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PIMPRI, PUNE – 411 018

**GLOBAL BUSINESS SCHOOL
AND RESEARCH CENTRE**

TATHAWADE, PUNE

**SYLLABUS FOR
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A)**

Academic Year: 2018-2019

**SYLLABUS FOR B.B.A PROGRAMME
(BACHELOR OF BUSINESS ADMINISTRATION)**

GBSRC BBA Syllabus

**SYLLABUS FOR B.B.A PROGRAMME
(BACHELOR OF BUSINESS ADMINISTRATION)**

Dr. D. Y. Patil Vidyapeeth's

Global Business School and Research Centre

Course Structure for Bachelor of Business Administration (B.B.A.)

Title: The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Management.

Objectives:

1. To provide High-quality Education by sharing fundamental knowledge of Management among the students.
2. To train and develop appropriate management skills and Entrepreneurial skills in the students.
3. To provide industrial exposure and make students competent to utilize new opportunities in the Management profession.

Duration: The Course shall be a full time course and the duration of the course shall be of three years.

Eligibility : A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.

Medium of Instruction: Medium of instruction shall be in English only.

Available Specializations:

1. Finance Management (A)
2. Marketing Management (B)
3. Human Resource Management (C)
4. Agribusiness Management. (D)
5. Hospital and Healthcare Management (E)
6. Pharmaceutical Management (F)
7. Biotechnology and Bioinformatics Management (G)
8. IT and Systems Management (H)
9. Media, Communication and Management (I)

Scheme of Examination: There will be written Examination of 60 marks 2.30 hrs duration for every course at the end of each Semester. The Internal Exams will carry 40 marks in each course.

COURSE STRUCTURE BBA PROGRAMME

B.B.A FIRST YEAR (F.Y) SEMESTER I

Sr. No	Semester I	Course code	Credits	Marks
1.	Principles and Practices of Management	(101)	4	100
2.	Business Communication	(102)	4	100
3.	Basics of Accounting	(103)	4	100
4.	Business Economics	(104)	4	100
5.	Business Mathematics	(105)	4	100
6.	Environmental awareness and Disaster Management	(106)	4	100
Specialization in Media, Communication and Management				
7.	Aesthetics and Visual Communications	(107)	4	100
8.	Creative writing	(108)	4	100
Total			24	600

Note: The students who opt for the specialization in Media communication and Management will be having C-107 and C- 108 subjects instead of C- 105 and C- 106.

B.B.A FIRST YEAR (F.Y) SEMESTER II

Sr. No	Semester II	Course code	Credits	Marks
1.	Business Organization & System	(201)	4	100
2.	Human Resource Management	(202)	4	100
3.	Basics of Marketing	(203)	4	100
4.	Basics of Finance	(204)	4	100
5.	Financial and Cost Accounting	(205)	4	100
6.	Introduction to Information Technology	(206)	4	100
Specialization in Media, Communication and Management				
7.	Corporate Communication and Strategy	(207)	4	100
8.	Advertising and Integrated Marketing Communications	(208)	4	100
Total			24	600

Note: The students who opt for the specialization in Media communication and Management will be having C-207 and C- 208 subjects instead of C- 202 and C- 205.

COURSE STRUCTURE BBA PROGRAMME

B.B.A SECOND YEAR (S.Y) SEMESTER III

Sr. No	Semester III	Course code	Credits	Marks
1.	Management Information System	(301)	4	100
2.	Business Laws	(302)	4	100
3.	Organizational Behavior	(303)	4	100
4.	Management Accounting	(304)	4	100
5.	Managerial Economics	(305)	4	100
6.	IT Applications in Management	(306)	4	100
Specialization in Media, Communication and Management				
7.	PR Communication	(307)	4	100
8.	Photography Studio Management	(308)	4	100
Total			24	600

Note: The students who opt for the specialization in Media communication and Management will be having C-307 and C- 308 subjects instead of C- 301 and C- 306.

B.B.A SECOND YEAR (S.Y) SEMESTER IV

Sr. No	Semester IV	Course code	Credits	Marks
1.	Operations Management	(401)	4	100
2.	Industrial Relations & Labour laws	(402)	4	100
3.	Business Taxation	(403)	4	100
4.	International Business	(404)	4	100
5.	Entrepreneurship Development	(405)	4	100
6.	Business Statistics	(406)	4	100
Specialization in Media, Communication and Management				
7.	Sound Studio Recording and Production	(407)	4	100
8.	Radio Production	(408)	4	100

Note: The students who opt for the specialization in Media communication and Management will be having C-407 and C- 408 subjects instead of C- 402 and C- 406.

B.B.A THIRD YEAR (T.Y) SEMESTER V

Sr. No	Semester V	Course code	Credits	Marks
1.	Supply Chain and logistics Management	(501)	4	100
2.	Business Ethics and Corporate Governance	(502)	4	100
3.	Research Methodology	(503)	4	100
4.	Elective –I	(504)	4	100
5.	Elective –II	(505)	4	100
6.	Project Work	(506)	4	100
Specialization in Media, Communication and Management				
7.	Media Finance and Budgeting	(507)	4	100
8.	Film and TV Production Programming	(508)	4	100
9.	Film, TV Production Process	(509)	4	100
10.	Project Work-Media Production I	(510)	4	100

Note: The students who opt for the specialization in Media communication and Management will be having C-507, -508, C- 509 and C- 510 subjects instead of C-501, C- 504, C- 505 and C- 506.

B.B.A THIRD YEAR (T.Y) SEMESTER VI

Sr. No	Semester VI	Course code	Credits	Marks
1.	Project Management	(601)	4	100
2.	Event Management	(602)	4	100
3.	Management Control System	(603)	4	100
4.	E- Business	(604)	4	100
5.	Elective –III	(605)	4	100
6.	Elective – IV	(606)	4	100
Specialization in Media, Communication and Management				
7.	Media Project Management Event Management	(607)	4	100
8.	Project Work-Media Production II	(608)	4	100
9.	New Media Production and Management	(609)	4	100

Note: The students who opt for the specialization in Media communication and Management will be having C-607, C-608 and C-609 subjects instead of C-601, C- 605 and C- 606.

Index

Sr. No.	Title of the subject	Subject Code	Page No.
Semester I			
1.	Principles and Practices of Management	(101)	10
2.	Business Communication	(102)	12
3.	Basics of Accounting	(103)	14
4.	Business Economics	(104)	15
5.	Business Mathematics	(105)	16
6.	Environmental awareness and Disaster Management	(106)	17
Semester II			
7.	Business Organization & System	(201)	19
8.	Human Resource Management	(202)	20
9.	Basics of Marketing	(203)	22
10.	Basics of Finance	(204)	23
11.	Financial and Cost Accounting	(205)	24
12.	Introduction to Information Technology	(206)	25
Semester III			
13.	Management Information System	(301)	26
14.	Business Laws	(302)	27
15.	Organizational Behavior	(303)	29
16.	Management Accounting	(304)	31
17.	Managerial Economics	(305)	33
18.	IT Applications in Management	(306)	34
Semester IV			
19.	Operations Management	(401)	35
20.	Industrial Relations & Labour laws	(402)	37
21.	Business Taxation	(403)	39
22.	International Business	(404)	41
23.	Entrepreneurship Development	(405)	42
24.	Business Statistics	(406)	44
Semester V			
25.	Supply Chain and logistics Management	(501)	46
26.	Business Ethics and Corporate Governance	(502)	48
27.	Research Methodology	(503)	49
28.	Elective –I	(504)	51
29.	Elective –II	(505)	52
30.	Project Work	(506)	53

Semester VI			
31.	Project Management	(601)	54
32.	Event Management	(602)	56
33.	Management Control System	(603)	58
34.	E- Business	(604)	60
35.	Elective –III	(605)	62
36.	Elective – IV	(606)	63
Specialization Subjects			
Finance Management (A)			
37.	Analysis Of Financial Management	(504-A)	66
38.	Long Term Finance	(505-A)	67
39.	Financial Services	(605-A)	68
40.	Project/Cases In Finance	(606-A)	69
Marketing Management (B)			
41.	Sales Management	(504-B)	72
42.	Retail Management	(505-B)	74
43.	Advertising and Sales Promotion	(605-B)	75
44.	Project/Cases in Marketing	(606-B)	77
Human Resource Management (C)			
45.	Human Resource Management Principles and Functions	(504-C)	80
46.	Human Resource Practices	(505-C)	82
47.	Labour Laws	(605-C)	84
48.	Project/Cases in Human Resource Management	(606-C)	85
Agribusiness Management (D)			
49.	Agricultural and Rural Development	(504-D)	88
50.	International agricultural System	(505-D)	89
51.	Recent Trends in agricultural Business	(605-D)	90
52.	Project/ Cases in Agricultural Business Management	(606-D)	91
Hospital and Healthcare Management (E)			
53.	Introduction to Hospital and Healthcare Management	(504-E)	94
54.	Hospital Administration	(505-E)	95
55.	Community Health Management	(605-E)	96
56.	Healthcare Laws	(606-E)	97
Pharmaceutical Management (F)			
57.	Introduction to Pharmaceutical Business	(504-F)	100
58.	Production Management in Pharmaceuticals	(505-F)	101
59.	Pharmaceutical Product and Brand Management	(605-F)	102
60.	Pharma Sale, Distribution and Management	(606-F)	103
Biotechnology and Bioinformatics Management (G)			
61.	Introduction to Biotechnology	(504-G)	106
62.	Fundamental of Bioinformatics	(505-G)	107
63.	Application and Methodology in Biotechnology	(605-G)	108
64.	Fundamentals of Production Planning in Biotechnology	(606-G)	109

IT and Systems Management (H)			
65.	Introduction to IT	(504-H)	112
66.	Applications of IT	(505-H)	113
67.	Database Management System	(605-H)	114
68.	Innovation and Technology Management	(606-H)	115
Media, Communication and Management (I)			
69.	Aesthetics and Visual Communications	(107)	119
70.	Creative writing	(108)	121
71.	Corporate Communication and Strategy	(207)	122
72.	Advertising and Integrated Marketing Communications	(208)	123
73.	PR Communication	(307)	125
74.	Photography Studio Management	(308)	126
75.	Sound Studio Recording and Production	(407)	127
76.	Radio Production	(408)	128
77.	Media Finance and Budgeting	(507)	129
78.	Film and TV Production Programming	(508)	130
79.	Film, TV Production Process	(509)	132
80.	Project Work-Media Production I	(510)	134
81.	Media Project Management Event Management	(607)	135
82.	Project Work-Media Production II	(608)	137
83.	New Media Production and Management	(609)	138

COURSE CODE & TITLE: 101 – PRINCIPLES AND PRACTICES OF MANAGEMENT
MARKS- 100

I. Course Description: This course is designed to provide a broad and integrative introduction to the theories and practices of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

II. Objectives:

1. Understanding the concepts of principles of management and practices of managing people.
2. Exploring the relationships among the various components of Management.

III. Course Outline:

Unit I: Introduction - Definition, Nature, Purpose, Function, Scope and Importance of Management, Functions of a manager, an overview of planning, organizing and controlling, is management a science or art?

Unit II: Development of Management Thought - Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach, Indian heritage in production and consumption.

Unit III: Management and Administration - Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.

Unit IV: Management Planning and Decision Making - Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry. Concept of Decision making, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making.

Unit V: Organization - Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organization structure.

Books Recommended:

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heijn Wehrich, (2015) Essentials of Management, 10th Edition, Tata Mc Graw-Hill Education, New Delhi.
3. T.Ramasamy, (2015) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6 th edition.

5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 102 – BUSINESS COMMUNICATION

MARKS- 100

I. Course Description: This course is designed in a way that the students should be able to use different forms of communication in proper manner.

II. Objectives:

1. To understand the concept, process and importance of communication.
2. To gain knowledge of media of communication and to develop skills of effective communication.
3. To help students to acquaint with application of communication skills in the business.

III. Course Outline:

Unit I: Introduction to Communication, Meaning and Definition - Process - Functions- Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers

Unit II: Types of Communication, Written - Oral - Face-to-face - Silence - Merits and limitations of each type. Business Letters, Need and functions of business letters - Planning & layout of business letter, Kinds of business letters - Essentials of effective correspondence

Unit III: Drafting of business letters, Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos

Unit IV: Oral Communication, Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatization - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening

Unit V: Application of Communication Skills, Group Decision-Making, Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type). 12

Topics Prescribed for Group Discussion: Mock Interview, Interview, Public Speech, Conflict Situation, Decision-making in a group and Written Communication.

Books Recommended:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.

4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 103 – BASICS OF ACCOUNTING

MARKS- 100

I. Course Description: This course is designed to provide to provide an exposure to the students pertaining to the nature and scope of Accounting, which they are expected to possess when they enter the industry as practitioners.

II. Objectives:

1. To impart basic accounting knowledge.

III. Course Outline:

Unit I: Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit II: Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates

Unit III: Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM)

Unit IV: Preparation of final accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Unit V: Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts, Computerized accounting and Financial application Accounting, Software packages.

Books Recommended:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting for Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

COURSE CODE & TITLE: 104 – BUSINESS ECONOMICS

MARKS- 100

I. Course Description: The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decisions pertaining to the business firms. The emphasis is given to tools and techniques of micro economics.

II. Objectives:

1. To expose students to basic economics concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

III. Course Outline:

Unit I: Introduction, Meaning, Nature and Scope of Business Economics - Micro and Macro Basic Economic Problems, Market forces in solving economic problems. Circular Flow of Income and Expenditure

Unit II: Demand analysis, Concept of Demand, Elasticity of Demand and their types, Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship. Supply analysis, Concept and Law of Supply, Factors Affecting Supply

Unit III: Cost analysis, Accounting Costs and Economic Costs, Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs, Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves

Unit IV: Pricing under various market conditions, Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price Determination under Monopoly Monopolistic Competition - Price and Output Determination under Monopolistic Competition.

Unit V: Marginal Productivity Theory of Distribution, Rent: Modern Theory of Rent, Wages: Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination, Interest: Liquidity, Preference Theory of Interest, Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits

Books Recommended:

1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
2. Introduction to Positive Economics - Richard G. Lipsey
3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth
5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
6. Managerial Economics - Theory and Application - D. M. Mithani

COURSE CODE & TITLE: 105– BUSINESS MATHEMATICS

MARKS- 100

I. Course Description: This course is designed to provide a broad and integrative introduction to understand the concept of stock exchange and applications of matrices in business.

II. Objectives:

1. To understand the concepts of ratio, proportion and percentage.
2. To understand the concept and application of profit and loss in business.
3. To understand the concept of stock exchange and to calculate.
4. To understand applications of matrices in business.

III. Course Outline:

Unit I: Ratio, Proportion and Percentage: Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Meaning and Computations of Percentages.

Unit II: Profit And Loss :Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage: Problems on Commission and brokerage.

Unit III: Interest: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems

Unit IV: Shares and Dividends: Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Unit V: Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution: Solution using inverse of the coefficient matrix, Problems.

Books Recommended:

1. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
2. Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
3. Business Mathematics by Bari - New Literature publishing company, Mumbai

COURSE CODE & TITLE: 106 – ENVIRONMENTAL AWARENESS AND DISASTER MANAGEMENT	MARKS- 100
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I. Course Description: This course is designed to enhance environmental awareness and to ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction.

II. Objectives:

1. To provide student an exposure to natural resources and their significance.
2. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR)
3. To develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity

III. Course Outline:

Unit I: Natural Resources and associated problems: Land, water, food, forest, mineral and energy resources, their use, over-exploitation and conservation

Unit II: Definition, Causes, Effects and control measures of Air, Water, Soil, Noise, thermal and Marine Pollution. Nuclear hazards and Solid waste management. Role of an individual in prevention of Pollution and Pollution case studies

Unit III: Urban problems related to energy. Water conservation, Rain water harvesting, watershed management, Resettlement and rehabilitation of people. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation:

Unit IV: Environmental legislation, Environment protection Acts: Air (Prevention and control of Pollution) Act, Water (Prevention and control of Pollution) Act. Wildlife protection Act, Forest Conservation Act, Environmental ethics

Unit V: Introduction to Disasters, Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience and Risks), Natural and Manmade Disasters, Disasters: Clarification Causes, Impacts (Including social, economic, political, environmental, health, psychosocial, etc.)

Unit VI: Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management, Institutional Arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, Plans, programmes and legislation)

Unit VII: Project Work Field Work, Case Studies

Books Recommended:

1. Agarwal, K.. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad- 380013, India, Email: mapin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p

4. Alexander David, Introduction in “Confronting Catastrophe”, Oxford University Press, 2000.
5. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Science working Paper no. 8, 2008
6. Blaikie, P, Cannon T, Davis I, Wisner B 1997, At Risk Natural Hazards, Peoples, Vulnerability and Disasters, Rutledge.
7. Coppola P Damon, 2007, Introduction to International Disaster Management,
8. Carter, Nick 1991, Disaster Management: A Disaster Manager’s Handbook, Asian Development Bank, Manila Philippines.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 201– BUSINESS ORGANIZATION & SYSTEM MARKS- 100
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I. Course Description: On successful completion of this course the students will understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world. The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenge of managing business.

II. Objectives:

1. To understand modern business practices, forms, procedures and functioning of various business organizations.

III. Course Outline:

Unit I: Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. - Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

Unit II: Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits & suitability Business combinations

Unit III: Mergers & acquisitions-mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright

Unit IV: Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc.

Unit V: Domestic & Foreign Trade, Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

Unit VI: Business and Society Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

Books Recommended:

1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
3. Business Organization and Management By Jallo, Tata McGraw Hill
4. Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)

COURSE CODE & TITLE: 202– HUMAN RESOURCE MANAGEENT MARKS- 100
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I. Course Description: On successful completion of this course the students will understand role of human resource management and its importance.

II. Objectives:

1. To understand role and functions of Human resource management.

III. Course Outline:

Unit I: The Strategic Role of HRM - Nature, scope, objectives, importance and functions, Human resource as an asset in organization, Evolution of the concept of HRM, Human resource management in India

Unit II: Job Analysis & Design - Job Analysis – Meaning, Uses, Process and methods of collecting data for job analysis, Competency approach to job analysis, Job Description, Job Specifications & Role Analysis, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis.

Unit III: Human Resources Planning & Recruitment Policy - Human Resources Planning; Need for Human Resources Planning; Process of Human Resources Planning; Human Resource Planning System; Responsibility for Human Resource Planning.

Unit IV: Selection, Induction & Placement - Selection Process, New tools /Methods of selection – Interviews, Tests and assessment of effectiveness of selection tools. Induction Programme, Problems in Induction, Requisites of effective Induction, Typical Induction Programme – Do's & Don'ts

Unit V: Employee Growth & Development Training - Introduction of Training; Objectives and Importance of Training; Training Needs Identification, Organization Analysis; Task Analysis; Man Analysis; Training Areas Identified by Trainers; Responsibility for Training; Types and Techniques of Training and Development.

Unit VI: Performance Appraisal - Nature, Objectives, limitations–various methods – Modern & Traditional, Multiple Person Evaluation Methods; Performance Tests & Field Review Techniques; Appraisal, Praise and Recognition; Rewards and Incentives; Promotions. HR Records, MIS HR Reports, HR Formats – Personnel Files, Attendance, Leave, Medical Records.

Books Recommended:

1. A Text book of Human Resource Management – C. B. Mamoria & S. V. Gankar. Publication - Himalaya Publishing House

2. Personnel and human Resource management - Text & cases, P Subba Rao, Publication - Himalaya Publishing House
3. Human resource Management – P. Jyothi, Publication – Oxford University Press.
4. Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication- Pearson Education
5. Human Resource and Personnel Management – Text and cases, K. Aswathappa, Publication - McGraw- Hill Publishing co. ltd.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 203 - BASICS OF MARKETING

MARKS- 100

I. Course Description: Basics of Marketing are designed to serve as an introduction to the theory and practice of marketing. Students will learn effective marketing strategies and assess market opportunities.

II. Objectives:

1. To understand fundamentals of marketing.
2. To learn effective marketing strategies.

III. Course Outline:

Unit-I: Concepts & Application - Core Concepts of Marketing, Company Orientation towards Market place, New Concepts – E Business, Relationship Marketing; Database Marketing, Functional areas of Marketing.

Unit-II: Marketing Plan - Steps in the Marketing Process, Nature and contents of a marketing plan, marketing mix.

Unit-III: Product Management - Meaning of product, product classification, product levels, product policies, Product life cycle and new product development, Branding & packaging.

Unit-IV: Pricing Strategies - Pricing objectives, methods and pricing policies; adopting the price; Initiating and responding to price changes.

Unit-V: Distribution Strategies - Channel design and management, Channel dynamics and market logistics, Channels of distribution, Types of channels, Importance of Retailing and wholesaling.

Unit-VI: Promotion Strategies - Promotion decisions and promotion mix, advertising, sales promotion, public relations personal selling, Channel management- selection, Emergence of new channels.

Books Recommended:

1. Marketing Management By Philip Kotler
2. Marketing Management BY Sherlekar, Himalaya Publishing House
3. Marketing Management: Text & Cases, By Rajagopal, Vikas Publishing House
4. Marketing Management: Czinkota, Cengage Learning
5. Marketing Management: Text & Cases by Chandrashekar, McGraw Hill

COURSE CODE & TITLE: 204 - BASICS OF FINANCE

MARKS- 100

I. Course Description: To provide understanding of nature, importance, structure of finance related areas and to impart knowledge regarding source of finance for a business.

II. Objectives:

1. To understand role and functions of finance management.

III. Course Outline:

Unit I: Introduction to Finance - Definition - Nature and scope of finance function. Financial Management - Meaning - Scope and Objectives Organizational framework of financial management- Relationship of finance Department with other department- Role of finance manager

Unit II: Financial planning Meaning - concept - objectives - types - steps - significance - basic considerations - limitations.

Unit III: Capital structure Meaning - criteria for determining capital structure. Factors influencing capital structure

Unit IV: Capitalization Meaning - narrower and broader interpretation. Over capitalization - meaning, causes, consequences, remedies. Under Capitalization - meaning, causes - consequences, remedies

Unit V: External sources of finance Shares - meaning, types, advantages and limitations. Debentures - meaning, types, advantages and limitations. Public Deposits - meaning, advantages and limitations, borrowing from banks - types of loans - advantages and limitations

Unit VI: Internal sources of finance, Reserves and surplus - Bonus shares - Retained earnings - Dividend policy - Role of depreciation. Importance, advantages and limitations of these sources

Books Recommended:

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
5. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.

COURSE CODE & TITLE: 205 – FINANCIAL AND COST ACCOUNTING MARKS- 100
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I. Course Description: This course is designed to impart the knowledge of basic cost concepts, element of cost & Preparation of Cost Sheet.

II. Objectives:

1. To provide basic knowledge of important Methods & Techniques of costing.

III. Course Outline:

Unit –I: Introduction - Meaning, Scope and importance of Financial Accounting. Financial Accounting - concepts and conventions, classification of accounts, Rules and principles governing Double Entry Book-keeping system. Accounting Books & Record - Meaning, Preparation of Journal, and Ledger & Trial balance. Accounting Standards - introduction, Need & Objectives, AS 1 to AS 10, Accounting Policies and their Discloser.

Unit II: Final Account of Joint Stock Companies - Final Accounts of Joint Stock Companies – contents, and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with adjustment, Closing Entries (Simple entries).

Unit III: Accounting for Non-profit making institutions: Introduction for non-profit making institutions, receipt and payment account, income and expenditure account, preparation of final accounts of non-profit making institutions.

Unit IV: Issue of Shares: Entries for issue of shares, Issue of shares at discount and premium, forfeiture and re-issue of forfeited shares.

Unit V: Meaning, Definition, Scope, and Importance of Cost Accounting – Elements of Cost, Cost Classification, Preparation of Cost Sheets, Tenders, and Quotations. Methods of Cost Allocation and Absorption (Simple Problems on Operating Costing - Transportation only).

Unit VI: Reconciliation of Profits Shown by Cost and Financial books. Marginal Costing - Break Even Analysis, Concept and Applications. Process Costing (Up to Abnormal Loss and Abnormal Effectiveness).

Books Recommended:

1. S. N. Maheshwar :- Financial Accounting – Vikas Publishing House, New Delhi
2. Gupta R. L. – Advanced Financial Accounting – S. Chand & Sons
3. Kumar, Anil S. – Advanced Financial Accounting – Himalaya Publication House
4. Shukla and Grewal: Advanced Accounts (S. Chand & Ltd. New Delhi)
5. Jain and Narang : Advanced Accounts (Kalyani Publishers, Ludhiana)

COURSE CODE & TITLE: 206-INTRODUCTION TO INFORMATION TECHNOLOGY MARKS- 100

I. Course Description: Introduction to Information technology is one the important tools to make the students aware of the computer and the routine job done in offices.

II: Objectives:

1. To get students acquainted with the basic knowledge about computers and its tools.

III. Course Outline:

UNIT I: Introduction to Computers, Characteristics of Computers, Block diagram of computer, Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers, Types of Programming, Languages Machine, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Types of Memory (Primary And Secondary), RAM, ROM, PROM, EPROM, Secondary Storage Devices (FD, CD, HD, Pen drive) I/O Devices, Scanners, Digitizers, Plotters, LCD, Plasma Display, Number Systems, Introduction to Binary, Octal, Hexadecimal system, Conversion, Simple Addition, Subtraction, Multiplication, Division

UNIT II : Operating System and Services in O.S., Dos – History, Files and Directories, Internal and External Commands, Batch Files, Types of O.S.

UNIT III: Windows Operating Environment, Features of MS – Windows, Control Panel, Taskbar, Desktop, Windows Application Icons, Windows, Accessories, Notepad, Paintbrush

UNIT IV: Editors and Word Processor, Basic Concepts Examples: MS-Word Introduction to desktop publishing

UNIT V: Spreadsheets and Database packages, Purpose, usage, commands MS-Excel Creation of files in MS-Access Switching between application MS -PowerPoint

Unit VI: Introduction To R.D.B.M.S: Advantages and Limitations Normalization Entity Relationships, Use Of simple SQL Commands involving both single table and joins.

Books Recommended:

1. Fundamental of Computers – By V. Rajaraman (Prentice Hall)
2. Fundamental of Computers – By P. K. Sinha (B.P.B publication)
3. MS- Office 2000(For Windows) – By Steve Sagman

COURSE CODE& TITLE: 301-MANAGEMENT INFORMATION SYSTEM MARKS- 100

I. Course Description: This course is designed to make students familiar with the Information System, system analysis and design and various issues in MIS.

II. Objectives:

1. To understand the concepts of Information System
2. To study the concepts of system analysis and design
3. To understand the issues in MIS

III. Course Outline:

Unit I: Management Information Systems: Need, Purpose and Objectives, Contemporary Approaches to Management Information Systems (MIS), Information as a strategic Resource, Use of information for competitive advantage, Management Information Systems as an instrument for the organizational change

Unit II: Information, Management and Decision Making: Models of Decision Making, Classical, Administrative and Herbert Simon's Models Attributes of information and its relevance to Decision Making, Types of information

Unit III: Systems Analysis and Design: Systems Development Life Cycle, Alternative System Building Approaches, Prototyping model Spiral model, Rapid Development Tools, CASE Tools.

Unit IV: Decision Support Systems: Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence.

Unit V: Management Issues in MIS: Information Security and Control, Quality Assurance, Ethical and Social Dimensions, Intellectual Property Rights as related to IT Services /IT Products Managing Global Information Systems.

Books Recommended:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia.
2. Management Information Systems, Jawadekar, Tata McGraw Hill.
3. Management Information Systems, Davis and Olson, Tata McGraw Hill.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
6. Management Information Systems, Schulthesis, Tata McGraw Hill.
7. Management Information Systems - Sadagopan, Prentice Hall.
8. Management Information Systems - Jayant Oke.

COURSE CODE & TITLE: 302- BUSINESS LAWS

MARKS- 100

I. Course Description: The aim of this course is to inculcate a keen understanding and appreciation of the legal aspects of business. This course will provide an understanding of legal methodology and the main principles of business laws.

II. Objectives:

1. To introduce the students to various regulations affecting business.
2. To familiarize the students with regulation relating to business.

III. Course Outline:

Unit I: Introduction to Business Laws - Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit II: Contract Laws - Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit III: Information Laws and RTE - Right to Information Act, 2005: Objectives of the RTI Act, Scope, suo moto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act,.

Unit IV: Competition and Consumer Laws - The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services, Consumer Protection Act, Consumer Redressal Agencies, District Forum, State Commission, National Commission.

Unit V: Economic and Environmental Laws- FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.

Books Recommended:

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan Chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama & Monica: Business Law I.K. International
6. Tulsian Business Law, Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 303- ORGANIZATIONAL BEHAVIOR

MARKS- 100

I. Course Description: This course aims for understanding the concepts of organizational behavior and its application in managing people. It will help in exploring the relationships among the various components of organizational behavior.

II. Objectives:

1. To explain the fundamentals of managing business
2. To understand individual and group behavior at work place so as to improve the effectiveness of an organization.

III. Course Outline:

UNIT-I: Organizational Behavior – Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II: Motivation- Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: Group Dynamics – Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT-IV: Management of Change – Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: Organizational Culture, Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Books Recommended:

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.

3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 304- MANAGEMENT ACCOUNTING

MARKS- 100

I. Course Description: This course is designed to impart basic knowledge of Management Accounting and to develop the calculating ability of various techniques of management accounting

II. Objectives:

1. To know the implications of various financial ratios in decision making.
2. To study the significance of working capital in business.
3. To understand the concept of budgetary control and its application in business.

III. Course Outline:

UNIT I: Analysis and Interpretation of Financial Statement: Methods of Analysis, Comparative Statements, Common Size Statement, Trend Percentage or Trend Ratio (Horizontal Analysis), Ratios, Fund Flow Statement

UNIT II: Ratio Analysis: Meaning of Ratio, Necessity and Advantages of Ratio Analysis, Interpretation of Ratios.

Types of Ratio:

- i) Liquidity Ratios
- ii) Leverage Ratios
- iii) Activity Ratios
- iv) Profitability Ratios

(Problems on following ratios only :- Gross Profit , Net Profit ,Operating Expenses , Current Ratio, Quick Ratio, Stock Turnover Ratio, Debtors Turnover Ratio, Debt Equity Ratio, Return on Investment Ratio, Interest Coverage Ratio.)

UNIT III: Fund Flow Statement and Cash Flow Statement: Meaning of Fund Flow Statement, Working Capital, Causes of changes in working Capital, Proforma of Sources and Application of Funds, Proforma of Adjusted Profit and Loss Account, Proforma of Cash Flow Statement

UNIT IV: Working Capital: Meaning, Objective and Importance, Factors determining requirement of Working Capital, Sources of Working Capital, Problems on computation of Working Capital.

UNIT V: Budget and Budgetary Control: Meaning , Definition, Nature of Budget and Budgetary Control, Types of Budget - as per time and Function, Objective of Budget and Budgetary Control, Limitations of Budget and Budgetary Control, Steps in Budgetary Control

Books Recommended:

1. R. N. Anthony, G. A. Walsh:: Management Accounting
2. M. Y. Khan,. K. P. Jain:: Management Accounting
3. I. M. Pandey::Management Accounting (Vikas)
4. J. Betty: Management Accounting
5. Sr. K. Paul: Management Accounting
6. Dr. Jawaharlal:: Management Accounting

7. Man Mohan Goyal: Management Accounting
8. S. N. Maheshwari:: Principles of Management Accounting
9. R. K. Sharma and Shashi K. Gupta: Management Accounting
10. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control
11. Horngren: Introduction to Management Accounting (Pearson)

GBSRC BBA Syllabus

COURSE CODE & TITLE: 305- MANAGERIAL ECONOMICS

MARKS- 100

I. Course Description: This course is designed to develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.

II. Objectives:

1. To study the behavior of working of the economy as a whole.
2. To apply economic reasoning to problems of business and public policy.

III. Course Outline:

Unit I: Introduction: Definition and Nature of Macroeconomics. Scope, Importance and Limitations.

Unit II: National Income Accounting: National Income Aggregates (GDP, GNP etc. at market price and factor cost). Approaches to measuring national income. Nominal and real measures of national income

Unit III: Macro Economic Policies: Creation of Credit Monetary Policy, Fiscal Policy. Supply side Economics – An introduction.

Unit IV: Business Cycle, Inflation and Deflation: Nature and characteristics of Business Cycle. Phases of Business Cycle. Inflation – Meaning, Types, Causes and control. Concept of Deflation.

Unit V: Theory of Income and Employment: Say's Law of Markets. Consumption Function., Saving Function, Investment Function, Aggregate Expenditure Function, Keynes' Theory of Income and Employment, Concept of underemployment equilibrium.

Books Recommended:

1. Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
2. Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi. 2006
3. Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi. 2002
4. Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5th Ed.
5. Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
6. William Branson – Macro Economics: Theory and Policy. 1988 2nd Edn.
7. J. Harvey and H. Johnson – Introduction to Macro Economics
8. D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006

COURSE CODE & TITLE: 306- I T APPLICATIONS IN MANAGEMENT MARKS- 100
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I. Course Description: This course is designed to be an introductory course in information technology. Students will also learn about the applications of information technology systems in management.

II. Objectives:

1. To understand the role of IT in Management.
2. To understand the basics of operating systems.
3. To know the current happenings.

III. Course Outline:

Unit I: Database Management System; Concept, Component, Features, Data Models and Languages, Database Design and steps, Normalization, RDBMS, Concept, features, Components

Unit II: Handling records in a database using Access, Sorting, Indexing, searching designing queries and reports, linking of data files, Tables, Queries, Forms, Reports, Import/Export Data

Unit III: Accounting through Computers; Advantages of Computerized Accounting, Tally Accounting Package, its features , Gateway, Main Screen, Company selection, creation, Primary choices , Accounting features, inventory features, operations in master, voucher entry, accounting reports, Profit & Loss Account, Stock summary, Trial Balance, Statement of Account, Inventory, Cash Flow, Funds Flow

Practical:

1. Database creation, file handling, performing various operations of sorting, indexing, merging, searching querying, Developing Menu driven Applications in query language MSACCESS.
2. Working in Tally; Creation of a company and recording a set of about 50 transactions and preparing final accounts and other relevant reports.

Books Recommended:

1. Date C.J. "An introduction to Database Systems", Addison Wisley
2. Bipin Desai: Database Management System"
3. Murthy CVS Database management Design, Himalaya Publishing
4. Ulman J.O. "Principles of Database Systems", Galgotia Publications, New Delhi
5. Sams - Techmedia "Microsoft Access 2000"
6. "Access 2000" , BPB Publications
7. N.Satyapal "Using Tally", Khanna Publication
8. L.B.Singh, V.P.Singh "Accounting by Tally", Asian Publishers

COURSE CODE & TITLE: 401- OPERATIONS MANAGEMENT

MARKS- 100

I. Course Description: Operations Management (OM) is concerned with the management of resources and activities that produce and deliver goods and services for customers. The course focuses on the basic concepts, issues, and techniques for efficient and effective operations.

II. Objectives:

1. To understand the strategic role of operations management in creating and enhancing a firm's competitive advantages.
2. To understand key concepts and issues of OM in both manufacturing and service organizations.
3. Apply analytical skills and problem-solving tools to the analysis of the operations problems.

III. Course Outline:

Unit I: Introduction to Operations Management - Nature, Scope, Importance and Functions, Evolution from manufacturing to operations management-Evolution of the factory system, manufacturing systems, quality, mass customization. Contribution of Henry Ford, Deming, Cross by, Taguchi.

Unit II: Types of Industries – Variety of Businesses – Integration of Manufacturing & Services Scale of Operations. Methods of Manufacturing, Project/Jobbing, Batch Production, Flow/Continuous Production, Process Production, Characteristics of each method. Facilities Location & Layout – Strategic importance - Factors affecting location & layout - Installation of facilities – Single location, multi-location decisions. Principles and Types of Facilities Layout.

Unit III: Importance and Functions of Production Planning & Control. Introduction to PERT / CPM - Network Crashing (Numerical expected for PERT/CPM). Maintenance Management - Importance and types of maintenance – Maintenance Planning - Spare Parts Management – Concept of TPM.

Unit IV: Inspection - Cent percent Inspection, Sample Inspection, Operation Characteristics Curves, Statistical Quality Control – Construction & Interpretation of Control Charts – (X-R, n, p, c, np) Introduction to Six Sigma, (Numerical expected for Control Charts). Gap analysis for service quality assessment.

Unit V: Productivity - Work Study - Objectives, Scope and Uses - Methods Study – Flow process chart, Flow diagram & Process mapping - Work Measurement - Elements - Performance Rating - Allowances - Standard Time - Synthetic Time Standards – Work Sampling (Numerical expected for Standard Time), Lean Production Systems – TOYOTA system – JIT - KANBAN - Theory of Constraints

Books Recommended:

1. Production & Operations Management – Chary
2. Manufacturing & Operations Management - L.C.Jhamb
3. Operations Management - Krajewski
4. Operations Management - Mahadevan
5. Production & Operations Management – Chase
6. Production and operations management -K.Aswathappa K. ShridharaBhat
7. Production and operations management -L.C.Jhamb
8. Plant Layout and Material Handling - James Apple & John Wileysons
9. Production & Operations Management - R S Goel
10. A Key to Production Management - KalyaniPublicaion, Ludhiyana
11. Production & Operation Management - S N Chavy, TMH Delhi
12. Modern Production and Operation Management - Elwood S Butta
13. Production and operations management - Ajay Garg

COURSE CODE & TITLE: 402- INDUSTRIAL RELATIONS & LABOUR LAWS MARKS-100

I. Course Description: This course is designed to impart the students with the knowledge about complexities between labour and management relationships.

II. Objectives:

1. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.
2. To impart the students with the knowledge of laws & how law affects the industry & labour.

III. Course Outline:

Unit I: Introduction to Industrial Relations: Meaning, definition, importance, scope of Industrial Relations and factors in Industrial Relations Approaches towards the study of Industrial Relations (Psychological Approach , Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach) Evolution of Industrial Relations, Trade Unions: concept, functions, TU Movement in India

Unit II: Industrial Disputes, Collective Bargaining & Workers Participation in Management: Meaning, definition & Causes of Industrial Disputes Model Grievance Procedure Types of Conflict Resolution: Negotiation, Investigation, Mediation, Conciliation, arbitration & Adjudication. Works Committee, Conciliation Officer, Board of Conciliation, Court of Enquiry, Labour Court, Industrial Tribunal & National Tribunal. Collective Bargaining - Meaning, Characteristics, Importance, Process, Pre-requisites and Types. Employee Engagement: Concept, Importance & Employee Engagement in India. Workers Participation in Management (WPM): Meaning, Pre-Requisites, Advantages & Disadvantages, Levels and Types of Labor Laws

Unit III: The Industrial Disputes Act, 1946 & The Factories ACT 1948: The Industrial Disputes Act, 1946 -Definitions, Authorities under the Act, Power & Duties of Authorities, Strike & lockout, Lay-off, retrenchment, closure and dismissal, Grievance Redressal Machinery, Penalties

Unit IV: The Factories Act, 1948 -Definitions, Authorities, Provisions regarding Safety, Provisions regarding Health, Provisions regarding Welfare, Provisions regarding Leave with Wages, Provisions regarding Working hours of adults, Penalties.

Unit V: The Payment of Wages Act, 1936 & The Minimum Wages Act, 1948: The Payment of Wages Act, 1936 - Definitions, Provisions, and Penalties. The Minimum Wages Act, 1948: Definitions, Provisions, Penalties.

Unit VI: Trade Union Laws: The Trade Union Act 1926: Definitions, authorities and all provisions. Maharashtra Recognition of Trade Union and Prevention of Unfair Labour practices Act, 1971: Definition, authorities and all provisions under the Act.

Recommended Books:

1. Dynamics of IR – Mamoria, Mamoria and Gankar
2. Industrial Relations -Arun Monappa
3. Personnel and HRM- P Subbarao
4. Industrial & Labour Laws -S.P. Jain
5. Industrial Law - P.L. Malik
6. Bare Acts.

COURSE CODE & TITLE: 403- BUSINESS TAXATION

MARKS- 100

I. Course Description: This course is designed to understand the basic concepts and definitions under the Income Tax Act, 1961 and to share knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.

II. Objectives:

1. To update the students with latest development in the subject of taxation.
2. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
3. To prepare students Competent enough to take up to employment in Tax planner.
4. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.

III. Course Outline:

Unit I: Income Tax Act -1961(Meaning, Concepts and Definitions)History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961,cansons of Taxation, objective of Income Tax, Taxation structure in India, Concept and definitions- Income Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee.

Unit II: Computation of Taxable Income under the different heads of Income:

- a) Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation- Deduction from salary. (Theory Problems)
- b) Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems).
- c) Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed (Theory and Problems). Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Theory and problems).
- d) Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction. (Theory only).

Unit III: Computation of Total Taxable Income of an Individual: Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year.

Unit IV: Miscellaneous: Tax deducted at source, Return of Income, Advance payment of Tax, methods of payment of Tax, forms of Returns, Refund of Tax.

Unit V: Assessment of various Entities: (Theory Only) Assessment of firms and their

partners. Assessment of co-operative societies. Assessment of charitable trust.

Books Recommended:

1. Indian Income Tax Act--H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.GirishAhujaandDr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhotia
4. Students guide to Income Tax.--Dr.VinodSinghnia./ Dr. Monica Singhnia.
5. Income Tax.--Dr.GirishAhuja and Dr.RaviGupta , -Bharat Prakashan.
6. Indian Income Tax Act.--Dr.VinodSinghnia.
7. Hand Book of Income Tax Law. -- T. N. Manoharam.
8. Direct Tax—B.B. Lal and N. Vashisht.

COURSE CODE & TITLE: 404- INTERNATIONAL BUSINESS

MARKS- 100

I. Course Description: Firms seek international market opportunities more today than ever before. Knowledge about international business, therefore, assumes great relevance for the upcoming Global managers.

II. Objectives:

1. Understand the scope and challenges for a company to enter into the international market along with the theories of International Trade.
2. Understand the Country risk analysis process before making a decision to enter an international market and market entry strategies.

III. Course outline:

Unit I: Definition and Scope of International Business: Why companies do International Business, Forces of Globalization, International Trade Theories, Domestic Business Vs International Business. Country Risk Analysis: Political Risk Analysis, Economic Risk Analysis, Socio-Cultural Risk Analysis, Legal Environment.

Unit II: Balance of Trade and Balance of Payment: Trade Barrier, Tariff Barriers & Non-Tariff Barriers

Unit III: Regional Trade Agreements: Bio lateral Trade Agreements & Multi-lateral Trade Agreements

Unit IV: Foreign Market Entry Strategies: International Pricing decisions & International Commercial Terms (INCO) Terms

Unit V: International Monetary System: Foreign exchange rates, International Monetary fund (IMF), International Bank for Reconstruction and Development (IBRD)

Books Recommended:

1. International Business –By K Ashwathappa, TATA McGraw-Hill publication, Third edition
2. International Business-Competing in the Global Marketplace by Charles W Hill and Arun K Jain, TATA McGraw-Hill publication, Sixth edition
3. International Business –Strategy, Management And The New Realities By S.Tamer Cavusgil, Gary Knight and John R. Reisenberger, Pearson Publications, First Edition

COURSE CODE & TITLE: 405- ENTREPRENEURSHIP DEVELOPMENT

MARKS- 100

I. Course Description: This course is designed to create entrepreneurial awareness among the students and To Develop Knowledge and understanding in creating and managing new Venture.

II. Objectives:

1. To help students to develop their entrepreneurial competence.
2. To help students to up bring out their own business plan.

III. Course Outline:

Unit I: Entrepreneur and Entrepreneurship: Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment & important of wealth creation. Enterprise v/s Entrepreneurship, Self – employment v/s Entrepreneurship, Entrepreneurial career as an option.

Unit II: Business Opportunity Identification and Preliminary Project Report (PPR): Opportunity search : Divergent Thinking Mode : Meaning and Objectives – Tools and Techniques : Environmental Scanning for business opportunity identification Opportunity Selection : Convergent Thinking Mode : Tools and Techniques : Market Survey – Preparation of Questionnaire – Concept of Survey – Data collection – Analysis and Interpretation – Preliminary Project Report (PPR)

Unit III: Business Plan: Meaning and Importance – Objectives – Selections Contents – Marketing and Technical Feasibility – Financial Viability – Precautions to be taken by entrepreneur while preparing Business Plan. Project Appraisal – Break – even Analysis and Ratio Analysis: Debt Service Coverage Ratio – Gross Profit: Net Profit Ration and Return on Investment (ROI)

Unit IV: Institutional Support to New Venture: (Student are expected to study the assistance scheme of the following Institutions) District Industries Center (DIC) Maharashtra Center for Entrepreneurship Development (MCED) National Small Industries Corporation of India (NSIC) Maharashtra Industrial Development Corporation (MIDC) Micro Small and Medium Enterprises (MSME)

Unit V: Financial Assistance for small Enterprise: Non-Institutional: own Fund – Family and Friends Institutional:

- (a) Bank Loans – Co-operative Banks- Nationalized Bank – Scheduled Banks.
- (b) Angel Funding
- (c) Venture Funding
- (d) Self-employment Scheme of Government of Maharashtra
- (e) Government Financial Institutions : Khadi and Village Industries Board (KVIB) – Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami Mitra Yojana (RUGMY) –

District Industries Center (DIC)

(f) Prime Minister Employment Generation Programme (PMEGP)

(g) For urban – Seed Capital Scheme

Books Recommended:

1. Entrepreneurship – P.C. Shejwalkar – Ameya Prakashan
2. Dynamics of Entrepreneurial Development & Management – Mr. Vasant Desai – Himalaya Publication.
3. Entrepreneurship Development – Prepared by – Colombo Plan Staff College for Technical Education – Manila – TATA MC-Graw Hill

COURSE CODE & TITLE: 406- BUSINESS STATISTICS

MARKS- 100

I. Course Description: This course will give the basic knowledge of the Statistical and Quantitative Techniques which are must for every management student and professional. This course will provide a student an understanding of basic statistical tools to apply for management problems and analysis.

II. Objectives:

1. To strengthen a fundamental understandings of basic statistics.
2. To provide a formal quantitative approach to problem solving.
3. To develop skills in solving managerial problems using mathematical models.

III. Course Outline:

Unit I: Statistics – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement – Principals of Secondary data. Tabulation and Presentation: Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.

Unit II: Measures of Central Tendency: Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean –for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT. Measures of Dispersion: Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- for Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation, Coefficient of Variation, Skewness and Kurtosis (SK): Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

Unit III: Index Numbers: Introduction – Types – Characteristics – Construction weighted and un-weighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

Unit IV: Probability: Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability. Sampling: Sampling – Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of

Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non-probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

Unit V: Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation. Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only) Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

Books Recommended:

1. Gupta SC: "Fundamental of Statistics" 6th Ed, Himalaya Publishers House, 2004.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed. 2009.
4. Bharadwaj, RS: "Business Statistics", Excel books, 2nd Ed, 2008.

COURSE CODE & TITLE: 501- SUPPLY CHAIN AND LOGISTICS MANAGEMENT
MARKS- 100

I. Course Description: The primary need of this course is to develop a closer and better understanding about the role of Logistics system in the physical moving to goods from one part to other. The increasing importance of business logistics makes it necessary for students to understand logistics, its framework, and its practical utility.

II. Objectives:

1. To make Business Management students aware about the growth and importance of Logistics Business in today's scenario.
2. To understand the efficiency and effectiveness of inventory movement across the supply chain depends on the capability of logistics management.

III. Course Outline:

Unit I: Physical distribution - Definition, Importance – participants in physical distribution process. Marketing Channels – Definition & Importance - Different forms of channels - Functions of Marketing Channels

Unit II: Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi-channel marketing Systems - International Marketing Channels

Unit III: Supply Chain Management – concept – significance – components – Order processing – Material Handling – Transportation – Warehousing – Inventory Management – Reverse Logistics

Unit IV: Wholesaling – Importance & Types - Functions of Wholesaler – Wholesaler Marketing Decisions – Trends in Wholesaling. Channel Management - Channel Selection Process & criteria – Performance appraisal of Channel Members – Channel Conflicts & Techniques to resolve channel conflicts

Unit V: Logistics - Objectives, Components, Significance. Supply Chain Management – Objectives, Components, Significance, Trade off Customer Service & Cost.

Unit VI: Inventory - Need of Inventory - Costs associated with Inventory - Types of Inventory – Basic EOQ Model - EOQ with discounts - ABC Analysis - (Numerical expected on Basic EOQ, EOQ with discounts & ABC)

Books Recommended:

1. Channel Management –Stern – El Ansary
2. Distribution Management – S. Eliton

3. Sales and Distribution Management – S. L. Gupta
4. Channel Management & Retail Management – Meenal Dhotre
5. Purchasing and Supply Management - Dobler and Burt
6. Materials Management – Dutta
7. Handbook of Materials Management – Gopalkrishnan
8. Materials & Logistics Management - L.C.Jhamb
9. Logistics & Supply Chain Management – Martin Christopher

GBSRC BBA Syllabus

COURSE CODE & TITLE: 502- BUSINESS ETHICS AND CORPORATE GOVERNANCE MARKS- 100
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I. Course Description: The purpose of this course is to strengthen the ability to anticipate, critically analyze ethical issues as students will confront as employees and eventually as managers of people, projects, and enterprises.

II. Objectives:

1. To apply general ethical principles to particular cases and practices in business.
2. To think independently and rationally about contemporary moral problems.
3. To recognize the complexity of problems in practical ethics.

III. Course Outline:

Unit I: Ethics – Meaning, and Nature of Ethics. Meaning, Moral & Ethics, Types of Ethics, Importance of Ethics, Nature of Ethics.

Unit II: Business Ethics: Meaning and Nature, Importance of ethics in business. Types of Business Ethics, Relation between corporate responsibility and Business Ethics.

Unit III: Business Ethics in Global Economy: Developing Ethics in Global Economy. Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society

Unit IV: Organizational Ethics: Individual Ethics Professional ethics. Corporate Ethics – Ethical behavior – Ten Command of ethical Behavior Control & audit of ethical behavior

Unit V: Areas of Business ethics: Meaning of functional ethics, types of ethics according to functions of business, marketing ethics foreign trade ethics and ethics relating to copyrights.

Unit VI: Moral issues in Business: Justice and Economic systems ethics relating to environment protection. Ethics relating to Consumer Protection, Social responsibility & Business ethics, arguments for and against social responsibility.

Unit VII: Corporate Governance and its significance for developing countries, Major Issues and thrust areas of Corporate Governance, Indian Model of Corporate Governance

Books Recommended:

1. Corporate Governance in India-An evaluation by S.C.Das, PHI Eastern Economy Edition
2. Business Ethics-An Indian Perspective by Ronald Francis and Mukti Mishra,TMGH
3. Business Ethics in India -An Indian Perspective by A.C.Fernando, Pearson Publication Second Edition

COURSE CODE & TITLE: 503- RESEARCH METHODOLOGY

MARKS- 100

I. Course Description: Research Methods gives essential guidance on how to carry out research projects and it introduces the core concepts, methods and values involved in doing research. This course provides a valuable learning through its comprehensive coverage of methods that are used by experienced researchers

II. Objectives:

1. To familiarize the student with the dimensions and methods of research.
2. To orient the student to make an informed choice from the large number of alternative methods and experimental designs available.
3. To enable the student to present a good research proposal.

III. Course Outline:

Unit I: Commercial and business research: aims, objectives, Importance – Research methodology, Research Plan or design-steps to be followed.

Unit II: Research Process

- a. Collecting data :
- b. Secondary data :

Sources of collecting secondary data : Demographic information – money, Banking-company Information - Labour market- Capital Market – Tax Information – information on the Economy, International business – Government Information – Syndicated Commercial and other non – Government sources of Information.

Unit III: Research Process

- a. Primary Data:
- b. Methods of collecting primary data / tools for collecting primary data.
 - i. Questionnaire method : Types of Questions, essentials of good questionnaire / guidelines for Questionnaire designing, Scheduling, Sampling, methods, advantages
 - ii. Interview Method : structured and unstructured
 - iii. Observation Method
 - iv. Group discussion Method.

Unit IV: Data processing and analysis:

- a. Editing, Codification, Classification, Tabulation, Scaling & Measurement.
- b. Hypothesis & its testing.

Unit V: Writing skills for Business Research:

- a. Project report : selecting and defining Topic, Project – Terms of reference, Subject

- matter, Style, Structure
- b. Research Paper
- c. Communication research orally – power point presentation.
- d. Use of Computers in research: data collection and analysis.

Books Recommended:

1. Bajpai, N. (2014). Business Research methods. Pearson Education, 5th Impression
2. Sachdeva, J.K. (2010). Business Research Methodology. Himalaya Publishing House, 1st Edition.
3. Cooper, D.R. and Schindler P.S. (2006). Business Research Methods. Tata McGraw Hill, 9th Edition.
4. Malhotra, N. (2011). Marketing Research – An Applied Orientation. Pearson Education, 6th Edition.
5. Bryman, A. and Bell, E. (2011). Business Research Methods. Oxford, 3rd Edition.

COURSE CODE & TITLE: 504- Elective I

MARKS- 100

Sr. No.	Elective papers (Paper I - 504)	
1.	Finance Management	
	Elective paper I – 504 A	Analysis of Financial Statements.
2.	Marketing Management	
	Elective paper I – 504 B	Sales Management
3.	Human Resource Management	
	Elective paper I – 504 C	Human Resource Management Principals and Functions.
4.	Agribusiness Management.	
	Elective paper I – 504 D	Agricultural and Rural Development
5.	Hospital and Healthcare Management	
	Elective paper I – 504 E	Introduction to Hospital and Healthcare Management
6.	Pharmaceutical Management	
	Elective paper I – 504 F	Introduction to Pharmaceutical Business
7.	Biotechnology and Bioinformatics Management	
	Elective paper I – 504 G	Introduction to Biotechnology
8.	IT and Systems Management	
	Elective paper I – 504 H	Introduction to IT

COURSE CODE & TITLE: 505- Elective II

MARKS- 100

Sr. No.	Elective papers (Paper II - 505)	
1.	Finance Management	
	Elective Paper II – 505 A	Long Term Finance
2.	Marketing Management	
	Elective Paper II – 505 B	Retail Management
3.	Human Resource Management	
	Elective Paper II – 505 C	Human Resource Practices
4.	Agribusiness Management.	
	Elective Paper II – 505 D	International Agricultural Systems
5.	Hospital and Healthcare Management	
	Elective Paper II – 505 E	Hospital Administration
6.	Pharmaceutical Management	
	Elective Paper II – 505 F	Production Management in Pharmaceuticals
7.	Biotechnology and Bioinformatics Management	
	Elective Paper II – 505 G	Fundamentals of Bioinformatics
8.	IT and Systems Management	
	Elective Paper II – 505 H	Applications of IT

COURSE CODE & TITLE: 506- PROJECT WORK

MARKS- 100

I. Course Description: Project work is compulsory for the student. It will be evaluated by external and internal examiner. Student need to give Presentation of Project work completed and have to face Open Defense by external and internal examiner.

Project shall carry 100 marks as follows-

Marks # Project work (Evaluation by external and internal examiner) - 50

Presentation and Open Defense by external and internal examiner -50

COURSE CODE & TITLE: 601- PROJECT MANAGEMENT

MARKS- 100

I. Course Description: This course is designed to acquaint the students with the planning process in business and familiarize them with the project management.

II. Objectives:

1. To familiarize students with the function & techniques of project management.

III. Course Outline:

Unit I: Planning: Introduction, Meaning, Definition, Characteristic & objective period, Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process, Methods of planning, Limitations of planning, Essentials of a good planning, obstacles in planning, Planning Premises and Classification of Planning Premises.

Unit II: Planning Forecasting: Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting, Forecasting Techniques Types Methods, Advantages of forecasting, Limitations of forecasting, and Difference between forecasting. The Definition of a “Project”, Why project Management, The project Life-Cycle, Project Management Maturity, Project Selection and Criteria of Choice, The Nature of Project Selection Models, Types of Project Selection Models, Project Portfolio Process, Project Proposals. The Project Manager, Project Management and the Project Manager, Special Demands on the Project Manager, Selecting the Project Manager, Problems of Cultural Differences, Impact of Institutional Environments, Project Organization, The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization, Choosing an Organizational form The Project Team.

Unit III: Initial Project Coordination: The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. Estimating Project Budgets, Improving the Process of Cost Estimation

Unit IV: Network Techniques: PERT and CPM, Risk Analysis Using Simulation with Crystal Ball 2000. Critical Path Method- Crashing a Project, The Resource Allocation Problem Resource Loading, Resource Leveling, Constrained Resource Allocation The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

Unit V: Purposes of Evaluation- Goals of the System, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some Essential of an Audit/Evolution, The Varieties of Project Termination, when to Terminate a Project, The Termination Process.

Books Recommended:

1. Principles of Management – T. Ramasamy, Himalaya Publishing House
2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer,
3. Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.,
4. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd.
5. Project Management- Vasant Desai, Himalaya Publishing House
6. Project Management: A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.

COURSE CODE & TITLE: 602- EVENT MANAGEMENT

MARKS- 100

I. Course Description: This course is designed to get the knowledge of different issues and various aspects of event management.

II. Objectives:

1. To acquaint the students with concept issues and various aspects of event management.

III. Course Outline:

Unit I: Concept of event Management: Event Marketing, 5 G's of Events, Event Designing, Relative Importance of Events as a Marketing Communication Tool, The Diverse Marketing Needs Addressed by Events, Brand Building, Focusing the Target Market, Implementation of Marketing Plan, Relationship Building, Creating Opportunities for Better Deals with Different Media, Events and the Economy, Problems associated with traditional media.

Unit II: Facets of Event Management: Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners, Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up, Event Organizers: Targeting Clients, Selecting Event Categories to Serve, Selecting and Contracting with Other Key Elements in Chosen Categories. Venue: In-house Venue, External Venue

Unit III: Marketing of Event, Concept of Market in Events, Revenue Generating Customers, Nonrevenue Generating Customers, Segmentation and Targeting of the Market for Events, Segmentation Niche marketing in events, Targeting, Positioning Events and the Concept of Event Property, Positioning, Branding in Events- Event Property, Benefit Levels, Event Hierarchy, Categories and Variations of Events, Categories of Events and their Characteristics, Competitive Events, Artistic Expression, Cultural Celebrations, Special Business Events, Retail Events, Reach-interaction Matrix, Event Variations, Concept of Pricing in Events, Risk Rating, Setting Pricing Objectives in Tune with Marketing and Business Strategies, Understanding Local Legislation and Tax Laws, Feedback from the Market, Skills Required for Negotiating the Best Price, Validation against Pricing Objectives, A thorough assessment of the internal systems and overheads.

Unit IV: Activities in Event Management: Networking Components, Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Planning, Organizing, Staffing, Leading and Coordination, Controlling, Event Management Information System, Setting Objectives, Development of the Strategic Market Plan, Environmental Assessment, Competitive

Assessment, Gaining Competitive Advantages, Business Potential, Assessment, Market Attractiveness, Business Strengths.

Unit V: Strategies of Event Management: Strategic Approach, Critical Success Factor Analysis, Strategic Alternatives Arising From Environmental Analyses, Maintenance Strategy, Developmental Strategy, Pre-emptive Strategy, Survival Strategy, Strategic Alternatives Arising from Competitive Analyses Sustenance Strategy, Rebuttal Strategy, Accomplishment Strategy, Venture Strategy Strategic Alternatives Arising from Defined Objectives, PREP Model, Risk versus Return Matrix, Forms of Revenue Generation, The Basic Evaluation Process, Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Concept Research, Formative Evaluation, Objective Evaluation, Summative Evaluation Correcting deviations, Critical Evaluation Points.

Books Recommended:

1. Tallon, A.F. Fashion Marketing and Marchandising, 3rd ed., Sequoia Books, 1986.
2. Panwar, J.S. Marketing in the New Era, Sage Publications India Pvt. Ltd., 1998.
3. Avvich, Barry, Event and Entertainment Marketing Delhi, Vision Books 1994
4. Berry, Isaac, The Business Growth Handbook, Marquis Books, USA, 1991

COURSE CODE & TITLE: 603- MANAGEMENT CONTROL SYSTEM	MARKS- 100
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I. Course Description: This course is designed to introduce students with the various techniques of Management control system.

II. Objectives:

1. To introduce to the students the function of management control, its nature functional areas, and techniques.

III. Course Outline:

Unit I: Introduction to management control system the control function, The control function- Control and Supervision- Control as Function – Definition of Control – Elements of Control- Nature of Control, The nature of management control, Definition of Management Control – Management Control and planning Control Factors Affecting Managerial Philosophy, Management control systems, Meaning and Designs- Management Control Systems

Unit II: Information theory, Meaning of Information- Types of Information- Accounting Information- Operating Information – User oriented MIS, Installation of management information and control system, Management Information and Control System- Installation Committee- Policies and Decision Rules, Structured and unstructured decision : implication of control, Nature of Decision Making- Functional Structure- Divisional Structure- Network coupling Structure

Unit III: Management controls in functional areas: production control, Need for Production Control – Difference between Production Planning and Production Control, Inventory control, Classification of inventories – Motives for Holding Inventories- Inventory Control Department – Determination of Stock Levels, Marketing control, Definition of Marketing Control – Process of Marketing Control- Importance of Marketing Control System- Tools and Techniques of Marketing Control, Control in personnel area, Reasons for workers Resistance to Controls- Kind of Control Devices- Reports and Budget

Unit IV: Computers systems: decision support systems, Computer for Management Control Purposes- Are Computers essential for MIS? Computers and Information System – Manual Systems – Mechanical Systems- MIS– Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.

Unit V: Management control of projects: Meaning of project – overall Nature of the problem- Aspects of Control- Project Planning – Time Dimension – Cost Dimension- Quality Dimension – Project Control- Reports Costs and Time- Reports on output- Revisions.

Books Recommended:

1. Anthony R. N. and John Dearden: Management Control Systems
2. Bhadada B. M. : Management control systems
3. Bhattacharya S. K.: Managerial Planning & Control System
4. Mark G. Simkin : Computer information systems for Business
5. Robert J. Mockler: Readings in Management Control
6. Subhash Sharma: Management Control Systems.

GBSRC BBA Syllabus

COURSE CODE & TITLE: 604- E- BUSINESS

MARKS- 100

I. Course Description: This course designed to introduce the electronic commerce and know the concept of E- business.

II. Objectives:

1. To know the concept of electronic commerce
2. To Know what is Internet and Extranet
3. To know Internet marketing techniques

III. Course Outline:

Unit I: Introduction to Electronic Commerce: What is E-Commerce (Introduction and Definition), Main activities E-Commerce, Goals of E-Commerce, Technical Components of E-commerce, Functions of E-commerce, Adv / Dis Adv of E-commerce, Scope of E-commerce, Electronic commerce Applications, Electronic commerce and Electronic Business, (C2C)(2G , G2G , B2G , B2P,B2A,P2P, B2A, C2A, B2B,B2C)

Unit II: Building own website: Reasons for building own website, Benefits of website, Bandwidth requirements, Cost, Time, Reach, Registering a Domain Name, Web promotion, Target email, Banker Exchange, Shopping Bots

Unit III: Internet and Extranet

- a. Definition of Internet
- b. Advantages and Disadvantages of the Internet
- c. Component of an Intranet Information technology structure
- d. Development of an Intranet
- e. Extranet and Intranet Difference
- f. Role of Intranet in B2B Application

Unit IV: Electronic Data Interchange

- a. Introduction
- b. Concepts of EDI and Limitation
- c. Application of EDI
- d. Disadvantages of EDI
- e. EDI model

Unit V: Electronic payment System

- a. Introduction Types of Electronic payment system
- b. Payment types

- c. Traditional payment
- d. Value exchange system
- e. Credit card system
- f. Electronic funds transfer
- g. Paperless bill
- h. Modern payment cash
- i. Electronic cash

Books Recommended:

1. E-Commerce Concepts , Models , Strategies by -- G.S.V Murthy
2. E-Commerce by --Kamlesh K Bajaj and Debjani Nag
3. Electronic Commerce by --Gary P. Schneider

COURSE CODE & TITLE: 605- ELECTIVE –III

MARKS- 100

Sr. No.	Elective papers (Paper III – 605)	
1.	Finance Management	
	Elective Paper I – 605 A	Financial Services
2.	Marketing Management	
	Elective Paper I – 605 B	Advertising and Sales Promotion
3.	Human Resource Management	
	Elective Paper I – 605 C	Labour Laws
4.	Agribusiness Management	
	Elective Paper I – 605 D	Recent Trends in Agricultural Business
5.	Hospital and Healthcare Management	
	Elective Paper I – 605 E	Community Health Management
6.	Pharmaceutical Management	
	Elective Paper I – 605 F	Pharmaceutical Product and Brand Management
7.	Biotechnology and Bioinformatics Management	
	Elective Paper I – 605 G	Application and Methodology in Biotechnology
8.	IT and Systems Management	
	Elective Paper I – 605 H	Database Management System

COURSE CODE & TITLE: 606- ELECTIVE – IV

MARKS- 100

Sr. No.	Elective papers (Paper IV - 606)	
1.	Finance Management	
	Elective Paper II – 606 A	Project / Cases in Finance
2.	Marketing Management	
	Elective Paper II – 606 B	Project / Cases in Marketing
3.	Human Resource Management	
	Elective Paper II – 606 C	Project / Cases in Human Resource Management
4.	Agribusiness Management	
	Elective Paper II – 606 D	Project / Cases in Agri. Business Management
5.	Hospital and Healthcare Management	
	Elective Paper II – 606 E	Healthcare Laws
6.	Pharmaceutical Management	
	Elective Paper II – 606 F	Pharma Sales, Distribution and Retail Management
7.	Biotechnology and Bioinformatics Management	
	Elective Paper II – 606 G	Fundamentals of Production Planning in Biotechnology
8.	IT and Systems Management	
	Elective Paper II – 606 H	Innovation and Technology Management

GBSRC BBA Syllabus

Specialization Subject

Finance Management (A)

SPECIALIZATION - FINANCE MANAGEMENT

COURSE CODE & TITLE: 504 (A) – ANALYSIS OF FINANCIAL MANAGEMENT

I. Course Description: This course is designed to study various financial statements and familiarize students with Calculation of ratios from Balance Sheet and draw Balance Sheet from given ratios, Fund flow statement /Cash flow statement.

II. Objectives:

1. To study various financial statements of corporate organizations.
2. To make the student well acquainted with current financial practices.

III. Course Outline:

Unit I: Financial Statements of Corporate Organizations: Meaning, need, importance of financial statements. Preparation of Financial Statements as per schedule VI of the Companies Act. Horizontal and Vertical form of Balance Sheet

Unit II: Introduction to analysis and Interpretation of financial statements: Analysis and Interpretation of financial statements, Types of financial analysis, Advantages of financial analysis, Limitations of financial analysis, Techniques of financial analysis-

- i. Comparative financial statements
- ii. Trend analysis
- iii. Common size financial statements
- iv. Funds analysis
- v. Cash flow analysis
- vi. Ratio analysis

Unit III: Ratio Analysis: Interpretation of Ratios, Role of Ratios, Classification of Ratios. Liquidity Ratio, Turnover Ratio, Solvency Ratio, Profitability Ratio and Miscellaneous group. Advantages and limitations

Unit IV: Fund flow Analysis/ Cash Flow Analysis: Concept of Fund, Construction of Fund Flow Statement / Cash Flow Statement. Advantages and Limitations of Fund Flow Statement /Cash Flow Statements

Books Recommended:

1. N.M. Vechlekar – Financial Management
2. Dr. Jitendra Ahirrao – Management accounting
3. I.M Pandey – Financial Management
4. Ravi. M. Kishore – Financial Management
5. P.C Pardeshi Business Finance.
6. Khan and Jain – Financial Management
7. Prasanna Chandra – Financial Management
8. Prof.Satish Inamdar – Financial Statement and Analysis

SPECIALIZATION - FINANCE MANAGEMENT
COURSE CODE & TITLE: 505 (A) – LONG TERM FINANCE

I. Course Description: This course is designed to study various financial statements and familiarize students with Calculation of ratios from Balance Sheet and draw Balance Sheet from given ratios, Fund flow statement /Cash flow statement.

II. Objectives:

1. To make the study of long term financing.
2. To make the student well acquainted regarding current financial structure.

III. Course Outline:

Unit I: Financial plan and capitalization: Financial plan, Steps in financial planning, Principles for formulation of financial plan. Capitalization, Over Capitalization and Under Capitalization.

Unit II: Sources of Finance: Owned and Borrowed funds. Equity Shares, Preference Shares. Debentures, Term loan, lease financing, Hire purchasing, Public Deposits.

Unit III: Capital Structure: Meaning, Factors affecting Capital Structure, Internal factors, External factors, General Factors. Cost of Capital-Trading on Equity, Capital Gearing and Leverages.

Unit IV: Capital Budgeting: Meaning, Techniques of capital Budgeting, Decisions making under risk, uncertainty and profitability, mutually exclusive proposals.

Books Recommended:

1. I.M Pandey – Financial Management
2. Ravi. M. Kishore – Financial Management
3. P.C Pardeshi Business Finance.
4. Khan and Jain – Financial Management
5. Prasanna Chandra – Financial Management
6. Kohak M.A – Financial Services
7. Prof. Satish Inamdar – Financial statement and Analysis

SPECIALIZATION - FINANCE MANAGEMENT
COURSE CODE & TITLE: 605 (A) – FINANCIAL SERVICES

I. Course Description: This course is designed to make the study of various financial services and financial market.

II. Objectives:

1. To make the study of various financial services in India.
2. To make the student well acquainted regarding financial market.

III. Course Outline:

Unit I: Indian Financial System: Overview of Indian Financial System and Market development since 1991. Role of Financial Intermediaries in Financial System, Role of SEBI and RBI as a Regulatory Authority. Insurance Development Regulatory Authority.

Unit II: Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity market, money and forex market, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Stock exchanges in India: BSE, NSE

Unit III: Financial Services in India: Mutual Funds, Factoring Services, Forfeiting Services, Credit rating, Venture Capital

Unit IV: Recent Trend in Accounting and Finance: Zero Base Budgeting, Inflation Accounting, Human Resource Accounting, Activity Based Costing, Mergers and Acquisitions.

Books Recommended:

1. I.M Pandey - Financial Management
2. Ravi. M. Kishore - Financial Management
3. P.C Pardeshi Business Finance
4. Khan and Jain - Financial Management
5. Prasanna Chandra - Financial Management
6. Kohak M.A - Financial Services
7. Prof. Satish Inamdar - Financial statement and Analysis

SPECIALIZATION - FINANCE MANAGEMENT
COURSE CODE & TITLE: 606 (A) - PROJECT/CASES IN FINANCE

Preparation of Project Report on:

1. Projected financial statements to be submitted to the bank for loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like Ratio Analysis, Fund flow Analysis, Cash flow Analysis.
3. Project related Insurance sector.
4. Working Capital Management.

The students can select any other topic related to finance, for their project in consultation with their respective teacher.

At least ten cases covering the following aspects should be studied.

- a. Capital Budgeting
- b. Working Capital
- c. Cost of Capital

NOTE: Scheme of marking for this paper will be as follows

Project work – 25 Marks

Viva Voce – 25 Marks

Theory paper on cases in Finance – 50 Marks

Total marks -100

Project report should be evaluated by both internal and external examiner. Each examiner will allot marks out of 50 i.e. project work 30 marks and viva voce 20 marks. The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out 50.

GBSRC BBA Syllabus

Specialization Subject Marketing Management (B)

SPECIALIZATION - MARKETING MANAGEMENT
COURSE CODE & TITLE: 504 (B) – SALES MANAGEMENT

I. Course Description: This course is designed to provide students with advanced skills in the areas of interpersonal communications, motivational techniques.

II. Objectives:

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal direct selling.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.

III. Course Outline:

Unit I: Sales Management: Definition and meaning, Objectives, Sales Research, Sales

Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.

Unit II: Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, planning for major customers and sales Budget,

Specific Characteristics of a successful salesman.

Unit III: Managing the Sales Force:

- a. **Recruiting, Selection and Training of Sales force:** Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description
- b. **Areas of sales Training:** Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology –Relationship Selling Process and Customer education. Value added Selling
- c. **Motivating the Sales Team:** Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising,
- d. **Evaluating Sales Force Performance and Controlling Sales activities:** Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.

Unit IV: Personal Selling: Basics, Salesmanship-definition- prospecting, resistance selling process and skills for effective salesmanship, Sales leads, Sales presentations, Types of calls, effective selling techniques, role of relationship marketing in personal selling, tools for personal selling, Value added selling.

Unit V: Key concepts in relationship marketing concepts: Characteristics of relationships

– promise – trust – commitment – satisfaction – quality - Service competition - customer value – customer defections - customer loyalty – loyalty programs.

Unit VI: Potential & Sales Forecasting: Forecasting target market potential and sales, Methods of estimating market and sales potential, Sales forecasting, planning for involvement in national and international market.

Books Recommended:

1. Building a Winning Sales Team – Gini Graham & Scott
2. Sales Management Handbook – Forsyth P. Trick
3. Professional Sales Management – Anderson, Hair and Bush
4. Motivation and Job Satisfaction – M. D. Pestonjee
5. Sales Management - Richard R. Still Edward W. Cundiff
6. Sales Management – Thomas
7. International Marketing – Robert Reed
8. Industrial Marketing – Richard M. Hill
9. Strategies for selling-Gerald A. Michaelson
10. Value added selling-Tom Reilly
11. Sales Management with Personal Selling Salesmanship

SPECIALIZATION - MARKETING MANAGEMENT
COURSE CODE & TITLE: 505 (B) – RETAIL MANAGEMENT

I. Course Description: This course is designed to identify the paradigm shifts in retailing business with increasing scope of technology / e-business.

II. Objectives:

1. To identify and understand the significance of distribution and retailing in the current business environment
2. To identify the decision areas in distribution and retailing and appreciate the interrelationships with other aspects of marketing.

III. Course Outline:

Unit I: Marketing Channels: Definition & Importance, Functions of Marketing Channels– Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management

Unit II: Wholesaling: Concept, Importance and Functions –Wholesaler Marketing Decisions – Trends in Wholesaling - Retailing: Concept, Importance, Functions - Indian vs. Global Scenario - **Retail formats:** Store & Non Store Retailing –Franchising-Unconventional channels

Unit III: Retail Location: Factors affecting location decision – Site Selection –Location based retail Strategies - Store Design: Interiors and Exteriors - Store layout – Types of layouts – Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management–Managing store inventories and display

Unit IV: Merchandising: Concept, Importance, Functions – Steps in merchandising planning – Category management: Definition and process – Introduction to Private label brands

Unit V: Retail Communication Mix: Planning retail communication – Managing in-store promotions and events - 10 Integrated Marketing Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

Unit VI: Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies. Role of IT in retailing - Electronic data exchange – bar coding – RFID – Electronic payment systems.

Books Recommended:

1. Channel Management -Stern - El- Ansary
2. Retailing Management - Swapna Pradhan
3. Retail Management - Gibson Vedamani
4. Physical Distribution & Logistics Management - Dr. Subhash Bhawe
5. Channel Management & Retail Management - Meenal Dhotre

SPECIALIZATION - MARKETING MANAGEMENT
COURSE CODE & TITLE: 605 (B) – ADVERTISING AND SALES PROMOTION

I. Course Description: This course is designed to make the students acquainted with advertising, copy decisions, measuring advertising effectiveness and sales promotion.

II. Objectives:

3. To make the study of advertising and sales promotion
4. To make the student well acquainted regarding brand equity.

III. Course Outline:

Unit I: Advertising - An Introduction- Origin and Development - Definition and Classification - Planning Framework - Organizing Framework - the Advertiser and the Advertising Agency interface strategic advertising decisions - Setting Advertising Objectives – The Budget Decision - Preparing the Product and Media Brief

Unit II: Copy decisions - Visualization of Ad Layout - Elements of Ad Copy and Creation - Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation -Copy (Pre-) Testing methods and measurements.

Unit III: Media decisions - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.

Unit IV: Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building.

Unit V: Sales promotion - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues. Brand equity - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' - Leveraging Brand Values for business and non-business contexts.

Unit VI: Physical Distribution – Importance and role of distribution in marketing – Introduction to the various channels of distribution –Promotion Tools – Sales Promotion, Advertising, Personal Selling, Direct Marketing and Online Marketing as promotion tools Sales promotion- Relationship between Sales promotion and advertising- Types and Techniques of Sales Promotion

Books Recommended:

1. Advertising and Promotions - Belch & Belch, Tata Mcgraw Hill 2001
2. Advertising Management - Rajeev Batra, John G. Myers & David A Aaker-PHI

3. Otto Kleepner's Advertising Procedure – PH
4. International Edition - Contemporary Advertising Irwin/McGraw –Hill
5. Integrated Marketing Communications - Duncon- TMH
6. Foundations of Advertising Theory & Practice- S.A.Chunawalla & K.C.Sethia- Himalaya Publishing
7. Integrated Advertising, Promotion and Marketing Communication- By Clow Baack
8. Advertising Management- Manendra Mohan
9. Advertising Management- Batra, Myers & Aaker
10. Sales Promotion: M.N.Mishra
11. Advertising and Promotion- George Belch and Michael Belch

GBSRC BBA Syllabus

SPECIALIZATION – MARKETING MANAGEMENT
COURSE CODE & TITLE: 606 (B) - PROJECT/CASES IN MARKETING

Based on the actual training during the vacation, the student shall write a project report on the topic selected under the guidance of a faculty and submit two copies of the same. The project Report shall be assessed both internally and externally. For external evaluation there will be a viva voce, such viva-voce shall be conducted by a panel of two referees appointed by the University.

1. Introduction to Case Studies : Case – Meaning – Objectives of Case Studies – Characteristics & Importance of Case Studies – Guidelines for Case Studies & Cases Discussion
2. Topics for case studies
 - a. Advertising & Sales Promotions
 - b. Consumer Behaviour
 - c. Buyer Behaviour -
 - d. Industrial Marketing –
 - e. Service Marketing
 - f. Brand Marketing
 - g. Retail Marketing
 - h. Rural Marketing
 - i. Sales and Distribution Management
 - j. International Marketing
 - k. Marketing Research
 - l. New and existing products

Books Recommended:

1. Sales Management handbook – Forsyth P. R.
2. Professional and Sales Management – Anderson, Hair and Bush
3. Sales Management – Richard R. Still Edward W. Cundiff
4. Sales Management – Thomas
5. Retail Management – Gibson Vedamani
6. Channel Management & Retail Management – Minal Dhotre
7. Advertising and Promotions – Belch & Belch
8. Advertising Management – Batra, Myers and Aaker
9. Marketing Management – Rajan Saxena
10. Principles of Marketing 9th Edition – Philip Kotler and Garry Armstrong

GBSRC BBA Syllabus

Specialization Subject
Human Resource Management (C)

SPECIALIZATION – HUMAN RESOURCE MANAGEMENT
COURSE CODE & TITLE: 504 (C) – HUMAN RESOURCE MANAGEMENT PRINCIPALS AND FUNCTIONS

I. Course Description: This course is designed to study various financial statements and familiarize students with Calculation of ratios from Balance Sheet and draw Balance Sheet from given ratios, Fund flow statement /Cash flow statement.

II. Objectives:

1. To study the importance of Rural Economy of India.
2. To understand reforms in Indian Agriculture.

III. Course Outline:

Unit I: Human Resource Management: Introduction, Nature, objectives and Importance of HRM personnel Management- Human Resource Management and Human Resource Development, Functions of Human Resource Management, Strategic HRM, Role of H.R. Manager, International HRM, HRM in India Context.

Unit II: Human Resource Planning: Definitions, objectives, functions, types of Human Resource planning- process of Human Resource planning- problems and Limitations- Recruitment and selection promotion and Transfer policies- Types of Promotions – Promotion policy – demotion, causes of demotion – transfer policy- Procedure for transfer- Dismissal- Absenteeism- Measurement of Labour Turnover- causes and control of labour turnover.

Unit III: Training Development and performance Appraisal objectives, need and importance Training process- Methods and techniques pf Training- Evaluation of Training programmes - performance Management system- definition, concept and ethics- Methods of performance Appraisal- Rating Errors.

Unit IV: Personnel Records, Reports and Audit. Significance of Records and reports Essentials of a Good Record and Good Report – Personnel Audit- Objective Scope and Importance- The Audit Report- Methods of Analysis.

Unit V: Exit policy- Voluntary Retirement schemes- Effects of excess manpower-procedure of exit policy- The challenges in implementing exit policy

Unit VI: New Trends in Human Resource Management, Human Resource Accounting Benchmarking Human Resource Research- Professional Approach in HRM Impact of Economics Reforms and challenges Ahead.

Books Recommended:

1. Personnel Management – C.B. Mamoria and S. V. Gankar.

2. Personnel Management – Bhatia S. K. and singh Nirmal
3. Personnel Management and Industrial Relations- R S Davar
4. Personnel Management – Kumar Arun and Sharma Rachana
5. Personnel & HRM – Sharma A. M.
6. Human Resource Management- Ashwathappa

GBSRC BBA Syllabus

SPECIALIZATION – HUMAN RESOURCE MANAGEMENT
COURSE CODE & TITLE: 505 (C) – HUMAN RESOURCE PRACTICES

I. Course Description: This course is designed to study various human resource practices like wage and salary administration, labour welfare and industrial relations.

II. Objectives:

1. To familiarize the students with Human resource management and its practices.

III. Course Outline:

Unit I: Wage and Salary Administration: Nature and objectives- compensation – Wage Structure- The Wage Determination process- wage Administration Rules Principles wage Differential important provisions of the Minimum Wages Act, 1948 and payment of wages Act 1936 Executive compensation- Wage Incentive schemes Requisites for effective incentive plans..

Unit II: Working conditions, labour welfare, Health and Safety: Importance of Working conditions- Important provisions the factories Act, 1948 regarding working conditions- Labour welfare – concept and importance Employee safety- Industrial Accidents- Accident costs and Measurement – Accident Reports and Records – Industrial Health programme- occupational Hazards and Risks.

Unit III: Workers Participation in Management: Definitions- objectives-Importance- Pre requisites for effective participation- levels of participation – methods or forms of workers participation. Workers participation in Management practices in India.

Unit IV: Organizational Development: Concept and objectives of OD - Organizational development programme, organizational Development process power politics and ethics in OD – organizational learning organizational Development Interventions.

Unit V: Industrial Relations: Definition objectives and importance of IR- Participants in IR – Aspects of IR – Industrial Relations Strategy – Requirements of successful industrial relations programme.

Unit VI: Grievance and Discipline: Meaning and features of discipline- Aims objectives Types of Discipline- Act of Indiscipline – Principles of maintaining discipline- Disciplinary Action code of Discipline- Meaning, Definition and Nature of Grievance- causes of Grievance- causes of Grievance- Grievance procedure.

Unit VII: Collective Bargaining: Concept and features of collective Bargaining Essentials conditions of successful bargaining- Emerging issues in collective bargaining – process of collective Bargaining.

Books Recommended:

1. Personnel Management – C.B. Mamoria and S.V. Gankar.
2. Human Resource Management – Ashwathappa
3. Human Resource Management – R.S. Dewede

4. Managing Human Resources- Arun Monappa
5. Labour Laws for Managers- B.D. Singh
6. Human Resources Management- P.C. Pardeshi
7. Industrial Relations- A.M. Sharma
8. Personnel Management and IR – R.S. Davar

GBSRC BBA Syllabus

SPECIALIZATION – HUMAN RESOURCE MANAGEMENT
COURSE CODE & TITLE: 605 (C) – LABOUR LAWS

I. Course Description: This course is designed to make the study of various labour laws and to understand applicability of labour laws.

II. Objectives:

5. To acquaints the students with important legal provisions governing the industrial employees.
6. Important provisions under the following Acts should be discussed to enable the students to understand the applicability of labour laws.

III. Course Outline:

Unit I: Employees Provident Fund Act, 1952

Unit II: Employees State Insurance Act 1948

Unit III: Workman's compensation Act 1923

Unit IV: Payment of Bonus Act, 1965

Unit V: Payment of Gratuity Act, 1972

Books Recommended:

1. Industrial Law – P.L. Malik
2. Industrial Law - J.K. Bareja
3. Labour Laws for Managers- B D Singh
4. Industrial and Labour laws – S.P. Jain

SPECIALIZATION – HUMAN RESOURCE MANAGEMENT
COURSE CODE & TITLE: 606 (C) - PROJECT/CASES IN HUMAN RESOURCE MANAGEMENT

Case studies (50 Marks)

Introduction to case studies

Case –Meaning – objectives of case studies characteristics and importance of case study – Guidelines for case studies and case discussions.

Topics for case studies

Cases on the following topics and areas should be studied.

Recruitment and selection, Transfer- Promotion- Seniority Disputes – Pay scales and Grades- Salary and wage Administration -VRS History of Strike- Settlement of Industrial disputes- Wage and Bonus Agreements- Retrenchment, layoffs- working conditions- Training and Development

Books Recommended:

1. Cases in personnel Management- Dr. Anandram, Everest publishing House.
2. Cases in Personnel Management- Shymkant Gokhale, Everest Publication.
3. Case Studies in Personnel Management- Dr S. A. Khopkar.
4. A Case study Approach to HRM – Sorab Sadri Himalaya Publishing House.

GBSRC BBA Syllabus

Specialization Subject
Agribusiness Management (D)

SPECIALIZATION – AGRIBUSINESS MANAGEMENT
COURSE CODE & TITLE: 504 (D) – AGRICULTURAL AND RURAL DEVELOPMENT

I. Course Description: This course is designed to study importance of rural economy of India.

II. Objectives:

3. To study the importance of Rural Economy of India.
4. To understand reforms in Indian Agriculture.

III. Course Outline:

Unit I: Rural Economy of India

- 1.1 Features of rural economy
- 1.2 Role and importance of agriculture in Indian economy
- 1.3 Characteristics of Indian agriculture

Unit II: Rural Credit

- 2.1 Role of National Bank for Agriculture and Rural Development (NABARD)
- 2.2 Role of co-operative institutions
- 2.3 Role of Regional Rural Banks (RRBs).

Unit III: Reforms in Indian Agriculture

- 3.1 Land Reforms : Abolition of Zamindari Act; Tenancy reforms
- 3.2 Schemes : National Rural Employment Guarantee Act(NREGA); Integrated Rural Development Programme(IRDP)
- 3.3 Irrigation systems: Drip and Sprinkle
- 3.4 Food security

Unit IV: Agricultural Taxation in India

- 4.1 Importance of agricultural taxation for a developing economy like India
- 4.2 Agricultural income tax

Books Recommended:

1. Agrwal A.N.: Indian Economy Problem of Dep. And Planning.
2. Dutt Rudder: Economic Reforms in India.
3. Sundaram & Black: The International Business Environment.
4. S.S. Johel & T.R. Kapar : Fundamentals of Farm Business Management

SPECIALIZATION – AGRIBUSINESS MANAGEMENT
COURSE CODE & TITLE: 505 (D) – INTERNATIONAL AGRICULTURAL SYSTEM

I. Course Description: This course is designed to understand farming system and various agricultural businesses.

II. Objectives:

1. To study of farming system and recent issues in agriculture sector.
2. To understand export potential of Agri. Business.

III. Course Outline:

Unit I: Study of Farming Systems in various countries of the world.

- 1.1 Israeli System.
- 1.2 Chinese System.
- 1.3 American System.

Unit II: Recent issues in Agriculture.

- 2.1 Genetically modified crops.
- 2.2 Ecological farming and sustainable agriculture.

Unit III: WTO and Agriculture.

- 3.1 Agreement on Agriculture (AoA)
- 3.2 Controversy regarding agricultural subsidies.

Unit IV: Export potential of Agri. Business.

- 4.1 Agricultural SEZs.
- 4.2 Agro Processing Zones (APZs)
- 4.3 Agro Export Zones (AEZs)

Books Recommended:

1. Indian Economy: Dutt and Sundaram.
2. Agri. Business Management : Smita Diwase
3. Agri. Business Management: A.C. Broadway and Brodway.
4. Indian Economy: A.N. Agarwal.

SPECIALIZATION – AGRIBUSINESS MANAGEMENT

COURSE CODE & TITLE: 605 (D) – RECENT TRENDS IN AGRICULTURAL BUSINESS

I. Course Description: This course is designed to make the study of various services associated with agro based industries.

II. Objectives:

2. To study the agro base industries in India.
3. To understand services associated with Agriculture Business

III. Course Outline:

Unit I: Introduction:

- Agro based industries and their linkages to the Indian Economy
- Impact of International Agri. Business on Indian Economy
- Contract Framing.

Unit II: Inputs in Agriculture:

- Agricultural Research and Education,
- Agricultural Insurance.

Unit III: Agro based Industries.

- Poultry Industries.
- Cotton Textiles Industry.
- Wine Industry.
- Livestock Management: Cattle, Fisheries, Sericulture.

Unit IV: Services Associated with agriculture.

- Processing of Agricultural Products.
- Agricultural Marketing: Meaning, Pre-requisites of a good marketing system.
- Agricultural Retailing.
- Agricultural Finance.

Books Recommended:

1. Indian Economy: Dutt and Sundaram.
2. Agri. Business Management : Smita Diwase
3. Agri. Business Management: A.C. Broadway and Broadway.
4. Indian Economy: A.N. Agarwal.

SPECIALIZATION – AGRIBUSINESS MANAGEMENT
COURSE CODE & TITLE: 606 (D) - PROJECT/CASES IN AGRICULTURAL BUSINESS MANAGEMENT

Objectives:

1. To study the practical approach.
2. To understand the actual filed experience

Case studies (50 Marks)

Books Recommended:

5. Cases in personnel Management- Dr. Anandram, Everest publishing House.
6. Cases in Personnel Management- Shymkant Gokhale, Everest Publication.
7. Case Studies in Personnel Management- Dr S. A. Khopkar.
8. A Case study Approach to HRM – Sorab Sadri Himalaya Publishing House.

GBSRC BBA Syllabus

Specialization Subject
Hospital and Healthcare Management
(E)

SPECIALIZATION – HOSPITAL AND HEALTHCARE MANAGEMENT
COURSE CODE & TITLE: 504 (E) – INTRODUCTION TO HOSPITAL AND HEALTHCARE MANAGEMENT

I. Course Description: The course develops the managerial skills of individuals and also exposes them to clinical aspects of hospital management. The students have the option of developing their skill set in a particular area of hospital management while taking the optional modules.

II. Course Objectives:

1. Students should be able to analyze and assess various situations in the hospital
2. Students should be able to plan and organize developmental policies and implement strategies
3. Students should be able to participate in management decisions and convert them into action plans

III. Course Outline:

Unit I: Introduction to Health care management with three tier Health care delivery

Unit II: National Health programmes overview

Unit III: Role of Government agencies in implementing Health Care to population

Unit IV: International Health Organizations

Unit V: National Health Policy

Unit VI: Planning & Organization of Hospitals

Unit VII: Management in O.P.D /ICU/Operation Theatre/materials & logistics

Unit VIII: Supportive Hospital Services (Laundry, Kitchen, Diet, Fire Safety, Ambulatory Service, Security)

Books Recommended:

1. S.L. Goal, Hospital Administration & Management, Prentice Hall India
2. Darr Kurt, Hospital Organization & Management
3. Frinch C.B., Host Planning & Management
4. Goal S.L, Management of Hospital.
5. Gupta P.D., Useful reading for Hospital Management
6. Prof Satoskar, Hospital Mgt, Pragti Books.

SPECIALIZATION – HOSPITAL AND HEALTHCARE MANAGEMENT
COURSE CODE & TITLE: 505 (E) – HOSPITAL ADMINISTRATION

I. Course Description: The Masters in Hospital Administration is aimed towards orienting and developing students for executive positions in hospitals. The course develops the managerial skills of individuals and also exposes them to clinical aspects of hospital management. The students have the option of developing their skill set in a particular area of hospital management while taking the optional modules.

II. Course Objectives:

1. Students should be able to work in teams and help in team building across different faculties and departments in the hospital
2. Students should be able to identify problem areas and integrate practices that help towards quality improvement
3. Students should be able self-assess and participate in continuous professional development

III. Course Outline:

Unit I: Hospital Organization-Structure, Function, Role in Primary Health Care

Unit II: Hospital Administrator- Roles/Responsibilities

Unit III: Skills of a Hospital Administrators

Unit IV: Hospital Operations Management

- OPD
- Inpatient
- ICU
- OT
- Accident And Emergency
- Day Care
- Nursing Services
- Diagnostic(Lab/Radiology)
- Hospital Records/HIS
- Dietary Services
- CSSD
- Laundry Services
- Bio Medical Services
- House Keeping/Maintenance Services

Unit V: Human Resource /Personnel Management

Unit VI: Materials Management in Hospital

Unit VII: Quality Management in Hospitals

Unit VIII: Laws and Ethics Related To Hospitals & Financial Management in Hospitals

Books Recommended:

- 1.S.L. Goal, Hospital Administration & Management, Prentice Hall India
2. Darr Kurt, Hospital Organization & Management
3. Frinch C.B., Host Planning & Management

SPECIALIZATION – HOSPITAL AND HEALTHCARE MANAGEMENT
COURSE CODE & TITLE: 605 (E) – COMMUNITY HEALTH MANAGEMENT

I. Course Description:

Community health is a fundamental course in the principles of personal health: nutrition, mental health, drugs, exercise, sleep and rest. Community health also explores the principles of community health sanitation, community services and public health agencies.

II. Course Objectives:

- To understand Modern health issues, Health care organizations structure
- To study Health statistics and also understand Ethics in health care
- To know Health care policy

III. Course Outline:

Unit I: Contribution to Community Health: Organizations that contribute to community health, communities measure disease, injury and death

Unit II: Control of communicable and non-communicable diseases: communities organize and solve health problems, Community health in schools, Health needs of mothers, infants and children

Unit III: Health needs of special populations: Community mental health, Abuse of alcohol, tobacco, and other drugs

Unit IV: Health care delivery system

Unit V: Environmental health problems

Unit VI: Intentional and unintentional injuries and Occupational health and safety

Books Recommended:

1. Family Health Care Nursing: Theory, Practice, and Research by Joanna Rowe Kaakinen
2. Foundations of Nursing in the Community: Community-Oriented Practice, 4e by Marcia Stanhope and Jeanette Lancaster
3. An Introduction to Community & Public Health by James F. McKenzie and Robert R. Pinger

SPECIALIZATION – HOSPITAL AND HEALTHCARE MANAGEMENT
COURSE CODE & TITLE: 606 (E) – HEALTHCARE LAWS

I. Course Description:

This course examines the law relating to the employment relationship. It focuses on the statutory and common law regulations of individual employment contracts. Course is also relevant to students who will be researching and analyzing these systems.

II. Course Objectives:

- To understand the laws related to Hospitals in India.
- To study various Health related issues and HR related laws as well as governance done by India Government.

III. Course Outline:

Unit I: Introduction & Legal Procedure: Court, Affidavit, Evidence, complaint, investigation, Oath, Offence, warrant, Summons. Medico Legal Aspects of Emergency Services. Rights & Responsibilities of Medical Person

Unit II: Inquest: Police Inquest, Magistrate's Inquest. Criminal Courts in India & Their powers

Unit III: General Important Legal Knowledge Pertaining to IPC, CRPC, Civil PC, Evidence Act Hippocratic Oath, Declaration of Geneva

Unit IV: Laws related to medical Procedures:

- Medical termination of Pregnancy Act 1971 (MTP Act)
- Prenatal diagnostic techniques, regulations & prevention of misuse Act 1994
- Code of Medical Ethics
- Medical negligence & Compensation, Illustrative cases of medical Negligence in India

Unit V: Organizational & procedural Laws:

- Indian Contract Act
- Nursing Home-Registration Act

Unit VI: Labour Laws applicable to a hospital

- Indian Trade Union Act 1926/Industrial Dispute Act 1947
- The Workmen's Compensation Act
- The Industrial Employment (standing orders) Act 1946
- Maternity Benefit Act
- Employee Provident
- Payment of Wages Act

Suggested readings:

1. Parikh's Text Book of Medical Jurisprudence & Toxicology- By Dr. C.K. Parikh-CBS Publication
2. Medical Negligence & Compensation – By Jagdish Singh- Bharat Law, Jaipur
3. Medico-Legal Aid at Hospitals & Doctors with Consumer Protection law- By M.S. Pandit & Shobha Pandit-Pandit Publications

GBSRC BBA Syllabus

**Specialization Subject
Pharmaceutical Management (F)**

SPECIALIZATION – PHARMACEUTICAL MANAGEMENT
COURSE CODE & TITLE: 504 (F) – INTRODUCTION TO PHARMACEUTICAL BUSINESS

I. Course Description: This course enables students to learn about the channel of pharmaceutical marketing, Pharmaceutical Business Environment and its effect of promotional strategies, and physician's prescriptions.

II. Objectives:

1. It enables students to learn about the channel of pharmaceutical marketing, Pharmaceutical Business Environment.
2. It enables students to learn Pharmaceutical Business Environments' effect of promotional strategies, and physician's prescriptions.

III. Course Contents:

Unit I: Introduction to Pharmaceutical Management: Identification of pharmaceutical market; market behaviour; physician prescribing habits; patient motivation; market analysis.

Unit II: Environmental Scanning of Pharmaceutical Business Environment: Micro & Macro Analysis, PESTLE Analysis of Pharmaceutical Business Environment

Unit III: The Pharmaceutical Products: Drug Development and the Marketing Research Interface; Diversification and Specialization; Marketing Generic Drugs; Non-prescription drugs.

Unit IV: Distribution Channels: Manufacturer; Wholesaler; Retailer; Hospital and Government Agencies.

Unit V: Competitive Practices: Economic and Competitive Aspects of the Pharmaceutical Industry; Advertising; Detailing and other forms of Promotion; Retail Competition – The Community Level; International Marketing.

Unit VI: Controls: Internal & External Controls

Books Recommended

1. Sachin Itkar, Pharmaceutical Management, Nirali Prakashan, 2nd Edition
2. Subba Rao, Pharmaceutical Marketing in India
3. Pharmaceutical Selling – Muka Bodya
4. Tora Tora, Principles of Anatomy & Pharmacology, John Wiley & son, 11th Edition
5. Satoskar, Pharmacology (Pharmaceutical), Popular Prakashan, 9th Edition

SPECIALIZATION – PHARMACEUTICAL MANAGEMENT
COURSE CODE & TITLE: 505 (F) – PRODUCTION MANAGEMENT IN
PHARMACEUTICALS

- I. Course Description:** Our pharmaceutical companies are trying their best to achieve remarkable export sale in the international markets. This also provides quality management with special focus on pharmaceutical management for developing business leaders by nurturing knowledge, skills, communication, attitudes and behavior.

II. Objectives:

Main objectives of this course are to:

1. To know about production management, production planning and control, design and development of packaging, marketing of pharmaceuticals.
2. To know the pharmaceutical research techniques, product management, planning, marketing accounts and finance as well as Quality Control of Pharmaceuticals.
3. To know the Inventory control, concept and techniques to improve production in packaging, marketing, sale and accounting.

III. Course Outline:

UNIT I : Production Management: Fundamentals of production, organization, economic policy, manufacturing economics, production capacities, production lines and job balancing, visible and invisible inputs, methodology of activities. Production planning and control, production processes. Design of large scale manufacturing units including intricate design criteria for units to manufacture sterile and non-sterile products with special reference to tablets, capsules, and injections. Design and development of packaging, Warehousing design, construction, maintenance and sanitation; good warehousing practice, materials management.

UNIT II: Pharmaceutical Marketing: Evolution of marketing concept; production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); market segmentation; concept of marketing, mix Role of 7 P's (Product, Price, Promotion, Place, Physical Evidence, Process, People) in Pharmaceutical Marketing Management, corporate planning & strategy, Pharmaceutical industrial marketing management. Pharmaceutical marketing environment. Product management. E-Pharma Marketing.

UNIT III: Product Planning: Selection of product, new product development and product differentiation, pricing, promotion channels of distribution. Marketing Research: Market Demands and Sales Forecasting

Books Recommended:

1. Management accounting by Khan & Jain; Tata Mc Graw Hills
2. Cost Accounting Methods & Problems by BHAR ; A P Academics
3. Cost Accounting Principles & Practice by Dutta ; Pearson

SPECIALIZATION – PHARMACEUTICAL MANAGEMENT
COURSE CODE & TITLE: 605 (F) – PHARMACEUTICAL PRODUCT AND BRAND MANAGEMENT

I. Course Description: This course defines the principles of the product management system which gives a complete overview of the role of product management in the pharmaceutical industry. In order to increase creativity and efficiency of product managers, the course focuses on strategic planning and profit responsibilities and how to make the product manager familiar with the basic marketing concepts.

II. Course Objective: This course enables students to learn about the basics of brand and development of brand of a product as well as pharma products.

III. Course Outline:

Unit I: Product: Concept, classification, levels, Product Mix.

Unit: II: Concept of Brand: Introduction, Role of brand, Advantages of Branding, Core Values of Brand.

Unit: III: Brand Equity: Concept, Brand elements. Principles of Branding, Communication Mix Strategy.

Unit IV: Brand Media: Communication Channels and techniques, Advertising, Brand Perception, and Packaging.

Unit V: Brand Extension: Nature, advantages and disadvantages, factors of brand extension. Brand personality: Nature, advantages, brand personality and user imagery. Concept of Brand positioning.

Unit VI: Brand Strategy: Introduction and type of strategies.

Unit VII: Brand valuation: Meaning, techniques, methods of valuing a brand. Introduction to service brands.

Books Recommended:

1. Pharmaceutical Marketing by Mickey C. Smith
2. Pharmaceutical Product Development by N. K. Jain
3. Product Management by Lehman & Winer

SPECIALIZATION – PHARMACEUTICAL MANAGEMENT
COURSE CODE & TITLE: 606 (F) – PHARMA SALES, DISTRIBUTION AND RETAIL MANAGEMENT

I. Course Description: This course focuses on the Pharma services, how to obtain orders, and establishes new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors. How to adjust content of sales presentations by studying the type of sales outlet or trade factor and also focuses sales efforts by studying existing and potential volume of dealers.

II. Course Objectives:

1. To study of pharmaceutical sales is different from study of general sales, various factors like physicians behaviour, promotional strategy, marketing reputations of organizations etc.
2. It enables students to understand about selling of medicines and pharmaceutical market dynamic.

III. Course Outline:

Unit I: Need and scope of Pharmaceutical selling

Unit II: Direct selling – concepts & types

Unit III: Role & responsibility of medical representatives

Unit IV: Distribution channel and network in pharmaceutical industry, Distribution Channels: Manufacturer; Wholesaler; Retailer; Hospital and Government Agencies.

Unit V: -Managing sales force

Unit VI: -Pricing of pharmaceutical products

Unit VII: -Sales forecasting of pharmaceutical products

Unit VIII: Retail Competition – The Community Level; International Marketing.

Unit IX: -Principal channel relationship

Books Recommended:

1. Prahlad, CK and Hart, Stuart L(2002). _The Fortune at the Bottom of Pyramid_, strategy
2. Jaiswal, anand K.(2008). _The fortune at the Bottom or the Middle of the Pyramid?_, Innovations, 3 (1), 85-100

GBSRC BBA Syllabus

**Specialization Subject
Biotechnology and Bioinformatics
Management (G)**

SPECIALIZATION – BIOTECHNOLOGY AND BIOINFORMATICS MANAGEMENT
COURSE CODE & TITLE: 504 (G) – INTRODUCTION TO BIOTECHNOLOGY

I. Course Description: This course is designed to learn the basic concepts in Biotechnology and Bioinformatics. The objective of the course is to familiarize the students with the tools and techniques in Biotechnology and Bioinformatics. They would also understand the importance of analytical tools in biotechnology & its applications in various industries. At the end of the course, the students will have sufficient scientific understanding of the basic concepts in instrumentation used in Biotechnology.

II. Course Objectives:

1. To introduce students with basic concepts of Life sciences.
2. To familiarize the students with basic concept in Biotechnology and advanced research area

III. Course Outline:

Unit I: Introduction to Life Sciences: Cell Biology, Biochemical composition and the ultra-structure of the cell. Cell -Cell interaction, structure and function of cell organelles.

Unit II: Introduction to Microbiology: Morphology and fine structure of bacteria. Control of Microorganisms, Viruses, Microbial organisms and diseases.

Unit III: Introduction to Biochemistry: Structure, Classification and Properties of Carbohydrates, Lipids, Proteins and Nucleic acids.

Unit IV: Introduction to biotechnology, history of biotechnology, facts of modern biotechnology, scope and importance of Biotechnology.

Unit V: Tools and techniques in Biotechnology: Analytical techniques and Molecular Techniques

Unit VI: Biotechnology and Biodiversity, Applications of Biotechnology in India, Business opportunities in biotechnology, Future of biotechnology in India.

Books Recommended:

1. B. D. Singh, Biotechnology, Kalyni Publishers, 1st Edition.
2. Kumar H. D., Textbook of Biotechnology, East-West Press
3. Attwood T. K., D. J. Parry-Smith, Introduction to bioinformatics, Pearson Education
4. Rastogi, Bioinformatics: Methods and Applications, Prentice Hall India, 2nd Edition
5. David Mount, Bioinformatics: Sequence and Genome analysis
6. Stephen and David, Introduction to Bioinformatics: A theoretical and practical approach.

SPECIALIZATION – BIOTECHNOLOGY AND BIOINFORMATICS MANAGEMENT
COURSE CODE & TITLE: 505 (G) – FUNDAMENTALS OF BIOINFORMATICS

I. Course Description: This course is designed to study basics in Bioinformatics. This course will familiarize students with applications of bioinformatics.

II. Objectives:

4. To study various biological databases.
5. To familiarize the students with the tools and techniques in Biotechnology and Bioinformatics

III. Course Outline:

Unit I: Introduction to Bioinformatics - What is bioinformatics, databank, data capture, data analysis, databases, Databases - Different biological databases and their applications. Applications of Bioinformatics - Bioinformatics industry in India.

Unit II: Bioinformatics: Data Analysis- Accessing databank, sequence analysis, BLAST, sequence comparison, multiple alignments, Clustal W, protein structure prediction.

Unit III: Introduction and Bioinformatics Resources: Knowledge of various databases and bioinformatics tools available at these resources, the major content of the databases, Literature databases: • Nucleic acid sequence databases: GenBank, EMBL, DDBJ • Protein sequence databases: SWISS-PROT, TrEMBL, PIR, PDB • Genome Databases at NCBI, EBI, TIGR, SANGER • Other Databases of Patterns/Motifs/System Biology (Gene and protein network database and resources)

Unit III: Sequence analysis: • Various file formats for bio-molecular sequences: genbank, fasta, gcg, msf, nbrf-pir etc. Sequence-based Database Searches: what are sequence-based database searches.

Unit IV: Pairwise and Multiple sequence alignments: basic concepts of sequence alignment, Needleman & Wuncsh, Smith & Waterman algorithms for pairwise alignments, Progressive and hierarchical algorithms for MSA. Use of pairwise alignments and Multiple sequence alignment for analysis of Nucleic acid and protein sequences and interpretation of results.

Unit V: Phylogeny: Phylogenetic analysis, Definition and description of phylogenetic trees and various types of trees, Method of construction of Phylogenetic trees [distance based method (UPGMA, NJ), Maximum Parsimony and Maximum Likelihood method

Books Recommended:

1. Introduction to Bioinformatics by Aurther M lesk
2. Developing Bioinformatics Computer Skills By: Cynthia Gibas, Per Jambeck
3. Structural Bioinformatics

SPECIALIZATION – BIOTECHNOLOGY AND BIOINFORMATICS MANAGEMENT
COURSE CODE & TITLE:–605 (G) - APPLICATIONS AND METHODOLOGY IN
BIOTECHNOLOGY

I. Course Description: Biotechnology can be broadly defined as "using organisms or their products for commercial purposes." As such, (traditional) biotechnology has been practiced since the beginning of recorded history. Recent developments in molecular biology have given biotechnology new meaning, new prominence, and new potential. It is (modern) biotechnology that has captured the attention of the public. Modern biotechnology can have a dramatic effect on the world economy and society.

II. Course Objectives:

1. To acquaint the students with the significance of Methodology of Biotechnology.

III. Course Outline:

Unit I: Plant Tissue culture: Primary culture, callus, Somaclonal propagation, application, Scope and applications Pharma and agriculture-products, new bio products, tissue culture based products, crop improvement and protection, floriculture, herbal medicine.

Unit II: Animal Tissue culture: Animal cell culture- basics and techniques, organ culture, application.

Unit III: Recombinant DNA technology- Restriction endonucleases, Gene Cloning, genome library, Vectors, Plant and animal Vectors, molecular cloning strategies.

Unit IV: Introduction to Plant Biotechnology: Transgenic Plants, Introduction to Animal Biotechnology, Transgenic animals

Unit V: Hybridoma technology-basics of immunology, Immunization techniques, Hybridoma technology and applications,

Books Recommended:

1. B. D. Singh, Biotechnology, Kalyni Publishers, 1st Edition.
2. Kumar H. D., Textbook of Biotechnology, East-West Press
3. Attwood T. K., D. J. Parry-Smith, Introduction to bioinformatics, Pearson Education
4. Rastogi, Bioinformatics: Methods and Applications, Prentice Hall India, 2nd Edition
5. David Mount, Bioinformatics: Sequence and Genome analysis
6. Stephen and David, Introduction to Bioinformatics: A theoretical and practical approach

SPECIALIZATION – BIOTECHNOLOGY AND BIOINFORMATICS MANAGEMENT
COURSE CODE & TITLE: 606 (G) – FUNDAMENTALS OF PRODUCTION PLANNING IN BIOTECHNOLOGY

I. Course Description: Biotechnology is a knowledge-intensive industry, it is expected that India will have a competitive advantage and will be able to make full use of this opportunity as has been the case with the IT industry. This course is beneficial to the students who want to make their carrier in biotechnology industry.

II. Course Objectives:

1. To familiarize the students with the fundamentals of production planning and control for biotechnology.

III. Course Outline:

Unit I: Microbial and Fermentation Biotechnology, Technologies used for microbial production of food ingredients, Fermenter, bioreactors, large-scale production, GMP, bioreactor design, facility, scale up Diagnostics: Conventional methods

Unit II: Design of Food Preservation Equipment General engineering aspects and processing methods, types of equipment and their design: Refrigerator, freezer, dryer, calculation of pasteurization time, time and temperature calculation for HTST sterilization Basic principles of Process design: Design Factors, Design procedure, Codes and Standards, Optimization, Design Loads, Combined Loading in Equipment.

Unit III: Process equipment: Types of pressure vessels, material of construction, selection of corrosion allowance and weld joint efficiency, purging of vessels, Selection and design of various types of heads. Design principles of bioreactors, Geometric configuration, flanges, nozzles, gaskets, supports

Unit IV: Procurement of material: Material for construction of bioreactors and selection criteria, Procurement process, Water system- air system layout. Master formula designing.

Unit V: Quality control management in Biotechnology, General introduction about drugs manufacturing process and policies, Standard operating procedures, Quality control and quality assurance.

Books recommended:

1. Process Equipment Design, M. V. Joshi. Mc Millan India.
2. Process Equipment Design. S. D. Dawande, Dennet and Company.
3. Process equipment design by L.E. Brownell and E. Young, John Wiley, New York, 1963.

GBSRC BBA Syllabus

Specialization Subject
IT and Systems Management (H)

SPECIALIZATION – IT AND SYSTEMS MANAGEMENT
COURSE CODE & TITLE: 504 (H) – INTRODUCTION TO IT

I. Course Description: This course is designed to be an introductory course in information technology. The course focuses on key concepts for understanding modern computer systems. Students will also learn about the capabilities and limitations of information technology systems.

II. Course Objectives:

1. Understand the fundamentals of information technology
2. Learn core concepts of computing and modern systems
3. Understand modern software programs and packages
4. Learn about upcoming IT technologies

III. Course Outline:

Unit I: Introduction to Information Technology: Course overview -Information Systems-Software vs. Hardware-Past, present, and future of Application Software -GUIs-Word Processors and Spreadsheets-KillerApp

Unit II: Microsoft Office: Microsoft Office PowerPoint, Numeral Systems and Graphics-Decimal, Binary, and Hexadecimal-Computer Graphics-3D Graphics-Virtual Reality-Image file types

Unit III: Internet and World Wide Web-Internet –definition and history-Client / Server-Web Browsers-Web , Web Publishing-HTML and CSS-Tags, Links, Images, Fonts, Colors-WYSIWYG HTML Editor

Unit IV: Networks: Network Hardware-Protocols-Hardware-Computer vs. Components-Key computer components

Unit V: Operating Systems: Functions of Operating Systems-Windows, Mac, and Linux

Unit VI: Secondary Storage: Hard Disks-Optical Media-Next Generation

Unit VII: Databases: Types of Databases-History of Databases-Database Management Systems, Security and Forensics-Privacy-Hackers-Computer Crimes-Computer Forensics

Unit VIII: Programming and ERP Systems: Software Design Cycle-Programming Languages- Enterprise Resource Planning (ERP) Systems- Social Media-Major Types of Websites-Wikis-Social Networking-Marketing

Books Recommended:

2. Management Information System: Jawadekar
3. Management Information System: Laudon & Laudon
4. The Essential Guide to Knowledge management: Amrit Tiwana
5. The GIS Book: George B. Karte.
6. Internet (Use of Search Engines Google & yahoo etc)

SPECIALIZATION – IT AND SYSTEMS MANAGEMENT
COURSE CODE & TITLE: 505 (H) – APPLICATIONS OF IT

I. Course Description: This course is to providing computing, telecommunications, networking infrastructure and audio visual support to academic and administrative programs and services. The information technology implements cost effective solutions that enhances the organization's ability to provide a quality education for students and it gives administrators and faculty the means to operate successfully.

II. Course Objectives:

1. To develop skill for maintaining a reliable and scalable information technology infrastructure, enabling innovative uses of technology for educational excellence.
2. To develop a technology governance process which includes input from all clients

III. Course outline:

Unit I: Information Technology Framework: Information System Functionality-Comprehensive Information System Integration-Communication Technology-Rationale For ERP Implementation-ERP System Design-Supply Chain Information System Design.

Unit II: Impact of Globalization & Information Technology on different areas of management practices

Unit III: Information Technology in Supply Chain: Role and Importance of IT in Supply Chain Management, IT solutions for Supply Chain Management, Supply Chain Information Technology in Practice

Unit IV: Global IT Management: Introduction, Challenges & Opportunities of IT in Global Market.

Unit V: Ethical issues of IT in Business

Prescribed books:

1. Management Information System: Jawadekar
2. Management Information System: Laudon & Laudon
3. The Essential Guide to Knowledge management: Amrit Tiwana

Reference Books:

1. Douglas Long International Logistics: Global Supply Chain Management Springer- Verlag New York, LLC;2004
2. Information Technology Enabled Services – Vol. 1 and 2 (ICFAI University Press)

SPECIALIZATION – IT AND SYSTEMS MANAGEMENT
COURSE CODE & TITLE: 605 (H) – DATA BASE MANAGEMENT SYSTEM

I. Course Description:

Investigates how database management system techniques are used to design, develop, implement and maintain modern database applications in organizations.

II. Course Objectives: The student should develop skills and understanding in:

1. The design methodology for databases and verifying their structural correctness
2. Implementing databases and applications software primarily in the relational model
3. Using querying languages, primarily SQL, and other database supporting software
4. Applying the theory behind various database models and query languages
5. Implementing security and integrity policies relating to databases
6. Working in group settings to design and implement database projects

III. Course Outline:

Unit I: Introduction: History: Advantages and limitations of RDBMS; Users of RDBMS, Software Modules in RDBMS; Architecture of RDBMS.

Unit II: Modeling Techniques: Different Types of Models, Introduction to ERD.

Unit III: Hierarchical Database

Unit IV: Network Database

Unit V: Relational Database Introduction; Codd's Rules; Concept of Domain, Tuple, Cardinality; Comparison between HDB-NDB-RDB

Unit VI: Normalization Advantages and disadvantages of Normalization; 1NF-2NF-3NF- rules with examples; Anomalies.

Unit VII: SQL commands. Basic Structure, Set Operations, Aggregate Functions, Null Values, Nested Sub queries, Views, Complex Queries, Modification of the Database, Joined Relations, Data-Definition Language, Embedded SQL, Dynamic SQL, Exercises.

Unit VIII: Introduction to object oriented database Concept, Object binding in Oracle - Class, Attribute, Methods, Object type, Definition, Declaring and initializing, Methods, Alter and Drop type.

Books Recommended:

1. DATABASE System Concepts, Silberschatz , Korth, Sudarshan
2. SQL by Scott Urman

SPECIALIZATION – IT AND SYSTEMS MANAGEMENT
COURSE CODE & TITLE: 606 (H) – INNOVATION AND TECHNOLOGY
MANAGEMENT

I. Course Description: The student should understand the managerial aspects of Innovation functions

II. Course Objectives::

1. To understand the managerial aspects of Innovation functions
2. To appreciate the Research & Development in management
3. To evaluate the financial aspects of R&D projects

III. Course Outline:

Unit I Introduction & Managerial aspects of Innovation function Introduction, Components of Innovation, Types of Innovations, Models of Innovation Processes, Evolution and characteristics of Innovation Management, Key drivers of Innovation, Factors influencing Innovation, Organizing for Innovation, Factors influencing organizational design, Developing Innovation Strategy, Characteristics of creative of creative organization.

Unit II Research and Development Management Introduction, Meaning, Objectives, Significance, Classification of R&D according to R&D type, process phase, measurement level, purpose of measurement and measurement perspective. Technology development approaches, Performance of R&D management in Indian scenario.

Unit III Financial Evaluation of R&D Projects Introduction, Cost effectiveness of R&D, R&D financial forecasts, Project selection, Evaluating R&D ventures, Conflicting views of managers. Allocation of resources, R&D programme planning and control. Project management, Project Planning and Control Techniques.

Unit IV Organization R&D and innovation, HRM issues in innovation and R&D, Leadership and R&D management, Organization Design and structure of R&D, R&D Project Management, Measurement, Evaluation and assessment of R&D

Unit V National R&D infrastructure and Institutional Framework, Fiscal and other incentives and Promotional /Support measures, Industry, Institutions and government

cooperation. Other important issues in R&D management, Commercialization of R&D.

Unit VI: Project Quality Management: Concept of project quality, responsibility for quality in projects, quality management at different stages of project, tools and techniques, Quality Management Systems, TQM in projects

Books Recommended:

1. White, The management of technology and innovation-a strategic approach, Cengage Publication S Moikal, Innovation Management, Sage Publication
2. C.K Prahalad & M.S. Krishnan, The New Age Of Innovation, Tata McGraw Hill Education Pvt. Ltd. New Delhi 2008.

Specialization Subject
Media, Communication and
Management (I)

Specialization in Media, Communication and Management

Sr. No.	Subject Name	Subject Code
The students who opt for the specialization in Media communication and Management will be having C-107 and C- 108 subjects instead of C- 105 and C- 106 .		
1.	Aesthetics and Visual Communications	(107)
2.	Creative writing	(108)
The students who opt for the specialization in Media communication and Management will be having C-207 and C- 208 subjects instead of C- 202 and C- 205 .		
3.	Corporate Communication and Strategy	(207)
4.	Advertising and Integrated Marketing Communications	(208)
The students who opt for the specialization in Media communication and Management will be having C-307 and C- 308 subjects instead of C- 301 and C- 306 .		
5.	PR Communication	(307)
6.	Photography Studio Management	(308)
The students who opt for the specialization in Media communication and Management will be having C-407 and C- 408 subjects instead of C- 402 and C- 406 .		
7.	Sound Studio Recording and Production	(407)
8.	Radio Production	(408)
The students who opt for the specialization in Media communication and Management will be having C-507, -508, C- 509 and C- 510 subjects instead of C-501, C- 504, C- 505 and C- 506 .		
9.	Media	(507)
10.	Film and TV Production Programming	(508)
11.	Film, TV Production Process	(509)
12.	Project Work-Media Production I	(509)
The students who opt for the specialization in Media communication and Management will be having C-607, C-608 and C-609 subjects instead of C-601, C- 605 and C- 606 .		
13.	Media Project Management Event Management	(607)
14.	Project work-Media Production II	(608)
15.	New Media Production and Management	(609)

COURSE CODE & TITLE: 107– ASTHETICS AND VISUAL COMMUNICATIONS MARKS- 100

I. Course Description: This course provides a basic knowledge about the visual sensory perception of images, both still and moving, and how aesthetically strong visuals enables one to communicate their ideas. Visual communication covers a wide range of fields such as Photography, Advertising, Illustration, Interaction Design, and Information Design. This course provides a conceptual base and insights that can work effectively to address rapidly changing global and local contexts.

II. Objectives:

1. Understanding the concepts and principles of Visual Aesthetics and Visual communication.
2. Understanding the techniques to create visually aesthetic images.

III. Course Outline:

Unit I: In this unit students will learn how images and moving images communicate as visuals, how all other arts communicate, how meaning is constructed in images with the correct framing and composition. Also, learn how communication has become an expression, skill and process and the need for seamless communication

Unit II: In this unit, learn about visual messaging, meaning, connotation, and denotation. Learn about various cultural codes and symbolism. There are levels of communication: Technical, Semantic, and Pragmatic which needs to be considered. The semiotic landscape: language and visual communication, narrative representation.

Unit III: Colour has a great impact on our perception of things around us. We learn the principles of visual and other sensory perceptions, colour psychology and theory, Meaning construction – with colour creating mood, tonality in this unit.

Unit IV: Beginning with the basics of the art of photography, we learn about the Human Eye and Camera. Basics of Camera such as aperture, shutter speed, focal length, depth of field. Camera operations- Types of Camera, Types of Lenses. Basic of Graphic Design, Definition, Elements of Graphic Design are covered in this unit. The process of developing ideas – Verbal, Visual, Combination and thematic, visual thinking, design execution and presentation is also explored.

Unit V: Light and darkness are two visual elements that change our perception about things. In this unit, learn about Lighting- indoor and outdoor, exposing and focusing, Types of lighting, Natural and Artificial Lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light. Editing and manipulation of image/ pictures using Photoshop.

Books Recommended:

1. Visual Communication: More Than Meets the Eye - By G. Harry Jamieson.
2. Semiotics: An Introductory Anthology - edited by Robert E. Innis
3. Handbook of Semiotics - By Winfried Nöth
4. Color Theory: An Essential Guide to Color-from Basic Principles to Practical ... By Patti Mollica
5. Light Moving in Time: Studies in the Visual Aesthetics of Avant-garde Film - By William Charles Wee
6. Basic Lighting Worktext for Film and Video - By Richard Ferncase

COURSE CODE & TITLE: 108 –CREATIVE WRITING

MARKS- 100

I. Course Description: An introduction to the craft of creative writing. In the context of a variety of genres and industries, students will study literary conventions as well as the writing techniques and tools essential to effective writing and editing scripts.

II. Objectives:

1. Understanding various narrative styles and genres of writing
2. Creatively write scripts and texts in various formats and platforms

III. Course Outline:

Unit I: Learn all the practical skills required to select topic or subject for film and television, theatre, radio, newspaper, magazine, internet, research techniques, interview techniques, identifying niche subjects, market scenario, methods of ideation, discussions, library, inspiration from films and TV shows, books, biographies, novels, reading assignments.

Unit II: Learn how to conceptualize and develop screenplays, teleplays, short stories, books, audio plays, stage plays, radio plays, creating the fictional world and its fictional characters, character sketch, back stories, character functions, types of characters, plots and subplots, structure – 3 acts.

Unit III: Writing biographies and scripts for documentary films, learn methods of research, types of non-fiction writing, books, news stories, feature stories, articles in magazines, blogs, structuring the scripts and formats.

Unit IV: Internet has been posed as the biggest resource of knowledge and due to ease of access on various mobile platforms there is a huge demand for content writing. Learn how internet writing is different from other forms, blogs, writing for social media, writing for SMO & SEO.

Unit V: In a business world, it is also important to get adept with technical writing. Learn technical communication, characteristics, implicit and explicit rules of communication, and types of technical documents, pre-writing, writing and rewriting

Unit VII: Project Work Field Work, Case Studies

Books Recommended:

1. The Cambridge Introduction to Creative Writing - By David Morley
2. Writing Fiction: A Handbook for Creative Writing - By Jacqueline Vivel
3. The Nonfictionist's Guide: On Reading and Writing Creative Nonfiction - By Robert L. Root
4. Writing for new media: the essential guide to writing for interactive media, CD-ROMs, and the Web - By Andrew Bonime, Ken C. Pohlmann, J. Wiley, 1998
5. Basic Technical Writing - By Herman M. Weisma

COURSE CODE & TITLE: 207– CORPORATE COMMUNICATION AND STRATEGY
MARKS- 100

I. Course Description: This course provides comprehensive introduction to corporate communications and strategies. It for anyone who has interest in corporate communication or anyone seeking to understand the process of corporate communication. Corporations increasingly need communication to survive, as they need to entertain relations with a variety of stakeholders to prosper. This course gives idea about how to do internal and external communication in corporate houses.

II. Objectives:

1. To make students understand the importance of Corporate Communications and its different perspectives.
2. Students will know the concept of strategies in corporate communication.
3. To make students understand what is the importance of corporate identity and how it is gained.

III. Course Outline:

Unit I- Introduction of Corporate Communication-Definition of Corporate communication, difference between corporations' vision mission and objective and importance, Essentials of Corporate Communication.

Unit II- Communication and Community building-Stakeholder management and communication, Communication with key stake holders, Internal and external communication.

Unit III- Corporate Identity and Branding-Difference between corporate identity and branding, Importance of branding, types of Identity, corporate communication in multicultural and globalized era.

Unit IV- Communication Strategy- Knowing the people to influence them, Internal and external communication strategy, building up confidence, Investors and media relations.

Unit V- Strategic planning and campaign management-Basics of strategic planning, elements of strategic planning, CSR, Research for campaign management, Crisis management in company.

Books Recommended:

1. Strategic corporate communications Book by Paul A. Argenti
2. Essentials of Corporate Communication Book by Cees van Riel and Charles Fombrun
3. Strategic Brand Management Book by Kevin Lane Keller
4. Building Strong Brands Aaker David A

COURSE CODE & TITLE: 208 -ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS	MARKS- 100
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I. Course Description: This course provides an overview of components and considerations involved in advertising and IMC. The orientation is designed in such a way that it will prepare students to oversee the creation of imaginative and effective communication plans in designing advertisements. It will help students to understand to focus on MARCOM industry and fundamentals of IMC and persuasion.

II. Objectives:

1. To develop an understanding of the role of advertising and promotion within the context of a balance of theoretical and practical perspectives through the integration of various concepts/theories and practical applications.
2. To analyze the relationship of five elements of the promotional mix.
3. To develop and understanding of the overall marketing process and the role of the promotional mix in the marketing mix and strategy.
4. To understand the planning, implementation, and evaluation process of IMC.

III. Course Outline:

Unit I- Introduction to Advertising-Principles and Practices of Marketing, Role of advertising in the marketing process, Product & Brand Management, Integrated marketing communications, Principles of Advertising Management. Computer DTP and Multimedia, Human Resource Management.

Unit II- Understanding Marketing-Definition of marketing, principles of marketing, consumer behaviour, ATL and BTL marketing, 7 Ps of market mix

Unit III- Market Analysis-Market Testing, Measuring the effectiveness of the promotional program, Advertising Research, testing via internet, Positioning Advertising Copy Testing, Pre testing, Post testing, Field tests.

Unit IV- Media Planning-Evaluation of Broadcast media, Print media, Support media, Internet and interactive media, Establishing Media objectives and strategies, Internet Marketing, Client Servicing and Account Planning, Campaign Planning, Computer Animation.

Unit V- IMC and Marketing-Role of IMC in the marketing process, integrated, Integrated digital marketing, Difference between IMC and marketing, Need and significance of marketing control, segmentation, Targeting and Positioning, Ethical aspects of Marketing.

Books Recommended:

1. Principles of Marketing 12th Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton.
3. Marketing Management – Rajansaxena.
4. Case Studies in Marketing – Indian context – R. Srinivas
5. Principles of advertising & IMC Book by Tom Duncan

COURSE CODE& TITLE: 307- PR COMMUNICATIONS

MARKS- 100

I. Course Description: This course will help students to develop theoretical and practical insight of both the Communication and Public Relations discipline. It will help in understand the various forms of communications effectively used for public relations.

II. Objectives:

1. Use understanding of public relations to evaluate career opportunities.
2. Appreciate how public relations can enable organizations to achieve marketing and corporate objectives.
3. To make students understand the various forms of communication.
4. Students will get to know about strategic communication and how it is done.

III. Course Outline:

Unit I- Fundamentals of PR-Definition and origination of PR, functions of Public Relation, various types of communication, evolution of PR.

Unit II- PR process and practice-Understanding the problem, strategy, media selection, feedback and evaluation, Case studies.

Unit III- PR communication tools-Media Relations, Organizing Press, Conferences/Meets, Press Releases, Briefs and Media Relations management, Selection of Media and Reaching out to its various Publics.

Unit IV- Effective PR communication-Importance of communication in PR, Strategic communication, PRSA, PRSI, IPRA, PR in brand building.

Unit V- PR Ethics-Importance of Ethics in PR, Ethical issues in PR, Code of Ethics, Chartered Institute of Public Relations, Case study.

Books Recommended:

1. Effective Personal Communication Skills for Public Relations Book by Andy Green.
2. Effective Public Relations Book by Allen H. Center and Scott Cutlip
3. Public Relations: Strategies and Tactics Book by Dennis L Wilcox and Glen T. Cameron
4. Excellent Public Relations and Effective Organizations: A Study of Communication Book by David M. Dozier and James E. Grunig

COURSE CODE & TITLE: 308- PHOTOGRAPHY STUDIO MANAGEMENT

MARKS- 100

I. Course Description: This course is designed to provide a broad and integrative introduction to the theories and practices of studio management. In particular, the course focuses on the basic areas of the studio management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role involved in production, deadlines, location hunting, managing agencies and developing connects in the industry for successful operations.

II. Objectives:

1. Understanding the concepts of principles of management and practices of studio management.
2. Exploring the relationships among the various components involved.

III. Course Outline:

Unit I: Pre- Production - Preparing of the work to be done, while the shoot commences, is the key role of pre-production manager. He/ She has to make schedules, timelines and deadlines of the shoot. They would be responsible for fixing all the variables involved.

Unit II: Post- Production and deliverables - Once a planned shoot is over, there are various aspects which need careful attention. Managing the data and handling of it becomes the key points. Discussion with the clients and keeping up with their deadlines. Delivering the said deliverable in the stipulated time also is part of this.

Unit III: Location management/ Reece - Location management and Recce according to the brief given for a photography assignment. Understanding the suitability of the location for smooth functioning of the shoot. Managing the location according to the permissions from local authorities. Practical visits to the locations.

Unit IV: Human Resource Management - As there is abundance of modeling agencies in each city today, correct finding of the face for a particular campaign as per the brief, and coordinating it would be the key role here. Having that connect/ contact and report with the agencies would be the qualities one should possess for excellence.

Unit V: Collaboration with agencies - Collaborations not just with modeling agencies, but also with various advertising agencies, interior designers, fashion designers and stylist, hair and makeup academies would be what needs to be done in advance. This is the key role here. And then passing on to the respective sources would be the highlight.

Books Recommended:

1. The DAM Book: Digital Asset Management for Photographers (O'Reilly Digital Studio) 1st Edition
2. The Photographer's Studio Manual
3. The Complete Film Production Handbook
4. Fundamentals of Human Resource Management

Reference Link: - <https://getsproutstudio.com/features/studio-management/>

COURSE CODE & TITLE: 407- SOUND STUDIO RECORDING AND PRODUCTION MARKS- 100

I. Course Description: This course is designed to empower the students with the knowledge of Sound technologies in the studio and live sound industry.

II. Objectives:

3. Students get an understanding in the studio application
4. Students learn the Audio process in making a film
5. Students understand the process of Live Sound Reinforcement

III. Course Outline:

Unit I: Students will be taught how studios operate and understand different gears like Microphones, Monitors and Consoles work in the studio

Unit II: Hands on experience with an audio recording software. Students will learn how to recording instruments or vocals

Unit III: Students will learn different editing techniques for Music, Films and radio

Unit IV: Students will be working on a mixing project and will have to balance the different audio steams

Unit V: Understanding of Live Sound applications. Students will also learn different gears being used in the live sound Industry

Recommended Books:

1. Audio in Media, Ninth Edition, Stanley R. Alten, Wadsworth Publishing Co Inc.
2. Modern Recording Techniques David Miles Huber, Robert E Runstien
3. Sound and Recording an introduction, Francis Rumsey and Tim McCormick, Focal Press

COURSE CODE & TITLE: 408- RADIO PRODUCTION

MARKS- 100

I. Course Description: This course will give the knowledge of the Radio production. Students will get to understand the operations and creative workflows of the Radio Station

II. Objectives:

1. To apply their Marketing communication knowledge in creating content for Radio.
2. To provide a formal training in radio production process.
3. To develop creative writing skills radio Production.

III. Course Outline:

Unit I: Students get to understand how various Radio Stations hire personalities and eventually design the image of the station

Unit II: Positioning of the Radio Station and its target Audience

Unit III: Students will get hands on experience in Creating content for mock Radio Stations, and creating ads as per client requirement

Unit IV: Recording a show, Techniques for going live On Air, Recording and editing Ads for clients.

Unit V: Students will get to understand the Sales and marketing required for a Radio Station.

Books Recommended:

1. Mass Media And Communication In Global Scenario by Ratnesh Dwivedi
2. Communication for Behavior Change: Writing and Producing Radio Dramas - Vol.1 by Esta De Fossard
3. Radio Journalism and Production by Dr Dilip Kumar

COURSE CODE & TITLE: 507- MEDIA FINANCE AND BUDGETING	MARKS- 100
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I. Course Description: In a media business, it is very important to study market scenarios in media production and the economics of media, financing and acquisition. This course focuses on the various markets and their analysis, business models and the critical methodologies of budgeting.

II. Objectives:

1. Understanding of demographics and audience reception theories
2. Understanding of various media market scenarios along with business models
3. Understanding the implementation of budget and importance of insurance

III. Course Outline:

Unit I: Market Research and Analysis - This unit will be an introduction to knowing the different players in the film and television market, distributors, box office collection research, TRP and TAM, audience research, and demographics to understand the content to be delivered, FICCI Frames, KPMG

Unit II: Financing - This unit elaborates the business formulae that are applicable to produce films and television programmes on varying budget levels, accounting basics, project planning, litigation, public and private funding, crowd funding, venture capital, IPO

Unit III: Business Models - Learn how to form partnerships, proprietorship, LLC and LLP, public and private limited companies.

Unit IV: Budgeting - Types of budgets, budget formulation, ATL and BTL cost, cast, crew and vendor negotiations, and distribution network budgeting, merchandizing

Unit V: Insurance - Intellectual Property Rights, Insurance types, registrations, film guilds, forums

Books Recommended:

1. Media Organization Management Second Edition - By James Redmond
2. Hands On - All Media Producing: Advice and Experience in All Media Producing - By Marcus Gillezeau, Evelyn Saunders

COURSE CODE & TITLE: 508 - FILM & TV PRODUCTION PROGRAMMING MARKS- 100

I. Course Description: This course deals with the practical implementation of budgets and schedule as well as television programming methods and scheduling a media production using software applications. It also deals with content management and strategies used during media production.

II. Objectives:

1. Understanding the implementation of budget and schedule
2. Understanding the run order of television programs and managing content for media as well as quality control of media products.

III. Course Outline:

Unit I: Film Budgeting - A film director may have the most creative vision to tell the story, but when it comes to producing that vision into a tangible product, it comes at a good price. Learn how to carefully break the script into scene breakdowns and determining the cost as well as financial and asset acquisition i.e. film budgeting process, budgeting principles, planning for contingencies, managing crew expectations, and reducing cost wherever required in this unit.

Unit II: Film Scheduling - A successful film production is based upon meticulous execution of a schedule. Learn how to decide on the number of days to shoot a film, shooting order, scheduling principles, managing night and day shoots as well as company moves, skills for managing overshoots, generating call sheets and accounting for turnaround time.

Unit III: Television Programming - The process of selection, scheduling, promoting and evaluation of television programmed is covered in this unit along with organizational structure, hierarchy, roles and responsibilities of Programming Head, Executive Producer, Associate Producer, Assistant Producer. Also types of television formats are covered and case studies of major broadcast networks around the globe.

Unit IV: Content management and strategizing - Content management and strategizing the broadcast are key skill areas that a television programmer should understand. Learn slot management, business of network programming – TAM (Based on these ratings numbers, advertisers can decide which TV program best fits their target audience), Quality Assurance, Audience research, scheduling factors, technological and economic influences

Unit V: Programming applications - Learn the software for film and television scheduling such as Movie Magic Budgeting and Scheduling software, Gorilla by Jungle software.

Books Recommended:

1. The Budget Book for Film and Television - By Robert Koster
2. Film Production Management - By Bastian Clevé
3. Programming for TV, Radio & The Internet: Strategy, Development & Evaluation - By Lynne Gross, Brian Gross, Philippe Perebinosoff
4. Professional Content Management Systems: Handling Digital Media Assets - By Andreas Mauthe, Peter Thomas
5. Scheduling and Budgeting Your Film: A Panic-Free Guide - By Paula Landry
6. The Complete Guide to Film and Digital Production: The People and The Process - By Lorene M. Wales

COURSE CODE & TITLE: 509 - FILM, TV PRODUCTION PROCESS	MARKS- 100
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I. Course Description: This course deals with the practical implementation of a typical media production, various processes involved right from ideation to screening. It also deals with the strategies used for media promotion and distribution.

II. Objectives:

1. Understanding the complete workflow of film and television production process.
2. Developing strategies for media promotion, marketing and distribution channels

III. Course Outline:

Unit I: Script Development - A solid and refined script is primarily required to kick start any film or television project. For this, a detailed research on the subjects which are prevalent on film, television and online channels is necessary. This unit covers the development of scripts required for both film and television, as well as copyrighting laws, ethics, collaborations between writers, legal contracts, market agents and survey of production companies.

Unit II: Planning for Film and Television shows - A lot of planning goes into making a good film or a television show. This calls for attention to both micro and macro level planning during the critical stage of pre-production. This unit covers various roles and responsibilities of producers, directors, assistant directors, line producers, casting, location recce, schedules, risk assessments, health and safety issues, acquiring properties, legal and ethical issues, clearances and most importantly funding projects.

Unit III: Production Process - The production process that begins with green lighting the scripts and financing proceeds to the actual production of shots, scenes and sequences along with sound production as guided by the directors and executed by their crew members and actors. This unit covers the roles of production management such as monitoring the daily progress, identifying and solving problems that arise during shoot, logistics management, communication and coordination between key crew members.

Unit IV: Post-Production Management - The film takes the final shape during this stage of post-production and goes through many phases of editing, visual effects, sound and music production, colouring and finally printing the final copies. This unit takes you through media management tasks during post-production such as importing and storing footage and tapes into digital systems, working with editing and sound studios, VFX and animation studios, and film labs.

Unit V: Distribution and Marketing - This unit covers a detailed understanding of national and foreign distribution networks, various distribution channels such as theatrical, satellite, online platforms, direct-to-home, marketing and promotional activities, film festivals and film markets, deliverables and payments.

Books Recommended:

1. Blueprint for screenwriting, Rachel Ballon
2. Pre-Production Planning for Video, Film, and Multimedia - By Steve Cartwright
3. Media Production: A Practical Guide to Radio & TV - By Amanda Willett
4. The Media Student's Book - By Gill Branston, Roy Stafford
5. The Complete Independent Movie Marketing Handbook - By Mark Steven Bosko

GBSRC BBA Syllabus

COURSE CODE & TITLE: 510 - PROJECT WORK- MEDIA PRODUCTION I MARKS- 100

I. Course Description: Project work is compulsory for the student. It will be evaluated by external and internal examiner. Student need to give Presentation of Project work completed and have to face Open Defense by external and internal examiner.

Project shall carry 100 marks as follows-

Marks # Project work (Evaluation by external and internal examiner) - 50	
Presentation and Open Defense by external and internal examiner	-50

COURSE CODE & TITLE: 607- MEDIA PROJECT MANAGEMENT

MARKS- 100

I. Course Description: This course is designed to acquaint the students with the planning process in business and familiarize them with the project management in a Media organization.

II. Objectives:

2. To familiarize students with the function & techniques of project management.

III. Course Outline:

Unit I: Planning: Introduction, Meaning, Definition, Characteristic & objective period, Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process, Methods of planning, Limitations of planning, Essentials of a good planning, obstacles in planning, Planning Premises and Classification of Planning Premises.

Unit II: Planning Forecasting: Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting, Forecasting Techniques Types Methods, Advantages of forecasting, Limitations of forecasting, and Difference between forecasting. The Definition of a “Project”, Why project Management, The project Life-Cycle, Project Management Maturity, Project Selection and Criteria of Choice, The Nature of Project Selection Models, Types of Project Selection Models, Project Portfolio Process, Project Proposals. The Project Manager, Project Management and the Project Manager, Special Demands on the Project Manager, Selecting the Project Manager, Problems of Cultural Differences, Impact of Institutional Environments, Project Organization, The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization, Choosing an Organizational form The Project Team.

Unit III: Initial Project Coordination: The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. Estimating Project Budgets, Improving the Process of Cost Estimation

Unit IV: Network Techniques: PERT and CPM, Risk Analysis Using Simulation with Crystal Ball 2000. Critical Path Method- Crashing a Project, The Resource Allocation Problem Resource Loading, Resource Leveling, Constrained Resource Allocation The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

Unit V: Purposes of Evaluation- Goals of the System, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some Essential of an Audit/Evolution, The Varieties of Project Termination, when to Terminate a Project, The Termination Process.

Books Recommended:

7. Principles of Management – T. Ramasamy, Himalaya Publishing House
8. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer,
9. Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.,
10. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd.
11. Project Management- Vasant Desai, Himalaya Publishing House
12. Project Management: A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.

COURSE CODE & TITLE: 608 - PROJECT WORK- MEDIA PRODUCTION II MARKS- 100
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I. Course Description: Project work is compulsory for the student. It will be evaluated by external and internal examiner. Student need to give Presentation of Project work completed and have to face Open Defense by external and internal examiner.

Project shall carry 100 marks as follows-

Marks # Project work (Evaluation by external and internal examiner) - 50	
Presentation and Open Defense by external and internal examiner	-50

COURSE CODE & TITLE: 609 - NEW MEDIA PRODUCTION AND MANAGEMENT MARKS- 100
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I. Course Description: This course will help students understand the basics of new media production and its management. It takes students through the entire pipeline of production process with regard to content creation and media business. Emphasis is given both to familiarization of various production processes and service systems, and to quantitative analysis of problems arising in the management of operations.

II. Objectives:

1. Students will learn introductory principles of new media production.
2. Students will learn various aspects of management and leadership.
3. To make students understand various aspects of media production management.

III. Course Outline:

Unit I- Introduction to Management and Leadership-Business Economics, Business Mathematics, Business Accounting, Business Computing, Business Statistics, Business Communication, Financial Management, Media and Culture

Unit II- Business Media- An Overview-Organizational Behaviour, Communication Theories, Media Laws, Basics of Marketing and Publicity Design, Brand Management, Introduction to Media Project Management, Introduction to Trends and Technology in new media, Event Management.

Unit III- Digital Communication and New Media-Concept of Post Production, Human Resource Management, Advertising and Sales Promotion, Digital Media Techniques, Research Methodology, Convergence and Basics of Web Designing and Computer Graphics, Writing for New Media.

Unit IV- Business Policy and Strategy-This unit will cover the following topics - Customer Relationship Management, Corporate Social Responsibility, Business Information System, Entrepreneurship and Venture Management, Competitive Intelligence, Mercantile Law, Personal Selling.

Unit V- New Media Production-New Media Theory and Practice (with advanced web design and app making), Communication and Aspects of media production Management (set design, makeup, line production, and logistics)

Books Recommended:

1. Introduction to Media Production: The Path to Digital Media Production Book by I. M. Barlow and Robert B. Musburger
2. The new media book by Dan Harries
3. Managing Media Business A Game Plan to Navigate Disruption and Uncertainty Rosenberg, Michael, Seager, Philip H. (Eds.)2017
4. Digital Transformation in Journalism and News Media Management, Media Convergence and Globalization Series: Media Business and InnovationFriedrichsen, Mike, Kamalipour, Yahya (Eds.)