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PIMPRI, PUNE – 411 018

**GLOBAL BUSINESS SCHOOL  
AND RESEARCH CENTRE**

**TATHAWADE, PUNE**

**SYLLABUS FOR  
BACHELOR OF BUSINESS ADMINISTRATION  
(BBA)**

**Academic Year: 2019-2020**

GBSRC BBA Syllabus

### **About Global Business School & Research Centre**

Global Business School & Research Centre is the flagship institute of Dr. D. Y. Patil Vidyapeeth, Pune. It was established in the year 2006. DPU has been Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade and is ranked as 20<sup>th</sup> in Medical Category, 46<sup>th</sup> in University Category and 70<sup>th</sup> in Overall Category in India by NIRF 2019. Global Business School & Research Centre offers regular full time BBA program (Bachelor of Business Administration), MBA (Master of Business Administration) and Ph.D programs (Doctor of Philosophy) in the Faculty of Management.

The BBA Program is designed to give exposure to students into the field of Management and develop leadership traits. It is a full-time career oriented Graduate Programme which aims to kindle the young minds for three years which is divided in six semesters. Each Semester includes the core subjects. Students will have to appear for written exams and pass in all the Core subjects and Elective subjects.

Students have the flexibility to choose their specialization from a bouquet of 10 specializations. The 10 specializations are enlisted below.

#### **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. International Business Management (I)
10. Media, Communication and Management (J)

### **BBA-Graduate Attributes**

A graduate is expected to have the following attributes-

1. **Knowledge**
2. **Administrative skills**
3. **Communication skills**
4. **Capacity Building**
5. **Ethical and Social awareness**

### **BBA-Programme Outcomes**

On successful completion of the programme, the graduate will

1. Apply knowledge of management to solve business problems.
2. Be equipped with appropriate administrative skills to contribute in industry.
3. Ability to communicate effectively as a team member or a leader.
4. Demonstrate the capacity to understand, analyze and achieve measurable and sustainable results.
5. Be socially and ethically responsible in personal and professional life.

### **BBA-Programme Specific Outcomes**

The graduate will

1. Gain in-depth knowledge of management discipline and multi -disciplinary fields required for pursuing future endeavor.
2. Inculcate a set of life building skills, required to grow and function effectively in diverse work culture.

**B.B.A COURSE STRUCTURE**  
(With Effect from Batch 2019-22)

**BBA FIRST YEAR (F.Y) SEMESTER- I**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		External	Internal			L	T	P	
BB-101	Fundamentals of Management	60	40	100	4	46	07	07	60
BB-102	Basics of Marketing	60	40	100	4	46	07	07	60
BB-103	Basics of Accounting	60	40	100	4	46	07	07	60
BB-104	Introduction to Economics	60	40	100	4	46	07	07	60
BB-105	Environmental awareness and Disaster Management	60	40	100	4	46	07	07	60
BB-106	Business English	60	40	100	4	46	07	07	60
	Total			<b>600</b>	<b>24</b>				
BB-107	Aesthetics and Visual Communication	60	40	100	4	46	07	07	60
BB-108	Creative Writing	60	40	100	4	46	07	07	60

**Note:** The students who opt for the specialization in Media communication and Management will be having BB-107 and BB-108 subjects instead of BB-103 and BB-104

**BBA FIRST YEAR (F.Y) SEMESTER- II**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		External	Internal			L	T	P	
BB-201	Organizational Behaviour	60	40	100	4	46	07	07	60
BB-202	Indian Economy	60	40	100	4	46	07	07	60
BB-203	Marketing Management	60	40	100	4	46	07	07	60
BB-204	Business Environment	60	40	100	4	46	07	07	60
BB-205	Indian Banking System	60	40	100	4	46	07	07	60
BB-206	Soft Skills - I	60	40	100	4	46	07	07	60
	Total			<b>600</b>	<b>24</b>				
BB-207	Corporate Communication and Strategy	60	40	100	4	46	07	07	60
BB-208	Advertising and Integrated Marketing Communications	60	40	100	4	46	07	07	60

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

**BBA SECOND YEAR (S.Y) SEMESTER- III**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		External	Internal			L	T	P	
BB-301	Human Resource Management	60	40	100	4	46	07	07	60
BB-302	Banking Operations	60	40	100	4	46	07	07	60
BB-303	Introduction to Psychology	60	40	100	4	46	07	07	60
BB-304	Research Methodology	60	40	100	4	46	07	07	60
BB-305	Business Law	60	40	100	4	46	07	07	60
BB-306	Soft Skills - II	60	40	100	4	46	07	07	60
	Total			<b>600</b>	<b>24</b>				
BB-307	PR Communication	60	40	100	4	46	07	07	60
BB-308	Photography Studio Management	60	40	100	4	46	07	07	60

**Note:** The students who opt for the specialization in Media communication and Management will be having BB-307 and BB-308 subjects instead of BB-302 and BB-303

**BBA SECOND YEAR (S.Y) SEMESTER- IV**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		External	Internal			L	T	P	
BB-401	Management Information System	60	40	100	4	46	07	07	60
BB-402	Entrepreneurship Development	60	40	100	4	46	07	07	60
BB-403	Introduction to International Business	60	40	100	4	46	07	07	60
BB-404	Quantitative Techniques	60	40	100	4	46	07	07	60
BB-405	Financial Management	60	40	100	4	46	07	07	60
BB-406	Introduction to Digital Marketing	60	40	100	4	46	07	07	60
	Total			<b>600</b>	<b>24</b>				
BB-407	Sound Studio Recording and Production	60	40	100	4	46	07	07	60
BB-408	Radio Production	60	40	100	4	46	07	07	60

**Note:** The students who opt for the specialization in Media communication and Management will be having BB-407 and BB-408 subjects instead of BB-404 and BB-405

**BBA THIRD YEAR (T.Y) SEMESTER- V**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		External	Internal			L	T	P	
BB-501	Introduction to Production Management	60	40	100	4	46	07	07	60
BB-502	Business Ethics and Corporate Governance	60	40	100	4	46	07	07	60
BB-503	Marketing of Financial Services	60	40	100	4	46	07	07	60
BB-504	Elective –I	60	40	100	4	46	07	07	60
BB-505	Elective –II	60	40	100	4	46	07	07	60
BB-506	Project Work	60	40	100	8				60 days
	Total			<b>600</b>	<b>28</b>				
BB-507	Media	60	40	100	4	46	07	07	60
BB-508	Film and TV Production Programming	60	40	100	4	46	07	07	60
BB-509	Film, TV Production Process	60	40	100	4	46	07	07	60

**Note:** The students who opt for the specialization in Media communication and Management will be having BB-507, BB-508 and BB-509 subjects instead of BB-503, BB-504 and BB-505.

**BBA THIRD YEAR (T.Y) SEMESTER –VI**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		External	Internal			L	T	P	
BB-601	Project Management	60	40	100	4	46	07	07	60
BB-602	Event Management	60	40	100	4	46	07	07	60
BB-603	Fundamentals of E-Commerce	60	40	100	4	46	07	07	60
BB-604	Introduction to SMEs	60	40	100	4	46	07	07	60
BB-605	Elective –III	60	40	100	4	46	07	07	60
BB-606	Elective – IV	60	40	100	4	46	07	07	60
	Total			<b>600</b>	<b>24</b>				60
BB-607	Media Project Management	60	40	100	4	46	07	07	60
BB-608	Media Production II	60	40	100	4	46	07	07	60
BB-609	New Media Production and Management	60	40	100	4	46	07	07	60

**Note:** The students who opt for the specialization in Media communication and Management will be having BB-607, BB-608 and BB-609 subjects instead of BB-604, BB-605 and BB-606.

**BBA THIRD YEAR (T.Y) SEMESTER- V& VI  
(SPECIALIZATION SUBJECTS)**

Subject Code	Subject Title	Marks		Total	Credits	No. of Sessions			Total No. of sessions
		Ext	Int			L	T	P	
Specialization- Finance Management									
BB-504-A	Analysis Of Financial Statement	60	40	100	4	46	07	07	60
BB-505-A	Long Term Finance	60	40	100	4	46	07	07	60
BB-605-A	Indian Financial system and Financial Markets	60	40	100	4	46	07	07	60
BB-606-A	Direct and Indirect Tax	60	40	100	4	46	07	07	60
Specialization- Marketing Management									
BB-504-B	Consumer Behaviour	60	40	100	4	46	07	07	60
BB-505-B	Sales Management	60	40	100	4	46	07	07	60
BB-605-B	Advertising and Sales Promotion	60	40	100	4	46	07	07	60
BB-606-B	Retail Management	60	40	100	4	46	07	07	60
Specialization- Human Resource Management									
BB-504-C	Human Resource Planning	60	40	100	4	46	07	07	60
BB-505-C	Training and Development	60	40	100	4	46	07	07	60
BB-605-C	Industrial Relations and Labour Laws	60	40	100	4	46	07	07	60
BB-606-C	Change Management	60	40	100	4	46	07	07	60
Specialization- Agribusiness Management									
BB-504-D	Introduction to Agribusiness Management	60	40	100	4	46	07	07	60
BB-505-D	Agricultural and Rural Development	60	40	100	4	46	07	07	60
BB-605-D	Agri Export Import Management	60	40	100	4	46	07	07	60
BB-606-D	Recent Trends in Agricultural Business	60	40	100	4	46	07	07	60
Specialization- Hospital and Healthcare Management									
BB-504-E	Introduction to Hospital and Healthcare Management	60	40	100	4	46	07	07	60
BB-505-E	Hospital Administration	60	40	100	4	46	07	07	60
BB-605-E	Community Health Management	60	40	100	4	46	07	07	60
BB-606-E	Healthcare Laws	60	40	100	4	46	07	07	60
Specialization- Pharmaceutical Management									
BB-504-F	Introduction to Pharmaceutical Business	60	40	100	4	46	07	07	60
BB-505-F	Production Management in Pharmaceuticals	60	40	100	4	46	07	07	60
BB-605-F	Pharmaceutical Product and Brand Management	60	40	100	4	46	07	07	60



**SYLLABUS FOR BBA PROGRAMME  
(BACHELOR OF BUSINESS ADMINISTRATION)**

BB-606-F	Pharma Sale, Distribution and Management	60	40	100	4	46	07	07	60
<b>Specialization- Biotechnology and Bioinformatics Management</b>									
BB-504-G	Introduction to Biotechnology	60	40	100	4	46	07	07	60
BB-505-G	Fundamentals of Bioinformatics	60	40	100	4	46	07	07	60
BB-605-G	Application and Methodology of Biotechnology	60	40	100	4	46	07	07	60
BB-606-G	Fundamentals of Production Planning in Biotechnology	60	40	100	4	46	07	07	60
<b>Specialization- IT and Systems Management</b>									
BB-504-H	Introduction to IT	60	40	100	4	46	07	07	60
BB-505-H	Applications of IT	60	40	100	4	46	07	07	60
BB-605-H	Database Management System	60	40	100	4	46	07	07	60
BB-606-H	Innovation and Technology Management	60	40	100	4	46	07	07	60
<b>Specialization- International Business Management</b>									
BB-504-I	Fundamentals of International Business	60	40	100	4	46	07	07	60
BB-505-I	International Institutions and Trade Implications	60	40	100	4	46	07	07	60
BB-605-I	Export Import Documentation and Logistics	60	40	100	4	46	07	07	60
BB-606-I	International Strategic Management	60	40	100	4	46	07	07	60

**Project Work:**

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

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**COURSE CODE & TITLE: BB 101 – FUNDAMENTALS 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. Course Objectives:**

1. Understanding the concept of principles of management and practices of managing people.
2. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
3. 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 & Heiny 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.

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**COURSE CODE & TITLE: BB 102 – 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. Course Objectives:**

1. To introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets.
2. Distinguish between the specific nature of different markets, goods and services.
3. Understand the theories and practices behind the marketing mix variables.

**III. Course Outline:**

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

**Unit-II: Product:** Meaning of product, product classification, product levels, Product life cycle and new product development.

**Unit-III: Price:** Concept of Price, Pricing objectives, methods of pricing. Types of Pricing.

**Unit-IV: Place:** Concept of Place, Channels of distribution, Types of channels, Importance of Retailing and wholesaling.

**Unit-V: Promotion:** Concept of Promotion, Promotion mix, advertising, sales promotion, public relations personal selling.

**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: BB 102 – BASICS OF MARKETING**

**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 Course Objectives:**

1. The subject of Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns.
2. To enable students understand the accounting process in a computerized accounting environment using the software.

**III Course Outline:**

**Unit I: Introduction:** Brief History of Accounting, Meaning of Accounting, Is Accounting Art or Science? Objectives of Accounting, Types of Accounting, Users of accounting information, Basic Accounting terms, Types of Transaction.

**Unit II: Theory Base of Accounting:**

Introduction, Accounting Principles, GAAP, Classification of Accounting Principles – Different Concepts and Conventions, Accounting Equation, Meaning and Need for Accounting Standard.

**Unit III: Recording of transactions:** Accounting Cycle, Source Documents, Meaning of debit and credit, Recording of Transactions, Classification of Accounts, Rules for debit and credit, Journal - Meaning, Need, Importance, Journalizing, Ledger – Meaning, Need, Importance, and Preparation of Ledger Accounts. Difference between Journal and Ledger.

**Unit IV: Trial Balance:**

Meaning, Features of Trial Balance, Limitations of Trial Balance, Methods of preparation of Trial Balance, Practical problems on Trial Balance.

**Unit V: Final Accounts of Sole Trader:** Meaning, Components of Final Accounts, Parties interested in financial statements, Meaning of Trading and Profit and Loss Account and Balance Sheet. Difference between Trial Balance and Balance Sheet. Preparation of Final Accounts with and without adjustment of a sole proprietor.

**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)



**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. Course 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- Definition, Nature and Scope of Business Economics, Types of economic Analysis - Micro Vs Macro, Positive vs Normative, Short Run vs Long Run , Concepts of Scarcity, Marginal and incremental

**Unit II:** Basic Concepts, Basic economic tasks- Production ,Distribution, Central direction vs Market Mechanism, Household a consuming unit , Firm a producing unit, Distinction between plant, firm and industry, circular flow

**Unit III:** Demand Analysis - Meaning of demand, direct vs derived demand, recurring vs replacement demand, Complementary vs competing demand, Individual vs market demand. Determinants of demand, Demand function, demand schedule – Individual vs Market, demand curve, Law of demand, assumptions and exceptions to law of demand, Change in demand, Elasticity of Demand

**Unit IV:** Concept and Law of Supply, Factors Affecting Supply, Accounting Costs and Economic Costs, Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs, Long Run Cost

**Unit IV:** Market, Market Structure, Characteristics of Perfect Competition, Monopoly, Monopolistic Competition

**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; AtharvaPrakashan, 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

<b>COURSE CODE &amp; TITLE: BB 105 – ENVIRONMENTAL AWARENESS AND DISASTER MANAGEMENT</b>	<b>MARKS- 100</b>
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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. Course 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, and 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 Biodiverstiy 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: BB 106– BUSINESS ENGLISH**

**MARKS- 100**

**I. Course Description:** This course is designed to make students aware of the construction of the sentences, grammar which will help them to communicate well in English.

**II. Course Objectives:**

1. To make the students aware of the English language skills
2. To enhance the communication skills of the students
3. To make the students aware of the mannerism and etiquettes.

**III. Course Outline:**

**Unit I: Recap of English Grammar:** Articles, Parts of speech, Tenses, Auxiliary verbs, Active and passive voice, degrees of comparisons, Punctuation.

**Unit II: Reading Techniques:** Vocabulary Building; Comprehension; Interpretation; Summarizing, skimming and scanning techniques of reading

**Unit III: Writing Techniques:** Letter writing- formal and informal letters, Report writing, drafting emails.

**Unit IV: Spoken English:** Interactive Communication like Introducing Self, Greetings, Conversations, etc; Pronunciation: voice modulations, intonation, clarity, Extempore

**Unit V: Business Etiquettes:** Business meeting etiquettes, telephone etiquettes, Business attire mannerism, Business dining etiquettes

**Books Recommended:**

1. Leo Jones, Richard Alexander: New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.
2. NCERT, Knowing about English – A Book of Grammar & Phonology
3. NCERT, Working with English – A Workbook
4. A.E. Augustine & K.V. Joseph: Macmillan Grammar – A Handbook, Macmillan
5. Krishna Mohan & N.P. Singh: Speaking English Effectively, Macmillan

**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. Course 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

**I. Course Description:** This course aims for understanding Indian economy. It describes the social, political and economic environment influencing policy decisions.

**II. Course Objectives:**

1. The emphasis of this paper is on understanding economic concepts to understand Indian economic problems.
2. To develop practical skills and abilities of students.

**III. Course Outline:**

**Unit I:** Developed and less developed Economy: Meaning and Concept, Characteristics of Indian Economy, Development options for Third world economies a) Population b) per capita Income c) Human Development Index d) Agriculture e) Industry f) Service Sector.

**Unit II:** India's National Income: Concept- GNP, NNP, PCI, Trends in National Income & Per Capita Income since 1991, Difficulties in measuring National Income.

**Unit III: Political & Economic Environment of Business in India:** Political Environment of Business: Role of Government in Business, Economic Environment of Business: Economic System, Economic Policies

**Unit IV: Economic Reforms in India and World economic Development :** Content of SAP (Structural Adjustment Program) & Economic Reforms, Financial Markets

- i) Indian Money Market – Features and Reforms
- ii) Indian Capital Market – Features and Growth
- iii) SEBI

**Unit V: Finance from Across Seas:** International Monetary fund (IMF), World Bank Group

**Books Recommended:**

1. Agrawal A.N: Indian Economy Problem of Development and Planning. (2006)
2. Prakash B. A : The Indian Economy Since 1991 (2012), Pearson Publication
3. B.N.P. Singh. : Indian Economy Today Changing Contours (2005.) Deep and Deep Pub.
4. Indian Economy – Ruddar Datt and K.P.M. Sudhram (2004) S. Chand and Co.Ltd., New Delhi

**I Course Description:** This course is designed to describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations. This will help students to identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation. This course explains how to carry out a research project that explores marketing planning and strategies for a specific marketing situation.

**II Course Objectives:**

1. To understand consumer and corporate behavior, conducting customer and competitor analysis, developing new products, branding and brand extension, pricing, designing distribution channels, and managing marketing-mix activities.
2. To understand marketing concepts and their application to profit-oriented and non-profit oriented organizations.

**III Course Outline:**

**Unit I:** Nature and Scope of Marketing: Role of marketing with Special Reference to India - Concepts of Marketing - Consumer behaviors - Buying motives - Consumer decision making

**Unit II** Marketing Environment: Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment

**Unit III:** New Product development: Production modification, product diversification and product elimination - Branding and Packaging - Product life cycle - Product Positioning.

**Unit IV:** Market Segmentation, Targeting & Positioning: Concept, Bases of STP, Criteria of segmentation, Market segmentation process.

**Unit V:** Consumer Behaviour: Introduction, Important definitions, Evolution of the study of consumer behavior, Determinants of consumer behavior, Types of buying decisions, Stages of the buying process.

**Books Recommended:**

1. Keller Kevin Lane, Kotler Philip, Marketing Management, Pearson Education, 13th Edition, 2009
2. V S Ramaswamy, S. Namakumari, Marketing Management, Macmillan, 4th Edition, 2009
3. Marketing Management, Rajan Saxena, TMH
4. Marketing Management, Arun Kumar, N Meenakshi, Vikas Publishing



**I. Course Description:** This course describes the functioning of economy and explains the objectives of business environment and describes how financial information is utilized in business. Students will learn about legal framework of the business.

**II. Course Objectives:**

1. To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of business.

**III. Course Outline:**

**Unit-I-Fundamental concepts:** The functioning of economy- The Planning commission- Industrial Policy-stock exchange of India- National Income- Industrialization and economic development- Foreign trade policy & Balance of payments- Poverty in India- Unemployment-Inflation

**Unit-II- Business and its environment:** Meaning and Characteristics of Business-concept of business cycle-Objectives of Business-economic and social objectives-Maintenance of business and environment-Classification- Business risks-Business environment-The economic environment- The socio-cultural environment-The political environment-The Demographic environment-The technological environment- Natural resources

**Unit-III- Forms of Commercial Organizations:** Meaning-features-merits and limitations of the following forms: Sole Proprietorship- Partnership-Partnership Deed (Main Clauses), Types of Partners-Joint Stock Company, Private and Public-Sector Company-Co-operative Societies-Multinational Corporations-Meaning and Features- SEZ's- India's import export policies

**Unit-IV- Business ethics & corporate social responsibility:** Ethics & Values- Relevance of ethics in business-Benefits & Importance-Corporate social responsibility-Origin and growth of the concept-Need of CSR- Barriers to CSR-Emerging perspectives for CSR

**Unit-V-Globalization:** Meaning and nature of globalization-Reasons behind globalization-Strategies for internationalization- Globalization of Indian business-Objectives and principles of GATT-Functions of WTO –Structure of WTO- Arguments for joining WTO and arguments against joining WTO.

**Books Recommended:**

1. Business Environment –Shaikh Saleem, Pearson publication
2. Business Environment- A.C. Fernando, Pearson publication
3. Business Environment-Francis Cherunilam, HimalayaPublication.
4. Indian Economy –Datt&Sundharam- S.Chand Publication
5. Essentials of Business Environment–K. Ashwathappa, Himalaya Publication.

**I Course Description:** This course is designed to understand basic terms and underlying concepts used in banking where students will learn the process of opening bank account for various types of customers. This will help students to study the regulations governing Indian banking industry.

**II Course Objectives:**

1. To understand basic terms and underlying concepts used in banking.
2. To learn the process of opening bank account for various types of customers.
3. To study the regulations governing Indian banking industry.

**III Course Outline:**

**Unit I:** Overview of Banking Industry: Definition of Banks, Types of Banks, Principles of Banking, Banking System in India, Overview of RBI, Role & functions of RBI, Public, Private, Co-operative, Payment Bank, Regional Rural Banks.

**Unit II:** Commercial Banking: Definition and meaning of Commercial Bank, Evolution of Commercial Banking in India, Functions of Commercial Bank, Services offered by Commercial Bank.

**Unit III:** Banker Customer Relationship: Definition of banker and customer, types of customers, accounts of individuals- minors, illiterate person, joint account; accounts of partnership firm and companies; general precautions in opening and operating accounts.

**Unit IV:** Opening of a bank account: Know Your Customer guidelines, Negotiable Instruments(NIs)- Definition, characteristics of NIs, types of NIs, holders in due course, payment in due course, crossing of cheques, honour and dishonour of cheques; protection to paying and collecting banker.

**Unit V:** Technology in Banking: Features, norms and Limitations of E- banking, Mobile Banking, Internet Banking, RTGS, POS Terminal, NEFT, IMPS, Brown Label ATM's, White Label ATM's, NUUP, AEPS, APBS, CTS, Digital Signature, MWallets, Online opening of bank accounts – savings & current.

**Books Recommended:**

1. Commercial Bank Management- Jagroop Singh, Kalyani Publishers.
2. Principles of Banking- Indian Institute of Banking, Macmillan.
3. Basics of Banking, Indian Institute of Banking, Taxmann.
4. Banking Theory and Practice- K C Sekhar and L. Sehar, Vikas Publishing House
5. Principles of Banking Management- NeelamC.Gulati, Excel Books.

**I. Course Description:** This course is designed to inculcate awareness of appropriate communication strategies. This will help students to analyze a variety of communication acts & its use in personal and professional success.

**II. Course Objectives:**

1. To develop the wide variety of soft skills starting from communication, to working in different environments, developing emotional sensitivity, learning creative and critical decision making.
2. To groom students for workplace by bridging the gaps through effective interpersonal communication skills.
3. To make the student an effective manager with adequate soft skills required for any organization.

**III. Course Outline:**

**Unit I: Business Etiquettes & Listening Skills:** Get the first impression well- Greet others & introduce yourself, Body language- speak well, Dressing sense- appeals to others, Telephone etiquettes-Dining etiquettes, Art of effective listening, barrier to effective listening.

**Unit II: Public Speaking:** Persuasion, Speaking Skills, Delivery, Visual Communication, Interpersonal & Technical Skills

**Unit III: Personal Branding:** Understanding personal branding, How to sell yourself - appearance, voice modulation, Emotional intelligence, Empathy and Rapport, Image building, Designing your future strategy

**Unit IV: Teamwork:** Importance of teamwork, Stages of team, Teamwork skills, Tips for better team work

**Unit V: Problem Solving & Decision Making:** Understanding problem solving, developing effective problem statements, Importance and necessity of decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives, Six-Hat thinking

**Books Recommended:**

1. Bovee, Courtland L, John V. Thill & Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
2. Kratz, Abby Robinson. Effective Listening Skills. Toronto: ON: Irwin Professional Publishing, 1995.
3. Lesikar, Raymond V and Marie E. Flatley. Basic Business Communication: Skills for Empowering the Internet Generation: Ninth Edition. New Delhi: Tata McGraw-Hill, 2002.
4. Barun K. Mitra Personality Development and Soft skills, Oxford University Press

**COURSE CODE& TITLE: BB 301-HUMAN RESOURCE MANAGEMENT**  
**MARKS- 100**

**I. Course Description:** This course is designed to give basic knowledge of HRM functions. On successful completion of this course the students will understand role of human resource management and its importance.

**II. Course Objectives:**

1. Understand Theories of HRM and evolution of HRM
2. Understand different functions of HRM and its importance.

**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.

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**I. Course Description:** This course is design to understand the contemporary nature and present scope of banking and the role of banking in economic development. This will develop management skills required to handle banking operations and can analyze banking issues.

**II. Course Objectives:**

1. To make students to understand the contemporary nature and present scope of banking.
2. To make students to understand the role of banking in economic development
3. To assist students to develop management skills required to handle banking operations.
4. To develop confidence amongst students on analytical aspects of banking issues.

**Course Outline:**

**Unit I: Introduction & Regulatory Framework**-Types of banks, Constitutions, Role of RBI & Rates, Monetary Policy

**Unit II: Loans & Deposits**-NRE,NRO,FCNR,EEFC,RIFC account, Fixed Deposit Account, Recurring Account, Savings Account, Current Account Deposit Schemes for NRIs, Fund Based, Non Fund Based, Asset Based, Asset Classification

**Unit III: Treasury**-Asset & Liability Management, ALM Mismatch, Transfer Pricing, TP & Profitability

**Unit IV: Risk & Fraud Management:** Credit Risk, Operations Risk, Market Risk, Types of Frauds, Fraud Management Systems & RBI Guidelines

**Unit V: Transformation of Banking Services**-Agency & Utility Services, Bancassurance Advisory Services

**Books Recommended:**

1. Sarkhel, Indian Financial System and Financial Market Operations, McGraw Hill Education, Firstedition, 2017.
2. Siddhartha Saha, Indian Financial Systems and Markets, McGraw Hill Education, 2017.
3. Accounting and Finance for Bankers – Indian Institute of Banking & Finance – Mac Milan Publications
4. Commercial Banking: The Management of Risk by Benton E. Gup and James W. Kolari, John Wiley & Sons Inc., 3rd Edition, 2015.

**I. Course Description:** This course is designed to familiarize students with the basic psychological aspects of human behaviour. This will enable students to learn application of Psychological theories at workplace.

**II. Course Objectives:**

1. To familiarize students with the basic psychological concepts and processes to understand human mind and behavior in relation to self and others.
2. To enable the students gain Knowledge about the biological foundations of behaviour, processes underlying sensation, perception, cognition, and memory.

**III. Course Outline:**

**Unit I: What is Psychology- History of Psychology:** Overview of different studies of Psychology, Psychology in India-Goals of Psychology-Psychology today-Branches of Psychology-Applications of Psychology

**Unit II: Major Viewpoints** –Behavioristic approach, Gestalt school, Psychoanalytic school (Freud).

**Unit III: Sensation, Attention and Perception:** Attributes and classification of sensation; Attention –Determinants, shift, fluctuations, distraction; Perception–Definition, determinants.

**Unit IV: Learning and Memory**– Factors of Learning, Theories – Connectionism, Classical and Operant Conditioning, Programmed Learning. Memory: Encoding, Storage, Retrieval; STM, LTM, Other types. Forgetting–its causes.

**Unit V: Emotion, Intelligence and Personality:** Emotion: Reaction (types), Physiological basis. Intelligence: Definition, Concept of IQ, Emotional Intelligence. Personality: Definition, Types, Traits, Tests.

**Books Recommended:**

1. Atkinson,R.L., etal: Introduction to Psychology, Harcourt Brace Jovanovich.
2. Baron, R.A: Psychology: The Essential Science, Allyn and Bacon
3. Morgan, C.T., King, R.A., Weisz , J.R. and Schopler, J : Introduction to Psychology McGraw Hill
4. Munn, N.L., Ferland, L.D., and Ferland, P.S : Introduction to Psychology. Oxford, IBH Publishing

**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 Course 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: Collecting data: 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: Primary Data: Methods of collecting primary data / tools for collecting primary data. Questionnaire method: Types of Questions, essentials of good questionnaire / guidelines for Questionnaire designing, Scheduling, Sampling, methods, advantages, Interview Method: structured and unstructured, Observation Method Group discussion Method.

**Unit IV:** Data processing and analysis: Editing, Codification, Classification, Tabulation, Scaling & Measurement, Hypothesis & its testing.

**Unit V:** Writing skills for Business Research: Project report: selecting and defining Topic, Project – Terms of reference, Subject matter, Style, Structure, Research Paper, Communication research orally – power point presentation, Use of Computers in research: data collection and analysis. Communication research orally – power point presentation. 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.



**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. Course 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 Law and Business Law** - Meaning and Philosophy of Law, Objectives of Law, Classification of Law, Justice Delivery System in India, Classification of Courts in India, Meaning and Sources of Business Law.

**UNIT II: Indian Contract Act, 1872**

Law of Contract – Definition & Nature of Contract, types of contract, offer & acceptance, consideration & capacity to contract, free constant, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract, indemnity & guarantee, pledge, Principal – agent relationship & rights & obligation of Principal & agent.

**UNIT III: The Sale of Goods Act 1930:** Definition of contract of sale, essentials of contract of sale, Distinction between ‘sale’ and ‘agreement of sell, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

**Unit IV: Companies Act, 2013**

Definition and Kinds of Companies, Formation and Advantages of Incorporation of a Company, Articles of Association, Memorandum of Association, Promoter, Prospectus, Winding up of a Company.

**Unit V: Information Technology Act, 2000**

Information Technology Act – Definitions, Important terms under Information Technology Legislation, Digital Signatures, Electronic Records, Certifying Authority, Digital Signature Certificate, Cyber Regulation Appellate Tribunal, Offences and Penalties

**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.

**COURSE CODE & TITLE: BB 306- SOFT SKILLS II**

**MARKS- 100**

**I. Course Description:** This course is designed develop soft skills and personality of students. Students will be able to manage their work life balance. This will develop employability skills.

**II. Course Objectives:**

1. To enhance holistic development of the students.
2. To enhance employability skills among the students.
3. To inculcate life management skills among the students.

**III. Course Outline:**

**Unit 1: Self Analysis:** Self-esteem: Meaning, importance, Positive self-esteem & negative self-esteem, Self-worth, self-respect and self-esteem. Building high self-esteem for personality development

**Unit 2: Time management:** Goal setting: How to prepare the time line and allocate time to complete different tasks, How to successfully follow the prepared time-schedule.

**Unit 3: Public Speaking:** Importance & Process of public speaking, Ethics in public speaking, analyzing the audience, Methods of delivery, Verbal and non-verbal communication

**Unit 4: Goal setting:** Wishes and desires, Short term, long term and life time goals, Setting goals according to the parameters like financial, physical, intellectual, spiritual etc.

**Unit 5: Nurturing Leadership Skills:** Meaning, characteristics of a good leader, Styles of leadership, Creativity, Decision making

**Books Recommended:**

1. Leadership and soft skills for students by Cary J. Green.
2. The Ace of soft skills by Gopalswamy Ramesh and Mahadevan Ramesh, Pearson Publication
3. Personality Development and Soft Skills by BarunMitra.

<b>COURSE CODE&amp; TITLE: BB 401-MANAGEMENT INFORMATION SYSTEM</b> <b>MARKS- 100</b>
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**I. Course Description:** This course is designed to make students familiar with the Information System, system analysis, design and various issues in MIS.

**II. Course Objectives:**

1. Explain to students why information systems are so important today for business and management
2. Evaluate the role of the major types of information systems in a business environment and their relationship to each other

**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.

<b>COURSE CODE &amp; TITLE: BB 402- ENTREPRENEURSHIP DEVELOPMENT</b> <b>MARKS- 100</b>
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**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. Course Objectives:**

1. To expose the students with the concepts and fundamentals of Entrepreneurship and importance of Entrepreneurship culture in the country.
2. To make students understand the process of business idea generation and converting the idea into a business model.
3. To understand the role of government and the machinery that renders support in terms of policies, assistances etc. for creation, sustenance and growth of the enterprises by the individuals.

**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: BB 403- INTRODUCTION TO INTERNATIONAL BUSINESS**  
**MARKS- 100**

**Course Description:** This course is designed to understand the theories of International trade and to know about international market and market entry strategies.

**Course 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.

**Course Outline:**

**Unit I:** Definition and Scope of International Business: Importance of 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 Description:** This course is designed to learn mathematical and statistical techniques. On the completion of this course students will be able to make useful information out of available data, to interpret the data.

**Course Objectives:**

1. To provide students with a basic understanding of important mathematical techniques.
2. To improve student knowledge on basic statistical techniques.
3. To help the student understand and interpret given data.

**Course Outline:**

**Unit I – Progressions:** Sequence, series – meaning, Arithmetic progression – nth term of an A.P, Sum of first n terms of A.P, Geometric Progression – nth term of G.P , Sum of first n terms of G.P, Harmonic mean and Harmonic progression

**Unit II: Permutations, combinations and Inequalities:** Permutations Definition, Permutations of different things, and permutations of n things not all different, Permutations, where repetitions are not allowed, Combinations – definition, Combinations of different things, Inequalities: Graph of Linear Inequalities in two variables, Solution sets, System of inequalities or in equations

**Unit III: Data Presentation - Classification and tabulation of data:** Frequency Distribution- Univariate, Individual Observations, Bivariate / Two way frequency distribution, Discrete frequency distributions , Continuous frequency distributions, Tabulation and structure of tabulation, types of tables. Diagram and graphic presentation of data – Histogram, Frequency polygon, Ogives or cumulative frequency curves

**Unit IV: Statistical Measures: Measures of Central Tendency and Dispersion:** Mean, Median, Mode, Quartiles, Deciles , percentiles, Dispersion- Range Quartile Deviation, Mean deviation, Standard Deviation, Coefficient of variation, Skewness, Kurtosis meaning.

**Unit V: Correlation and Regression:** Meaning, Types of correlation- Karl Pearson's correlation coefficient, Spearman's Rank correlation. Regression equations. Regression Coefficients.

**Books Recommended:**

1. R.K.Gosh, S.Saha Business Mathematics and Statistics, New central book agency, eleventh edition 2006.
2. Suranjan Saha, Mathematics and Statistics, New central book agency, Ninth edition 2006.
3. RSN Pillai, Bagavathi Statistics Theory and Practice, S Chand and company Ltd. Seventh revised edition 2008.

**Course Description:** This course explains alternative sources of finance and investment opportunities and their suitability in particular circumstances. On completion of this course students can apply the fundamental concepts and tools of finance in decision making.

**Course Objectives:**

1. To understand the objectives, scope and how financial management has evolved over a period of time.
2. To differentiate between Profit Maximization vis-à-vis Wealth Maximization.
3. Learn the various sources of long term finance.
4. Demonstrate the importance of working capital management and the tools to manage it.

**Course Outline:**

**Unit I:** Introduction to Finance –Meaning, Nature of Financial Management - Meaning - Scope and Objectives, Relationship of finance Department with other department. Scope of finance function.

**Unit II:** Objectives of a Firm – Introduction; Profit Maximization; Shareholders' Wealth Maximization (SWM).

**Unit III:** Foundation of Financial Management

Concept of Time Value of Money, Application of Time Value of Money – Compounding and Discounting, Types of compounding, Effective Annual rate, Future Value of Multiple Cash Flows, Future Value of Equal Cash Flows – Annuities and Perpetuities, Present Value of Single Cash Flow, Present Value of Multi period Cash Flow, Present Value of Annuity, Present Value of Annuity due, Present Value of perpetuity.

**Unit IV:** Sources of Long term Finance: Equity, Preference Shares, Debentures, Bonds, Term Loan, Hire Purchase, Leasing, Venture Capital.

**Unit V:** Working capital management: Meaning and nature of working capital, Factors determining working capital requirement; determination of working capital requirement.

**Books Recommended:**

1. Bhabatosh Banerjee, Financial Management, PHI India Pvt. Ltd.
2. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
3. R.P. Rustagi, Basic Financial Management, Sultan Chand & Sons, New Delhi.
4. Khan & Jain, Financial Management, Tata McGraw Hill, New Delhi.
5. V. Sharan, Fundamentals of Financial Management, Pearson Education, New Delhi.



**COURSE CODE & TITLE: BB 406- INTRODUCTION TO DIGITAL MARKETING**  
**MARKS- 100**

**Course Description:** This course describes the role and importance of digital marketing in a rapidly changing business landscape. This course is designed to demonstrate advanced practical skills in common digital marketing tools.

**Course Objectives:**

1. To gain industry background knowledge to knowledgeably navigate Internet Marketing topics including online advertising, search, social media, and online privacy.
2. To learn to quantitatively and qualitatively evaluate an experiment to measure the effectiveness of business decisions and online advertising effectiveness in particular.
3. To learn and apply best practices for social media marketing.

**Course Outline:**

**Unit I: Basics of Digital marketing:** Understanding the concepts of digital marketing, internet, WWW, traditional marketing vs digital marketing, Introduction to e-commerce.

**Unit II: E-commerce:** Concept of e-commerce, characteristics of e-commerce, e-tailing, digital media, B2B E-commerce.

**Unit III: Web Planning:** Concept of Web design and planning, characteristics & content of Web planning, Buyer behavior, segmentation, targeting. Types of websites, planning of website.

**Unit IV: Email Marketing:** Introduction to email marketing, challenges faced in bulk emails, types of email marketing.

**Unit V: Social Media Marketing:** Concept of Social media marketing, tools & techniques of social media marketing, various platforms of Social Media Marketing.

**Books Recommended:**

1. Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization Pulizzi, J. (2013) Epic Content Marketing
2. Marketing on Facebook – Best practice guide (2015) Facebook Marketing Press
3. Chaffey, D., & Ellis-Chadwick, F. (2012) Digital Marketing: Strategy, Implementation and Practice, 5/E, Pearson
4. Tapp, A., & Whitten, I., & Housden, M. (2014) Principles of Direct, Database and Digital Marketing, 5/E, Pearson
5. Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

<b>COURSE CODE &amp; TITLE: BB 501- INTRODUCTION TO PRODUCTION MANAGEMENT</b> <b>MARKS- 100</b>
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**Course Description:** This course is designed to study the concepts related to business and production management. This will explain the significance of inventory and quality management.

**Course Objectives:**

1. To enable students understand the principles, practices and areas of application in shop floor management.
2. To enable the students gain insights into the various issues related to the fields of production.

**Course Outline:**

**Unit –I:** Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

**Unit –II:** Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development.

**Unit –III:** Plant Location & Plant layout: Definition and Objectives of Plant Location: Importance of Location, Location Decision Process; Layout Planning: Advantages and Functions of Layout Planning, Principles of Layout ,Objectives of a Good Plant Layout, Types of Layout.

**Unit –IV:** Materials Management & Inventory Control: Definition of Materials Management, Functions and Importance of Materials Management, Concept of Purchase Management: The Objectives of Purchasing, The Functions of a Purchase Department, The Methods of Purchasing, Economic lot quantity/Economic order quantity (EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping,

**Unit –V:** Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control

**Books Recommended:**

1. Production Operation management B.S. Goel
2. Production & Operation Management Buffa
3. Production & Operation Management S.N Chany

**COURSE CODE & TITLE: BB 502- BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**MARKS- 100**

**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. Course Objectives:**

1. To provide the students with the theoretical foundations of business ethics and give them the knowledge of business and economic concepts from an ethical perspective.
2. To teach students cross cultural variations and similarities in organizational practices to introduce the concept of corporate social responsibility.
3. To prepare students to play a constructive role in improving the ethical considerations of organizations with which they may become involved
4. To understand the significance of corporate governance and sound principles of direction and management

**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

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<b>COURSE CODE &amp; TITLE: BB 503- MARKETING OF FINANCIAL SERVICES</b> <b>MARKS- 100</b>
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**I. Course Description:** This course explains the frameworks and approaches that are helpful in marketing financial services.

**II. Course Objectives:**

1. Assess strategic opportunities in financial services sector by analysing customers, competitors and the strengths and weaknesses of a company.
2. Design, communicate and defend effective marketing strategies to maximize a company's chance of success in the markets in which it competes.
3. Understand potential career paths in financial services.

**III. Course Outline:**

**Unit –I: Banking Services and Operations** -Definition of banks, Functions of Commercial Banks, Banking Structure in India, Introduction to Bank Deposits, Types of Deposit Accounts, KYC

**Unit –II: Insurance Services** - Concept of insurance, principles of insurance, individual and group policies, Different type of insurance products – whole life products, term assurance annuities, and endowment.

**Unit –III: Mutual Funds** – Organization Structure, Classification of Funds –Types of Funds – Equity Funds, Debt Funds, Liquid Funds, Balanced Funds, Monthly Income Plans, Sectoral Funds, ELSS; Calculation of NAV; Systematic Investment Plans; Concept of Cost Averaging .

**Unit IV: Capital Market** - Introduction to Capital Markets, Structure of Capital Market, Primary and Secondary Market, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market.

**Unit V: Relationship marketing in Financial Services:** Role of relationships in financial services marketing, Embed relationship marketing within the strategies for economies of scale and scope, key marketing actions that contribute to the creation of customer loyalty.

**Books Recommended:**

- 1) Indian Financial System by Bharti V Pathak Pearson Publications
- 2) Indian Financial System by M Y Khan McGraw-Hill Publications
- 3) Financial Markets and Services, Gordon and Natrajan, Himalaya Publications
- 4) Financial Services, SandeepGoel, PHI Publications
- 5) Know Your Bank (volume I to VI) published by IIBF
- 6) Life and Health Insurance, 13th Edition by Kenneth Black Jr., Harold D. Skipper Jr., PHI Publications

**COURSE CODE & TITLE: BB 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. This course will help students to develop plans with relevant people to achieve the project's goals.

**II. Course Objectives:**

1. To develop their own ideas.
2. To interact with outside world.
3. To work in a group in a collaborative and productive manner.

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

**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. Course Objectives:**

1. To apply a set of best practice project management skills to any project
2. To successfully plan and implement projects
3. To complete a project within budget and on schedule
4. To delegate responsibilities to project team members

**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.



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

**II. Course Objectives:**

1. To acquaint the students with concept issues and various aspects of event management.
2. To study the concept & significance of event tourism and event management.
3. To understand the various dimensions of event tourism & their impact.
4. To comprehend the linkages of event tourism industry.

**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

<b>COURSE CODE &amp; TITLE: BB 603- FUNDAMENTALS OF E-COMMERCE</b>	<b>MARKS- 100</b>
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**I. Course Description:** This course is designed to familiarize students with the various terms related to E-Commerce, the models and methods used in E-Commerce and its applications in business.

**II. Course Objectives:**

1. To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
2. To understand Latest Trends and Practices in E-Commerce, along with its Challenges and Opportunities for an Organization

**III. Course Outline:**

**Unit I:** IT and Communications: Introduction to role of IT in business and different applications. Role of IT in Communication and business applications, Different application of IT in global business scenario, Introduction to IT Act and its role to encourage, E-business, Growing E-learning and E-Governance

**Unit II:** Introduction to E-commerce Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Myths of E-Commerce, Impact of E-Commerce on Business, Ecommerce in India, Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education, Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

**Unit III:** E-Business & Applications: E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning,

**Unit IV:** Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, EDelivery, E-Auction, E-Trading. Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

**Unit V:** Payment, Security, Privacy & Legal Issues in E-Commerce, Issues Relating to Privacy and Security in E-Business, Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer, Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security, E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000

**Books Recommended:**

1. Kenneth Laudon and Carol Traver, E-Commerce: Business. Technology Society; 4th edition, Pearson education.

2. Chaffey, Dave; E-Business and E-Commerce Management, 3rd edition, Pearson Education, England.
3. Tuten, Tracy L. and Michael R. Solomon, (2013), Social Media Marketing, Pearson Education, England.
4. E – Commerce: Milind Oka
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
6. DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick

**I. Course Description:** This course is designed to acquaint students with knowledge of the small and medium-sized enterprises. This course will help students to analyze internal and external environment.

**II. Course Objectives:**

1. To introduce to students about Small and Medium Enterprise organizations.
2. To determine basic and necessary pre-requisites for starting business especially in the small and medium-sized entities
3. To provide knowledge to students about start up new ventures, role of institutions, globalization and global opportunities.

**III. Course Outline:**

**Unit I:** Introduction: Small and Medium enterprises- Definition, characteristics and their role in economic development, Problems of small-scale industries, Growth of small scale sector in India. Setting up a Small Business: Determination of the nature of the business unit; Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise

**Unit II:** Starting a New Venture: Setting up a new venture or starting the business through franchising, Location strategy, Preliminary registration with State Directorate of Industries. Financing of Small Enterprises and Agencies that Promote Entrepreneurship Development: Need for financial planning –Types of loan – Financial institutions - SFC, IDBI, NSIC and SIDCO

**Unit III:** Institutional Role: Role of the following agencies in the Entrepreneurship Development: DIC – District Industrial Center, SISI – Small Industries Services Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, NEDB – National Entrepreneurship Development Board. Policy Environment for Small scale sector, Pre and Post 1991 Industrial policy

**Unit IV:** Impact of Globalization: Changing scenario of SMEs in the era of globalization, Competitiveness, Quality control and branding, Need for professionalism in management of small business in India, social responsibilities of small business owners, Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006: Objectives and Definition, Provisions pertaining to promotion and development of MSMEs

**Unit V:** Global Opportunities for Small Business: Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Exposure and Observation

**Books Recommended:**

1. C. B. Gupta and S.S. Khanka, Entrepreneurship and Small Business Management, Sultan Chand and Sons, New Delhi
2. M.B. Shukla, Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
3. A. Sahay and V. Sharma, Entrepreneurship and New Venture Creation , Excel Books, New Delhi

4. V. Desai, Dynamics of Entrepreneurial Development and Management, Himalya Publishing House
5. V. Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House

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# **Specialization Subject Finance Management (A)**

**SPECIALIZATION - FINANCE MANAGEMENT**  
**COURSE CODE & TITLE: BB 504 (A) – ANALYSIS OF FINANCIAL STATEMENTS**

**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 understand financial statements from user perspective.
3. To analyze the business performance and risk of a company based on its financial statements.
4. To study the comparative position of the individual business in the industry and make comparative analysis.

**III. Course Outline:**

**Unit I: Introduction to Financial Statements:** Meaning, objective, importance and essentials of financial statements. Elements of financial statements, constituents of financial statements, qualitative requirements of financial information, Form and content of income statement and balance sheet as per schedule III of the Companies Act, 2013, limitations of financial statements.

**Unit II: Techniques of Financial Statement Analysis:** Meaning of Financial Statement Analysis, Analysis and interpretation of Financial Statements, history of financial analysis, Objectives of Financial Statement Analysis, Methods of Financial Statement Analysis,

- i. Comparative financial statements
- ii. Trend analysis
- iii. Common size financial statements

**Unit III: Ratio Analysis:** Ratio analysis, objectives, advantages and limitations of ratio analysis, Classification of accounting ratios, Problems on current ratio and solvency ratio.

**Unit IV: Cash Flow Statement:** Meaning of cash and cash equivalents, meaning of cash flow statement, Uses of cash flow statement, limitations of cash flow statement, Classification of activities, Procedure for preparation of Cash Flow statement, Practical problems on Cash Flow Statement.

**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: BB 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 inculcate the analytical skills among the students.
2. To make students understand various sources of long term finance and their importance.

**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: BB 605 (A) – INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKET**

**I. Course Description:** This course is designed to give the student an overview of the Indian financial system and the flow of money in the financial markets.

**II. Objectives:**

1. To inculcate the analytical skills among the students.
2. To make students understand various sources of long term finance and their importance.

**III. Course Outline:**

**UNIT I: Indian Financial System:** Overview of Indian Financial System and Market development since 1991. Types and Role of Financial Intermediaries in Financial System.

**UNIT II: Indian Banking System:** Structure of Indian Banking System, Role of Reserve Bank of India as a regulatory body, Functions of Reserve Bank of India, Definition of Bank, Relation of Banker and Customer, Functions of Commercial Bank

**UNIT III: Financial Market:** Structure of Financial Market, Instruments used in Money Market – Call Money Market, Treasury Bills Market, Commercial Bills Market and Certificate of Deposits. Instruments used in Capital Market – Equity and Debt.

**Unit IV: Introduction to Primary Market:** Equity Markets – Introduction, Primary Market, Secondary Market, and Importance of Equity Markets in developing country like India. Initial Public Offering

**Unit V: Introduction to Secondary Market:**

Introduction to Depositories Act 1996, Dematerialisation of securities, Trading Methods – Trading Ring, On-line Trading, Carry Forward Systems, Risk management, Investor Protection. Securities Market Indicators – Sensex, Nifty.

**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: BB 606 (A) – DIRECT AND INDIRECT TAX**

**I. Course Description:** The course aims to familiarize the student with the Income tax act of India. The concepts about Computation of tax on the income of an individual and GST would be discussed.

**II. Course Objectives:**

1. To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws.
2. To develop a broad understanding of the tax laws.
3. To learn computation of Income from Salary.

**III. Course Outline:**

**Unit I: Income Tax Act -1961: Basic Concepts and Definition**

Introduction, Brief history of Income Tax in India, Scope of the Act, Concept and definitions- Income, Person, Assesse, Assessment year, Previous year, Residential Status of an Assesse and Tax Liability.

**Unit II: Computation of Taxable Income from Salary:**

Income from Salary: Meaning of salary, components of salary, Salient features, allowances and tax Liability- Perquisites and their Valuation- Deduction from salary. (*Theory and Problems*).

**Unit III: Computation of Total Taxable Income of an Individual:**

Meaning and concept, Deduction from Gross Total Income, deduction u/s-80 and Tax Liability for respective Assessment year.

**Unit IV: Miscellaneous:**

Assessment procedure, returns, advance payment of tax and tax deducted at source.

**Unit V: Goods and Service Tax Act:**

Meaning of indirect taxes, history of indirect taxes in India, Origin of Value Added tax (VAT), meaning of VAT, Advantages and disadvantages of VAT, History of GST In India, Meaning of GST, Salient features of GST, Benefits of GST, Dual GST Model, Special features of Dual GST Model, Present GST model in India.

**Books Recommended:**

1. V.K. Singhania, Direct Taxes, Taxmann Publications, New Delhi.
2. B. Lall, Direct Taxes, Pearson Education, New Delhi.
3. Gaur & Narang, Income Tax Law and Practice, Kalyani Publications.
4. Mahesh Chandra, D.C. Shukla: Income Tax Law and Practice, Pragati Publications, New Delhi.
5. V Date, Indirect Taxes, Taxmann Publications, New Delhi.

GBSRC BBA Syllabus

**Specialization Subject  
Marketing Management (B)**

**SPECIALIZATION - MARKETING MANAGEMENT**  
**COURSE CODE & TITLE: BB 504 (B) – CONSUMER BEHAVIOUR**

**I. Course Description:** The course intends to give the student in to why the consumers behave the way they do and what goes into making the choice of a product. The course explains the dynamics of making a purchase decision form the consumer's point of view.

**II. Course Objectives:**

1. To help the student understand consumer behavior and the details of aspects related to consumer behavior.
2. To help students understand different models of consumer decision making.

**III. Course Outline:**

**Unit I: Introduction to Consumer Behaviour**

Consumer Behaviour, its Origin and Strategic Applications-Market Segmentation: Importance of Market segmentation, Criteria for effective targeting. Basis of Segmentation, Implementing Segmentation Strategies-Consumer Needs and Motivation: Types and Systems of needs, Motivation dynamics.

**Unit II: Consumer Behaviour – Influencing factors-I**

**Personality-** Theories of Personality, Personality and Understanding Consumer Behaviour, Brand Personality, Self and Self Image - **Perception-** Consumer Perception: Sensory Dynamics of Perception, Elements of Perception Consumer Imagery - **Learning** Consumer Learning: The elements of consumer learning, Behavioral learning.

**Unit III: Consumer Behaviour – Influencing factors-II**

**Attitude:** Consumer Attitude Formation and Change, structural models of attitudes, attitude formation-**Communication:** Communications and Consumer Behaviour: The source of message initiator, the receivers of target audience, the media, persuasive messages, and effectiveness.

**Unit IV: Unit III: Consumer Behaviour – Influencing factors-III**

Family decision making and consumption related roles, the family cycle- Influence of Culture on Consumer behaviour: Culture and need, culture is dynamic, cultural aspects in emerging markets- Cross-Cultural Consumer Behaviour - Developing multi-national strategies. Cross cultural consumer analysis and psychographic segmentation.

**Unit V: Decision making and marketing ethics**

Levels of consumer decision making, Models of consumers, Segments, lifestyles and consumer decision making, Exploitative targeting, manipulating consumers, and social responsibility.

**Books Recommended:**

- 1) Consumer Behavior by Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar, Tenth Edition. Pearson, India
- 2) Consumer Behavior – Hawkins, Best, Coney
- 3) Customer Behavior – A Managerial Perspective – Sheth, Mittal – Thomson,
- 4) Conceptual Issues in Consumer Behavior Indian Context – S Ramesh Kumar-Pearson

**SPECIALIZATION - MARKETING MANAGEMENT**  
**COURSE CODE & TITLE: BB 505 (B) – SALES MANAGEMENT**

**I. Course Description:** The course teaches the student all about sales management and managing the sale force.

**II. Course Objectives:**

1. To Develop Understanding of the impact and importance of sales for a company's success.
2. To develop Understanding of the basics of sales and the importance of building long-term relationships.
3. To understand the specific elements of sales management.
4. To introduce course participants to national and international sales and distribution practices.

**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



**COURSE CODE & TITLE: BB 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 Course Objectives:**

1. To familiarize students with the major concepts in advertising and promotions.
2. To integrate these concepts into a framework which can be applied to effective communication planning and strategy.
3. Identify the roles of television, radio, newspapers, magazines, out of home advertising, internet and direct response as advertising media
4. Differentiate marketing goals versus advertising goals

**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

**SPECIALIZATION - MARKETING MANAGEMENT**  
**COURSE CODE & TITLE: BB 606 (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. Course Objectives:**

1. To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.
2. Understand the impact of retailing on the economy.
3. Comprehend retailing's role in society and, conversely, society's impact on retailing.
4. See how retailing fits within the broader disciplines of business and marketing.
5. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
6. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

**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

GBSRC BBA Syllabus

**Specialization Subject  
Human Resource Management (C)**

**SPECIALIZATION – HUMAN RESOURCE MANAGEMENT**  
**COURSE CODE & TITLE: BB 504 (C) – HUMAN RESOURCE PLANNING**

**I. Course Description:** The course is designed to help the student understand the importance of manpower planning and the latest changes that have happened in Manpower Development and Planning.

**II. Course Objectives:**

1. To impart relevant knowledge required to perform the functions of manpower planning within an organization.
2. To enable the students to acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions.
3. To train them in application of manpower planning techniques.

**III. Course Outline:**

**Unit I: Manpower Planning and Resourcing:** Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, obstacles in Manpower Planning.

**Unit II: HRP Process:** Determination of objectives, Steps of Human Resource Planning, Manpower Inventory, Demand and Supply forecasting & Gap Analysis

**Unit III: Job Analysis,-** Definition and Introduction; uses of Job analysis; Process of Job Analysis; Job Description; Job Specification, job enlargement, job enrichment .

**Unit IV: HR Audit& HR Accounting:** Concept, Objectives, Importance & Scope of HR Audit, Approaches to Human Resource Audit.

**Unit V: Recent Trends in Manpower Development and Planning:** Introduction, Competency mapping, Knowledge management, E-Manpower Development, E-Manpower planning

**Books Recommended:**

1. Armstrong, Michael (1988). "A Handbook of Personnel Management Practice", Prentice Hall, New Jersey.
2. Human Resource Management: Text and Cases By K. Ashwathappa, TATA McGrawHill
3. Human Resource Management By BiswajeetPattanayak, Prentice Hall ofIndia

**SPECIALIZATION – HUMAN RESOURCE MANAGEMENT**  
**COURSE CODE & TITLE: BB 505 (C) – TRAINING AND DEVELOPMENT**

**I Course Description:** The course is designed to help the student get familiar with the concept of training and development and the various tools and techniques available, which will help to design an effective training program.

**II Course Objectives:**

1. To understand the concepts of training and development as a tool of performance enhancement.
2. To familiarize with the process of training and development to ensure desired outcomes.
3. To understand various training and development tools and techniques.
4. To familiarize with evaluation design to assess training program effectiveness.

**III Course Outline**

**Unit I:** Introduction to Training and Development: Meaning, Importance of Training and Development, Difference between Training and Development

**Unit II:** Learning Process and Training- Learning through Training, Adult Learning, Learning Theories and Learning Curve, Learning Styles.

**Unit III:** Training Design and Administration: Need Assessment –Importance and Process, Implementing Training Programs (Training methods), Technique and Aids, E-learning and Use of Technology in Training.

**Unit IV:** Evaluation of Training: Training Evaluation and Feedback Mechanism. Transfer of Learning

**Unit V:** Trainer as a Change Agent. Importance and Process of Coaching, Counseling and Mentoring.

**Books Recommended:**

1. Noe, R.A. (2008). Employee Training & Development. McGraw-Hill
2. Aswathappa, K. Human Resource to Personnel Management, Tata Mc GrawHill
3. Mamoria C.B and Mamoria S., Personnel Management, Himalaya Publishing Company
4. Gary Dazzler, Human Resource Management, Pearson Education

**SPECIALIZATION – HUMAN RESOURCE MANAGEMENT**

**COURSE CODE & TITLE: BB 605 C- INDUSTRIAL RELATIONS & LABOUR LAWS**

**MARKS- 100**

**I. Course Description:** This course is designed to impart the students with the knowledge about complexities that exist between labour and management relationships, and how they impact one another.

**II. Objectives:**

1. To acquaint the students with important legal provisions governing the industrial employees.
2. 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:** 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.

**Books Recommended:**

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.

**SPECIALIZATION – HUMAN RESOURCE MANAGEMENT**  
**COURSE CODE & TITLE: BB 606 (C) - CHANGE MANAGEMENT**

**I. Course Description:** The course familiarizes the student with all the basic concepts of change and models to manage change

**II. Course Objectives:**

1. To familiarize students with the basic change concepts and processes to understand why organizations need to change.
2. To enable the students gain Knowledge about the how to scan the environment and find out the need for change, what are the various types of change taking place in organizations, and one can diagnose the kind of change organizations require.

**III. Course Outline:**

**Unit I:** Organisational Change Management: Nature of organizations; organizations designs and structures; Understanding Organizational Transformation, Process of Organizational Transformation.

**Unit II:** Nature of Organizational Change, Perspectives of Organizational Change, levels of change; type of change; reasons for change; managerial approaches for implementing change; Factors Involved in Communicating Change, Methods and Techniques for Communicating Change.

**Unit III:** Models of Organizational Change: Process-based Change Models, Content-based Change Models, Individual Change Models, Integration of Change Models

**Unit IV:** Process of Change Management: Change Management Process, Phases of the Change Management Process, Change Management Process Control

**Unit V:** Resistance to Change: Concept of Resistance to Change, Forms of Resistance, Reactions to Change, Resistance to Organizational Change Initiatives, Overcoming the Resistance to Change, Techniques to Overcome Resistance

**Books Recommended:**

1. Nilakant V. and Ramnarayan S. (2006). Change Management (2nd Ed). Response books.
2. Kavitha Singh. (2010). Organizational Change and Development (1st Ed).Excel Books.
3. Radha Sharma. (2007).Change Management. Tata McGraw Hill

**Specialization Subject**  
**Agricultural Business Management (D)**

**SPECIALIZATION – AGRIBUSINESS MANAGEMENT**  
**COURSE CODE & TITLE: BB 504 (D) – INTRODUCTION TO AGRIBUSINESS**  
**MANAGEMENT**

**I. Course Description:** The course focusses on honing the managerial ability of the students so that they can serve the agriculture industry better.

**II. Course Objectives:**

1. To provide technical know-how and to develop managerial skills in order to serve the agriculture Industry efficiently.
2. To educate the students about importance of post-harvest technology management for achieving overall growth of agriculture sector.
3. To provide the knowledge about Industrial study of Vegetables, Fruits, Milk, Meat, Fishery and Biodiesel sector etc.

**III. Course outline:**

**Unit I: Introduction to Agro processing, Pre & Post harvest management:** Introduction to Indian agro-processing sector, SWOT analysis of agro-processing industries in India, Business Environment related to processed food industry, Importance of Pre-Harvest Management, Standard operation practices followed after harvesting the produce at farm level including handling, sorting, grading, post-harvest treatments, storage and transportation of fresh produce.

**Unit II: Aspects in Agro Processing Industry:** Factors to be considered while establishing food processing plant including Government norms and requirements. Actual processing of Agri-produce into final products. Different preservation practices followed in food processing sector, Utilization of byproducts in agro processing industry

**Unit III: Quality control management & Product development in in agro-processing sector:** Importance of QCM in agro processing, Different quality certifications in agro-processing, Introduction to the concept of New Product Development in a company, Need and importance of “New Product Development” in processed food industry, Steps required undertaking while going for a new product development. Introduction to functional and novel foods considering demographic, economic aspects of market.

**Unit IV: Processed product packaging & labeling:** Importance of packaging and labeling , Different kinds of packaging materials, Points to be considered while selecting a packaging material, Recent trends in packaging & labeling industry Viz. Green Packaging, Intelligent Labeling etc., government’s regulations in packaging and labeling of food products.

**Unit V: Managerial aspects & Market study in Food Processing Industry:** Different department involved in a food processing company and importance of coordination in those departments etc. Importance of production, marketing & distribution aspects in food processing sector. Introduction to different research institutions and corporations involved in food processing sector. Case studies in agro- processing sector.

**Books Recommended:**

1. S. N. Misra, 2004, "Commercial Agri-enterprises-Strategy Achievement and Future prospects", Deep & Deep Publications, New Delhi.
2. F. C. Blank, 1999, "Handbook of Food and Nutrition", Agro Botanical Publishers, India
3. B. Misra, G. C. Kar, S. N. Misra, 2004," Agro Industries and Economic Development, A vision of the 21<sup>st</sup> Century", Deep & Deep Publications Pvt. Ltd., New Delhi
4. Dairy Technology, By Sukumar De, Tata MC Graw Hills Publication, N Delhi
5. Food biotechnology, S N Tripathy, Dominant Publishers and Distributors, New Delhi
6. State of Indian Farmer, A millennium Study, Post-Harvest Management, V R Gaikwad,
7. Shreekant Sambrani, V Prakash, S D Kulkarni, P Murari, Academic Foundation, New Delhi

**SPECIALIZATION – AGRIBUSINESS MANAGEMENT**

**COURSE CODE & TITLE: BB 505 (D) – AGRICULTURAL AND RURAL DEVELOPMENT**

**I. Course Description:** This course is designed to study the importance of rural economy in India and the reforms happening in Indian agriculture.

**II. Objectives:**

1. To motivate students to understand the realities of rural India its economic strength, weaknesses, opportunities and threats in changing global context.
2. To help students to analyze the rural economic condition from two perspectives viz. actor's (the rural people) and outsider's (economists, development professionals) perspectives.
3. To assist students to develop conceptual

**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: BB 605 (D) – AGRI EXPORT AND IMPORT MANAGEMENT**

**I Course Description:** The course deals with all the essentials which a student needs to know to start an Agri Import Export Business

**II Course Objectives:**

1. To understand the fundamentals of International Trading
2. To orient Students about:
  - (i) Potentials in international trade in Agri sectors
  - (ii) Import and Export management of Agri commodities
  - (iii) Agencies / Institutes/ Bodies for EXIM of Agri Commodities
  - (iv) Relevant Acts and provisions

**III Course outline:**

**Unit I: Recap:** Review of EXIM policy / procedures, Potentials and emerging focus area for Agricultural exports (FAO), Constraints in international trading in Agricultural Commodities

**Unit II: GATT / WTO :** Introduction to GATT/ WTO, International Trade in Agricultural Commodities (AoA), Policy of GOI for International Trade in Agricultural Commodities, QC and QA for international trading in Agricultural Commodities

**Unit III: Institutional Linkage for export promotion:** Commerce Ministry, DGFT and export promotion councils, Commodity boards (Spice Board, Tea Board, and Coconut Board) Trade development authority and trade fair authority, SEZ, FIEO, ECGC, APEDA/GOI/GOM/NHB/NHM/MofPI

**Unit IV: Acts related to import & export:** Acts & provisions for international trading in Agricultural Commodities/Global Gap/HALCP/BRC/PGI/India Gap/POP/Organic Certification

**Unit V: Export Documentation :** How to start import & export business of Agricultural commodities (Documentation), Case studies, Use of Information Technologies in Agri Exports

**Books Recommended**

1. EXIM Hand Book & Procedure, Min of Commerce, GOI , 2009-14
2. Export Potential of Indian agriculture by Dr. Gursharan Singh Kainth, published by Regency Publication, New Delhi
3. Agri Business Management by Smita Diwase, published by Everest Publishing House, Pune
4. Agricultural Marketing Management by Premjit Sharma, Published by Gene Tech Books Publishing House, New Delhi
5. Agri Business Management by Dr J Amarnath and Dr. APV Samvel, Published by Satish Serial Publishing House, Delhi

**SPECIALIZATION – AGRIBUSINESS MANAGEMENT**  
**COURSE CODE & TITLE: BB 606 (D) – RECENT TRENDS IN AGRICULTURAL BUSINESS**

**I. Course Description:** This course is designed to make the students familiar with the recent trends in agricultural Business.

**II. Objectives:**

1. To study the agro base industries in India.
2. 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 Brodway.
4. Indian Economy: A.N. Agarwal.



**Specialization Subject**  
**Hospital and Healthcare Management**  
**(E)**

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

**I. Course Description:** The course 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: BB 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:**

1. To understand Modern health issues, Health care organizations structure
2. To study Health statistics and also understand Ethics in health care
3. 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: BB 606 (E) – HEALTHCARE LAWS**

**I. Course Description:** The course is aimed towards educating the students about the Healthcare laws in hospitals of India.

**II. Course Objectives:**

1. To understand the laws related to Hospitals in India.
2. 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

**Books Recommended:**

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 aw- By M.S. Pandit & Shobha Pandit-Pandit Publications

GBSRC BBA Syllabus

**Specialization Subject  
Pharmaceutical Management (F)**

**SPECIALIZATION – PHARMACEUTICAL MANAGEMENT**

**COURSE CODE & TITLE: BB 504 (F) – INTRODUCTION TO PHARMACEUTICAL BUSINESS**

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

**II Course 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 Online:**

**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, 2<sup>nd</sup> Edition
2. Subba Rao, Pharmaceutical Marketing in India
3. Pharmaceutical Selling – Muka Bodaya
4. Tora Tora, Principles of Anatomy & Pharmacology, John Wiley & son, 11<sup>th</sup> Edition
5. Satoskar, Pharmacology (Pharmaceutical), Popular Prakashan, 9<sup>th</sup> Edition



**SPECIALIZATION – PHARMACEUTICAL MANAGEMENT**  
**COURSE CODE & TITLE: BB 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 Course Objectives:**

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:**

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

**SPECIALIZATION – PHARMACEUTICAL MANAGEMENT**

**COURSE CODE & TITLE: BB 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. 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: BB 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: BB 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 cell biology and basic concepts of Life sciences.
2. To familiarize the students with basic concept in Microbiology and various diseases associated with microorganisms
3. To familiarize the students with the basic concepts in Biochemistry and classification of carbohydrates, Lipids and Proteins.
4. To introduce students with the history of Biotechnology and Bioinformatics

**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.

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**SPECIALIZATION – BIOTECHNOLOGY AND BIOINFORMATICS MANAGEMENT**  
**COURSE CODE & TITLE: BB 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. Course Objectives:**

1. To introduce students with various databases.
2. To study Pairwise and Multiple sequence alignments
3. To study Phylogenetic analysis

**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 & Wunsch, 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: – BB 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.
2. To familiarize the students with the different analytical and Molecular techniques in the 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: BB 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.
2. To gain knowledge of Fermentation process and various fermented products.
3. To know various parameters of Fermenter and Bioreactor design.

**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.

# **Specialization Subject**

## **IT and Systems Management (H)**

**SPECIALIZATION – IT AND SYSTEMS MANAGEMENT**  
**COURSE CODE & TITLE: BB 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:**

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

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**SPECIALIZATION – IT AND SYSTEMS MANAGEMENT**  
**COURSE CODE & TITLE: BB 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

**SPECIALIZATION – IT AND SYSTEMS MANAGEMENT**  
**COURSE CODE & TITLE: BB 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

**I. 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: BB 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**  
**International Business Management**  
**(I)**

**SPECIALIZATION – INTERNATIONAL BUSINESS MANAGEMENT**  
**COURSE CODE & TITLE: BB 504 (I) – FUNDAMENTALS OF INTERNATIONAL BUSINESS**

**I. Course Description:** To select and use appropriate methodological approaches in geopolitical and geostrategic analyses, and make critical considerations in politological analyses. Evaluate international spheres of interest and contemporary geopolitical distributions, as well as geo-strategies in the regions and worldwide. Assess modern political threats in the international environment.

**II. Course Objectives:**

1. To study the dynamics of world economy from the geographical perspective.
2. To examine the linkages between spatial organisations functional interest and global realities.
3. To analyze contemporary world problem and issues with the help of geopolitical models.

**III. Course Structure:**

**Unit I: Political geography and geopolitics:** Modern political geography and geopolitics; geopolitics and geo-strategy in the science system; role of territories in politics; notion and distribution of space; geo-strategy and geostrategic views;

**Unit II: Methodological Approaches in Political Geography:** (a) Functional Approach (b) Unified Field Theory (c) The Genetic Functional Approach, **Development of political geography and geopolitical image of the world:** Evolution of World Economy, critical geopolitics; formal geopolitics, structural and practical; state borders and criteria for defining borders, distributions and natural factors.

**Unit III: Management of Resources :** (a) Resource Distribution and Disparities (b) Economic Groupings and Geopolitics (i) Political Grouping (ii) Regional Groupings (c) Politics of World Trade and trade treaties

**Unit IV: International Business Environment** – Globalization – Forces, Meaning, dimensions and stages in Globalization – Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler – Trading Environment of International Trade – Tariff and Non-tariff Barriers – Trade Blocks – Rise of new economies like Japan, South East Asia and China as compared to India.

**Unit V: Geopolitics of the 21st century:** EU borders according to their level of stability; BRIC countries (Brazil, Russia, India, and China); rapid development of Brazil, Russia, India, and China (BRIC) countries and possible changes of economic and political relationships worldwide

**Books Recommended:-**

1. International Business Environment – Sundaram and Black
2. International Business Environment – Bhalla and Raju

3. International Financial Management – P.G.Apte
4. International Business – Francis Cherulinam

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**SPECIALIZATION – INTERNATIONAL BUSINESS MANAGEMENT**  
**COURSE CODE & TITLE: BB 505 (I) – INTERNATIONAL INSTITUTIONS AND  
TRADE IMPLICATIONS**

**I. Course Description:** The purpose of the trade policy courses is to ensure that participants are thoroughly exposed to all WTO-related issues, and develop practical skills as well as an extensive network of contacts. They also serve as a general introduction for those who may become specialists at a later stage.

**II. Course Objectives:**

1. To develop a good understanding of all aspects of the WTO
2. To improve analytical and negotiating skills (improvement of skills)

**III. Course Outline:**

**Unit I:** International Trading Environment: Multilateral Trading System Uruguay Round, Measures for Protection of Domestic Industries Trade Block & Trade Agreement, Implication for Market Entry Strategies.

**Unit II:** Bilateral and Multilateral Trade Laws – General Agreement on Trade and Tariffs, (GATT), World Trade Organization – IPR, TRIPS, TRIMS, GATS – Ministerial Conferences.

**Unit III:** Export Import Policy 2002-2007; Procedures and Documentation, GSP Rules of Origin, ECGC, Exim Bank / Lines of Credit. Documents prescribed by some importing countries

**Unit IV:** Trade Fair Authority Exhibitions / International Exhibition / FIEO/ ITPO L/C, B/L etc. Costing, QBAL/ VBAL, DEPB, Selected Trade Developments and Issues

**Unit V:** Case Studies: Cases on theories of International Trade Cases on WTO, Cases on International Marketing

**Books Recommended:-**

1. International Business Environment – Sundaram and Black
2. International Business Environment – Bhalla and Raju
3. International Financial Management – P.G.Apte
4. International Business – Francis Cherulinam

**SPECIALIZATION – INTERNATIONAL BUSINESS MANAGEMENT**  
**COURSE CODE & TITLE: BB 605 (I) – EXPORT IMPORT DOCUMENTATION AND LOGISTICS**

**I. Course Description:** The course covers the documentation involved in IMPORT and EXPORT procedures.

**II. Course Objectives:**

1. Help in understanding of EXIM procedures assumes greater significance in today's global world.
2. In order to manage global business, it is essential to understand the procedures, regulations, stipulations, provisions and opportunities involved in export and import.

**III. Course Outline:**

**Unit I: Introduction to Export & Import Management:** Nature and Definition of Export Management, Need and Features of Export Management, Motivation for Export, Process of Export Management, Functions of Export Manager, Organizing & Registration of Export & Import Process, Nature of Export Firm, Setting up an Export Firm, Procedure for the Allotment of Importer and Exporter Code Number, Registration of Export Firm, Starting Export Business Tips

**Unit II: Managing Exports Business :** Method of Payment, Nature / Method of Payment Terms, Advance Payment, Open Account, Letter of Credit (Form & Type of L/C), Documentary Collection, Instruments of Payment (Incoterms), Export Pricing Decision, Nature of Pricing Decision, Price Defined, Structure of Cost, Setting price & Price Negotiation, Content of an Export Price Quotation.

**Unit III: Execution of Export Order :** Export – Import Documentation, Procedures and Steps, Steps for Successful Exporting, Export – Import Documentation, Business Risk Management and Coverage, Risk Management in Export – Import Business, Types Of Risks, Quality and Pre-Shipment Inspection, Export Contract & Incoterm

**Unit IV: Post Export Follow up:** Customs Clearance of Export Import Cargo, Clearance of Export Cargo, Clearance of Import Cargo, Customs Valuation, Export Incentive Schemes, Duty Exemption Schemes, Duty Remission Schemes, Export Promotion Capital Goods Scheme, Special Economic Zones. Import Procedures, Types of Importer, Import of Unrestricted Item, Import of restricted Item, Import Clearance & Documents, Cargo Handling and Demurrage Charges, Application Fee for Import Licences.

**Unit V: World Shipping & Containerization:** Overview of Shipping Operation, Types of Ships and International Trade, Need & Type of Containerization, Inland Container Depots.

**Books Recommended:-**

1. Export Import Management By Justin Paul and Rajiv Aserkar , Oxford Publishing
2. Export Management ,BY P.K.Khurana , Galgotia Publishing
3. Export and Import Management By AseemKumar Anurag Jain Publishing.

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**SPECIALIZATION – INTERNATIONAL BUSINESS MANAGEMENT**  
**COURSE CODE & TITLE: BB 606 (I) – INTERNATIONAL STRATEGIC**  
**MANAGEMENT**

**I. Course Description:** The primary need and purpose is to become familiar with a number of strategy concepts as well as to see how business strategy fits with broader dynamics in the society. We will start the discussion about business sustainability and the potential limits to economic growth that will be continued through different parts of the course.

**II. Course Objectives:**

1. To understand the nature of strategic competitiveness and develop the ability to analyze the competitive environment.
2. To develop business level strategies by defining the type of advantage sought, scope of operations and activities required to deliver the chosen strategy.

**III. Course Outline:**

**Unit I:** Introduction to International Business Strategy: International Business Strategy – Scope and Importance of IBS, Purpose of Business, Difference between Goals and Objectives of Business, Conceptual Evolution of Strategy

**Unit II:** Business Policy and Strategic Management: Type of Business Policy & Strategic, Factors influencing Business Strategies, Objectives of Strategic Management, Causes for Failure of Strategic Management

**Unit III:** Business Strategy Formulation: Types of Strategies, Steps in Strategies Formulation, Factors to be considered for Environmental Scanning, Core Competencies and Their Importance in Strategy Formulation

**Unit IV:** International Business Strategic Planning and implementation: Strategic Planning Process, Types of Strategies – Stability, Expansion or Growth, Mergers and Acquisitions, Issues in Strategy Implementation, Integrating the Functional Plan & Policies.

**Unit V:** Strategic Analysis and Choice: Process of Strategic Analysis, Tools and Techniques for Strategic Analysis, Strategist's Decision Style and Attitude to Risk, Experience Curve Analysis

**Books Recommended:**

1. Strategic Management and Business Policy by Azhar Kazmi
2. International Business Strategy - Rethinking the foundations of global corporate Success by Alain Verbeke

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**Specialization Subject**  
**Media, Communication and**  
**Management (J)**

<b>COURSE CODE &amp; TITLE: BB 107– ASTHETICS AND VISUAL COMMUNICATIONS</b> <b>MARKS- 100</b>
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**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 Course Objectives:**

1. Understanding the concepts and principles of Visual Aesthetics and Visual communication.
2. Understanding the techniques to create visually aesthetic images.
3. To know the art of photography

**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: BB 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. Course 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 Vivello
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

<b>COURSE CODE &amp; TITLE: BB 207– CORPORATE COMMUNICATION AND STRATEGY</b>	<b>MARKS- 100</b>
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**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 Course 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

<b>COURSE CODE &amp; TITLE: BB 208 -ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS</b>	<b>MARKS- 100</b>
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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 Course 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

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**COURSE CODE& TITLE: BB 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. Course 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: BB 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. Course 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
5. Reference Link: - <https://getsproutstudio.com/features/studio-management/>

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<b>COURSE CODE &amp; TITLE: BB 407- SOUND STUDIO RECORDING AND PRODUCTION</b>	<b>MARKS- 100</b>
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**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 Course Objectives:**

1. Students get an understanding in the studio application
2. Students learn the Audio process in making a film
3. 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 streams

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

**Books Recommended:**

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: BB 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. Course Objectives:**

1. To understand the fundamental concepts of production in radio, television, and/or film to complete a media project.
2. To apply their Marketing communication knowledge in creating content for Radio.
3. Demonstrate the ability to effectively apply oral presentation techniques in various communication settings.

**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: BB 507- MEDIA**

**MARKS- 100**

**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 Course 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

<b>COURSE CODE &amp; TITLE: BB 508 - FILM &amp; TV PRODUCTION PROGRAMMING</b> <b>MARKS- 100</b>
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**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. Course 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: BB 509 - FILM, TV PRODUCTION PROCESS MARKS- 100**

**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 Course 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

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<b>COURSE CODE &amp; TITLE: BB 607- MEDIA PROJECT MANAGEMENT</b>	<b>MARKS- 100</b>
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**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. Course Objectives:**

1. To understand the importance of planning in business media.
2. To gain knowledge about the functions & techniques of project management.
3. To make students familiarize them with the project management in a Media organization.

**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.

<b>COURSE CODE &amp; TITLE: BB 608 - PROJECT WORK- MEDIA PRODUCTION II</b> <b>MARKS- 100</b>
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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.

**II. Course Objectives:**

1. To make students familiar with the steps and challenges during the media production.
2. To give exposure of realistic issues and way of handling the same.

**III. Course Outline:**

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

<b>COURSE CODE &amp; TITLE: BB 609 - NEW MEDIA PRODUCTION AND MANAGEMENT</b>	<b>MARKS- 100</b>
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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 Course Objectives:**

1. To make students familiar with concepts and principles of new media production.
2. 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.)