advanced Formatting Techniques in Word: Formatting Pages; Formatting Sections, Creating and Modifying Page Numbers Creating Headers and Footers, Macros and Mail Merge	10	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	MS Access: Concepts & terms: database tables, relational database, records, fields, controls & objects, queries, forms, reports, properties, wizards, macros, MS Access requirements, starting & quit in MS Access, MS Access workspace, tool & views, Creating database & tables with & without wizard, field name, data types & properties, adding & deleting fields, renaming fields & their caption, resizing fields, freezing columns, primary key field & indexing fields, MS Access Form: Form wizard , Saving & Modifying forms, Entering & Editing data, Finding, sorting & displaying data, creating queries.	09	20

Unit	Title/Topics	Duration (In Hours)	Marks
IV	Creating Excel Worksheets: Entering and Editing Cell Entries: Excel Application Window Workbooks and Worksheets, Moving the Cell Pointer, Enter in Text and Numbers, Revising Text and Numbers. Working with Numbers, Creating Formulae and Formatting numbers. Changing Worksheet Layout; Adjusting Column Width and Row Height, Inserting and Deleting Rows and Columns, Inserting and Deleting Cells, Moving and Copying Cell Contents, Naming Worksheets, Selecting Worksheets, Copying and Moving Worksheets, Inserting and Deleting Worksheets, Other Formatting Options; Aligning Text, Border.	09	20

Unit	Title/Topics	Duration (In Hours)	Marks
V	Creating PowerPoint Presentations: Creating a Basic Presentation, Building Presentations, Modifying Visual Elements, Formatting and Checking Text, Adding Objects, Applying Transitions, Animation Effects and Linking, Preparing handouts	09	20

Recommended Books:

1. Gini Courter, Annette Marquis, Microsoft Office 97 Will Train, BPB Publication, 1997.
2. Courter G. et. al, Mastering Microsoft Office XP, 1st Edition, 2001.
3. Gini Courter and Annette Marquis, Microsoft Office 2000, BPB Publication, 2nd Edition, 1999.
4. Saxena Sanjay, MS-Office 2000 for Everyone, S Chand, 1st Edition, 2000
5. Kari Holloway, Writer's Guide to Microsoft Word:, 2020.

Recommended Reference Books:

1. Michael Alexander, Richard Kusleika, Access 2016 Bible:
2. Greg Harvey Excel 2019, 1st Edition, 2018.
3. Chris" Smith, Microsoft Powerpoint MadeEasy, New Edition, 2013

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)

Department of Management Studies

Academic Year: 2024-25

BBA Second Semester

Name of the Program: BBA		Program Code:
Name of the Group: Management		
Name of the Course: Data Processing Software (Practical)		
Course Code: S2-GEC-03 (P)	Total Duration: 45 Hrs. Credits- 1	Max. Marks: 100 Practical Marks External : 100

Course Outcomes:

1. **CO1** : To **create**⁶ a document using MS Word.
2. **CO2** : Use³ knowledge of various tools in the document using MSWord
3. **CO3** : To **apply**³ acquired knowledge of tools in MS Access for making form, table and reports.
4. **CO4** : To **perform**⁶ various functions in MS Excel.
5. **CO5** : To **develop**⁶ presentation skills using MS PowerPoint.

SUGGESTED LIST OF PRACTICAL

1. To create a document and insert header and footer, page title, page numbers.
2. Insert a table, picture, clipart and chart in to the document.
3. To create a document for writing mathematical equations.
4. To create a document, set the margins , orientation, size, column, watermark, page color and page borders.
5. To design a table, form and report in MS Access.
6. Creating, editing, saving, printing, securing & protecting operations of an excel spreadsheets.
7. To prepare different types of charts in Excel.
8. To prepare an attendance sheet of 10 students for any 6 subjects of your syllabi.
9. To create PowerPoint slide make using transitions and animation, working with master slides.
10. Applying themes and layouts to PowerPoint slides and inserting pictures, graphics, shapes and tables into presentations

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Second Semester

Name of the Program: BBA		Program Code:
Name of the Group: GEC		
Name of the Course: CORPORATE LAW		
Course Code: S2-GEC-04	Total Duration: 60 Hrs Credits- 04	Max. Marks: (Internal:40+Theory: 60)

Course Outcomes:

1. **CO1** Explains the relevant provisions of incorporation of Company.
2. **CO2** Interpret the Management and administration of companies in India.
3. **CO3** Learners will gain knowledge about procedure of payment of dividend, books of accounts, and appointment of auditor.
4. **CO4** Understand the provisions of oppression and mismanagement.
5. **CO5** Evaluate powers of NCLT and understand provisions related to company meetings.

SYLLABUS

Unit	Topics	Duration (In Hours)	Marks
I	Preliminary to companies act 2013 Company – Definition, Characteristics, Types of Company, Formation of company, Incorporation and Commencement of Business, Memorandum of Association, Articles of Association.	12	20

Unit	Topics	Duration (In Hours)	Marks
II	Management and Administration Board of Directors, Types of Directors, their qualifications, powers, duties and liabilities.	12	20

Unit	Topics	Duration (In Hours)	Marks
III	Dividend, Accounts and Audit Declaration and Payment of dividend, Maintenance and authentication of financial statements. Auditor: Appointment, Qualifications, Duties, Responsibilities. Audit Report.	12	20

Unit	Topics	Duration (In Hours)	Marks
IV	Oppression & Mismanagement: Restructuring and Winding up: Prevention of oppression and mismanagement, Provisions related to compromises & Amalgamation: Meaning and process. Concept and modes of winding up <i>under companies Act: by NCLT and Voluntary Winding up.</i>	12	20

Unit	Topics	Duration (In Hours)	Marks
V	Company meetings: Types, Quorum, Voting, Resolution and Minutes. National Company Law Tribunal Definitions, Constitution of NCLT, Constitution of Appellate tribunal, Provisions regarding appeal and punishment.	12	20

**Note: Topic/Topics in Bold Italic represent enhancements made by the college.*

Recommended Books:

1. Company Law; Avtar Singh; ABC Publication.
2. Company Law and Procedures; Bloomburry; Corporate law advisor.
3. Company Law; Brenda Hannigan; Eastern Publication.
4. Company Law; M C Muchhal; Mahaveer Publication.
5. Introduction to Company Law; Paul Davies; Oxford University Press.

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Department of Management Studies
Academic Year: 2024-25
BBA Second Semester

Name of the Program: BBA		ProgramCode:
Nameofthe Group: GEC		
NameoftheCourse: People Management		
Course Code: S2-GEC-05	TotalDuration: 60 Hours Credits- 04	Max.Marks: (Internal: 40 +Theory: 60)

Course Outcomes:

1. **CO1:** Apply the SWOC Analysis for self and organization.
2. **CO2:** Manage and motivate others while working in a group.
3. **CO3:** Create a team building spirit along with understanding group dynamics.
4. **CO4:** Evaluate work and people in an organization for efficient and effective work environment.
5. **CO5:** Understand and resolve the issues and conflicts that may arise due to behavioral pattern in an organization.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Managing and Evaluating Oneself Evaluating and building a personal development plan for oneself: SWOC Analysis. Basics of People Management and its significance, Difference between People Management and Human Resource Management	12	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Managing and Motivating Others Managing others Effectively and its theories. Motivation: Concepts and theories (Maslows, Theory X and Y, Herzberg theory)	12	20
Unit	Title/Topics	Duration (In Hours)	Marks

III	Building Team and Peer Networks Team Building: Meaning, Types, Process, Roles Reasons for Failure and success of teams. Group Dynamics: Concept, Why people join groups, stages of group formation, Importance of peer network in organizations, Challenges in getting work done by others.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Managing Evaluation and Assessment Job Evaluation: Concept, Objective, Procedure, Advantages and methods. Performance Appraisal: Concept and methods (360°/720°)	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Leading People & Resolving Conflicts Leadership: Concept, Importance, Styles of leadership, Theories of Leadership: Trait theory and Great man theory. Organizational climate: Concept, Characteristics, Importance and Determinants. Organizational Conflict: Concept, Meaning, Types of conflict and management of conflict.	12	20

Recommended Books:

1. Wellington, P. (2011). Effective People Management: Improve Performance Delegate More Effectively. London: Kogan Page Publishers. Thomas, M. (2007).
2. Mastering People Management. London: Thorogood Publishing. Randall, J., & Sim, A. J. (2013).
3. Managing People at Work. Abingdon: Routledge. Thomson, R., & Thomson, A. (2012), Managing People. Abingdon: Routledge.









Third Semester

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Department of Management Studies

Academic Year: 2024-25

BBA Third Semester

Name of the Program :BBA		Program Code:
Name of the Group: Major - A		
Name of the Course: Human Resource Management		
Course Code: S3-BBAH1	Total Duration: 90 hrs Credit:06	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. Demonstrate proficiency in fundamental human resource theories and concepts and how they apply to real world situations.
2. Discuss Human resource policies and practices that help promote organization's strategic goals.
3. Identify how organization's link training programs to organizational needs.
4. Relate to how organizations evaluate jobs and design salary structure based on that.
5. Examine the challenges of human resource management and successfully manage and resolve conflicts.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Concept and functions of Human Resource Management, Structure and role of personnel management in an organization, Implementation of personnel policy, The Future Challenges of HRM, International HRM.	18	20
II	Strategic Management of Human Resource, Staffing policy and process; HR planning, Job analysis, Job description, Job specification, Recruitment, selection, Induction, Placement Promotion and Transfer.	18	20

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III	empower training and development: Employment Training and development Employee Training. Performance appraisal and potential appraisal, Employee Morale and Productivity	18	20
IV	Wage and salary administration, Job evaluation and designing salary structure. Compensation Management and benefits.	18	20
V	Management of Organizational climate and Industrial relations, Industrial Disputes and Participative management, Grievance vs. Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict Management and Negotiation.	18	20

Suggested Readings:

- Personnel Management, 3rd. Ed, Mamoria, C. B, Himalaya Publishing House , 2018
- Human Resource Management, 7th Ed., Aswathappa, K., Mc. Graw- Hill Education, 2016
- Human resource management, human resource management, 12/e, Ivanceich, J. M., Tata Mc. Graw-hill education ,2017
- Human resource management concepts, practices, and New paradigms, Sen Gupta, Amitabha, Sage Publications. 2018

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



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 Department of Management Studies
 Academic Year: 2024-25
 BBA Third Semester

Name of the Program: BBA		Program Code:
Name of the Group: Minor – A		
Name of the Course: Organizational Behavior		
Course Code: S3-BBAH2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Identify the theoretical framework of organizational behaviour.
2. Apply the knowledge pertaining to personality, perceptions, attitudes and learning for self growth and development.
3. Apply theories of groups and leadership in organizational settings.
4. Apply strategies to overcome stress, barriers of change and development.
5. Relate international dimensions of Organizational behaviour to organizational functioning.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Concept of organizational behavior, contributing disciplines to organizational behavior; Background/ historical perspective and framework of OB.	1 8	20
II	Individual behavior, Personality, Perception- Perceptual selectivity, Perceptual organization, social perception, and impression management, Attitudes and values, Learning and reinforcement.	1 8	20
III	Leadership- Concept and Theories of Leadership, Qualities of a good leader, <i>Leadership Styles</i> Group Dynamics- Group formation, Nature of groups, Reasons for joining groups, Functions of group within organization. <i>Group Cohesiveness, Stages of Group Development</i>	18	20
IV	Stress management- Meaning, Cause, Effect and coping strategies for stress, work stress, Organizational Change and Development.	18	20

V	International dimensions of Organizational Behavior, Equal Employment opportunities, Organizational Culture, Managing cultural diversity, Learning Organization.	18	20
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Suggested Readings:

- Fred Luthans, Organizational behaviour (Evidence based) Tata McGraw Hill (2010-international edition)
- Robbins S.P., Organizational behaviour, Pearson's education (2018-18th edition)
- Singh Dalip, emotional intelligence at work, response books, sage publications, Delhi, (2015).
- French Wendell, Bell Jr Cecil H & Vohra Veena, Organization development: Behavioral science interventions for organizational improvement Pearson education (2017- 16th edition)
- K.Chitale, Avinash, Prasad Mohanty, Rajendra, Raja Ram Dubey and Nishith Organizational Behaviour, text and cases, PHI

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA Third Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major -B		
Name of the Course: Marketing Management		
Course Code: S3-BBAM1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Identify the marketing mix, process and its applicability in business operations.
2. Differentiate between various consumer segments for effective targeting and positioning
3. Recognize target markets and environment by analyzing consumer behavior.
4. Synthesize ideas into a business plan for start-up ventures.
5. Outline the importance of various aspects of service marketing.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Nature and Scope of Marketing, Selling Vs Marketing, Basic concepts, Marketing Management Philosophies, Concept of Holistic Marketing. Market Segmentation, Marketing Mix Marketing Environment, Marketing System.	18	20
II	Product Strategy: Product Classification & Product Mix, Product Promotion, Branding and Packaging Decisions, Integrated Marketing Communication. Promotion Mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations.	18	20
III	Pricing Decisions, Methods of setting prices, Pricing Strategies, Rural Marketing, Steps for taking lead in Startups, Modern Marketing, Future Marketing.	18	20
IV	Distribution, Logistics Supply Chain Management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet Marketing, Non-Profit Marketing.	18	20

V	Service Marketing: Introduction, Concept and Characteristics. Marketing of Services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels and tourism 4. Professional services 5. Public utility services 6. Educational services.	18	20
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Reference Books:

- Saxena Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd., New Delhi (2019- 6th Edition)
- S. A. Sherlekar, Marketing Management; Himalaya Publishing House (2015)
- Philip Kotler, Marketing Management; Pearson Education, (2015)
- Krishna K. Havaldar & Shailendra Dasari, B2B Marketing Text and Cases McGraw, New Delhi (2021- 5th Edition)
- Nair Rajan Gupta C.B. Marketing Management; Sultan Chand & Sons, New Delhi (2018)
- Tapan K Panda, Marketing Management | Text and Cases. Taxmann publisher. (3rd edition)
- Dr. Arun Kumar Shukla , Mr. Shaswat Bajpai, Marketing Management; Thakur publication, Luknow.

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program : BBA		Program Code:
Name of the Group: Minor - B		
Name of the Course: Marketing Research		
Course Code: S3-BBAM2	Total Duration: 90 hrs Credit: 06	Max. Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Discuss the scope, role and managerial importance of market research.
2. Apply various approaches to marketing research.
3. Develop research questions and objectives to address an appropriate research design.
4. Analyze data using statistical tools.
5. Prepare research reports.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Definition, Concept and Objectives of Marketing Research. Advantages and Limitations of Marketing Research. Problems and Precautions in Marketing Research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18	20
II	Types of Marketing Research: Consumer Research, Product Research, Sales Research, and Advertising Research. Various issues involved and Ethics in Marketing Research. Rural Marketing Research, Institutional Management & Research.	18	20
III	Problem Formulation and Statement of Research, Research Process, Research Designs: Exploratory Research, Descriptive Research and Experimental Research Designs. Decision Theory and Decision Tree.	18	20

IV	Methods of Data Collection: Observational and Survey methods. Questionnaire Design, Attitude Measurement Techniques.	18	20
V	Administration of Surveys, Sample Design, Selecting an appropriate Statistical Technique. Tabulation and Analysis of Data, Scaling Techniques. Hypothesis: concept, need, objectives, types and its uses. Report Writing.	18	20

Suggested Books:

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4th Edition)
- Cooper DR and Schindler, Business Research Methods, Tata McGraw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Pearson's Education (2019)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)



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Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major - C		
Name of the Course: Financial Management		
Course Code: S3-BBAF1	Total Duration: 90 hrs Credit: 06	Max. Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Demonstrate the overall role and importance of the financial management.
2. Construct the financial statement analysis and interpretation of any business concern independently through tools and techniques of financial management
3. Evaluate working capital management policies, identify sources of capital and cost involved in raising the funds and assess the proper mix of debt and equity using leverages.
4. Design capital structure, analyze different models of dividend payout policy and their calculations
5. Evaluate investment decisions, Return on Investment using CAPM, and APT models and have an understanding of derivatives

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	<i>Financial Management: Meaning, Scope, Functions of Financial Manager</i> , Finance function and its objectives, tools for financial analysis capitalization, over capitalization analysis, under capitalization. Concept of Risk and Return	18	20
II	Ratio analysis: Meaning Interpretations of ratios, classification of ratios. Fund flow and Cash flow analysis.	18	20

III	Working Capital Management: Classification of working capital. Factors determining the adequate working capital requirement. Management of working capital. Source of working capital. Leverage-Financing, Operating and <i>Composite</i> Leverage.	18	20
IV	Capital Structure: Optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm. Shareholder Value Creation. Dividend payment and valuation of firms, dividend policy of the firm. Determinants of dividend policy and types of dividend policy.	18	20
V	Capital budgeting methods of investments evaluation: Payback period, Accounting rate of return, Discounted cash flow method (NPV) and Internal rate of return & <i>Probability Index</i> . Cost of capital.	18	20

Suggested Readings:

- Financial Decision Making, 2nd Edition, Van Horne James C, Prentice Hall, New Delhi, 1971
- Financial Management and Policy, 3rd Edition, Bhalla. K., Anmol publications New Delhi, 2002
- Financial Management 3rd Edition, Gupta S.P. Anmol publications New Delhi, 2002
- Financial Management, 8th Edition, Pandey I.M., Vikas Publications New Delhi 2001
- Financial Management, Rev 2, Gupta Shashi.K., Kalyani Publishers, Ludhiana 2008
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi (2019)

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Program Code:
Name of the Group: Minor - C		
Name of the Course: Financial Markets and Financial Services		
Course Code: S3-BBAF2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Demonstrate the role of financial markets, services and institutions and will have understanding with the Indian Financial System.
2. Classify the Indian money market and capital market.
3. Illustrate various financial institutions and their role in financing the business.
4. Outline the various financial services provided in the financial market and the regulatory framework of merchant banking in India.
5. Classify various financial products, services, and strategies offered by the various financial services institutions.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Financial System and its Components: Financial Markets and Institutions, Financial Intermediation, Flow of Funds Matrix Financial System and Economic Development, An overview of Indian Financial System.	18	20
II	arkets: Money Market functions, organization and instruments. Role of the Central Bank in the money market. Indian money market – An overview, Capital Markets - functions, organization and instruments Indian debt market, Indian equity market – primary and secondary markets. Role of Stock Exchanges in India.	18	20

III	Financial Institutions: Commercial Banking – Introduction, its role in project finance and working capital finance Development Financial Institutions (DFIs) – An overview and role in the Indian economy. Life and Non - life insurance companies in India. Mutual Funds – Introduction and their role in capital market development. Non-banking financial companies (NBFCs).	18	20
IV	Financial Services: Overview of the financial services industry. Merchant banking pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	18	20
V	Leasing and Hire -Purchase, Consumer and Housing finance, Venture capital finance, Factoring services, Bank Guarantees and Letter of Credit. Credit Rating, Financial Counseling.	18	20

Suggested Readings:

- L M Bhole, and Jitendra Mahakud, Financial Markets, McGraw-Hill (2017)
- Pathak, Indian Financial System, Pearsons Education (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education (2019-11th Edition)
- Siddharth S.S. Indian Financial System: Financial Market, Institution and Services McGraw Hill Education (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)
- Annual Reports of Major Financial Institutions in India.

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA Third Semester

Name of the Program: BBA	Program Code:
Name of the Group: Skill Enhancement Course	
Name of the Course: Digital Marketing	
Course Code: S3-SEC01	Total Duration: 75 hours Theory: 45 hours Practical: 30 hours Credit: 04 (3T +1P)
	Max. Marks: 100 Theory Marks (Internal: 40 +External: 60) Practical Marks: (External: 100)

Course Outcomes:

1. Identify the impact of digital technology in transforming the business environment and also the customer journey and explain the need for a regulatory framework for digital marketing in India.
2. Outline basic informational website and understand various framework.
3. Develop campaign via marketing; illustrate the measurement of effectiveness of a digital marketing campaign and demonstrate their skills in SEO tools.
4. Apply their skills in Search Engine Marketing.
5. Explain the use of PPC and AI in Digital Marketing.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Introduction to Digital Marketing: Meaning of Digital Marketing, Differences from Traditional Marketing, Return on Investments on Digital Marketing vs. Traditional Marketing, E-Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation, Digital penetration in the Indian market, Ethical issues and legal challenges in digital marketing, Regulatory framework for digital marketing in India, Digital marketing landscape: an overview	12	20

II	Digital Marketing Presence, Digital-marketing mix. The P.O.E.M framework, CMS, design of a website, WordPress- Domain Registration and Hosting, setting up and Installation Overview of Dashboard, Page, Post, Categories, Menu, Various widgets, Plugins, Themes, Yoast SEO, RSS, including multimedia like audio, video and images into the website Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns.	12	20
III	Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools	12	20
IV	Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used — Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation	12	20
V	Website Traffic Analysis, Affiliate Marketing and Ad Designing: Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing	12	20

Suggested Readings:

- Ahuja Vandana, "Digital Marketing", Oxford University Press (2016)
- SainyRomi, Nargundkar Rajendra, "Digital Marketing: Cases from India", Notion Press (2018)

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Category: GEC
Name of the Course: BASIC OF LIFE AND GENERAL INSURANCE AND SOURCING CUSTOMERS		
Course Code: S3-GEC-01	Total Duration: 60 Hrs Credit: 04	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. Explains Group insurance and its needs assessing the pricing and valuation of life insurance
2. Understanding tax benefits associated and listing documentation.
3. Learning regulatory framework and its role.
4. Illustrating Grievance redressal system and differentiating GI from others.
5. Learning importance of insurance contract and its market strength

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Basics of Life Insurance (LI) a. Group insurance b. Pricing and valuation in LI c. Tax benefits of LI d. KYC documentation and application procedure e. Regulatory bodies of insurance f. Grievance redressal mechanism.	12	20
II	Basics of General Insurance a. Concept of General insurance b. Products under general insurance c. Insured declared value in General insurance d. Contract of GI	12	20

III	Various concepts of General Insurance: Pricing and valuation Tax benefits involved KYC documentation and application procedure Regulatory bodies of insurance Grievance redressal mechanism.	12	20
IV	Source Insurance Clients Client segmentation for insurance Sales with new and existing customers	12	20
V	Ways of approaching potential customers Sales pitch and objection handling Investment planning for clients	12	20

Suggested Readings:

- IC-38 Insurance agents study material

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Category: GEC
Name of the Course: ADVENTURE TOURISM		
Course Code: S3-GEC-02	Total Duration: 60 Hrs Credit: 04	Max.Marks:100 (Internal:40+External:60)

Course Outcomes:

1. Student will understand the resource potential of adventure tourism in India
2. Students will learn basic skills about land, water and air-based adventure.
3. Students will understand the role of various organizations and governments in the development of adventure tourism.
4. Students will understand the adventure tour itineraries are being prepared.
5. Case studies of different states will change their approach of thinking towards the adventure tourism market.

Syllabus

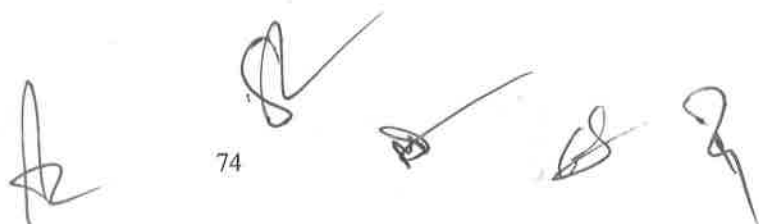
Unit	Topics	Duration (In Hours)	Marks
I	Introduction to Adventure Tourism: Definition, Nature and scope of adventure tourism, <i>History of adventure tourism, types of adventure activities</i> , Adventure in the present context, contemporary trends in adventure tourism. Geographical opportunities and diversities for adventure tourism in India. Organization and institutions promoting adventure tourism in India. Potential and existing adventure tourism in different states. Planning and development perspective, major thrust areas, promotional steps taken by states and central agencies	12	20

II	Land Based Adventure: Mountaineering, Trekking, Rock Climbing, Skiing, Skating; their necessary equipment, techniques and problems. Institutes for training of land-based adventure activities.	12	20
III	Water Based Activities: Rafting, Kayaking Canoeing, Yachting, Water Scooter, HoverCraft. Surfing, SCUBA diving, Underwater activities, Coastal activities, Places, Organizations, equipment's associated with above activities.	12	20
IV	Air Based Adventure: Air based activities, Atmosphere, Seasons, Wind Pressure and wind movement in India. Hang gliding, Ballooning, Para jumping, Skydiving, Parasailing. Places, Organizations and equipment associated with above activities.	12	20
V	Developing Adventure Tourism: Format of Standard Itineraries for adventure tourism. Role of ATTA and ATOAI. Case study of some popular adventure tourism destinations (Himachal Pradesh, Ladakh, Kerala, Goa, Uttarakhand, Andaman & Nicobar Island and Rajasthan)	12	20

Recommended Reference Books:

- General Geography of India Ahmed Aziz NCERT, Delhi
- Indian wildlife Bedi, Ramesh and Rajesh Brijwasi Printers New Delhi
- Adventure tourism and outdoor activities management Ian S Jenkis
- Adventure Tourism Malik Satyendra

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA Third Semester

Name of the Program: BBA		Category: GEC
Name of the Course: PUBLIC ADMINISTRATION AND BUSINESS		
Course Code: S3-GEC-03	Total Duration: 60 Hrs Total Credit: 4	Max. Marks: 100 (Internal: 40 + External: 60)

Course Outcomes:

1. Explain the difference between Public administration and Business Administration
2. Analyse the concept of good society and its impact on business;
3. Analyse the impact of political system on business environment in India
4. Explain the basic concept of public administration and its relevance for business
5. Evaluate the impact of judicial system on business environment in India. Assess the impact of governance and public policies on business

Unit	Topics	Duration (In Hours)	Marks
I	Introduction Public Administration- meaning, nature and scope and limitations; Concept and functions of a welfare state; Emergence of civil society; Factors leading to emergence of civil society. Similarity and Dissimilarity between Public Administration and Business Administration.	12	20

Unit	Topics	Duration (In Hours)	Marks
II	Idea of a Good Society Good society: Need and Importance, Moral Reasoning, Theories of Moral Reasoning; Diversity, Equity and Equality; Leadership; Responsibility, Accountability; Globalization and society; Cross cultural issues.	12	20

Unit	Topics	Duration (In Hours)	Marks

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III	Political System and Business Constitution of India- Preamble, Fundamental rights, Directive Principles of state policies; India's federal system, NITI AYO- role and functions; Ease of doing business; Startup India, Stand Up India, Make in India.	12	20
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Unit	Topics	Duration (In Hours)	Marks
IV	Judicial System and Business Judicial System- features and structure; Jurisdiction, Powers and Functions, Judicial Review, Judicial Activism and business, Human Rights and business- challenges and opportunities, Social Justice.	12	20

Unit	Topics	Duration (In Hours)	Marks
V	Governance and Public Policy Governance- Concept and Nature; Public accountability; Redressal of public grievances with special reference to RTI, Lokpal and Lokayukta, E-governance; Political Representation, Decentralization of Governance- Panchayati Raj System, Urban Local Bodies.	12	20

***Note: Topic/ Topics in Bold Italic represent enhancements made by the college. ecommended Reference Books:**

Name of theBook	Author/Authors Name	Publisher	Edition
Introduction to the Constitution of India	Basu, D. D.	New York: LexisNexis	2015
Indian Government and Politics	Fadia, B. L., & Fadia, K.	Uttar Pradesh: Sahitya Bhawan	2017
The Indian Constitution: Cornerstone of a Nation.	Granville, A.	Oxford: Oxford University Press.	1999
<i>Working a Democratic Constitution: A History of the Indian Experience</i>	Granville, A.	Oxford: Oxford University Press	2003
Our Constitution.	Kashyap, S. C.	New Delhi: National Book Trust	2011
Public Policy: Formation, Implementation and Evaluation	Sapru, R. K.	New York: Sterling Publishers.	2012
Indian Politics: Contemporary Issues and Concerns	Singh, M. P., & Saxena	Delhi: PHI Learning	2008

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA Third Semester

Name of the Program: Bachelor of Business Administration		Program Code:
Name of the Course: Artificial Intelligence for Business		
Course Code: S3-GEC-04	Total Duration: 60 hours	Max. Marks: 100
	Total Credits: 04	Theory Marks (Internal:40+External:60)

[Artificial Intelligence for Business]

Unit	Topics	Duration (In Hours)
I	Introduction: Artificial Intelligence: Concept, benefits, and scope. Differences between AI, Machine, Learning (ML) and Deep Learning (DL) - AI applications, capabilities, and competitive advantage; Industry drivers; AI strategy for the enterprise - Considerations for an AI, strategy, AI & Startups. Internet of Things (IoT), Introduction to mobile computing and Cloud computing.	12

Unit	Topics	Duration (In Hours)
II	AI-led strategic interventions: Algorithm: New member in the boardroom, Accelerated decision making with real-time analytics, AI in operational models in an organization, Future of AI in HR, Talent Acquisitions (TA), AI & transformation in Finance & Accounting, CFO of tomorrow, Changing role of Chief Information Officer (CIO): Industry 4.0	12

Unit	Topics	Duration (In Hours)
III	AI in Banking and Insurance : Redefined banking industry – the adoption of Analytics, AI-powered financial services, Fraud mitigation in banks with AI, Reorienting customer retention, Risk management with AI, AI-driven transformation in Insurance	12

Unit	Topics	Duration (In Hours)
IV	AI in Retail Sector: AI interventions in Retail Outlets. The emergence of smart customers, ad content predictions, Evolution of smart retailers, Omnichannel experience, AI in consumer-packaged goods, Fluid supply chain transformation with AI. AI-Led marketing transformations, Data to Clusters – Ad content prediction - AI-based Ad buy and CPC optimization, AI-driven campaign management	12

Unit	Topics	Duration (In Hours)
V	Exponential Technologies: Beating cyber-attacks with Analytics, AI in the automotive industry: driverless cars and drones, IoT Analytics: extracting value and transforming business, Real-time streaming analytics, Crypto-currency Analytics, AI for customer service-data to scores.	12

Recommended Textbooks:

1. Dhanrajani, S., AI & Analytics: Accelerating Business Decisions. New Jersey: Wiley, 1st Edition, 2018
2. D. W. Patterson, "Introduction to Artificial Intelligence and Expert Systems", Prentice Hall, 1st Edition, 1990
3. Russell, S. J., & Norvig, P. (2019). Artificial Intelligence: A Modern Approach, 3rd Edition. New Jersey: Prentice Hall

Recommended Reference Books:

1. Nils J. Nilson "Principles of Artificial Intelligence", Elsevier Science, 1st Edition, 1986
2. M. Sasikumar, S. Ramani "Rule based Expert System", Narosa Publishing House, 1st Edition, 2007
3. Akerkar, R., Artificial Intelligence for Business. Basingstoke: Springer Nature, 1st Edition, 2018

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Category: GEC
Name of the Course: E-ACCOUNTING AND TAXATION WITH GST		
Course Code: S3-GEC-05	Total Duration: 60 Hrs Credit: 04	Max.Marks:100 Internal:40+External:60

Course Outcomes:

1. Know the concept of E-accounting.
2. Obtain theoretical and practical knowledge of Income Tax Act.
3. Obtain Information relating to assessment of Tax and TDS.
4. Know the historical background and implementation of GST Act.
5. Know the concept of time of supply and computation of assessable value under GST.

Syllabus

Unit	Topics	Duration (In Hours)	Marks
I	Introduction to E-Accounting: Concept of Business and Profession Types of Accounts, Rules for accounting. Converting the business transaction into Journal according to the Golden Accounting Rules. Concept of Ledger, Trial <i>balance</i> and Final Accounts.	12	20
II	Income Tax: Introduction to Income Tax: Important concept and definitions. Theoretical Knowledge of various heads of Income Tax. <i>Deduction from GTI for individual (theory).</i>	12	20

III	Income Tax: Procedure of Tax Assessment and Types of Tax Assessment. TDS (<i>Basic provisions</i>) Tax Refund Procedure.	12	20
IV	GST: Introduction, Important terms. Structure and classification of GST. Concept Of Input Tax Credit	12	20
V	GST: Meaning, Scope and Time of Supply. Computation of assessable value under GST. <i>Composition scheme (theory and practical).</i>	12	20

Recommended Reference Books:

- Income Tax, Law and Account HC Mehrotra & Prof V C Agarwal Sahitya Bhawan Publishers, Agra 2021
- Income Tax Law and Account Shripal Saklecha Satish Printers, Indore 2021
- GST & Customs Duty HC Mehrotra & Prof VC Agarwal Sahitya Bhawan Publishers, Agra 2021
- Goods & Service tax and Customs Duty Shripal Saklecha Satish Printers, Indore 2021
- Goods & Service tax and Customs Duty Modi, Gupta and Gupta SBPD Publications, Agra 2021

Fourth Semester

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program : BBA		Program Code:
Name of the Group: Major - A		
Name of the Course: Human Resource Management		
Course Code: S4-BBAH1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Demonstrate proficiency in fundamental human resource theories and concepts and how they apply to real world situations.
2. Discuss Human resource policies and practices that help promote organization's strategic goals.
3. Identify how organization's link training programs to organizational needs.
4. Relate to how organizations evaluate jobs and design salary structure based on that.
5. Examine the challenges of human resource management and successfully manage and resolve conflicts.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Concept and functions of Human Resource Management, Structure and role of personnel management in an organization Implementation of personnel policy, The Future Challenges of HRM, International HRM.	18	20
II	Strategic Management of Human Resource, Staffing policy and process; HR planning, Job analysis, Job description, Job specification, Recruitment, selection, Induction, Placement Promotion and Transfer.	18	20

III	empower training and development: Employment Training and development Employee Training. Performance appraisal and potential appraisal, Employee Morale and Productivity	18	20
IV	Wage and salary administration, Job evaluation and designing salary structure. Compensation Management and benefits.	18	20
V	Management of Organizational climate and Industrial relations, Industrial Disputes and Participative management, Grievance vs. Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict Management and Negotiation.	18	20

Suggested Readings:

- Personnel Management, 3rd. Ed, Mamoria, C. B, Himalaya Publishing House , 2018
- Human Resource Management, 7th Ed., Aswathappa, K., Mc. Graw- Hill Education, 2016
- Human resource management, human resource management, 12/e, Ivanceich, J. M., Tata Mc. Graw-hill education ,2017
- Human resource management concepts, practices, and New paradigms, Sen Gupta, Amitabha, Sage Publications. 2018

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 Department of Management Studies
 Academic Year: 2024-25
 BBA Third Semester

Name of the Program: BBA		Program Code:
Name of the Group: Minor – A		
Name of the Course: Organizational Behavior		
Course Code: S4-BBAH2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Identify the theoretical framework of organizational behaviour.
2. Apply the knowledge pertaining to personality, perceptions, attitudes and learning for self growth and development.
3. Apply theories of groups and leadership in organizational settings.
4. Apply strategies to overcome stress, barriers of change and development.
5. Relate international dimensions of Organizational behaviour to organizational functioning.

Syllabus


Units	Topics	Duration (InHours)	Marks
I	Concept of organizational behavior, contributing disciplines to organizational behavior; Background/ historical perspective and framework of OB.	1 8	20
II	Individual behavior, Personality, Perception- Perceptual selectivity, Perceptual organization, social perception, and impression management, Attitudes and values, Learning and reinforcement.	1 8	20
III	Leadership- Concept and Theories of Leadership, Qualities of a good leader, <i>Leadership Styles</i> Group Dynamics- Group formation, Nature of groups, Reasons for joining groups, Functions of group within organization. <i>Group Cohesiveness, Stages of Group Development</i>	18	20
IV	Stress management- Meaning, Cause, Effect and coping strategies for stress, work stress, Organizational Change and Development.	18	20

V	International dimensions of Organizational Behavior, Equal Employment opportunities, Organizational Culture, Managing cultural diversity, Learning Organization.	18	20
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Suggested Readings:

- Fred Luthans, Organizational behaviour (Evidence based) Tata McGraw Hill (2010-international edition)
- Robbins S.P., Organizational behaviour, Pearson's education (2018-18th edition)
- Singh Dalip, emotional intelligence at work, response books, sage publications, Delhi, (2015).
- French Wendell, Bell Jr Cecil H & Vohra Veena, Organization development: Behavioral science interventions for organizational improvement Pearson education (2017- 16th edition)
- K.Chitale, Avinash, Prasad Mohanty, Rajendra, Raja Ram Dubey and Nishith Organizational Behaviour, text and cases, PHI





SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major -B		
Name of the Course: Marketing Management		
Course Code: S4-BBAM1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Identify the marketing mix, process and its applicability in business operations.
2. Differentiate between various consumer segments for effective targeting and positioning
3. Recognize target markets and environment by analyzing consumer behavior.
4. Synthesize ideas into a business plan for start-up ventures.
5. Outline the importance of various aspects of service marketing.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Nature and Scope of Marketing, Selling Vs Marketing, Basic concepts, Marketing Management Philosophies, Concept of Holistic Marketing. Market Segmentation, Marketing Mix, Marketing Environment, Marketing System.	18	20
II	Product Strategy: Product Classification & Product Mix, Product Promotion, Branding and Packaging Decisions, Integrated Marketing Communication. Promotion Mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations.	18	20
III	Pricing Decisions, Methods of setting prices, Pricing Strategies, Rural Marketing, Steps for taking lead in Startups, Modern Marketing, Future Marketing.	18	20
IV	Distribution, Logistics Supply Chain Management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet Marketing, Non-Profit Marketing.	18	20

V	Service Marketing: Introduction, Concept and Characteristics. Marketing of Services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels and tourism 4. Professional services 5. Public utility services 6. Educational services.	18	20
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Reference Books:

- Saxena Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd., New Delhi (2019- 6th Edition)
- S. A. Sherlekar, Marketing Management; Himalaya Publishing House (2015)
- Philip Kotler, Marketing Management; Pearson Education, (2015)
- Krishna K. Havaldar & Shailendra Dasari, B2B Marketing Text and Cases McGraw, New Delhi (2021- 5th Edition)
- Nair Rajan Gupta C.B. Marketing Management; Sultan Chand & Sons, New Delhi (2018)
- Tapan K Panda, Marketing Management | Text and Cases. Taxmann publisher. (3rd edition)
- Dr. Arun Kumar Shukla , Mr. Shaswat Bajpai, Marketing Management; Thakur publication, Luknow.





SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program : BBA		Program Code:
Name of the Group: Minor - B		
Name of the Course: Marketing Research		
Course Code: S4-BBAM2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Discuss the scope, role and managerial importance of market research.
2. Apply various approaches to marketing research.
3. Develop research questions and objectives to address an appropriate research design.
4. Analyze data using statistical tools.
5. Prepare research reports.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Definition, Concept and Objectives of Marketing Research. Advantages and Limitations of Marketing Research. Problems and Precautions in Marketing Research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18	20
II	Types of Marketing Research: Consumer Research, Product Research, Sales Research, and Advertising Research. Various issues involved and Ethics in Marketing Research. Rural Marketing Research, Institutional Management & Research.	18	20
III	Problem Formulation and Statement of Research, Research Process, Research Designs: Exploratory Research, Descriptive Research and Experimental Research Designs. Decision Theory and Decision Tree.	18	20

IV	Methods of Data Collection: Observational and Survey methods. Questionnaire Design, Attitude Measurement Techniques.	18	20
V	Administration of Surveys, Sample Design, Selecting an appropriate Statistical Technique. Tabulation and Analysis of Data, Scaling Techniques. Hypothesis: concept, need, objectives, types and its uses. Report Writing.	18	20

Suggested Books:

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4th Edition)
- Cooper DR and Schindler, Business Research Methods, Tata McGraw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Pearson's Education (2019)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA	Program Code: 1	
Name of the Group: Major – C		
Name of the Course: Financial Management		
Course Code: S4-BBAF1	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Demonstrate the overall role and importance of the financial management.
2. Construct the financial statement analysis and interpretation of any business concern independently through tools and techniques of financial management
3. Evaluate working capital management policies, identify sources of capital and cost involved in raising the funds and assess the proper mix of debt and equity using leverages.
4. Design capital structure, analyze different models of dividend payout policy and their calculations
5. Evaluate investment decisions, Return on Investment using CAPM, and APT models and have an understanding of derivatives

Syllabus

Units	Topics	Duration (InHours)	Marks
I	<i>Financial Management: Meaning, Scope, Functions of Financial Manager</i> , Finance function and its objectives, tools for financial analysis capitalization, over capitalization analysis, under capitalization. Concept of Risk and Return	18	20
II	Ratio analysis: Meaning Interpretations of ratios, classification of ratios. Fund flow and Cash flow analysis.	18	20

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III	Working Capital Management: Classification of working capital. Factors determining the adequate working capital requirement. Management of working capital. Source of working capital. Leverage-Financing, Operating and <i>Composite</i> Leverage.	18	20
IV	Capital Structure: Optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm. Shareholder Value Creation. Dividend payment and valuation of firms, dividend policy of the firm. Determinants of dividend policy and types of dividend policy.	18	20
V	Capital budgeting methods of investments evaluation: Payback period, Accounting rate of return, Discounted cash flow method (NPV) and Internal rate of return & <i>Probability Index</i> . Cost of capital.	18	20

Suggested Readings:

- Financial Decision Making, 2nd Edition, Van Horne James C, Prentice Hall, New Delhi, 1971
- Financial Management and Policy, 3rd Edition, Bhalla. K., Anmol publications New Delhi, 2002
- Financial Management 3rd Edition, Gupta S.P. Anmol publications New Delhi, 2002
- Financial Management, 8th Edition, Pandey I.M., Vikas Publications New Delhi 2001
- Financial Management, Rev 2, Gupta Shashi.K., Kalyani Publishers, Ludhiana 2008
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi (2019)

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Third Semester

Name of the Program: BBA		Program Code:
Name of the Group: Minor - C		
Name of the Course: Financial Markets and Financial Services		
Course Code: S4-BBAF2	Total Duration: 90 hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. Demonstrate the role of financial markets, services and institutions and will have understanding with the Indian Financial System.
2. Classify the Indian money market and capital market.
3. Illustrate various financial institutions and their role in financing the business.
4. Outline the various financial services provided in the financial market and the regulatory framework of merchant banking in India.
5. Classify various financial products, services, and strategies offered by the various financial services institutions.

Syllabus

Units	Topics	Duration (InHours)	Marks
I	Financial System and its Components: Financial Markets and Institutions, Financial Intermediation, Flow of Funds Matrix, Financial System and Economic Development, An overview of Indian Financial System.	18	20
II	Financial Markets: Money Market functions, organization and instruments. Role of the Central Bank in the money market. Indian money market – An overview, Capital Markets - functions, organization and instruments Indian debt market, Indian equity market – primary and secondary markets. Role of Stock Exchanges in India.	18	20

III	Financial Institutions: Commercial Banking – Introduction, its role in project finance and working capital finance Development Financial Institutions (DFIs) – An overview and role in the Indian economy. Life and Non - life insurance companies in India. Mutual Funds – Introduction and their role in capital market development. Non-banking financial companies (NBFCs).	18	20
IV	Financial Services: Overview of the financial services industry. Merchant banking pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	18	20
V	Leasing and Hire -Purchase, Consumer and Housing finance, Venture capital finance, Factoring services, Bank Guarantees and Letter of Credit. Credit Rating, Financial Counseling.	18	20

Suggested Readings:

- L M Bhole, and Jitendra Mahakud, Financial Markets, McGraw-Hill (2017)
- Pathak, Indian Financial System, Pearsons Education (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education (2019-11th Edition)
- Siddharth S.S. Indian Financial System: Financial Market, Institution and Services McGraw Hill Education (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)
- Annual Reports of Major Financial Institutions in India.






SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Semester -IV

Name of the Program: BBA		Program Code:
Name of the Group: SEC		
Name of the Course: Export-Import Management		
Course Code: S4-SEC02	Total Duration: 60 Hours Credits- 04	Max. Marks: (Internal:40+Theory: 60)

Course Outcomes:

1. They will be able to understand various International and local Bodies for International trade.
2. They will learn the export import cycle, delivery and payment terms.
3. They will be able to identify different buyers and communication for Product and market selection.
4. They will be able to explain essential documents for importing and exporting and create pre or post shipment documentation.
5. They will be able to analyze GST, Custom Procedures and plan risk, and government assistance.

SYLLABUS

Unit	Title/Topics	Duration (In Hours)	Marks
I	International Bodies <ul style="list-style-type: none">• Continents, Opportunities and Myths• International and Local Bodies	12	20
Unit	Title/Topics	Duration (In Hours)	Marks

II	Export Import Cycle, IEC Online Application, Types of Transportation, Containers and Packaging, Inco Terms and Payment Terms <ul style="list-style-type: none"> • Export-Import Cycle • Online IEC Application Types of Transportation, Containers and Packaging • Different type of Delivery Terms and Cost - Risk involved • Different type of Payment Terms and Risk involved 	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Product and Market Selection & Research, Verification of Buyers and Importance of Exhibition Visits and Identifying Buyers, Communication. <ul style="list-style-type: none"> • Selection of Product for Export • Importance of Product Selection and Source of Finding New Products • Importance of Market Selection and Identifying Potential Market • Importance of Trade Fairs and Exhibition for Export Promotion • How to find Genuine Buyers • Buyers Communication and Verification • Selection of Market for Export 	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Performa Invoice, LC, Pre and Post Shipment Documentation, GST Custom Clearance and Documents. <ul style="list-style-type: none"> • Importance of Performa Invoice and various aspects • Full LC Clauses • Pre and Post Shipment Documents and understanding its need- How to fill Pre & Post Shipment Documents • Import Documentation and procedure 	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Import Procedures and Documents, Risk Management & Government Benefits <ul style="list-style-type: none"> • GST and Custom Procedures • ECGC, Insurance, EEFC and Forward Contract • Export Incentives 	12	20
	<ul style="list-style-type: none"> • Social Media Marketing • Buyers' verification • Buyers calling 		

Recommended Text Books:

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1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
4. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi. 5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
BBA Semester -IV

Name of the Program: BBA		ProgramCode:
Name of the Group: GEC		
Name of the Course: Banking and Insurance		
Course Code: S4-GEC-01	TotalDuration: 60 Hours Credits- 04	Max.Marks: (Internal: 40 +Theory: 60)

Course Outcomes:

1. **CO1:** To understand the banking in India.
2. **CO2:** To classify various banking deposits and loans & advances.
3. **CO3:** To comprehend the insurance sector in India.
4. **CO4:** To outline the Life Insurance Sector in India.
5. **CO5:** To analyze the General Insurance Sector in India.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Introduction to Banking: Historical Background of Banking. Definition, principles and importance of bank. Classification of Bank. Functions of commercial bank. Structure of commercial banking in India. Features of Indian banking system. Credit creation Central Banking: RBI and its functions. Credit control. Nationalization and Merger of Banks: General Introduction to Nationalization of banks. Objectives and Introduction to Private Banks: functioning and usefulness or importance, effects. Evaluation of nationalization and merger of Indian Banks.	12	20
Unit	Title/Topics	Duration (InHours)	Marks

II	Bank Deposits: Meaning and types. Features of bank accounts. Procedure to open and close bank accounts (including online procedure). Loans and advances: Principles to sanction loans and advances. Classification of loans and advances. Procedure to apply for house loans, personal loan, education loan and commercial loan.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Insurance: Historical background of Insurance. Meaning, elements, basic principles and importance of insurance. Kinds of insurance. Regulation of insurance in India. IRDA: Functions and role to regulate insurance in India.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Life Insurance: Historical background, meaning, objectives, importance, essential elements. Life insurance policy and its types. "Insurance proposal to policy"- Procedure. Conditions of Life Insurance policies. Claim filing procedure and settlements of claims. Life Insurance Corporations of India: Functions, progress and evaluation.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	General Insurance: Meaning, objectives and importance. Kinds of general insurance and its features. Basic principles of general insurance. Procedure to apply general insurance policies. Claim filing procedure and settlement of claims. General Insurance Corporation of India: Functions, progress and structure. Performance of private sector companies in general insurance sector.	12	20

Recommended Books:

1. Banking and Insurance, Dr. O.P. Gupta and Dr. Sudhir Kumar Sharma, Sahitya Bhawan Publications Agra, 2021
2. Principles of Insurance, Dr. R. L. Nolakha, R.B.D. Publications Jaipur, 2020
3. Banking Theory Law and Practice, Dr. K.P.M. Sundaram and Dr. P.N. Varshney, S. Chand and Sons New Delhi 2021.

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA Semester -IV

Name of the Program: BBA		Program Code:
Name of the Group: GEC		
Name of the Course: Tourism Marketing		
Course Code: S4-GEC-02	Total Duration: 60 Hours Credits- 04	Max. Marks: (Internal:40+Theory: 60)

Course Outcomes:

1. Analyze and identify the importance of tourism marketing and service marketing.
2. Identify and demonstration of components of marketing information system.
3. Recognize and analyses the tourist buying behavior and study the factors that affects tourist buying and buying decision.
4. Analyze and determine different pricing strategies and importance of distribution system.
5. Recognize and demonstrate promotional mix and major decision process in E-tourism.

SYLLABUS

Unit	Title/Topics	Duration (In Hours)	Marks
I	Introduction to Tourism Marketing Meaning, definition and evolution of marketing. Marketing mix. Marketing for tourism and travel services. Tourism marketing-special features. Marketing environment-global marketing environment for tourism and domestic marketing environment for tourism. Use of social media for marketing of tourism products. Service marketing, characteristics of services marketing, service marketing mix.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks

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II	Tourism Market and Consumer Behavior Marketing information system (MIS), Functions of MIS. Tourism market classification/types. Tourism market segmentation-targeting and positioning strategies, segmentation process, market identification and selection, 8 P's of tourism marketing.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Consumer Behavior Characteristic affecting consumer behavior-cultural factors, social factor, personal factor, psychological factor. Buyers decision making process.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Pricing and Distribution Pricing methods, factors affecting pricing, pricing strategies for both new and existing tourism products, price adjustment during Off and peak seasons. Tourism product distribution, internet as evolving tourism distribution channel.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Marketing Strategies An overview of national tourism promotion campaigns, promotion mix, advertising-creative advertising, major decision and process in creative advertising, innovative advertisements for tourism marketing, internet for promoting tourism products, role of Local community in promotion of tourism, promotion of positive tourism practices.	12	20

Recommended Text Books:

1. Hospitality and Travel Marketing, Morrison A.M., Delmar Thompson Publishing
2. Principles of Marketing, Kotler Philip and Armstrong, PHI
3. Fundamentals of Marketing, Stanton, William J. McGraw-Hill
4. Marketing Management, Ramaswami, V.S. and Namakemari, S., MacMillan
5. Marketing Management, Bhattacharya k Sisir, National Publishing House
6. Marketing Management Strategy and Cases Dalrymple, J. D. And Parson J. L. John Willey and Sons
7. Service Marketing, Jha S. M., Himalaya Publication New Delhi

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Department of Management Studies

Academic Year: 2024-25

BBA Semester -IV

Name of the Program : BBA		ProgramCode:
Name of the Group : GEC		
Name of the Course: Good Governance		
Course Code: S4-GEC-03	Total Duration: 60 Hours Credits- 04	Max.Marks: (Internal: 40 +Theory: 60)

CourseOutcomes:

1. **CO1:** Participate in public forum to share their ideas and suggestions on Governance and Policy-making; File an application for RTI online
2. **CO2:** Analyse the significance of GeM for buyers and sellers; Interpret the key learnings from the case studies on Insider Trading;
3. **CO3:** Present report on significance of E-Governance in Education Sector
4. **CO4:** Analyse and interpret case studies on role of ICT in Governance
5. **CO5:** Prepare an appraisal report about the functioning of institutions like: educational institutions, health care centers, public utility, local self-government- Panchayati Raj Institutions, Anganawadi, etc.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Introduction: Governance: Concept, Meaning and Nature. Leadership for Good Governance: Values, Ethics, and Principles in Leadership. The Fundamental Rights, Directive Principles of State Policy and Fundamental Duties enshrined in the Indian Constitution. Participation of the public in the development process of the nation. Forms of public accountability and Redressal of public grievances with special reference to RTI,	12	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Good Governance: Issues and Challenges in India: Mainstreaming alternative viewpoints in democracy; Role of government and market in a competitive economy. Administrative Reforms in India, Civil Service Reforms, Local Governance, Educational Reforms, Media & Governance. Corporate Governance: Insider trading; Whistle Blowing; Shareholder's Activism.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	ICT in Governance: Concept and Significance: From IT to ICT – Information and Communications for Development: International Trends and Policies – Open and Accountable Development using ICTs – Focal Domains of ICT in Governance: e-Administration, e-Citizens, e-Services, and e-Society.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	ICT Reforms in Governance ICT Reforms in Governance: Building a Congenial Environment, Identification of ICT Projects and Prioritization, Business Process Reengineering (BPR), Capacity building and Creating Awareness, Developing Technological Solutions and Sharing of Resources/Information, Knowledge Management.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Good Governance Initiatives by Government & Field Exposure: Features of Good Governance Accountability, Transparency, Responsiveness, Equity & Inclusiveness, Ease of Doing Business Effectiveness & Efficiency, Rule of law, Participatory Consensus – Initiatives for Good Governance: Right to Education, Right to Information and Right to Public Services.	12	20

Recommended Books:

1. Inspiring Leadership, Adair, J. New Delhi: Viva Books Pvt. Limited. 2009
2. Good Governance – An Integral Approach, Goel, S. L. New Delhi: Deep and Deep Publications Private Limited. 2007
3. Unlocking E-Government Potential – Concepts, Cases and Practical Insights. Bhatnagar, S. New Delhi: Sage Publications India Pvt. Ltd. , 2009
4. The Governance Discourse, Chakrabarty, B., & Bhattacharya, M. New Delhi: OUP India, 2008

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Semester -IV

Name of the Program : BBA		ProgramCode:
Name of the Group : GEC		
Name of the Course: Accounting and Tally		
Course Code: S4-GEC-04	Total Duration: 60 Hours Credits-3+1=4	Max.Marks: (Internal:40+Theory:60)

CourseOutcomes:

1. **CO1:** Understand the basic concepts of Accounting.
2. **CO2:** Prepare Ledger Accounts and Trial Balance.
3. **CO3:** Prepare Financial Statements of business.
4. **CO4:** Create Accounting vouchers.
5. **CO5:** Create financial statements using Tally software.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Financial Accounting, Concept of Double Entry System, Golden Rules of Accounting, Preparation of Journals	12	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Preparation of Ledgers and Trial Balance	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Brief Introduction of Trading and Profit and Loss Account and Balance Sheet. PRACTICAL	12	20
Unit	Title/Topics	Duration (In Hours)	Marks



IV	Inventory information: Determination of stock groups, Stock items and stock units Accounting vouchers Entries: Receipt Vouchers, Payment Vouchers, Purchase Vouchers, Sales vouchers, Contra Vouchers, Journal Vouchers, Debit Note, Credit Note	12	20
Unit	Title/Topics	Hours)	PAGES
V	Report: Trial Balance, Day Book, Accounts Book, Statement of Accounts, Inventory Book, Trading and Profit & Loss Account, Balance Sheet	12	20

Recommended Text Books:

1. Tally ERP 9 (Power of Simplicity), Shraddha Singh, V&S Publishers
2. Tally. ERP 9 Training Guide, Ashok K Nadhani, BPB Publications
3. Double Entry Book Keeping, T S Grewal, Sultan Chand & Sons Publications

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
BBA Semester -IV

Name of the Program : BBA		Program Code:
Name of the Group : GEC		
Name of the Course: New Venture Planning		
CourseCode: S4-GEC-05	Total Duration : 60Hours Credits- 3 + 1	Max. Marks:(Internal: 40 +Theory: 60)

Course Outcomes:

1. **CO1:** Generate a business idea using different techniques and describe sources of innovative ideas.
2. **CO2:** Evaluate advantages of acquiring an ongoing venture with a case study.
3. **CO3:** Present a comparative analysis of various government schemes which are suitable for the business idea.
4. **CO4:** Develop a marketing plan for a business idea.
5. **CO5:** Prepare and present a well-conceived Business Plan.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	<p>Starting New Ventures New Venture: Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.</p>	12	20

Unit	Title/Topics	Duration(InHours)	Marks
II	Legal Challenges in Setting up Business Intellectual Property Protection: Patents, Trademarks and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal Acts governing businesses in India. Identifying Form of Organization and their procedures and compliances.	12	20
Unit	Title/Topics	Duration(InHours)	Marks
III	Search for Entrepreneurial Capital: The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs) Angel Investors. Government schemes for new ventures like: Startup India, Stand Up India, Make in India ,etc.	12	20
Unit	Title/Topics	Duration(InHours)	Marks
IV	Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.	12	20

Unit	Title/Topics	Duration(InHours)	Marks
V	Business Plan Preparation for New Ventures Business Plan: Concept. Pitfalls to Avoid in Business Plan Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Market Niche and Market Share. Research Design and Development. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.	12	20

Recommended Books:

1. Allen, K.R. (2015). *Launching New Ventures: An Entrepreneurial Approach*. Boston: Cengage Learning.
2. Barringer, B.R., & Ireland, R.D. (2015). *Entrepreneurship: Successfully Launching New Ventures*. London: Pearson.
3. Kuratko, D.F., & Rao, T. V. (2012). *Entrepreneurship: A South-Asian*

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



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 Department of Management Studies
 Academic Year: 2024-25
BBA Semester -IV

Name of the Program: BBA		Program Code:
Name of the Group: GEC		
Name of the Course: New Venture Planning		
Course Code: BBA-G20 (Practical)	Total Duration: 60Hours Credits- 3 + 1	Max.Marks:(Internal: 40 +Theory: 60)

SYLLABUS (PRACTICAL)

1	Business Plan Preparation for New Ventures Business Plan Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description Market Niche and Market Share. Research Design and Development .Finances. Critical- Risk. Harvest Strategy. Milestone Schedule.		

Fifth Semester



SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



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Department of Management Studies
Academic Year: 2024-25

BBA Fifth Semester

Name of the Program: BBA		Program Code:
Name of the Group: Skill Enhancement Course		
Name of the Course: Personality Development		
Course Code: S5-SEC03	Total Duration: 60 hrs Credit: 04	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Discuss the basic concepts of personality
2. Illustrate hard and soft skills
3. Explain the importance of leadership and motivation on personality
4. Demonstrate good individual behaviour through self-awareness
5. Demonstrate better self in personal life and corporate world

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	Introduction to Personality and working towards developing it: Definition and basics of personality, Analyzing strength and weaknesses (SWOT) Corporate theories and Personality development, Increasing Vocabulary, Body language, Preparation of self-confidence, Know and asses yourself, Values, Habits, Psychological needs and emotions	12	20
II	Communication Skills and Digital Etiquettes: Soft Skills and Hard Skills, Listening. Communication barriers, Overcoming these barriers, Self-esteem and Self-confidence, Working on Attitudes, Aggressive, Assertive and Submissive, Various ways of communication and Impact on audience. Use of ICT in day-to-day management, Effective use of social media, E-mail etiquettes, Netiquettes.	12	20

III	Introduction to Leadership and Motivation Leadership styles, Group dynamics, Team building and Building confidence, Success & Failures- factors responsible for success and failure, developing effective habits, Goal setting, SWOT Analysis, SMART Goals (Specific, Measurable, Achievable, Realistic, Time bound), Motivation.	12	20
IV	Interpersonal Relationships, Employability Quotient and Stress Management Analysis of Ego States- Transactions, Strokes and Life Position; Stress Management- Causes, Impact and Managing Stress, Causes and effects of Stress, dealing with shyness; Resume Building, Group discussion and Interviews.	12	20
V	Conflict Management Introduction to Conflict Management, Levels of conflict, managing conflict, Change Management and Time Management- Concept, Importance and Need, Techniques and Steps towards better time management.	12	20

Suggested Readings:

- Andrews, Sudhir (1988). How to Succeed at Interviews. 21st (rep.) Tata McGraw-Hill, New Delhi.
- Covey, Stephen. (1989). The 7 Habits of Highly Effective People. NY: Free Press
- Hindle, Tim (2003). Reducing Stress. Essential Manager Series. DK Publishing.
- Lucas, Stephen (2001). Art of Public Speaking. Tata - Mc-Graw Hill, New Delhi.
- Petes S. J., Francis (2011). Soft Skills and Professional Communication. Tata McGraw-Hill Education, New Delhi
- Smith, B. (2004). Body Language. Rohan Book Company, Delhi.

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(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Fifth Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major - Finance		
Name of the Course: Indian Financial System		
Course Code: S5-FM5	Total Duration: 90 hrs Credit: 06	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Demonstrate conceptual knowledge about the financial system with special reference to India.
2. Able to explain the various dimensions and Regulatory Framework of the Indian financial system.
3. Outline the complex nature of the Indian financial market and the working of Stock Exchange in India.
4. Describe the role of Commercial Banks & Reserve Bank of India.
5. Discuss the structure and working of various Financial Institutions of the Indian Financial System.

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	Structure of Indian Financial System: An Introduction of Financial System, Meaning, Characteristics, Significance and Components, Evolution of Financial System in India. Main functions of these constituents and respective roles, Money Markets: Functions, Players, and Instruments in the Money Market. Money Market Organization.	18	20
II	Structure and Development: Regulations in Financial System, Role and need of Regulations in Financial System- RBI, SEBI and IRDA.	18	20

III	<p>Financial Market: Functions and Organization, Primary Market: Activities, Intermediaries and Functions. Secondary Market: Functions, Instruments and Mechanism.</p> <p>Stock Exchange in India: Objectives, Functions and significance of stock Exchanges, Working of Stock Exchange in India.</p> <p>Financial Intermediaries: Role of financial intermediaries in the capital market.</p>	18	20
IV	<p>Reserve Bank of India: Organization management role and functions credit control</p> <p>Commercial Bank: Evolution, Management and Organizational setup, Assets and Liabilities, Theories of Liquidity Management, Management of Primary and Secondary Reserve, Management of Loans</p>	18	20
V	<p>Development Banks in India: Types, functions, growth, structure and working of Development Banks. Non-Banking Financial Companies Importance, Scope, Characteristics, Functions, Types, Regulations, NBFCs.</p> <p>Regional Rural Banks: Objectives, Features, RBI Assistance, Evaluation, Major RRBs,</p> <p>Insurance Organizations: Importance, Rational, Types, Major Players, Important Regulations.</p>	18	20

Suggested Readings:

- Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002.
- Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand and Sons, New Delhi. 2002.
- Indian Financial System: Financial Markets, Institutions and Services | Second Edition

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SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
Department of Management Studies
Academic Year: 2024-25
BBA Fifth Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: DSE - Finance		
Name of the Course: Security Analysis and Portfolio Management		
Course Code: BBA-FDSE1	Total Duration: 60 hrs Credit: 04	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Outline the concept of Investment and Financial Markets available for Investment opportunities.
2. Develop an understanding regarding the risk and return associated with Portfolio Management.
3. Evaluate the securities by the methods of Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis & Technical Analysis
4. Classify the role of various Stock Exchanges and the role of SEBI.
5. Outline the emerging trends of Indian Capital Market.

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	Investment: Concept, Objectives and types, Investment and speculation, Factors of Sound Investment, Financial Markets: Meaning and types, Investment Opportunities available in India.	12	20
II	Concept of Return and Risk: Sources and types of Risk, Measurement of Risk, Concept of Portfolio Management, Portfolio selection, Markowitz Model, Capital Asset Pricing Model	12	20

III	Fundamental Analysis: Economic Analysis, Industry Analysis and Company Analysis, Technical Analysis: DOW Theory, Elliott Wave Theory, Charting, Efficient Market Hypothesis	12	20
IV	Stock Exchange in India: BSE, NSE, OTC, Interconnected Stock Exchange in India, Stock Indices and their computation, SEBI: Their powers and functions	12	20
V	Emerging Trends in Indian Capital Market: Depositories and scrip less trading, Book Building, Stock Lending Scheme, Rolling Settlement, Green Shoe Option, Responsibilities and code of conduct for portfolio manager	12	20

Suggested Readings:

- Chandra Prasanna, 'Investment Analysis and Portfolio Management' McGraw Hill, New Delhi, 2017, Fifth Edition.
- Bhat Sudhindra, 'Investment Analysis and Portfolio Management', Excel Books, New Delhi, 2011, Second Edition.
- Bhalla V.K., 'Investment Management: Security Analysis and Portfolio Management', S Chand Publishing, New Delhi, 2008, Nineteenth Edition.
- Dr. Singh Preeti, 'Investment Management', Himalaya Publishing House, 2010.
- Haugen Robert H., 'Modern Investment Theory', Pearson Education, 2017, Fifth Edition.
- Agarwal O.P., 'Security Analysis And Investment Management', Himalayan Publishing House, 2011.
- Khatri Dhanesh Kumar, 'Investment Management And Security Analysis', Trinity Press Pvt. Ltd., 2012, Second Edition.

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Department of Management Studies
Academic Year: 2024-25
BBA Fifth Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major - HR		
Name of the Course: Human Resource Development		
Course Code: - S5-HRM5	Total Duration: 90 hrs Credit: 06	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Define the concept of Human Resource Management.
2. Assess the Human Resource Planning and factors affecting the same.
3. Examine the Human Resource Development Process.
4. Explain the importance of Learning and Human Resource Development.
5. Discuss the Process of Human Resource Development Activities.

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	Introduction to Human Resource Development: Concept and Evaluation, Relationship between Human Resource Management and Human Resource Development. Human Resource Development mechanism, process and outcomes.	18	20
II	Human Resource Planning: Introduction, Meaning, Definition, Features, Need, Objectives, Importance of Human Resource Planning, Methods of Human Resource Planning, Factors affecting Human Resource Planning	18	20

III	Human Resource Development Process: Assessing Human Resource Development Needs, designing and developing effective Human Resource Development Programme, Implementing Human Resource Development Programmes, Evaluating Human Resource Development Programmes	18	20
IV	HRD and Learning: Maximizing learning, Individual differences in learning process, learning strategies and styles, Principles of Learning, Learning and motivation, Human Resource development culture and climate	18	20
V	HRD Activities and Applications: Human Resource and Development for workers, Human Resource Development mechanisms for workers, Role of trade unions, Employee coaching, counseling and performance management, Career management and development	18	20

Suggested Readings:

- Personnel Management, 3rd. Ed, Mamoria, C. B, Himalaya Publishing House
- Human Resource Management, 7th Ed. Aswathappa. K, Mc. Graw-Hill Education.
- Human Resource Management, Human Resource Management, 11/e, Ivanceich, J. M., Tata Mc. Graw- hill education
- Human Resource Management Concepts, Practices, and New Paradigms, Sen Gupta, Amitabha, Sage Publications

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)

Department of Management Studies

Academic Year: 2024-25

BBA Fifth Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: DSE - HR		
Name of the Course: Wages and Salary Management		
Course Code: S5-HRDSE1	Total Duration: 60 hrs Credit: 04	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Define the basic logic and design characteristics of Wages and Salary Management.
2. Evaluate wages and salary decisions.
3. Analyze the criteria for wages and salary fixation.
4. Discuss the basic knowledge of e-record for wages and salary payment.
5. Examine the various rules and regulations regarding wages and salary management

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	Introduction of Wages and Salary Management: Concept, Objectives, Need, Characteristics and challenges of wages and salary management, General concept of wages and salary- Definition, Meaning and characteristics of wages and salary. Difference between wages and salary.	12	20
II	Facts of Wages: Wage structure, type of wage, type of wage, theories of wage, fixation and payment of wage, payment of overtime.	12	20

III	<p>Salary Structure: Meaning and description of basic pay, Dearness allowance, House Rent Allowance and other Allowances. Salary fixation- Principles, increment of Salary and Bonus.</p> <p>Incentive Plans—Individual and Group Incentive Plans, Profit Sharing Scheme, Employee stock ownership plan and Fringe benefits.</p> <p>Retirement benefits-- Description of Provident Fund, Gratuity and pension.</p>	12	20
IV	<p>Job Evaluation and Record Keeping: Concept, Need and Techniques of Job evaluation, Labour Transfer-Causes and impact.</p> <p>Record Keeping of wages and salary-e-record keeping of payment, Tax deduction, wage roll and payroll, pay slips and payroll reports.</p>	12	20
V	<p>Regulation of Wages and Salary Administration in India: Brief description of Labour Act, Wage Board and Pay Commission.</p> <p>Implementation of minimum wage act in India. Relation between trade unions and industries in the light of wage revision and labour welfare.</p>	12	20

Suggested Readings:

- Mamoria, C.B & Gurka, S.V.- Personnel; Management, Tata McGraw Hill, New Delhi.
- Rao, T.V., Performance Management: Towards organizational Excellence, Sage Publication, N. Delhi.
- Singh, B.D., Compensation and Reward Management, Excel Publication.
- Sharma, A.M., Understanding Wage system, Himalaya Publications, New Delhi.
- Pramod Verma- Labour Economics and Industrial Relations.
- Nadhini, Ashok, k. Tally ERP- 9, Training Guide, B.P.B Publication
- S.C. Shrivastava, Industrial Relations and Labour Law
- Factory Act 1948
- Minimum Wage Act 1948
- Pradeep Kumar Das- Compensation and Reward Management, Himalaya Publications, New Delhi.
- Dr. H.C. Mehrotra, Income Tax Law and Accounts, Sahitya Bhawan Publication, Agra
- Dr. V.C. Sinha, Labour Economics, National Publishing House, New Delhi.

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Department of Management Studies

Academic Year: 2024-25

BBA Fifth Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: Major - Marketing		
Name of the Course: Consumer Behavior		
Course Code: S5-MM5	Total Duration: 90 hrs Credit: 06	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Discuss the rationale for studying consumer behavior
2. Apply important concepts and theories in developing viable marketing strategies
3. Identify and explain the socio-cultural factors which influence consumer behavior.
4. Analyze psychological and environmental influences that are relevant for understanding consumer behavior.
5. Evaluate the influence of Opinion leadership and Customer Relationship Management.

Syllabus

Units	Topics	Duration (In Hours)	Marks
I	Introduction to Consumer Behavior, Concept, Scope and their applications. Information Search Process, Evaluative Criteria and Decision Rules	18	20
II	Consumer Decision Making Process, Four views of Consumer Decision rules: Economic man, Passive man, Emotional man, Cognitive man. Model of Consumer Decision making: Nicosia Model.	18	20
III	Consumer Motivation, Needs and Goals, Positive and Negative Motivation, Dynamic nature of Motivation, Consumer Perception, Conceptual Framework. Cultural Influence, Dynamism of culture.	18	20

IV	Consumer Attitude and Change; Influence of Personality and Self-Concept on Buying Behavior. Diffusion of Innovations, Diffusion Process and Adoption Process.	18	20
V	Reference Group Influence, Profile of Consumer's Opinion Leadership, Industrial Buying Behavior, CRM	18	20

Recommended Books:

- Consumer Behaviour in Indian Perspective, Suja R. Nair, Himalaya Publishing House
- Consumer Behaviour, C.N. Sontakki, Himalaya Publishing House
- Schiffman L.G. , Kanuk, II Consumer Behavior, PHI, New Delhi.
- Chunnawala : Consumer Behaviour Pub. S.Chand, New Delhi.
- Kazmi and S.Batra Satish : Consumer Behaviour Excel Books New Delhi.

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Department of Management Studies

Academic Year: 2024-25

BBA Fifth Semester

Name of the Program: BBA		Program Code: 1
Name of the Group: DSE - Marketing		
Name of the Course: Advertising and Sales Management		
Course Code: S5-MMDSE1	Total Duration: 60 hrs Credit: 04	Max. Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. Explain core concepts of advertising
2. Select the right target audience, media and advertising measures.
3. Develop appropriate media mix strategy and check its effectiveness
4. Illustrate the importance of personal selling and controlling process
5. Identify the right sales process and planning

Syllabus

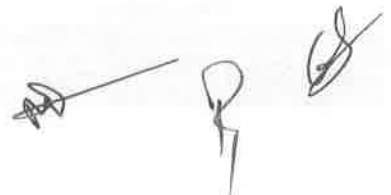
Units	Topics	Duration (In Hours)	Marks
I	Advertising- Introduction, Concept, Scope, Objectives and Functions of Advertising. Role of Advertising in Marketing Mix and the Advertising Process, Legal, Ethical and Social aspects of Advertising.	12	20
II	Pre-launch Advertising Decisions- Determination of target audience, Advertising media and their choice. Advertising Measures, Layout of Advertising and Advertising Appeal.	12	20

III	Message Design and Development – Advertising Copy Development, Types of Appeal, Advertising Copy Testing. Measuring Advertising Effectiveness-Managing Advertising Agency Client relationship, Promotional scene in India. Techniques for Testing Advertising Effectiveness.	12	20
IV	Personal Selling - Meaning and importance of Personal Selling, Advertising and Sales Promotion. Methods and Procedure of Personal Selling. Control process- Analysis of Sales Volume, Costs and Profitability, Managing expenses of Sales Personnel, Evaluating Sales Force Performance.	12	20
V	Sales Organization -Setting up a Sales Organization, Planning Process, Principles of determining Sales Organization. Sales Planning- Importance and Types of Sales Planning, Sales Planning Process, Sales Forecasting, Determining Sales Territories, Sales Quota and Sales Budget.	12	20

Recommended Reference Books:

- Sales and Advertising Management, G S Sudha ,Ramesh Book Depot New Delhi
- Sales Promotion and Advertising Management, M N Mishra, Himalaya Publishing House, New Delhi
- Advertising Management, Aaker David, PHI, New Delhi, •
- Advertising Management, Manendra Mohan, TMH, New Delh

Sixth Semester



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Department of Management Studies

Academic Year: 2024-25

BBA Semester-VI

Name of the Program: BBA		ProgramCode:
Name of the Group: Major- Finance (C)		
Name of the Course : Working Capital Management		
Course Code: S6-FM6	TotalDuration: 90hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Understand a company's working capital and its determinants.
2. **CO2:** Apply cash management techniques through proper cash planning.
3. **CO3:** Demonstrate the techniques of expediting the recovery of credit transactions through proper formulation of credit policies in the business organisation with respect to the recent trend in credit markets.
4. **CO4:** Learn and apply various inventory control measures.
5. **CO5:** Explain the monetary system in India and the constituents of capital and money market

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Working Capital: Concept, Definition, types, Importance, Need and Objectives of Working Capital Determinants of working capital, Excess working capital and inadequate working Capital, Disadvantages of Excess working capital and inadequate working Capital, Operating cycle - Concept	18	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Meaning, definition and nature of cash, Motives for holding cash, Cash Management, Meaning of Cash Flow, Determination of optimum cash balance, Cash Management Models, Management of Marketable Securities	18	20
Unit	Title/Topics	Duration (In Hours)	Marks

III	Concept and definition of receivables, cost of maintaining receivable, factors influencing the size of	18	20
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	receivables, forecasting of receivables, objectives of receivable management, factoring and receivable management, types of factoring.		
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Meaning and nature of inventory, purpose and benefit of holding inventory, risk and cost of holding inventories, objectives of inventory management, tools and techniques of inventory management	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Financing of working capital, determining the working capital financing mix, new trends in financing of working capital by banks, latest committees regarding working capital- Kannan Committee, Marathe Committee.	18	20

Recommended Books:

1. Working Capital Management, V.K. Bhalla: Anmol Publications Pvt. Ltd. New Delhi.
2. S.C. Kuchhal: Financial Management, Chataniya publishing House, Allahabad.
3. Corporate Financial Management, Basant Raj, Tata Mc GrawHill, New Delhi.
4. Financial Management, Khan and Jain, Tata McGraw Hill New Delhi.
5. Financial Management, I.M. Pandey, Vikas Publishing House, New Delhi.
6. Working Capital Management, Sharma and Gupta, Kalyani Publishers, New Delhi, 2020

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Department of Management Studies
Academic Year: 2024-25
BBA Semester-VI

Name of the Program: BBA		Program Code: 1
Name of the Group: DSE –1(Finance)		
Name of the Course: Merchant Banking & Financial Services		
Course Code: S6-FMDSE2	Total Duration: 60hrs Credit: 04	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Acquire conceptual knowledge about merchant banking with special reference to India.
2. **CO2:** Able to understand and enhance knowledge on role of financial services.
3. **CO3:** Learn about the nature of factoring and distinguish with other such services.
4. **CO4:** Understand the management and mechanism of securitization.
5. **CO5:** Learn about Depository- NSDL and CDSL

SYLLABUS

Unit	Title/Topics	Duration (In Hours)	Marks
I	Merchant Banking: Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene - structure of Merchant Banking industry- primary Markets in India and Abroad - professional Ethics and code of conduct - current Development.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks

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II	Financial Services: Meaning and Definition, Role of Financial Services in a financial system. Leasing: Meaning and features. Introduction to equipment leasing: Types of Leases, Evolution of Indian Leasing Industry. Legal Aspects of Leasing: present Legislative Framework. Hire purchase: concept and characteristics of Hire purchase. Difference between hire purchase and leasing	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Factoring: concept, nature and scope of Factoring. Forms of Factoring, Factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting-Evaluation of a Factor - Evaluation of Factoring - Factoring in India's current Developments.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Securitization/Mortgages: Meaning, nature and scope of securitization, securitization as a Funding Mechanism, securitization of Residential Real Estate-Whole loans-Mortgages-Graduated-Payment.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Depository: Meaning, Evolution, Merits and Demerits of Depository Process of Dematerialization and Dematerialization. Brief description of NSDL and CDSL. Security Brokerage: Meaning of Brokerage types of brokers. Difference between broker and jobber. SEBI Regulations relating to brokerage business in India.	12	20

Recommended Reference Books:

1. Dr. K. Ravichandran, "Merchant Banking and Financial Services", Himalaya Publishing House.
2. Ravichandran K., "Merchant Banking and Financial Service", Himalaya Publishing House.
3. Anil Agashe "Merchant Banking and Financial Service", Everest Publishing House.

Suggested Readings:

1. Gurusamy S, Merchant Banking and Financial Services, Vijay Nicole and Tata McGraw Hill, 4th Edition, 2012, New Delhi
2. Khan M Y, "Financial Services", Tata McGraw Hill
3. Sri Ram, "Handbook of Leasing & Hire purchases", ICFAI Hyderabad
4. Stewart, Simon (University of Adelaide), "Financial Services & Their Regulation"

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Department of Management Studies
Academic Year: 2024-25
BBA Semester-VI

Name of the Program: BBA		Program Code: 1
Name of the Group: DSE –2(Finance)		
Name of the Course: International Finance		
Course Code: S6-FMDSE3	Total Duration: 60hrs Credit: 04	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Understand the most widely used international business terms and concepts.
2. **CO2:** Identify the role and impact of political, economic, social and cultural variables in international business.
3. **CO3:** Analyze international business from multi-centric perspective, avoiding ethnocentrism
4. **CO4:** Understand the concept of exchange rate determination
5. **CO5:** Understand the importance, functions and significance of international financial institutions.

SYLLABUS

Unit	Title/Topics	Duration (In Hours)	Marks
I	Introduction: International Trade, It's Importance Principles of International Trade-Theory Comparative Costing, Classical Theory, Absolute Advantage Heckscher-Ohlin Theory, Free Trade Vs. Security Barriers to Foreign Trade Tariffs and Non-Tariff Barriers	12	20
Unit	Title/Topics	Duration (In Hours)	Marks

II	Balance of Payments: Meaning of BOP, Components of BOP, Importance of BOP, Meaning of Deficit and Surplus, Balance Disequilibrium and Adjustment, Methods of correcting disequilibrium, Accounting principles in BOP	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Forex Market: Defining the Forex market, it's structure, settlement system, understanding exchange rates, participants, spot and forward rates, forex quotations, premiums and discounts in the forward market, cross rates, inverse rates and arbitrage.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Exchange Rate Determination: Determination under Gold Standard and Paper Standard, Factors Affecting Exchange Rates, Purchasing Power Parity Theory Demand and Supply Theory, Equilibrium Rate of Exchange, Volatile V/S Fixed Exchange Rate, Exchange Control, Exchange Control purpose.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Investments: ADR, GDR, Euro currency, International Commercial Papers. International Financial Institutions: Introduction to IMF, its Importance, Functions and Significance.	12	20

Recommended Reference Books:

1. Baker, HK, & Riddick, LA (2013). International Finance: A Survey. Oxford: Oxford University Press.
2. Krugman, P. R., Obstfeld, M, & Melitz, M. J. (2017). International Finance: Theory and Policy, Global ed. (Volume Eleventh.). Boston: Pearson
3. Terra, C. (2015). International finance and principles of the Open Economy Macroeconomics: principles, applications and policies. London: Academic press. <http://search.ebscohost.com/login.aspx?direct=true&site=edslive&db=edsebk&AN=1003163>

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Department of Management Studies
Academic Year: 2024-25
BBA Semester-VI

Name of the Program: BBA	ProgramCode:	
Name of the Group: Major-HR		
Name of the Course: Functional Management		
Course Code: S6-HRM6	TotalDuration: 90hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Understand the concept of financial management.
2. **CO2:** Comprehend the concept of personnel management.
3. **CO3:** Explain the concept of production management.
4. **CO4:** Understand the concept of marketing management.
5. **CO5:** Apply the concept of digital marketing and business ethics.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Financial Management: Concept, Nature, Scope, Characteristics of sound financial plan, Objectives of sound financial plan, Steps in financial plan. Finance Decisions: Financing decisions, Investment decisions, working capital decisions, Dividend decisions	18	20
Unit	Title/Topics	Duration (InHours)	Marks

II	Personnel Management: Concept, Duties of personnel manager, Scope and importance, career planning - Introduction, meaning and objectives, career planning vs manpower planning, individual career planning, Self -awareness, career management meaning and elements, career models. Benefits of career planning and development, success in career	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Production Management: Concept, Importance, Scope and Functions. Types of production system production planning, procedure of production control process of new product Development, Concept of Product Diversification, standardization, simplification and specialization.	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Marketing Management: Concept, nature and scope, Marketing Environment, Marketing Information and research. Marketing Mix, Advertising Management Media of advertising. Sales promotion - meaning importance, methods and limitations.	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Digital Marketing: Introduction, Digital vs real marketing, Digital marketing channels, creating Initial digital Marketing plan. Business Ethics: Nature, characteristics and need. Ethical practices in management. Fair trade practices	18	20

Recommended Books: Books:

1. Functional Management, Motihar M., Prayag Pustak Bhawan Allahabad.
2. Functional Management, Dr. (Ms.) Priti V. Nigam, Dr. Madhusudan N. Pandya, Ms. Drishti B. Joshi, Ms. Hetal Pandya, Ms. Neha R. Tiwari, Ms. Yamini K.K., Prof. (Dr.) Parimal H. Vyas, Shri Parag Shukla, Himalaya Publication.
3. Functional management by RK Sharma and Shashi k Gupta, S.Chand Publications.
4. Functional management by Dr. FC Sharma and Dr. Smriti khurasiya, Rajiv Bansal SBPD publication.

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Department of Management Studies
Academic Year: 2024-25
BBA Semester-VI

Name of the Program: BBA		ProgramCode:
Name of the Group: DSE -1(HR)		
Name of the Course: Personnel Management & Industrial Relations		
Course Code: S6-HRDSE2	TotalDuration: 60hrs Credit: 04	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Understand the concept of Personnel Management.
2. **CO2:** Derive the utility of key principles of Personnel Management
3. **CO3:** Outline the job duties and responsibilities of Personnel Manager and to gain practical understanding of Personnel Audit.
4. **CO4:** Understand the industrial relation and their environmental framework.
5. **CO5:** Analyze the evolution of industrial relation and their modern applicability.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Personnel Management: Meaning and definition, nature, objectives. Functions of Personnel Manager. Structure of personnel department. The modern philosophy of Personnel Management.	12	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Performance Appraisal and Promotion: Need, principles and methods of performance appraisal. Concept of promotion, promotion policy, type of promotion, transfer policy etc.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Audit, Research and Records: Personnel Audit- Scope and importance of personnel audit. Types of personnel audit, audit records Personnel research in India, research steps, methods and problems. Personnel Records - principles of record keeping, storage and protection of records, use of new information technology in record keeping.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Industrial Relation: Concept, nature, objective, scope & parties to industrial relation, factors affecting industrial relation, system approach to industrial relation, Environmental framework of industrial relations.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Evolution of Industrial Relation: Stages in evolution of industry, machine age and modern factory system, beginning of industrialization, role of management thinkers, growth of trade unionism, approaches to industrial relations	12	20

Recommended Reference Books:

1. R.C. Agrawal and Fauzdar-Human Resource Management, SPD Publications Agra.
2. Dr. Gaurav Sankalp - Human Resource Management, Sahitya Bhavan Publications Agra.
3. Shashi K. Gupta & Rosy Joshi- Human Resource Management with case study, Kalyani Publishers, New Delhi

Suggested Readings:

1. R.C. Agrawal and Fauzdar- Personnel Management, SPD Publications Agra.
2. C.B. Mamoria - Personnel Management, Himalaya Publishing Huse.
3. P.C. Tripathi- Personnel Management and Industrial Relations, Sultan Chand and sons N. Delhi
4. Desai Vansant - Human Resource Management, Himalaya Publications New Delhi.

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Department of Management Studies
Academic Year: 2024-25
BBA Semester-VI

Name of the Program: BBA		ProgramCode:
Name of the Group : DSE -2(HR)		
Name of the Course : Employees Relations & Compensation Management		
Course Code: S6-HRDSE3	Total Duration: 60hrs Credit: 04	Max.Marks: 100 (Internal:40+External:60)

Course Outcomes:

1. **CO1:** Explain the concept and importance of employee relation
2. **CO2:** Apply strategies and policies of employee relation
3. **CO3:** Explain objectives and principles of compensation management
4. **CO4:** Develop compensation planning
5. **CO5:** Designing organization's compensation system

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Introduction to Employees Relation- Meaning, Definition of Employee Relation Nature of Work and Importance of Employee Relationship, Challenges and Barriers of Employee Relationship	12	20
Unit	Title/Topics	Duration (InHours)	Marks

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II	Employee Relations and Role of Employment-Determining shape of the Employee Relationship, Significance, Strategies and Policies of employee relations, Individualism and Collectivism, Joint and Unilateral regulation of employment, Centralized and Decentralized approaches to employment relation, role of Government in Employment relations	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	Introduction to Compensation Management- Definition, Objectives, Principles, Importance of Compensation Management, Types of Compensation Compensation Approaches	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Compensation Planning- Level, Structure and System Decision of Compensation level and planning, Factors influencing Compensation Planning. Employee Benefit Programs, Nature and Types of Benefits	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Designing Organization System- Building internally consistent Compensation System-Creating internal equity through job analysis and job evaluation, building market competitive compensation System. Compensation Surveys	12	20

Recommended Books:

1. P.N. Singh and Neeraj Kumar, Employee Relation Management, Pearson, First Edition, 2010
2. D.P. Sahoo, Employee Relation Management, Sage Publication, First Edition, 2020
3. Deb Tapamoy, Compensation Management: Text and Cases, Excel Books, 2008

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 Department of Management Studies
 Academic Year: 2024-25
 BBA Semester-VI

Name of the Program: BBA		ProgramCode:
Name of the Group : Major- Marketing		
Name of the Course: Retail Management		
Course Code: S6-MM6	Total Duration: 90hrs Credit: 06	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Understand the fundamental concept of retail management and service retailing.
2. **CO2:** Comprehend merchandise management.
3. **CO3:** Analyze the E-Retailing system and application of E-commerce.
4. **CO4:** Acquaint with the E-Marketing concept.
5. **CO5:** Identify and apply the E-Payment system.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Fundamentals of Retail Management: Basic concept of Retailing, Types of Retailers, Multi-Channel Retailer, organize retailability organized Retailing in India, Retail Market Strategy, Retail Format and target market Growth Strategies, Pricing Strategy Consumer behaviors, Determinants of consumer Marketing strategy, consumer decision making Process Organizational consumers Behavior, Post purchase behavior. Service Retailing-Importance of service retailing and its Challenges. Consumer Behavior in Services zone of Tolerance, Service Perception and Expectation Service strategy, Service triangle, marketing mix Marketing segmentation.	18	20

Unit	Title/Topics	Duration (InHours)	Marks
II	Merchandise Management: Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy Basics of Visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Planograms.	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	E-Retailing: Introduction: The concepts of E-Commerce, E Business and E-Marketing Evolution of E-Commerce, E-Commerce Vs Traditional Commerce Network infrastructure for E-Commerce, Internet, Extranet. E-Commerce applications: Consumer Applications, Organization Applications, Procurement-Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce-Business Models B2B, B2C, C2C, B2 Government, Government to Government.	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	E-Marketing: Information Based Marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery-Web retailing Process of website development. E-Retailing/ reverse Marketing. Electronic Payment Systems: Introduction to payment systems, On-line payments.	18	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Prepaid E-payment systems, Post-paid E-payment systems, E-Cash or Digital Cash, E-Cheque, Credit cards. Smart cards, Debit cards.	18	20

Recommended Books:

1. Gibson G. Vedamani, Retail Management – Functional Principles and Practices Edition: 3rd Edition (Revised and Enlarged), JAICO Publishing House, Mumbai, 2008
2. Chandrashekar S & S. Manjunath, Retail management, Vikas Publishing, U.P
3. Bajaj, Chetan, Arya, Rajnish, Srivastava, Nidhi Varma, Retail management, Oxford University.
4. Lamba, The Art of Retailing, Tata McGraw-Hill Education, Pvt. Ltd. New Delhi.

Suggested Readings:

1. Michaelacy, Barton A Weitzand Ajay Pandit, Retail Management, Tata Mc Graw Education Pvt. Ltd. New Delhi.

2. KVC Madaan, Fundamental of retailing, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
3. Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.



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Department of Management Studies
Academic Year: 2024-25
BBA Semester-VI

Name of the Program: BBA		Program Code:
Name of the Group: DSE –1(Marketing)		
Name of the Course : Marketing of Services		
Course Code: S6-MMDSE2	Total Duration: 60hrs Credit: 04	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Understand the concepts of marketing of services.
2. **CO2:** Analyze the service quality dimensions.
3. **CO3:** Understand the service delivery process.
4. **CO4:** Identify Strategic issues in service marketing.
5. **CO5:** Explain the challenges and importance in service and relationship marketing.

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Introduction to service marketing- Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.	12	20
Unit	Title/Topics	Duration (InHours)	Marks
II	Service consumer behaviour- Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service. The Service Consumer Decision Process and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction. Service Quality Dimensions.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks

III	The service delivery process- Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery. Process of Service Recovery, Customer Retention and Benefits.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	Strategic issues in service marketing- Market Segmentation in the Marketing of Services, Target marketing. Positioning of Services-How to Create a positioning Strategy. Developing and maintaining Demand and Capacity.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Challenges of service marketing- Marketing planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services Relationship marketing- The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing.	12	20

Recommended Books:

1. Bateson, J.E.G., and Hoffman, D.K., Managing Services Marketing, Thomson Learning, 1999.
2. Himansu S Mahapatra, Principles & Concepts Series of Marketing Management: Services Marketing (5 book series) Kindle Edition.
3. Fine, Leslie M. "Services marketing." Business Horizons 51, no. 3 (May 2008): 163–68.
<http://dx.doi.org/10.1016/j.bushor.2008.01.008>.

Suggested Readings:

1. Balaji Dr. B- "Service Marketing & Management" S. Chand Publication, New Delhi.
2. Ravishanker "Service Marketing & Management in India Perspective" Excel Book Publication.
3. Palmer , A. , Principles of Services Marketing, McGraw - Hill , 2005 .

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE



(An Autonomous College accredited with by NAAC Affiliated to RGPV & BU, Bhopal)
 Department of Management Studies
 Academic Year: 2024-25
 BBA Semester-VI

Name of the Program: BBA		ProgramCode:
Name of the Group : DSE –2(Marketing)		
Name of the Course: International Marketing		
Course Code: S6-MMDSE3	Total Duration: 60hrs Credit: 04	Max.Marks: 100 (Internal: 40 +External: 60)

Course Outcomes:

1. **CO1:** Define basic aspects of International Marketing and its background in India.
2. **CO2:** Demonstrate their knowledge about various aspects of product, like product planning, designing, advertising, branding and packaging, for international market as well as factors influencing international business environment.
3. **CO3:** Identify the various aspects relating to pricing and payment methods in international marketing.
4. **CO4:** Explain the components of international distribution channels and factors influencing logistics decisions in global marketing.
5. **CO5:** Examine the role of government policies for facilitating export import business and export finance

SYLLABUS

Unit	Title/Topics	Duration (InHours)	Marks
I	Historical Background of International Marketing in India. International Marketing—Definition, Nature and Scope of International Market, Domestic Marketing Vs International Marketing, Decisions relating Entry in the Foreign Market	12	20
Unit	Title/Topics	Duration (InHours)	Marks

II	Product Planning for International Market, Product Designing, Advertising, International Business Environment—Economical, Socio-Cultural and Political, Branding and Packaging.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
III	International Pricing—factors influencing International Price, Pricing Process and Methods, International Price Quotation and Payment Conditions, Methods of Payment in International Marketing.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
IV	International Distribution Channels – functions, Types of Channels and Logistics Decisions. Selection and Appointment of foreign agent.	12	20
Unit	Title/Topics	Duration (In Hours)	Marks
V	Indian Import-Export Policy and Practice. Steps of Commencement of an Export business. Export Pricing and Export Finance.	12	20

Recommended Books:

1. Philip R. Cateora, Mary C. Gilly & John L. Graham. (2017). International Marketing. McGraw Hill Education, 15e
2. Joshi, Rakesh Mohan. (2014). International Marketing. Oxford University Press.
3. Fletcher, R and Crawford, H. (2017). International Marketing: An Asia-Pacific Perspective. Pearson, 7e

Suggested Readings:

1. Dr. P.K. Jain: International Marketing
2. Jain S.C.: International Marketing CBS Publications, New Delhi
3. Vasudev P.K.: International Marketing, Excel Books, New Delhi
4. Rathore V. S.: International Marketing
5. Jain S.C.: International Marketing, Sahitya Bhawan Publication, Agra

