



(u/s 3 of UGC Act 1956)

#### LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

Approved by MHRD/UGC/AICTE/PCI/BCI/COA/NCTE Government of

India

(NAAC Accredited)



Learning Outcomes-based Curriculum Framework

For

Commerce

B.B.A 2022-2025

					LINGA						Ή				
									STU						
Sc	ho	ol: S	Schor		Se mmerce and	ssi	on:	20	22-20	25					
M	an	agei	nent		mmerce and			ξ.	_						
De	pa	rtm	ent:	Comm	erce and Mana					:2022-	2025	i.			
Co	Jun	se:	BBA	Comme	erce and Manag	gen	nent	:	Year:						
						-		_	Seme	ster: I					<b>a i</b> ·
C		~		Cour	1 Activity	Pe	erio	ds		E	valuat	ion Se	1		Subje
S.			teg	se	Course		_	_	Cred				Pr	actic	ct
N		0	ry	Code	Name	L	T	P	its		Theory	-	ļ_	al	Total
				cout						AB	MS	ES	I	EX	Mark
					Fundamentals			-		Q	E	E	P	P	S
				BBA-	of	5	1	-	6	15	25	60			100
	1	PC	С	101	Management				0	15	23	00	-	-	100
				BBA-	Basics of	-			100	+		-			
	2	PC	С	103	Marketing	5	1		6	15	25	60	-	-	100
-				BBA-	Warketing				(Street of the street of the s						
	- 16			GE-	Basics of	5	1	-	6	15	25	60		_	100
	3	GE	Ξ	131	Accounting		1	193	Ū		25			-	100
			-		0			8	Å		-	4 9	100	765	
				HSS-	Business	3	-	-	3	15	25	60			100
	4	AF	ECC	105	Communication				A	10	20			La la	100
				100	Total	1	Name of	1	21		. An	10	h.	39 19	
	_			8. 7		Y	k			Printed 1	growing in		1	- 407-	
				S. /			A		1)	land 1	-				
					1	AB.	BRE	EVA	TION	S 🖌	1	A	100	道武	
E	BBA	A:	Bach	elors of E	Business administr	atio	n	2	3	ABQ:	Assign	iment ]	Based	l Quiz	
-	PC(		0		ore Course		L.) s		16 1	MSE:				aminati	
-	AE(	CC			cement Compulso	ry	Cour	se	200 J	ESE:			r Exa	aminati	on
h-	GE			ral Elect	Social Science			12	S	L:	Lectu				
	ISS	5:	Hum	anities &	Social Science					T: P:	Tutor		1.00		
-										IP:	Practi				
-					+ + LING 1:					EXP:		al Prae			
)- )				-	A A A A A A A A A A A A A A A A A A A	S VIDYAD	2/2	an 27	super-			) M			
2					-			,		HOURS IN		11	6.9	V	
-		1					9					2	, o	/	

86.

LIR cho LIR:GAYAS VID:APTETH choase to how

3



Scho	ool: Schoo	l of Comm	erce and Mana	ge	me	nt	Batch:2	2022-2	2025				
Dep	artment:	Commerce	and Managem	en	t		Year: 1						
Cou	rse: BBA						Semest	er: II					
				P	eric s	bd		Ev	valuati	ion So	chen	ne	Subje
S. N	Categor Y	Course Code	Course Name	L	т	Р	Credit s	1	heory	,		actic al	ct Total
								AB Q	MS E	ES E	IP	EXP	Marks
1	PCC	BBA-102	Organisation al Behaviour	5	1	-	6	15	25	60	-	-	100
			Business Ethics and Social Responsibilit	3	1		4	15	25	60	-	-	100
2	SEC	BBA-104	X T		1			V	A	2	C	9	
3	GE 🔨	BBA-GE- 132	Marketing Managemen t	5	1		6	15	25	60		) <u>-</u>	100
4	РСС	BEC-106	Indian Economy	5	1	-	6	15	25	60	<u>_</u>		100
5	AECC	CE-108	Environmen t science & Ecology	2	U	-		15	25	60	N	-	100
			Total				24						



	AB	BREVATION	IS
BBA:	Bachelors of Business administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
GE	General Elective	ESE:	End Semester Examination
SEC	Skill Enhancement Course	L	Lecture
		T:	Tutorial
		P:	Practical
		IP:	Internal Practical
		EXP:	External Practical





Scho	ool: Schoo	ol of Comm	erce and Mana	ger	ner	nt	Batch:	2022-2	2025				
Dep	artment:	Commerce	e and Managem	ent	;		Year: 2						
Cou	rse: BBA						Semest	ter: III					
				P	eric s	bd		Ev	valuati	ion So	chen	ne	Subje
S. N	Catego ry	Course Code	Course Name	L	т	Ρ	Credit s	1	heory	,		actic al	ct Total
								AB Q	MS E	ES E	IP	EXP	Marks
1	РСС	BBA-201	Introduction to Human Resource Management	5	1	-	6	15	25	60	-	-	100
2	PCC	BBA-203	Production and Operation Management	5	1		6	15	25	60		-	100
3	PCC	BBA-205	E-Commerce	5	1		6	15	25	60		) <u>-</u>	100
4	GE	BL-201	Corporate Law	5	1	-	6	15	25	60			100
5	AECC	h с нss-201	Advance Business Communicati on	3	t	-	3 k	15	25	60	Ņ	_	100
			Total				27						



	ABBREVA	ATIONS	
BBA:	Bachelors of Business administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
AECC	Ability Enhancement Compulsory Course	ESE:	End Semester Examination
GE	General Elective	L:	Lecture
		T:	Tutorial
		P:	Practical
		IP:	Internal Practical
		EXP:	External Practical





Sch	ool: Schoo	ol of Comm	nerce and Manag	gem	nen	t	Batch:	2022-2	2025				
Dep	artment:	Commerce	e and Manageme	ent			Year: 2	2					
Cou	rse: BBA						Semes	ter: IV	,				
				P	eric s	bd		Ev	aluati	on So	cher	ne	Subje
S. N	Catego ry	Course Code	Course Name	L	т	Р	Credi ts	т	heory	1		actic al	ct Total
								AB Q	MS E	ES E	IP	EX P	Marks
1	РСС	BBA-202	Entrepreneu <mark>rs</mark> hip Development	5	1	-	6	15	25	60	-	-	100
2	РСС	BBA-204	Introduction to Digital Marketing	5	1		6	15	25	60	_	-	100
3	PCC	BBA-206	Introduction to International Business	5	1	ł	6	15	25	60	S	) -	100
4	GE	BBA-GE- 232	Research Methodology	5	1	-	6	15	25	60			100
5	SEC	BBA-208	Cost accounting and Control	3	t	(	) <sub>3</sub> k	15	25	60	V	-	100
			Total				27						



	AB	BREVATION	IS
BBA:	Bachelors of Business administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
GE:	General Elective	ESE:	End Semester Examination
SEC	Skill Enhancement Course	L:	Lecture
		T:	Tutorial
		P:	Practical
		IP:	Internal Practical
		EXP:	External Practical





Sch	ool: Schoo	ol of Comm	erce and Mana	ige	me	nt	Batch:2	2022-2	2025				
Dep	artment:	Commerce	and Managem	nen	t		Year: 3						
Cou	rse: BBA				ĩ		Semest	ter: V					
				P	eric	bd							
					S			E١	/aluati	ion So	hen	ne	Subje
S.	Categor	Course	Course				Credit				Pra	actic	ct
Ν	У	Code	Name	L	Т	Ρ	S	1	Theory	/		al	Total
								AB	MS	ES			Marks
								Q	E	E	IP	EXP	
			Banking &	5	1		6	15	25	60			100
1	PCC	BBA-301	Insurance Law	5	-	-	D	12	25	00	-	-	100
			Marketing										
			of Financial	5	1	-	6	15	25	60	-	-	100
2	PCC	BBA-303	Services		1		A 7	7	- A	3	C	1	
St			ne of the Disci d the same Sp	-		-							r with
			Disciplin	e S	pec	ific	Elective	e - 1					
				ł	ina	nce		1	1		L L		
		ha	Personal			23.	_ 1	2.4					
	C	BBA-305	Financial	5	1		06	15	25	60	NV.	-	100
		A	Planning		-	1							
3	DSE	BBA-305 B	Financial Markets	5	1	-	6	15	25	60	-	-	100
		BBA-305	Investment	5	1		6	15	25	60	_		100



			Disciplin	e S	pec	ific	Elective	e - 2					
				Μ	ark	eti	ng						
		BBA-307 A	Retail Marketing	5	1	-	6	15	25	60	-	-	100
4	DSE	BBA-307 B	Advertising & Sales Promotion	5	1		6	15	25	60	-	-	100
		BBA-307 C	Product & Brand Manageme nt	5	1		6	15	25	60	_	-	100
		1	Discipline	e Sj	bec	ific	Elective	- 3	<u> </u>	<u> </u>			
			Hu	Ima	n F	Res	ource						
		BBA-309 A	Mergers & Acquisition	5	1		6	15	25	60	-	-	100
5	DSE	BBA-309	Public Relations & Corporate	5	1	1	6	15	25	60	S	-	100
	1	В ВВА-309	Image Talent Manageme	5	1	P	E	15	25	60		[	100
		C	nt		4	20.	_ 1	- +			* 7		
			Disciplin	e S	pec	ific	Elective	e - 4					
			Inter	nat	ion	al E	Business						
6	DSE	BBA-311 A	Internationa I Business Operations	5	1	-	6	15	25	60	-	-	100



Global Strategic BBA-311 CGlobal Strategic Manageme nt51-6152560100Manageme ntnt1-6152560100Manageme report & Presentatio n00421007PROJBBA-351nTotal0260100			BBA-311 B	Internationa I Supply Chain & Logistics	5	1	-	6	15	25	60	-	-	100
7PROJBBA-351report & Presentatio n042100100				Strategic Manageme	5	1	-	6	15	25	60	_	-	100
Total 26	7	PROJ	BBA-351	report & Presentatio	0	0	4	2	-	-	-	-	100	100
				Total		J		26						

BBA:	Bachelors of Business administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
SE:	Discipline Specific Elective	ESE:	End Semester Examination
ROJ:	Internship report & Presentation	- Link	Lecture
	VIDV	TD	Tutorial
		P:	Practical
		IP:	Internal Practical
	choose	EXP:	External Practical



Sch	ool: Scho	ol of Comm	erce and Manag	em	en	t	Batch:	2022-:	2025				
Dep	artment:	Commerce	and Manageme	nt			Year: 3	•					
Cou	rse: BBA						Semes	ter: V	l				
				P	erio s	bd		Εv	aluati	ion Se	cher	ne	Subje
S. N	Catego ry	Course Code	Course Name	L	т	Р	Credi ts	1	heory	/		actic al	ct Total Mark
								AB Q	MS E	ES E	IP	EX P	S
1	РСС	BBA-302	Business Policy & Strategies	5	1	-	6	15	25	60	-	-	100
2	PCC	BBA-304	Industrial Relations & Labour	5	1		6	15	25	60	-	-	100
Stı	udents ca	n opt any o	ne of the special opted				VIth Se mester	emest	<mark>er wh</mark>	ich h	as a	Iready	/ been
		Dis	cipline Specific E	Elec	tiv	e -	1 (Choo	se any	y One)	)			
		/	DYA	Fi	nan	ice	H	-		1	-		
		BBA-306 A	Introduction to derivatives	5	1	-	6	15	25	60		-0-	100
3	DSE	BBA-306 B	Financial Reporting & Analysis	5	1	-	6 6	15	25	60	<u>-</u>	-	100
		BBA-306 C	Portfolio Management	5	1	-	6	15	25	60	-	-	100



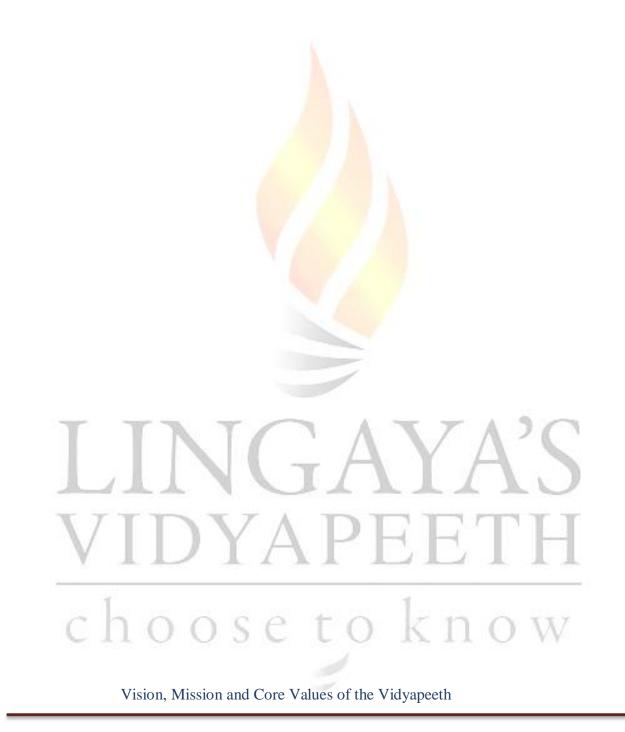
	Discipline Specific Elective - 2												
	Marketing												
		BBA-308 A	Event Management	5	1	-	6	15	25	60	-	-	100
4	DSE	BBA-308 B	Consumer Behaviour	5	1	-	6	15	25	60	-	-	100
		BBA-308 C	Entrepreneurs hip and New venture Planning	5	1	_	6	15	25	60	-	-	100
Discipline Specific Elective - 3													
Human Resource													
		BBA-310 A	Strategic HRM	5	1	-11	6	15	25	60	-	-	100
5	DSE	BBA-310 B	Organisational Design & Structure	5	1	-	6	15	25	60	S	-	100
		BBA-310 C	Human Resource Information System	5	1		6	15	25	60		-	100
			Discipline	Spo	ecif	fic I	lective	- 4					
	1	- A.A. N	Interna	atic	ona	l Bi	usiness						
6	DSE	BBA-312 A	WTO & International Trade Policy	5	1	-	6	15	25	60	-	-	100



C Management	1	-	6	15	25	60	-	-	100
Project Report &07PROJBBA-352Presentation	0	8	4	-	-	-	-	100	100
Total			28						

BBA:	Bachelors of Business administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
DSE	Discipline Specific Elective	ESE:	End Semester Examination
PROJ	Project Report & Presentation	A	Lecture
		Т:	Tutorial
	VIDVA	P:	Practical
	VIDIA	IP:	Internal Practical
	T	EXP:	External Practical
	Total Credits of BBA	t o	153





Vision



Traditionally believing that God is the Source of all Truth, Goodness and Beauty, Lingaya's Vidyapeeth, wishes to develop in students a wisdom that translates academic achievements into responsible citizenship, sincere professional service and a deep respect for life and beauty in God's Creation and Recreation.

#### Mission

- To impart knowledge and skills in the field of Engineering/ Technology, Management, Education, Science & Arts and related areas;
- 2. To dedicate itself for improvement of social and economic status and enhancement of the quality of life for all;
- 3. To strive for maximizing human welfare through education;
- 4. To produce effective knowledge workers, practitioners and educators who will be guided by vision, compassion, knowledge, discipline, discovery with deep respect for human values;
- 5. To provide an individual engineering and other professional learning experience for each student;
- 6. To develop critical thinking, analytical ability and creative skills;
- 7. To supplement the curricula, team work, leadership, communication skills, project management, social concerns and ethics and
- 8. To establish interaction with industries for Technology, Research & Development.

## In line with above vision and mission statements, Lingaya's Vidyapeeth has the following special characteristics:

- Lingaya's Vidyapeeth is an Institution for providing a student with opportunity for all round development and education with the aim of effective living as a good citizen.
- It has special strength in the field of Engineering and Technology with emphasis on practice and problem solving skills.
- Its activities and course curriculum concentrate on design, self-learning and research, which are the unique features of the Vidyapeeth.
- The primarily value of knowledge and skill imparted by Lingaya's Vidyapeeth resides in its utility in creating an infrastructure for the physical welfare of the general



public, in sustaining good health of individual and the community.

- Lingaya's Vidyapeeth facilitates and promotes creativity and critical thinking capabilities in its students.
- The education in Lingaya's Vidyapeeth enhances the inherent capacity of a student with honesty, courage and fairness.





#### Vision and Mission of the School

#### Vision of School

To be a School committed to develop globally competent management professions who are responsible citizens and have respect for life and sensitivity towards the environment.

#### **Mission of School**

1. To develop managers and leaders who have the right attitude and aptitude to serve the society.

2. To develop and maintain state-of-the-art infrastructure and research facilities to enable, create, apply and disseminate knowledge.

3. To foster linkages with all stakeholders for continuous improvement in academics in management.

4. To develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leers can emerge who have deep respect for human life and values.





#### **Programme Educational Objectives (PEO)**

PEO1: Develop into socially responsible and value driven people who are committed to long term development.

PEO2: To make managerial decisions, develop a creative, imaginative and entrepreneur mentality.

PEO3: Ability to adapt to a rapidly evolving, dynamic market climate and a desire to learn new skills.

PEO4: Provide advanced management skills for work and lifelong learning.

	Schoo	Schoo	Schoo	Schoo
PEO Statements	1	1	I	I
	Mission	Mission	Mission	Mission
	1	2	3	4
	2	2	1	2
PEO1:			7Δ'	C
	3	2	$\cdot \Lambda$	1
PEO2:	A ZZ	DE		E T
VIL	JIA	$^{2}$	2	F1
PEO3:		1		
cho	ose	<sup>3</sup> tok	$^{2}$ n o v	<sup>1</sup>
PEO4:		1		

#### Mapping of PEOs with Mission Statements



#### **Program Outcomes (PO's)**

**PO1-** Business environment and domain knowledge: Accounting, Finance, Corporate Laws, Auditing and Taxation are all areas in which students should be well-versed.

**PO2-** Critical thinking, business analysis, Problem Solving and Innovative Solutions: Identify, formulate, and analyze business issues in order to draw long-term conclusions based on results.

**PO3-** Global Exposure and Cross-Cultural Understanding: Refresh students' awareness on how to adopt global business practices.

**PO4** – Social Responsiveness and Ethics: Incorporate social responsiveness and professional ethics into business management strategies and adhere to them.

**PO5-** Effective Communication: Communicate with all stakeholders effectively. Graduates should be able to communicate effectively both orally and in writing.

**PO6-** Life Long Learning: Prepare for post-graduate and higher education, as well as professional success.

#### PSO's:-

**PSO1** – Achieve a solid foundation in the field of finance and accounting.

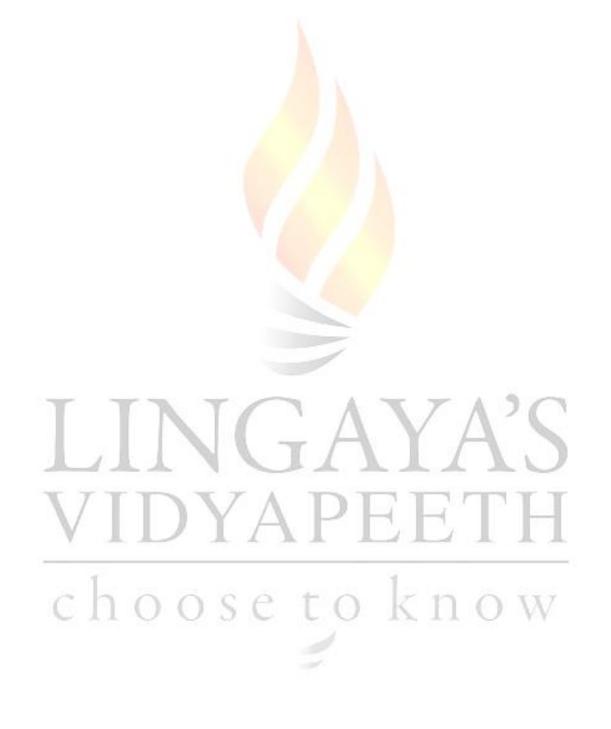
PSO 2 - Possess adequate knowledge skills and experiential learning in area of commerce education

- 1	PEO1	PEO2	PEO3	PEO4
PO1	1	3	2	3
PO2	1	3 A	2	2
PO3	1	2	3	2
PO4	3	o se	2	$n^{1}$ w
PO5	1	1	2	2
PO6	1	2	3	2
PSO 1	1	3	2	2
PSO 2	1	2	1	2

### Mapping of Program Outcome with Program Educational Objectives



1. Slight (Low)2. Moderate (Medium)3.Substantial(High)





## BBA SEMESTER I

# LINGAYA'S VIDYAPEETH choose to know



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-101	FUNDAMENTALS OF MANAGEMENT	L-T-P:5-1-0
---------	----------------------------	-------------

#### **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 & Heinj Weihrich, (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.

#### **Books Recommended:**

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.



2. Harold Koontz & Heinj Weihrich, (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.





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-103	BASICS OF MARKETING	L-T-P:5-1-0

#### **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)



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-GE-131 BASICS OF ACCOUNTING	L-T-P:5-1-0
---------------------------------	-------------

#### **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.

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.

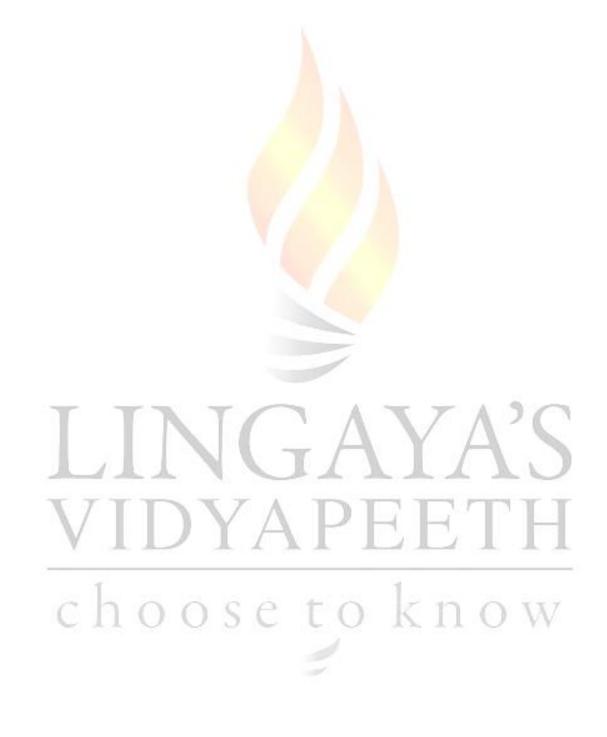
#### **Books Recommended:**

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)





(A Deemed to be University u/s 3 of UGC Act, 1956)

HSS-107	L-T-P:3-0-0

#### **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.

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



## **SEMESTER - II**

## LINGAYA'S VIDYAPEETH choose to know



(A Deemed to be University u/s 3 of UGC Act, 1956)

BEC-106	Indian Economy	A N	L-T-P:5-1-0

#### **Objectives:**

To help the students to understand the basics of Indian economy and to catch up with economic changes occurring at national and international levels.

#### Unit I

**Nature of Indian Economy**: The need for Economic Development, causes of under development, determinants of development, National Income of India-estimates, Interregional variations of national income, NITI Aayog (National Institution for Transforming India).

#### Unit II

**Human Resources and Economic Development** – Demographic Features of Indian population, size and growth of population and economic development. Problem of overpopulation. Human development Index. New Economy Policy; - Privatization, Liberalization, Globalization. Unemployment problem in India; Problem of Poverty.

#### Unit III

**Industrialization-** Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement, Sugar and Petroleum. Industrial policy. Small scale industries-Problems and policy. Regional imbalances, Parallel Economy. India's foreign trade and balance of payment.

#### Unit IV

**Indian Finance System**: Mobilization of resources for development, Fiscal policy. Economic Planning- Importance of planning for Economic development, Salient features of India's five years plans priorities-target achievements, failures, factors affecting successful implementations of plans.

#### Text Books

- 1. Datt, and Sundhram, R., (2013), Indian Economy, Sultan Chand & Sons.
- 2. Dhingra, I C., (2014), Indian Economy, Sultan Chand & Sons.

#### **Reference Books**

- 1. Singh Ramesh (2015), Indian Economy, McGraw Hill Education.
- 2. Mishra and Puri (2015), Indian economy, Himalaya Publishing House.
- 3. Banik Nilanjan (2015), The Indian Economy: A Macroeconomic Perspective, Sage India Publisher.



- . Kapila Uma (2015), Indian Economy: Performance and policies, Academic Foundation.
- 5. Economic survey 2017.

#### **Course Outcomes:**

CO1:Explore national income and capital formation.

CO2:Rate economic growth and development.

CO3: Inspect the new economic reforms

CO4: Translate and relate population growth with economic development.

		-	-			-
Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
CO1	3	2	1	1	1	-
CO2	1	1	1		1	-
CO3	2	-	1		1	-
C04	1	-	-		1	-





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-102	ORGANISATIONAL BEHAVIOUR	L-T-P:5-1-0

#### **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.

#### **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





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-104	BUSINESS ETHICS AND SOCIAL RESPONSIBILITY	L-T-P:3-1-0

#### **Objectives:**

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

#### **Course Contents**

#### UNIT-I

#### Introduction:

Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business

#### Management of Ethics:

Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value

#### UNIT-II

#### **Corporate Social Responsibility & Consumer Protection:**

Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

#### UNIT-III

#### **Understanding Progress, Results & Managing Transforming:**

Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation. **Understanding Success**: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business gurus.

#### UNIT-IV



#### Knowledge and Wisdom:

Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom-based management.

#### **Stress Management:**

Meaning, sources and consequences of stress, stress management and detached involvement.

#### **Text Books**

1. Fernando, A.C., (2010), Business Ethics, Pearson education.

2. Hartman, Laura and Chatterjee, Abha, (2010), Perspectives in Business Ethics, McGraw Hill Education.

#### **Reference Books:**

- 1. Govindarajan.M, Natarajan.S, Senthilkumar, V.S., (2013) Professional Ethics and Human Values, PHI
- 2. Rao, A.B., (2012), Business Ethics and Professional Values, Excel Book.
- 3. Manuel G.Velasquez, (2012), Business Ethics Concepts, Printice Hall of India.
- 4. Sison, Alejo G. Corporate Governance and Ethics, (2010) Edward Elgar Publishing Ltd.

CO1 To recollect concepts on ethical management practices in the business and appreciate the value system of ancient times and its applicability to modern business situations

CO2 To bring up value system in an organization based on ethics and provide knowledge about ethical decision making

CO3 To know the role of ethics in corporate governance.

CO4 To create knowledge about ethics and its application in functional areas of business CO5 To create knowledge about ethics and corporate social responsibility

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos			T			CL
CO1	2	2	A 1		1	
CO2	1		A	<b>1</b> -1	-1	- 10
CO3	1	1	1	-	1	<u>.</u>
C04	$b^2$	0.0	1	1 1	1 10	0.117
	$\Pi U$	03	CL		Z 11 7	U W





(A Deemed to be University u/s 3 of UGC Act, 1956)

CE-108	ENVIRONMENTAL SCIENCE & ECOLOGY	L-T-P:5-1-0







(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-GE-132	MARKETING MANAGEMENT	L-T-P:5-1-0

## **Objectives:**

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. This course will give a complete relationship between marketing and other management functions.

## **Course Contents**

## UNIT I

Introduction to Marketing Concepts of Marketing Planning & implementation marketing Programmes Marketing environment – Micro and Macro. Consumer behavior Marketing Research and Demand Forecasting

## UNIT II

Market Segmentation, Targeting, Positioning Developing New Market Offerings Product Life Cycle Product and Branding Strategy Designing and Managing Services

## UNIT III

Developing Pricing Strategies Pricing Decisions Distribution Strategy Designing and Managing Marketing Channels

UNIT IV Promotion Mix



Marketing Communication and Media Planning Advertising Strategy Sales Promotion and Public Relations Personal Selling and Sales Management

## **UNIT-V**

Marketing Strategy Marketing Plan **Industrial Marketing Digital Marketing Total Marketing Efforts** 

## **Text Books**

- 1. Kotler, Armstrong, Agnihotri and Haque, (2012), Principles of Marketing- A South Asian Perspective, Pearson Education.
- Ramaswamy and Namkumar, S., (2013), Marketing Management Global Perspective: 2. Indian Context, McMillan, Delhi

CO 1	Discuss the significance of concepts & theories of marketing.				
CO 2	Analyze the data for making marketing decisions from MIS				
CO 3	Demonstrate analytical skills in identification and resolution of problem pertaining to marketing management through marketing mix strategies				
CO 4	Evaluate the recent trends in the contemporary marketing environment				
CO-PO & CO-PSO Mapping					

## CO-PO & CO-PSO Mapping

Mapping	РО 1	PO 2	РО 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	3	1	1	2	1	1	2	3	2
CO 2	2	3	1	2	1	2	1	3	1
CO 3	2	3	1	2	1	1	3	3	1
CO 4	2	2	2	3	1	3	2	3	1



# LINGAYA'S VIDYAPEETH SEMESTER III Chow



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-205	E-Commerce	L-T-P 5-1-0
---------	------------	-------------

## **Objective:**

The course aims to enhance skills for effective and contemporary applications of E-commerce.

## Unit 1:

**Introduction to E- Commerce** Concepts and significance of E-commerce; driving forces of E-commerce; E-commerce business models - key elements of a business model and categories; Design and launch of E-commerce website - decisions regarding Selection of hardware and software; Outsourcing Vs in-house development of a website; Functions of E Commerce; Types of E-Commerce; E-Commerce Systems and Prerequisites, Scope of E-Commerce, E Commerce Models.

## unit 2: choose to know

**E-Commerce Activities and Operations** Various E-Commerce activities; various manpower associated with e-commerce activities; Types of E-Commerce Providers and Vendors; Modes of operations associated with E-Commerce; E-Commerce types. E-commerce applications in various industries (banking, insurance, payment of utility bills and others), e marketing, e-tailing, online services, e-auctions, online portal, online learning, e-publishing and e-entertainment, online shopping.



Unit 3:

Website Designing and Publishing Internet Services, elements, URLs and Internet-Protocols (shopping cart, cookies) Internet Service Protocols (ISP), World Wide Web (www); Portals – steps in designing and developing E-Commerce website, Domain Name System (DNS). Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets. Online publishing, strategies and approaches.

## Unit 4:

**E-payment System E-payment Methods-** Debit card, Credit card, Smart cards, E-Money, E-Wallets; Digital signatures- procedures and legal position; Payment gateways; Online banking-concepts, importance; Electronic fund transfer; Automated Clearing House. Automated Ledger Posting, Emerging modes and systems of E-payment (M-Paisa, PayPal and other digital currency), UPI Apps, Aadhar Enabled Payment Systems, BHIM App E-payments risks.

## Unit 5:

Security and Legal Aspects of E-commerce E-commerce security – meaning and issues. Security threats in the E-commerce environment- security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.; Technology solutions- encryption, security channels of communication, protecting networks, servers and clients. Overview of Information Technology Act, 2000-provisions related to offences, secure electronic records, digital signatures, penalties and adjudication

## **Suggested Readings:**

Agarwala, K. N., Lal, A., & Agarwala, D. (2000). Business on the Net: An Introduction to the whats and hows of E-commerce. Noida, Uttar Pradesh: Macmillan Publishers India Limited.

Awad, E. M. (2009). Electronic Commerce from vision to fulfillment. Delhi: PHI Learning.

Bajaj, K. K., & Debjani, N. (2005). E-Commerce. New Delhi: Tata McGraw Hill Education.

Chhabra, T.N., Jain, H. C., & Jain, A. An Introduction to HTML. Delhi: Dhanpat Rai & Co. Dietel, H. M., Dietel, P. J., & Steinbuhler, K. (2001). E- Business and E- commerce for Managers. New Jersey: Prentice Hall.

Diwan, P., & Sharma, S. (2002). Electronic commerce- A Manager's Guide to E- Business. Delhi: Vanity Books International.

Kosiur, D. (1997). Understanding Electronic Commerce. New Delhi: Prentice Hall of India Pvt. Ltd. Turban, E., King, D., Lee, J., Warkentin, M., Chung, H. M., & Chung, M. (2002).

Electronic Commerce: A Managerial Perspective. New Jersey: Prentice Hall Publishing.



Whiteley, D. (2000). E-Commerce: Strategy, Technologies and Applications. New York: McGraw Hill.

Note: Latest edition of the books should be used.

Course Outcomes:

- CO1: Understand concept and types of e-commerce.
- CO2: Discuss the network infrastructure for e-commerce.
- CO3: Describe the security and legal aspects of e-commerce
- CO4: Explain Website Designing and publishing
- CO5: Describe different types of e-payment systems and methods

Pos	PO	PO	PO	PO	PO	PO	20
Cos	1	2	3		5	6	6.1
CO 1	1	-	4	<u></u>	-	-	
-	7 1						TTT
CO	1		I · /-	1	2	E	
2							
СО	2	-	1	1	1	-	
3	· h	0.0	se	T (	$\mathbf{D}$ K	n	O W
C04	1	1		1	- 193		
CO 5	1	1	-	1	-	-	



(A Deemed to be University u/s 3 of UGC Act, 1956)

BL-201	Corporate Laws	L-T-P:5-1-0

## Unit- I

**Company-** Meaning and Characteristics ; Features of company; advantages and disadvantages of incorporation; Lifting of corporate veil; Privileges of private company.

## Unit- II

**Formation of Company:** - Promotion of company; Functions of promoter; importance of promoter; Promoter's remuneration; legal status of Promoter; Rights of promoters; Duties of promoters; Liabilities of promoters; Pre- incorporation contracts, Incorporation and commencement of Business. Prospectus: - definition; contents; statement in lieu of prospectus; misleading prospectus and its consequences.

## Unit- III

**Memorandum of Association:** - Meaning; importance; clauses of memorandum of association and their Alteration; doctrine of ultra- vives. Articles of Association: - Meaning; contents; alteration of articles of association; constructive notice and doctrine of indoor management.

## Unit- IV

Borrowing Powers; Debentures and Charges.

## **Suggested Readings:**

1. Kuchal M.C. Modern Indian Company Law Shri Mahavir Books, Noida.

- 2. Kapoor N.D. Company Law Incorporating the provisions of the companies Amendment Act.
- 3. Singh Avtar Company Law Eastern Book Company, Lucknow.



## **Course Outcomes:**

CO1: Explain the nature of company and procedure for formation of Company as per Indian Companies Act (Amendment 2013).

CO2: Compare and contrast Memorandum of Association and Articles of Association.

CO3: Summarize the Rights and liabilities of company shareholders.

CO4: Describe powers and duties of company directors and procedure for convening statutory and other meetings.

CO5: Explain circumstances and the procedure for winding up of the company.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos			(7)	la.		
CO1	1	1			1	1
CO2	2	-			-	1
CO3	2	-	K	-	1	1
C04	2	1		-	-	2





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-201	Production & Operations Management	L-T-P:5-1-0
---------	------------------------------------	-------------

## Unit-I

## Introduction –

Nature and Scope of Production/Operations Management, POM Relationship with other Systems in the Organization, Factors that affect System and Concept of Production and Operation Management, Facility Location, Types of Manufacturing Systems, Lean Manufacturing, Student Planning and Analysis.

## Unit-II

## **Production System and Related Concepts:**

Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control in Mass Production, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection, Capacity Design, Determination of Material Required, Procedure for Purchasing, Stocking and Distribution of Materials.

## Unit-III

Scheduling and measuring Production Activities: Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety, Material Management.

## Material and Inventory Management:

An overview of Material Management, Material Planning and Inventory Control, Inventory Models, (Classical EOQ, Model with Shortages ), JIT, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.

## Unit-IV

## **Quality in Production and Operations Management:**



Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards.

## **Reference Books:**

CO3

C04

1

2

1

-

- 1. Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behavior, PHI New Delhi
- 2. Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005
- 3. Ajay Garg, Production and Operations Management, TMH, Delhi
- **4.** Pankaj Madan; Production and Operation Management, Global Vision Publishing, New Delhi (2010)

CO 1	To discuss the production and operation functions								
CO 2	To apply the cor	To apply the concept of materials flow, replenishment with reference to operations							
CO 3	To evaluate capacity planning, inventory management and supply chain management in decision making.								
CO 4	To investigate the contemporary issues related to production and operation management in order to meet uncertainty.								
Pos	PO1	PO2	PO3	PO4	PO5	PO6			
Cos		r		L					
C01	2	2	$\Lambda$	DF					
CO2	VII		1		1	1-1			

1

1

1

-

1





## (A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-201	Introduction to Human Resource Management	L-T-P:5-1-0
		12

## **Objective:**

To acquaint the learners with the techniques and principles to manage human resources of an organization.

## Unit 1:

Introduction to Human Resource Management Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance.

## **Unit 2:**

Acquisition of Human Resource Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

## Unit 3:



**Training and Development Concept and importance**; Role specific and competency-based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, Inbasket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing.

## Unit 4:

**Performance Appraisal and Compensation Management Performance appraisal-** Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions. Compensation - Concept and policies, Base and supplementary compensation; Individual, group and organisation incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.

**Unit 5:** Maintenance of employees and Emerging Horizons of HRM Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations. Employee code of conduct. Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System (HRIS) and e-HRM; Impact of HRM practices on organisational performance; HR Audit, Contemporary issues in human resource management-emerging job opportunities.

## **Suggested Readings:**

Satrapi, K. (2007). Human Resource Management. New Delhi: Tata McGraw-Hill.
Chhabra, T. N. (2004). Human Resource Management. Delhi: Dhanpat Rai &Co.
Gupta, C. B. (2018). Human Resource Management. Delhi: Sultan Chand & Sons.
Decenzo, D. A., & Robbins, S. P. (2009). Fundamentals of Human Resource Management.
New Jersey: Wiley. Dessler, G., &Varkkey, B. (2011). Human Resource Management. New Delhi: Pearson Education.

## **Course Outcomes:**

CO1: Explain the importance of human resources in an organization. CO2: Outline the dimensions; job analysis and job description and procedure for recruitment and selection. CO3: Describe identifying the training need, implementation, monitoring and assessment procedures of training.

CO4: Understanding the importance of Performance appraisal system.

CO5: State the significance of compensation for employee and grievance redressal.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
C01	2	3	-	-	-	1

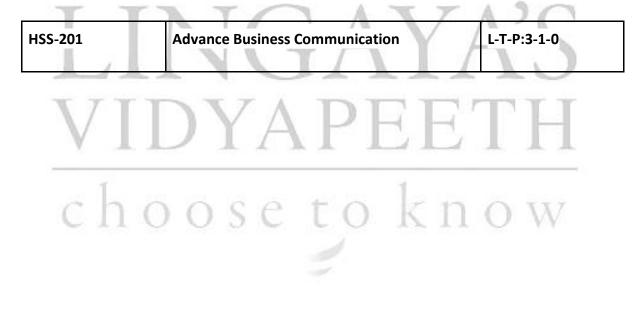
LINGAYA'S VIDYAPEETH CO2						
ĆO2	3	2	-	-	-	1
CO3	3	2	-	-	-	-
C04	2	3	-	-	-	-

2



## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)





## **SEMESTER - IV**

choose to know

DYAPEETH

LING

YA'S





T	(A Deemed to be University u/s 3 of UGC Ac	et, 1956)
BBA-204	Introduction to Digital Marketing	L-T-P:5-1-0

## **Objectives**:

This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

## Course Contents Unit I

## Role of Communications in Marketing,

Advertising Vs Digital Advertising, Sales Promotions,

Integrated Marketing Communications. Evolution of the internet as a medium for communication.

Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

## Unit II Use of Internet in Relationship Marketing



## (e-CRM) Approaches to Implementing e-CRM;

Product Life Cycle Management with internet, Online buyer behavior and Models; The Marketing Mix (7- Ps) in online context. Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication, Service quality.

## Unit III

## **Digital Promotion Techniques:**

Email Marketing, Opt-in-email-Permission Marketing, Social

Media Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing Search Engine Marketing, Mobile Marketing, Blogs. Search Engine Marketing (SEM): Search Engines, Search Engine Optimization, Website Optimization, Content Marketing, Designing content for social media marketing, Campaign management.

## Unit IV

## Web Analytics:

Creating a performance system, defining the performance metrics framework,

Organic and paid search advertising and analytics, Electronic word-of-mouth analytics, Social media analytics Tools and techniques for Measurement, Website Maintenance Process, tools for web analytics, tools for social media analytics.

Text Books

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. (2009) Internet Marketing: Strategy, Implementation

and Practice, Third Edition, Pearson Education, New Delhi.

2. Strauss, Judy and Frost, Raymond (2009), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.

Reference Books

1. Roberts, M.L. (2009) Internet Marketing, 1st Indian Edition, engage Learning, New Delhi.

2. Hanson, W. and Kalyanam, (2010), e-Commerce and Web Marketing 1st Edition, engage Learning, New Delhi.

## CO's:

CO1: Demonstrate knowledge of the nature & process of DIGITAL MARKETING.

CO2: Examine the scope of DIGITAL MARKETING activity across the overall organizational context.

CO3: Evaluate the key issues in managing a digitally.

CO4: Formulate decisions in digital era

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
C01	2	-	2	1	1	-



ČO2	-	-	-	-	1	-
CO3	1	-	1	-	-	-
C04	1	-	1	1	1	1



	(A Deemed to be University u/s 3 of UGC Ac	et, 1956)
BBA-202	Entrepreneurship Development	L-T-P:5-1-0
TTT	TYTA DITT	THE R R.

**Objective:** The course aims to equip the learners with entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life. **Unit 1:** 

Introduction Meaning, elements, determinants and importance of entrepreneurship and creative Behaviour; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship

## **Unit 2:**

Entrepreneurship in India Concept of business houses and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family: Introduction: Entrepreneurship in



India: Entrepreneurship Ecosystem: Sources of business ideas and tests of feasibility: Mobilizing Resources business and its resolution. Initiatives of Government of India to promote entrepreneurship - Start Up India, Stand Up India, Make in India, etc.

## Unit 3:

Entrepreneurship Ecosystem Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of government, Institutions, industries/entrepreneur's associations and self-help groups, Concept, role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund.

## Unit 4:

Sources of business ideas and tests of feasibility Significance of writing the business plan/ project proposal including feasibility analysis; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, sourcing of material, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions

## Unit 5:

Mobilizing Resources Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.



Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.

Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.

Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.

Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.

Yadav, V., & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India.. Journal of Entrepreneurship & Innovation, 4(5). Retreived from <u>https://link.springer.com/article/10.1186/s13731-015-0018-4</u>.



## Note: Learners are advised to use latest edition of text books.

## **Course Outcomes:**

CO1: Explain factors stimulating entrepreneurship and obstacles in entrepreneurial growth.

CO2: Explain contemporary role models in Indian business

CO3: Explain role of Public and Private system of stimulation.

CO4: Understand the significance of writing the business plan/project proposal.

CO5: Describe the possibilities of mobilizing resources for startup.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
C01	2	-	2	1	1	-
CO2	-	-		-	1	-
CO3	1	-	1	-	-	-
C04	1	-	1	1	1	1



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-GE-206	Research Methodology	L-T-P:5-1-0	
	$\mathbf{D} \mathbf{Y} \mathbf{A} \mathbf{P} \mathbf{P} \mathbf{H} \mathbf{H}$		
V I			

## **Objectives:**

The course aims to acquaint the student with a basic and elementary knowledge of the research.

## **Course Contents**

## Unit I

## An introduction meaning of research -

objectives of research, significance of research, types of research. Research Problem – what is research problem, selection of research, necessity of defining a problem.

## Unit II

## **Research Design** –

Meaning of research design, need for research design, features of research design, different types of research design. Methods of Data Collection – Primary data, data collection through



questionnaires, Schedules and other methods of data collection, primary data Vs secondary data, appropriate method of data collection.

## Unit III Data Collection –

Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

## Unit IV

**Interpretation and Report Writing:** Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Text Books

Research Methodology by C.R. Kothari Beri, G.C.; Marketing Research, Tata McGraw Hill, 2003. Gupta, S.L., Marketing Research, Excel Books, 2004

## CO's:

CO1: Discuss the significance and process of research.

CO2: Gather the required data using appropriate sampling and scaling techniques.

CO3: Analyze and interpret data collected for the problem.

CO4: Use advanced data analysis tools and techniques.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
		1		A	- A	20
Cos					/ /\	201
CO1	1	2		1	2	-
100	1					
		- N.			the state of	
CO2	1	1	107 - T 1000	1	1	or and the second
		M				TT
CO3	1	J - Y	A	-		
- V	- A. A.	/ 1	X X I			- J. J.
C04	-	1	-	-	-	1
	201					

## choose to know



T	LINGAYA'S VIDYAPEETH	120
	(A Deemed to be University u/s 3 of UGC Act, 1956	5)

## **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 & Multilateral 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

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

## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)-

100		13 11
3BA-208	COST ACCOUNTING AND CONTROL	L-T-P:3-0-0
		TT OF THE



# LINGAYA'S VIDYAPEETH choose to know



## **SEMESTER – V**



## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-301	Banking and Insurance Law	L-T-P:5-1-0

## **Objectives**:

The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.



## Money and Banking -

An Overview; Nature, Functions and Significance of Money. Demand and Supply of Money-Concepts and Approaches; Money and Prices- Quantity Theory & Money; Inflation and it's control.

## **Evolution of Banking –**

Systems of Banking-Mixed, Branch, Unit, Group, Chain; Brief Structure of banks; RBI-Organisation, Functions, Methods of credit control; Commercial banking; Balance sheet of a Bank; Credit creation

## Unit II

## Structure and Charateristics of Financial & Banking system in India -

Indian Money Market; Indian Capital Market; Indian Monetary Policy & System.

**Sources and Uses of Funds in Banks -** Value Chain Analysis in Banking Industry. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

## Unit III

## Concept of Risk –

Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

## **Concept of Insurance** –

Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organisations, Insurance Business, Intermediaries in Insurance Business.

## Unit IV

**Formation of Insurance Contract** - Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest

**Classification of Insurance:** Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products

## Text Books

- 1. Sundaram & Varshney, "Banking, Theory Law and Practice" Sultan chand & sons;2004
- 2. Chaturvedi D.D., Anand Mittal, "Business Economics-II", Brijwasi Book Distributors;2005
- 3. Varshney & Malhotra, "Principles of Banking", Sultan Chand & Sons, 2005.
- 4. Gupta P.K, "Insurance and Risk Management"
- 5. Himalya Publishing House; 2004
- 6. Mishra M.N., "Principles and Practices of Insurance", S. Chand and Co; 2004
- 7. Panda G.S., "Principles and Practices of Insurance" Kalyani Publications, 2004

## **Course Outcomes:**

CO1: Explain functions of banking and banker customer relationship.

- CO2: Summarize the different sources and uses of funds in Banks.
- CO3: Describe principles of operations in Indian Money Market.
- CO4: Summarize the importance of internet banking.



CO5: Explain the types of risk and concept of insurance.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
C01	2	1	-	-	-	-
CO2	2	1		1	-	-
CO3	2	1	-	N	1	-
C04	1	1	-	1	1	-



## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-303	MARKETING OF FINANCIAL SERVICES	L-T-P:5-1-0
---------	---------------------------------	-------------

## **Objective:**

1

The course aims to provide knowledge of corporate governance, procedures, and techniques in accordance with current legal requirements and professional standards.



## Unit 1:

## Introduction Corporate Governance –

Meaning, significance and principles, Management and corporate governance; Theories and Models of corporate governance; Agency theory and separation of ownership and contract; ownership structure and firm performance; Whistle blowing, Class Action; Role of Institutional investors. Codes and Standards on Corporate Governance- Sir Adrian Cadbury Committee 1992 (UK), OECD Principles of Corporate Governance and Sarbanes Oxley (SOX) Act, 2002 (USA)

## Unit 2:

Directors and Shareholders Powers of directors; Duties of directors; Non-executive directors and their duties; Relationship between board and shareholder; Board structure and Independent director, board committees and their functions. Shareholder expectations; Regulatory requirements for shareholder involvement shareholder activism and proxy advisory firms. Role of rating agencies.

## Unit 3:

Major Corporate Governance Failures and International Codes BCCI (UK), Maxwell Communication (UK), Enron (USA), World.Com (USA), Andersen, Worldwide (USA), Vivendi (France), Satyam Computer Services Ltd, Lehman Brothers, Kingfisher Airlines, PNB Heist and IL&FS Group Crisis; Common Governance Problems Noticed in various Corporate Failures;

## Unit 4:

Corporate Governance Framework in India Initiatives and reforms- Confederation of Indian Industry (CII) (1997), Kumar Mangalam Birla (1999), NR Narayana Murthy Committee (2005) and Uday Kotak Committee (2017). Regulatory framework: Relevant provisions of the Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015. Corporate Governance in the public sector, banking, non- banking financial institutions.

**Unit 5:** Business Ethics and Corporate Social Responsibility (CSR) Business Ethics and Values; Importance of Ethics; Corporate Governance and Ethics; Ethical theories; Code of Ethics and ethics committee. Concept of Corporate Social Responsibility; CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, CSR and Corporate Philanthropy; Environmental Aspect of CSR, Models and benefits of CSR, Drivers of CSR; CSR in India.

## Suggested Readings:

Gupta, K., & Arora, A. (2015). Fundamentals of Auditing. New Delhi: Tata Mc-Graw Hill Publishing India. Kumar A., Gupta L., & Arora, R. J. (2016). Auditing and Corporate Governance. Delhi: Taxmann Pvt. Ltd. Mallin, C. A. (2018). Corporate Governance. New Delhi: Oxford University Press.

Rani, G. D., & Mishra, R. K. (2017). Corporate Governance-Theory and Practice. New Delhi: Excel Books. Sharma, J. P. (2016). Corporate Governance, Business Ethics, and CSR. New Delhi: Ane Books Pvt. Ltd. Tricker, B.(2015). Corporate Governance-Principles, Policies, and Practice (Indian Edition). New Delhi: Oxford University Press. Institute of Chartered Accountants of India, Auditing and Assurance Standards, ICAI, New Delhi. <u>www.icai.org</u>



## **Course Outcomes:**

CO1: Discuss the concept and models of corporate governance.

CO2: Discuss Corporate governance and the role of the Board.

CO3: Explain the Audit Committees for corporate governance.

CO4: Summarize trends in e-governance and Corporate Governance rating.

CO5: Correlate Business Ethics and CSR.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
CO1	1	2	-	1	2	-
CO2	1	1	-	1	1	-
CO3	1	-		-	-	-
C04	-	1		-	-	1



LINGAYA'S VIDYAPEETH choose to know



## ELECTIVES GROUP -1



## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-305A	Personal Financial Planning	L-T-P:5-1-0

## **Objectives:**

The course aims to acquaint the student with a basic and elementary knowledge of planning techniques.



## Unit I

## Understanding Personal Finance -

The Building Blocks to Achieving Personal Financial Success, Economy Affects Your Personal Financial Success, Economist, Time Value of Money - Calculating Future Values and Present Values, Tax-Free Money, Financial Planners.

## Unit II

## **Career Planning -**

Steps in Successful Career Planning, Work-Style Personality, Financial and Legal Aspects of Employment, Employment Search Strategies.

**Financial Statements, Tools, and Budgets-** Financial Values, Goals, and Strategies, Financial Statements Measuring, Financial Health and Progress, money management.

## Unit III

## **Managing Income Taxes-**

Income Taxes and the Marginal Tax Rate, Steps in Calculating Your Income Taxes.

## Unit IV

## **Managing Checking and Savings**

Accounts - Monetary Asset Management, Interest-Earning Checking Accounts, Savings Accounts, Money Market Accounts, Electronic Money Management, Psychology of Money Management, Building and Maintaining Good Credit

Text Books:-

Managing personal planning by Dr. Suresh Seth and Dr. Pooja Ohri. Managing personal planning by Lawrence J. Gitman

## CO's:

**CO1:** To understand the basics of finance and assess the cash flows.

**CO2:** To learn the process of budgeting

CO3: Analyses the investment strategies

**CO4:** Evaluate the tools for calculation 0f finances.

	10 10	-	~	6 6	diame .	~	× 10	~ ~	~ ~
Р	Р	Р	Р	Р	Р	Р	PS	PS	W
0	0	0	0	0	0	0	0	0	
S	1	2	3	4	5	6	1	2	
	1	2	5	-		Ū	T	Z	
s									
С	2	1	1	2	-	1	-	-	
0									
1									
C	-	1	-	-	1	1	-	2	



PEE									
o kn	0								
	2								
ŀ	<u> </u>	2	1		2	2	1	1	1
	C	2	Ŧ	-	2	Z	Т	T	T
	0								
	3								
	С	-	3	3	1	2	-	-	-
	0								
	4								

## LINGAYA'S VIDYAPEETH choose to know



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-311B	Retail Marketing	L-T-P:5-1-0

The objective of the course is to enhance the students with the skills required to be directly employed as a sales or marketing executive manager or to start a retail business of their own.

## Unit I

## **Retail Theory & Practices-**

Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing

## Unit II

## **Retail Marketing Strategy-**

Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty

## Unit III

## **Retail Organization & Functional Management-**

Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management, Store Planning: Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements.

## Unit IV

## **Electronic Retailing –**

Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, Database Management; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer Relationship Management

Text Books:-

1 Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi

2. Agarwal, Bansal, Yadav, Kumar- Retail Management, Pragati Prakashan, Meerut



<sup>3</sup>. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition, Pearson Education, New York, 2006

4. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill.

CO1: Understand the basics of retail marketing

CO2: Learn the strategy of retail marketing

CO3: To analyses the promotional techniques.

CO4: Evaluate the various layout and design of marketing.

69



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-311C	Performance Management	L-T-P:5-1-0

The objective of the course is to help with planning study and to provide detailed information on what could be assessed in any examination session.

## Unit I

## **Foundations of Performance Management:**

Concept and Philosophy underlying Performance Management, Significance, Objectives, Pre-Requisites, and Characteristics of Effective Performance Management; Performance Management versus Performance Appraisal; Performance Management and Strategic Planning, Performance Management Process-Conceptual Model, Overview of Strategies for Performance Management.

## Unit II

## Planning and Implementation of Performance Management:

Overview of Performance Planning, Defining Performance and Selecting a Measurement Approach, Developing Job Descriptions, Defining Performance Standards, Key Result Areas, Competencies and Skills, Characteristics of Effective Performance Metrics.

## Unit III

## **Performance Appraisal and Monitoring:**

Characteristics of effective Appraisals; Methods of Performance Appraisal; Designing Appraisal Forms; Implementing Performance Appraisal Process, Performance Review Discussions; Improving Quality of Performance Ratings; 360 Degree Appraisal; reappraisal;



Performance Monitoring; Performance Management Documentation; Annual Stock Taking, Performance Management Audit.

## Unit IV

## **Other Performance Management and Development Issues:**

Coaching, Counseling and Mentoring; Potential Appraisal, Competency Mapping; Performance Related Pay; Implementing Performance Management System- Strategies and Challenges; Role of HR Professionals in Performance Management; Ethical and Legal Issues, Appraisal and Management Practices in Indian Organizations.

Text Books:-

- Michael Armstrong "Performance Management" 2010, Kogan Page.
- A.S.Kohli&T.Deb, "Performance Management", 2009, Oxford.
- T.V.Rao, Performance Management & Appraisal System, Sage , 2008.
- A.M. Sharma, Perfomance Management System", 2010, HPH.
- M Armstrong, "Performance Management & Development", 2010, Jaico.

## CO's:

CO1: Understand the fundamentals of performance management.

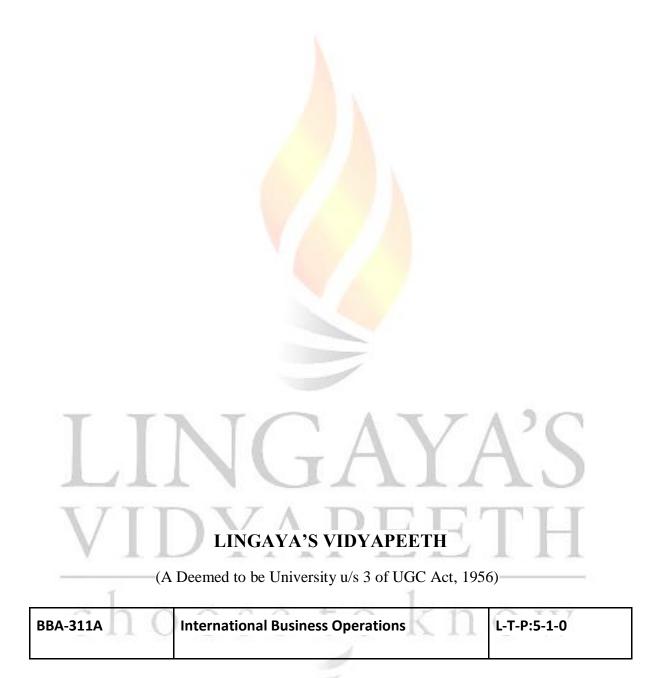
CO2: Develop an understanding of why and how the performance of employees to be evaluated and rewarded

CO3: learn various methods and tools used for managing employee's performance. CO4: to identify performance gaps and to develop tools to bridge the gaps.

					(	- W		
P	Р	Р	Р	Р	Р	Р	PS O	PS O
	0	0	0	0	0	0	0	
s C O S			$7^{3}$	<sup>4</sup> F	E	Ē	T	
С	3	1	1	2	-	1	1	1
0						1		
$C^{1}$	10	0	se	t	0	Κſ	10	W
С	2	1	3	3	1	2	2	3
0				-				
2								
С	2	1	-	2	2	1	2	1
0								
3								
5								
С	-	3	3	1	2	-	3	-
0								



4				



The objective of the course is to equip students with a broad based knowledge of trade practices in India.

## **Course Contents**

Unit I



Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

#### Unit II

Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

#### Unit III

Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

#### Unit IV

Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

Text Books:-

- 1) Bhagwati J. Srinivasan Foreign Trade regimes and Economics development
- 2) Jaiswal Bimal & A.K.Singh Foreign Trade of India
- 3) Plaekar Trade of India
- 4) Salvi P.G. New Directions on India's Trade policy
- 5) Cherrunilam F. International Trade Export Management
- 6) Singh, M India's Export trends
- 7) Varshney R.L. India's Foreign Trade.

#### CO's:

- CO1: Understand the concept of international business.
- CO2: Learn about the global trading environment & FDI
- CO3: Analyses of international financial environment
- CO4: Evaluate the functioning international economic institutions

Р	Р	Р	Р	Р	Р	Р	PS	PS
0			0			0	0	0
S			3			6	4	2
	-	2	5	т	5	Ū	1	Z



S								
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	A	1	-	2	-
C O 4	-	3	3	1	2	-	3	-





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-309A	Mergers & Acquisition	L-T-P:5-1-0

#### UNIT 1

#### Mergers:

types of merger, theories of mergers- operating, financial and managerial synergy of mergers, value creation in horizontal, vertical and conglomerate mergers, internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders.

#### UNIT 2

#### M & A:

A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A-SWOT analysis, BCG matrix, Porter's five forces model

#### UNIT 3

#### Merger Process:

Dynamics of M&A process - identification of targets negotiation, closing the deal. Five-stage model-Due diligence-Types- due diligence strategy and process- due diligence challenges. Process of merger integration, organizational and human aspects, managerial challenges of M & A

#### UNIT 4

#### Methods of financing mergers-

cash offer, share exchange ratio-mergers as a capital budgeting decision Synergies from M&A: Operating and Financial synergy.

#### Accounting for amalgamation-

amalgamation in the nature of merger and amalgamation in the nature of purchase- pooling of interest method, purchase method-procedure laid down under Indian companies act of 1956 **Takeovers**, types, takeover strategies, - Takeover defences- financial defensive measures-methods of resistance- anti-takeover amendments-poison pills

#### **REFERENCE BOOKS:**

1.Value Creation from Mergers And Acquisitions, Sudi Sudarsanam i/e, PearsonEducation, 2003.

2.Merger Acquisitions & Corporate Restructuring-Chandrashekar Krishna Murthy &Vishwanath. S.R-Sage Publication.

3.Mergers, Ramanujam et al, TMH, 2003.

4. Handbook of International Mergers & Acquisitions, Gerard Picot, Palgrave PublishersLtd.



5.Mergers, acquisitions and Corporate Restructuring, Nishikant Jha, Himalaya PublishingHouse, 2011.

6.Corporate Restructuring, Bhagaban Das, Debdas Raskhit and Sathya Swaroop Debasish,Himalaya Publishing, 2009.

7.Business Legislation for Management, M.C. Kuchhal and Vivek Kuchhal, 4/e, VikasPublishing House, 2013

#### **Course Outcomes:**

CO1: Understand M&A with its different classifications, strategies, theories, synergy etc.

CO2. Conduct financial evaluation of M&A and analyze the results

CO3: Evaluate different types of M&A, takeover and anti takeover strategies.

CO4: Familiarize with accounting of Amalgamation.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
CO1	2	1		-	-	-
CO2	2	1		1	1	-
CO3	2	1			-	-
C04	2	-		1	-	-





## ELECTIVES GROUP-II LINGAYA'S VIDYAPEETH choose to know

77



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-309B	Public Relations & Corporate Image	L-T-P:5-1-0

The objective of the course is to provide an understanding of the essential elements of public relations and its corporate image.

#### **Course Contents**

#### Unit I

#### Introduction to Public Relations-

Concept and definitions of public relations, Process of public relations, Need and scope of public relations, Growth and development of PR with special reference to India

#### Various Forms of P.R -

Public relations- advertising-propaganda publicity, Corporate Communication: similarities and differences, PR set-up in private and public sectors, PR in globalized world.

#### Unit II

#### **P.R.** Tools –

PR agency- structure and functions, Tools of public relations, House journal, PR writing for Press release, Press Conferences, Press Brief.

#### P.R for Development -

Internal and external publics relations, Public relations campaigns, Careers in PR, PR for Development.

#### Unit III

#### Corporate Reputation in Global Society -

Assessing Strategic Communication in Current Reputation Management Practices, Corporate Identity, Corporate Image, and Corporate Reputation, Professional Ethical Standards in Reputation Management, Corporate Social Responsibility.

#### Unit IV

#### Corporate Strategic Philanthropy -

Reputation Management Through Internal Relations, Reputation Management Through External Relations, When Business Mixes with Politics, Religion, & Social Justice, Issues Management, Managing Reputation During Crisis, Corporate Engagement in the Digital Era.



- <sup>1</sup> "The New Rules of Marketing and PR" by David Meerman Scott
- 2 "The Business of Persuasion" by Harold Burson
- 3 Keeping the Corporate Image: Public Relations and Business by Richard S. Tedlow

#### CO's:

CO1: Understand the Growth and development of PR with special reference to India

CO2: Learn about the various P.R. Tools

CO3: Helpful in Corporate Reputation in Global Society

CO4: To know the Corporate Engagement in the Digital Era.

_			orporate	2		10 2 Ig.10			
	Р	Р	Р	Р	Р	Р	Р	PS	PS
	0	0	0	0	0	0	0	0	0
	s C	1	2	3	4	5	6	1	2
	0	_					-	1	2
	S								
	С	-	1	1	2	- / /	1	1	1
	0								
	1								
	С	2	1	2	-	1	2	-	2
	0								
	2					1			
	С	2	1	-	-	1	-	2	-
	0				_	<			
	3								
	-					A	-	- 14 A	
	С	- 7	3	3	1	2		3	-0.3
	C O 4			10					
	4	1. 1		1	T /				
-		AL			JbA.		_	A. JA.	
-	e ser	-	-	- X	-			-	
			) /	$/ \Lambda$		) [_	1 -	2016 10	
	V		11	$\square$	۱ F			2 C	1.000
-									
	choose to know								
	c h	10	0	SP	T	0	KT	10	W
	S 4.	ιV	9			9	12 1	L U	V V





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-307B	Advertising & Sales Promotion	L-T-P:5-1-0

The objective of the course is to provide an understanding of advertisement and role of sales promotion.

#### **Course Contents**

#### Unit I

#### Introduction to Public Relations-

Concept and definitions of public relations, Process of public relations, Need and scope of public relations, Growth and development of PR with special reference to India

#### Various Forms of P.R -

Public relations- advertising-propaganda publicity, Corporate Communication: similarities and differences, PR set-up in private and public sectors, PR in globalized world.

#### Unit II

**P.R. Tools** – PR agency- structure and functions, Tools of public relations, House journal, PR writing for Press release, Press Conferences, Press Brief.

#### **P.R for Development** –

Internal and external publics relations, Public relations campaigns, Careers in PR, PR for Development.



#### Corporate Reputation in Global Society –

Assessing Strategic Communication in Current Reputation Management Practices, Corporate Identity, Corporate Image, and Corporate Reputation, Professional Ethical Standards in Reputation Management, Corporate Social Responsibility.

#### Unit IV

#### **Corporate Strategic Philanthropy** –

Reputation Management Through Internal Relations, Reputation Management Through External Relations, When Business Mixes with Politics, Religion, & Social Justice, Issues Management, Managing Reputation During Crisis, Corporate Engagement in the Digital Era.

Text Books:-

1 "The New Rules of Marketing and PR" by David Meerman Scott

2 "The Business of Persuasion" by Harold Burson

3 Keeping the Corporate Image: Public Relations and Business by Richard S. Tedlow

CO1 Studying the characteristics, types & impact of non products ADs.

CO2 Learning the types of media, advantages & disadvantages of ads medias.

CO3 Analysing media selection, planning & factors influencing media planning.

CO4 Understanding the techniques of sales promotion and know about the online sales promotions to create awareness among the students regarding the sale.

Po	PO	DO			PO	PO	PS	PS
	PO	PO	PO	PO	PO	PO	0	
S	1	2	3	4	5 🛝	6	0	0
Со			1.1			/		2
S			s   //					
СО	- /	1	1	2	-	1	1	1
1			S201					
1	TY	-	× 7	A	DT	-	1 1 1 1 1	Y Y
CO	2	1	2	-/	1	2	2-00	2
		1.1	The second secon	A			1	1.000
2	V		and the second	L	L			J. J.
CO	2	1	-	-	1	7.5	2	-
3	- 1		-	North And		1	and the second	20000000
100	n n	$\cap$ (	26	P 1	0	7 1	20	337
СО	2.1.1	3	-3	1	2	12	3	VV
		5	5	<b>T</b>	2	A DARGE DAG	5	6-8-10
4								



(A Deemed to be University u/s 3 of UGC Act, 1956)							
BBA-313C	Analytical Decision Making	L-T-P:5-1-0					

The objective of the course is to provide an understanding of decision making.

#### Unit I

#### Basic concept of Decision Theory –

Three types of decision problems, Decision making under certainty basic concept, Two ways of expressing outcomes pay of and opportunity losses, solving the decision problem using expected pay of criterion, Maximax and Minimax criterion, expected utility criterion.

#### Unit II

#### Sampling -

Need for Sampling, Bias and error in Sampling, Types of sampling, the statistic and the sample frequency distributions, the sampling distribution of means when (a) Population is normal (b) Population is not normal (c) Population is small.

#### Unit III



#### Testing Of Hypothesis –

Null and alternative hypothesis, two types of errors one tailed and two tailed tests, levels of significance, testing the population mean when sigma (S) is known (for large and small samples), Two sample hypothesis tests comparing two population means (proportions) for large and small samples, test of significance of two population variances, hypothesis testing of simple regression.

#### Unit IV

#### Time Series Analysis and Forecasting -

Time series components the classical time series model analysis of secular trend determining linear trend using least square, exponential trend curve, analysis of seasonal fluctuations forecasting with seasonal index, cyclical movement isolating by residual method.

#### Theory of attributes -

Chi Square Test: Introduction, conditions, the independence between two attributes, homogeneity, goodness of fit and test for population variance.

Text Books :-

- 1 David F Groebner, Parrick W Shomon: Business Statistics-A Decision Making Approach Richard P Runayan,
- 2 Audrey Haber: Business Statistics John E Freund,
- 3 Frank J Williams: Elementary Business Statistics & The Modern Approach RC Gulzian:
- 4 Statistics For Decision Making Lawrence L Lapin: Quantitative Methods For Business Decisions

#### CO1 Studying the Decision making theory.

CO2 Learning the types of sampling & how to frame the hypothesis..

CO3 Helpful in analyzing the time series

CO4 Understanding the techniques of analytical decision making

			1 1	-	1		5		
Γ	Р	Р	Р	Р	Р	Р	Р	PS	PS
-	0	0	0	0	0	0	0	0	0
	s C	1	2	3	4	5	6	1	2
	0	0	0	se	T	$\bigcirc$	KT	10	W
	S	1.4	9		- 2000	<u> </u>	17 1		Y Y
-	C		1	1	2	-	1	1	1
	0	_	T	Ŧ	2	_	Ŧ	Ŧ	1
	0								
	1								
-	С	2	1	2		1	2		2
	-	2	1	2	-	1	2	-	2
	0								
	2								



C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-

## choose to know

#### LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-305B	Financial Markets	L-T-P:5-1-0



The objective of the course is to provide an understanding of financial markets.

#### Unit I

#### Introduction of financial System-

financial system and economy, Reforms in the financial system, Role of Indian financial system-structure of financial system, nature and role of financial system.

#### Unit II

#### Financial Markets -

the place of financial markets in the economy-real assets and financial assets, money market, capital market, primary market, secondary market, government securities market, foreign exchange market, debt market, and derivative market.

#### Unit III

#### Development of Financial Institution and Instrument-

new financial instrument, evolution of development bank, changing role of development financial institution, banking and non banking institution, Commercial banks, co-operative bank, mutual funds, insurance companies, and financial regulation.

#### Unit IV

#### **Regulatory and Promotional Institutions-**

RBI. SEBI. the purpose of regulation, levels of regulations. Non-Bank Financial Intermediaries and Statutory Financial Organization- Small saving, pension Provident funds. and funds Foreign Capital Flows-Types of foreign capital Uses and determinants of foreign capital, Investment Foreign Direct (FDI), Foreign Portfolio Investment.

Text Books :-

- 1. L.M. Bhole, *Financial Institutions and Markets: Structure, Growth and Innovation*, Tata McGraw Hill Publishing Company Limited, New Delhi, 2009
- 2. Bharati. V. Pathak, *Indian Financial System*, Pearson Education in South Asia Publishing Company, New Delhi, 2006
- 3. V.A Avadhani, *Financial Economics: Theory and Practice*, Financial Economics: Theory and Practice
- 4. H.J. Johnson, *Financial Institutions and Markets*, Tata McGraw Hill Publishing Company Limited, NY,1993

CO's:

ł

-6

CO1: Enable the students with Financial Markets and its various segments.

CO2: To give the students and understanding of the operations and developments in financial markets in India.

CO3: To acquaint them to gain an insight into the functioning and role of financial institutions in the Indian Economy.

CO4: To understand financial institutions.

Р	Р	Р	Р	Р	Р	Р	PS	PS
								0
S		5	0	5	0	0		



C O S	1	2	3	4	5	6	1	2
C 0 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-		1	-	2	-
C O 4	-	3	3	1	2	-	3	-





(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-313E Supply Chain Logisti	cs L-	-T-P:5-1-0
-------------------------------	-------	------------

The objective of the course is to provide an understanding of supply and logistics management.

#### **Course Contents**

#### Unit I

#### **Supply Chain Concepts:**

Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

#### Unit II

#### Logistics:

Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.

#### Unit III

#### **Supply Chain Performance**:

Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain- Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.

#### Unit IV

#### Warehousing:

Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics(3PL), Fourth party logistics(4PL). Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability.

Text Books :-

- 1. Chopra, Sunil, Meindl, Peter and Kalra, D. V.;
- 2. Supply Chain Management: Strategy
- 3. Planning and Operation; Pearson Education



- 4. Altekar, Rahul V.; Supply Chain Management: Concepts and Cases
- 5. CO-I To analyze production management and types of Production System; plant location; factors affecting locations and plant layouts
- 6. CO-II To understand Importance & Procedure of Production Planning, Routing scheduling, factors affecting scheduling, Dispatch & Follow up
- 7. CO- III To acquire knowledge on Quality Control and supply chain management (SCM) operation
- 8. CO-IV To understand Logistics Management and its concepts





## chsemester-vow



kram					

(A Deemed to be University u/s 3 of UGC Act, 1956)

MG-302	<b>Business Policy &amp; Strategic Management</b>	L-T-P:5-1-0
	NUAL	A

The objective of the course is to provide an understanding of business policy and strategy.

#### Unit I

#### **Introduction to Business Strategy:**

Introduction, Concept of Business Strategy, Need for Business Strategy, Functions of Business Strategies.

#### **Business Policy:**

Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies

#### Unit II

#### **Introduction to Strategic Management:**

Introduction, Strategic Management - Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management

#### **Strategic Management Process:**



Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Role of Strategic Management in Policy Making.

#### **Unit III**

#### **Strategic Analysis:**

Introduction, Strategic Analysis - definition, Need for Strategic Analysis & Environmental Scanning, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making

#### **Strategy Formulation:**

Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation

#### **Unit IV**

#### **Strategic Planning and Implementation:**

Introduction, Strategic Planning Process, Expansion or Growth, Mergers and Acquisitions, Issues in Strategy Implementation

#### **Strategic Leadership:**

Introduction, Leadership Functions, Leadership Traits, Leadership Styles, Strategic Leadership and Competitive Advantage

Text Books :-

- 1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
- 2. Subba rao, Business Policy and Strategic Management, HPH
- 3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage Learning.
- 4. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
- 5. C. Appa Rao; Strategic Management and Business Policy, Excel Books.
- 6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
- 7. Pillai, Strategic Management,
- 8. Lawerence, Business Policy and Strategic Management, Tata McGraw Hill.
- 9. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt. Ltd.

**Course Outcomes** 

- To provide an introduction on Business system and its function I.
- II. To understand the concepts of social audit, business policy and capitalist economy
- III. To enable them to familiarize with corporate strategy
- To provide an idea about man power planning, product policies, market policies and IV. capital procurement.

Р	Р	Р	Р	Р	Р	Р	PS	PS
0	0 1	0	0	0	0	0	PS O	0
C	1	2	3	4	5	6	1	2



O S								
C 0 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-		1	-	2	-
C O 4	-	3	3	1	2	-	3	-

## VIDYAPEETH

## cho clingaya's vidyapeeth o w

(A Deemed to be University u/s 3 of UGC Act, 1956)

BL-312	Industrial Relations & Labor Laws	L-T-P:5-1-0
--------	-----------------------------------	-------------



#### Course objective:

The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.

### Course Outcomes (COs):

CO1: Describe fundamental concepts and nature of Industrial Relations.

CO2: To understand the nature and role of trade unions for workers and industries.

CO3: To study the relevance of collective bargaining and its impact on employee- management relations.

CO4: To understand industrial disputes and ways to resolve them.

CO5: To apply various industrial legislations in business.

#### <u>UNIT-I</u>

Definition & Concept of industrial relations, Factors affecting industrial relations.

Importance of industrial relations, Approaches to industrial relations, Impact of Technological

changes on industrial relations. Trade Unions: Nature of Trade Unions, Trade Union movement in India, Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies. Quality Circles, history of QC, Organization structure of QC, Benefits and Problems of QC.

### <u>UNIT-II</u>

Concept of collective bargaining, Prerequisites for collective bargaining, the collective bargaining process, Principles of Collective Bargaining, Essential conditions for the success of collective bargaining, Collective Bargaining and Labour Management Co-Operation in India. Grievance Management – causes of grievance – effects of grievance, Negotiation and Collective Settlements, Grievance redressal procedure.



#### <u>UNIT-III</u>

Meaning & causes of Industrial Conflicts, Types of Industrial Conflicts. Strikes & Lockouts, Machinery for resolving Industrial Disputes under Law. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management.

#### UNIT-IV

Emergence and Objectives of Labour Laws, An overview of Factories Act, Industrial Disputes Act, Payment of wages Act, Payment of Bonus Act, ESI Act, Payment of Gratuity Act, Minimum Wage Act, PF Act. An introduction to The Industrial Relations Code-2019.

#### **Suggested Readings/Books:**

Davar, Personnel management and Industrial Relations, Vikas Publishing House Pvt Limited

Memoria, C.B, Dynamics of industrial Relations in India, Himalaya Pub. House Johnson, Introduction to Industrial Relations, Greenwich Book Publishers Sharma A.M, Industrial Relations, Himalaya Publishing House Ghosh, B., Personnel management and Industrial Relations, McGraw - Hill Publishing Co . Ltd Flippo B., Personnel management and Industrial Relations, McGraw-

Hill Kapoor, N.D, Labour Legislation, Sultan Chand & Sons

Memoria ,C.B, Personnel management Himalaya Publishing House



## ELECTIVES GROUP -I

# LINGAYA'S VIDYAPEETH choose to know



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-306A	Introduction to derivatives	L-T-P:5-1-0

#### **Objectives:**

This course is designed to help the students in understanding the concepts of equity derivatives, products and their applications as a risk management tool using different trading strategies on stock exchanges.

#### UNIT I

#### **Basics of Derivatives:**

Introduction, Meaning of derivatives, types, history, economic

significance, Applications of derivatives, Difference between Exchange Traded and OTC Derivatives, Hedgers, Arbitrageurs and Speculators, Derivatives as a risk management tool, Introduction to SWAP.

#### UNIT II

**Trading Futures on Stock Exchanges:** Forward contracts, Trading Futures- Pay-off of futures,

Theoretical models for future pricing.

#### UNIT III

#### **Trading Options:**

Option payouts, Option strategies, Determination of option prices, Factors affecting option prices, Futures and options trading system, Clearing and settlement - Clearing

entities, Clearing mechanism, Settlement procedure.

#### UNIT IV

#### **Regulatory Framework and Accounting:**

Securities Contracts (Regulation) Act, 1956,

Securities and Exchange Board of India Act, 1992, Regulation for Derivatives trading, Guidelines of SEBI and RBI, Recent Developments in derivatives market.

Text Books

1. Chance Don M. (2013), An Introduction to Derivatives and Risk Management, Cengage Learning.

2. Hull C. John, (2013), Options, Futures and Other Derivatives, Pearson Educations. Reference Books

1. Chance Don M. and Roberts Brooks (2015), Introduction to Derivatives and Risk Management, Cengage Learning.

2. Ross Andrew A. (2015), Introduction to Derivative Markets, CreateSpace Independent Publishing Platform.

3. Choudhry Moorad (2012), An Introduction to Credit Derivatives, Butterworth-Heinemann Ltd.

4. Jarrow Robert A. and Chatterjea Arkadev (2013), Introduction to Derivative Securities

Hours: 11

Hours: 11

Hours: 11

Hours: 11



Financial Markets, and Risk Management, W. W. Norton & amp; Company.

#### CO's:

CO1: To know about stock exchange market

- CO2: To understand the working structure of SEBI
- CO3: To evaluate the recent Developments in derivatives market

CO4: To understand the mechanism & Settlement procedure of financial markets.

	Р	Р	Р	Р	Р	Р	Р	PS	PS
	0	0	0	ο	0	0	0	0	0
	s C								
	C	1	2	3	4	5	6	1	2
	0								
	S					1 A.			
	С	-	1	1	2	-	1	1	1
	0								
	1								
	-								
	C	2	1	2	- / /	1	2	-	2
	0					100			
	2								
	2			100					
	C	2	1	-	/	1	-	2	-
	0								
	3	-	-	-		A		4 9	
					1	$\wedge$		A 1	
	C		3	3	1	2	1	3	-
	0			1	W /		1.1		
1	4	the sta			p sh	-			$\sim$
1	TT		11	7 A		1	1	100	T T
			$\mathbb{N}$	$^{\prime}$				· .	
	V		/ 1			1.1			
	8 O.								
	1								
		0	2.1	0.0	440	~ 1	2 44	2	
	сh	0	03	se	1		< 1	0	W
			0.720 50						

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-302B	Services Marketing	L-T-P:5-1-0

Objectives: This course is designed to help the students in understanding the concepts of marketing of services.

#### **UNIT I**

#### Introduction to service marketing-

Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.

#### Service consumer behaviour-

Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions,

#### **UNIT II**

#### The service delivery process-

Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits

#### **UNIT III**

#### Strategic issues in service marketing

-Market Segmentation in the Marketing of Srevices, Target Marketing, Positioning of Services-How to Create a positioning Strategy, Developing and maintaining Demand and Capacity.

#### **UNIT IV**

Challenges of service marketing-

#### Hours: 11

#### Hours: 11

Hours: 11



Hours: 11



Marketing Planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services,.

RELATIONSHIP MARKETING-The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing..

Text Books

- 1. Service Marketing book by Dr. Tripti Vijaywargia
- 2. Service marketing and management by Audrey
- 3. Services Marketing by Jochen Wirtz

CO1: To understand consumer behavior, customer perception and customer expectation of services.

CO2. To provide the insight of understanding customer expectation through knowing service operations.

CO3. To understand the marketing strategies of service mix in various service industries.

CO4. Understanding of managing supply and demand in services industry

	r -	N N	T	-	7	A	5 7	A 3	0
	Р	Р	Р	Р	Р	Р	Р	PS	PS O
	0	0	0	0	0	0	0	0	0
	s C	1	2	3	4	5	6	1	2
			5.55						
1	O S		TI	7 1	D		E		
	С	- L - 2	1	1	2	- 11 3	1	1	1
	0								
	1					. 1		10-00	
11	С	2	1	2	-T (	1	2	- 0	2
	0	$\sim$	$\sim$ $\sim$		1.000		A 4.		A. S. A.
	2				1				
					-				
	С	2	1	-	-	1	-	2	-
	0								
	3								
	-					-		-	
	С	-	3	3	1	2	-	3	-
	0 4								
	4								



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-310A	Strategic HRM	L-T-P:5-1-0

Objectives: This course is designed to help the students in understanding the concepts of strategic human resource management.

#### **Course Contents**

#### **UNIT I Hours: 11**

#### An Investment Perspective of Human Resource Management:

Adopting an Investment Perspective, Valuation of Assets, Understanding and measuring Human capital, Factors influencing how "Investment Oriented" an organizational Is. Challenges in strategic Human Resource Management: Impact of technology, HR issues and challenges related to technology, Ethical Behavior, Workforce Demographic changes and diversity



#### UNIT II Hours: 11 Strategic Management:

Models of strategy, the process of Strategic management, A Strategic approach to manpower acquisition – recruitment and selection, Strategic development of human resources, Analysis of environment, Organizational Self- Assessment, Establishing Goals and objectives, importance of strategic planning for business success, Setting strategy- Corporate Strategies, Business unit Strategies, An introduction to market driven strategy, Resource driven strategy. The Evolving/ Strategic Role Of Human Resource Management: Strategic HR versus Traditional HR, Barriers to Strategic HR, Strategic approach to management structure, job design.

#### UNIT III Hours: 11 Human Resource Planning:

Objectives of Human resource planning, Types of planning: Aggregate planning, Succession Planning. Design and Resign of Work Systems : Design of work systems, Job rotation, Redesign of work systems, Strategic work redesign in Action, Mergers and Acquisitions, Understanding change, Managing Change.

#### UNIT IV

#### Hours: 11

**Staffing:** Recruiting, Temporary versus Permanent Employees, Internal versus External Recruiting, when and how extensively to recruit, method's of Recruiting, selection, Interviewing, Testing, Diversity. Training and development: Benefits, Planning and strategizing training, Need Assessment, Objectives, Design and delivery, evaluation

Text Books

- 1. Strategic HRM, Jaffrey A Mello, Cengage Learning
- 2. Strategic Human Resource management, Das Pulak, Cengage Learning
- 3. Strategic Human resource management, Charles R. Greer, Pearson

CO1: Investment Perspective of Human Resource Management

CO2: Helpful in analysing the environment, Organizational

CO3: Design and Resign of Work Systems

CO4: To know about the recruitment process

	Y		· 1	- A - 1	A. A.	- A			A. A
_	Р	Р	Р	Р	Р	Р	Р	PS	PS
	0	0	0	0	0	0	0	0	0
1	S C O	0	0 9	30	4	<b>)</b> ⁵ ]	<61	0	W2
	S				1				
	С	-	1	1	2	-	1	1	1
	0								
	1								
	С	2	1	2	-	1	2	-	2
	0								
	2								



С	2	1	-	-	1	-	2	-
0								
3								
С	-	3	3	1	2	-	3	-
0								
4								

## choose to know

#### LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-312A	WTO & International Trade Policy	L-T-P:5-1-0

WTO and its trade policy.

**International Trade Environment and WTO:** 

**Course Contents** 

**UNIT I** 

Foreign Markets: Domestic vs. International Marketing, Planning for Export, Marketing Entry and Overseas Distribution System, Distribution Logistics for Exports, Promoting Products Internationally, Overseas Market Research, Marketing Plan for Exports, Decision -Making Frame Work for Export Operation, the Techniques in International Marketing for export cost & prices, E-Commerce and E-Trade, Derivatives and Foreign Currency Market, Financial Market Developments, Terms of Payments and Export Finance, Management of Risks In International Marketing. Types of Risk & their management.

### **Evolution of WTO and Its Different Agreements:**

Subsidies - Types of Subsidies and Its Role In International Trade. 6. Intellectual Property Rights : 1. Patents, 2. Trademarks, 3. Copyrights, 4. Designs and Layouts, 5. Integrated Circuits, 6. Geographical Indications 7. Trade Related Laws, and International Negotiations. 8. New International Economic Order and WTO Regimes and Its Impact on Specific Export Items and Industry.

Objectives: This course is designed to help the students in understanding the concepts of

Global Economic Scenario: Historical Development of International Trade in context of GATT, UNCTAD, WTO and India, Globalization and its Impact on Developing World with special reference to market, industry, quality of products and services, competition and trade, Regional Economic Cooperation i) European Union ii) ASEAN iii) NAFTA iv) SAFTA,

#### **UNIT III**

**UNIT II** 

#### **Theories of Trade and Foreign Exchange: Importance of Foreign Trade:**

Various Dimensions and Future Prospects of Economic Regionalism.

Internal and International Trade. Comparative Advantage & Competitive Advantage, Theoretical development from David Ricardo to Michel Porter, New Theories of Trade: Inter Industry, Intra Industry Trade under Imperfect Market, Strategic Trade Theory, Terms of Trade: Determination, Types, Terms of Trade for Developing Nations; Prebisch-Singer Thesis.

#### **UNIT IV**

#### **International Marketing:**

#### Text Books

- 1. WTO and India challenges by R. Shashi Kumar
- 2. The law and policy of WTO by Peter Van den Bossche

CO1: To know about the international business environment

- CO2: Helpful in analysing the WTO
- CO3: To know about the importance of Theories of Trade and Foreign Exchange



Hours: 11

### Hours: 11

#### Hours: 11



#### CO4: To know about the international marketing

P o s C o s	Р О 1	P O 2	P O 3	P O 4	P O 5	P O 6	PS O 1	PS O 2
C 0 1	-	1	1	2		1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	•	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-308A	Event Management	N.	L-T-P:5-1-0

#### **Objectives**:

This course is designed to help the students in understanding the concepts of event management.

#### **Course Contents** UNIT I **Basics of Event Management:**

Meaning, event accounting, event marketing, event coordination, event production

#### **UNIT II**

#### **Basics of marketing** –

Advertising, special event topics, media selling, media planning, basic principles of management, modern event management scenario, event planning.

#### UNIT III

#### **Consumer Behavior –**

Branding, HRD, public relations, hotel management, client agency relationship, event communication and Ms office.

#### **UNIT IV**

#### Conversational English and PPT skills -

anchoring, venue management, basics of wedding management, book keeping, event team management, customer relationship excellence.

#### **Text Books**

- 1. The Business of event planning by Judy Allen
- 2. Sustainable event management: A practical guide book by Jones Meegan
- 3. Event management by Laura Capell

#### CO1: To know about the Basics of Event Management

#### CO2: Helpful in analyzing the Basics of marketing

#### CO3: To know about the importance of Consumer Behavior

CO4: To develop the Conversational English and PPT skills among students

Hours: 11

Hours: 11

Hours: 11

#### Hours: 11



Р	Р	Р	Р	Р	Р	Р	PS	PS
0	0	0	0	0	0	0	0	0
s C	1	2	3	4	5	6	1	2
0	-	2	5		5	0	1	2
s								
5								
С	-	1	1	2	-	1	1	1
0					K			
1					A			
_								
C	2	1	2	-	1	2	-	2
0								
2								
2								
С	2	1	-	-	1		2	-
0								
3								
5				1				
С	-	3	3	1	2	-	3	-
0		5	5	-	-		5	
0 4								
					1			



LINGAYA'S VIDYAPEETH choose to know

106



# LINGAYA'S VIDYAPEETH ELECTIVES GROUP-II



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-306B	Financial Reporting & Analysis	L-T-P:5-1-0

#### **Objective:**

The course aims to help the learners to analyze accounting and other information incorporated in the corporate annual reports, to analyze operating, financial, and structural performance of business firms with the help of appropriate analytical tools.

#### Unit 1:

#### Introduction

Meaning of Financial Statement as per Companies Act, 2013; Components and constituents of Basic Financial Statements; Financial/Accounting information contained in the Financial Statements, their qualitative characteristics; Meaning, objectives and limitations of Financial Statement Analysis; Considerations for the economic and financial analysis.

#### Unit 2:

Financial Statements and Reporting Relevant provisions of the Companies Act, 2013 for the preparation of Statement of Profit & loss and Balance Sheet; Corporate Financial Reporting - meaning, need and objectives; Contents of annual report, mandatory and voluntary disclosures through annual report. Report of the Board of Directors and Auditor's Report as per Companies Act, 2013 and their critical analysis; Analysis of the quality of accounting information from the annual report of select companies; Audit as formal analysis of financial statements.



#### Unit 3:

Analysis of Financial Statements Techniques of financial statement analysis – Comparative Statement, Common-size Statement and Trend Analysis. Meaning, objectives and classification of Accounting Ratio and Ratio Analysis; Advantages and limitations of ratio analysis; Computation and application of accounting ratios for evaluation of performance (Activity and Profitability Analysis), evaluation of financial health (Liquidity, Solvency, and Structural Analysis). Ratio analysis using appropriate software; Inter Firm Comparison.

#### Unit 4:

Fund Flow and Working Capital Analysis Concept of Fund and Fund Flow; Objective and Importance of Fund Flow Statement; Preparation of Fund Flow Statement; Limitations of Fund Flow Statement; Concept of Working Capital – Gross, Net, and Negative, Operating and Balance concept of working capital; Components of working capital and their features; Estimation of working capital; Preparation of Statement of Changes in working capital.

#### Unit 5:

#### **Cash Flow Analysis**

Meaning of Cash Flow; Objectives and Importance of Statement of Cash Flows, Distinction between Fund Flow Statement and Statement of Cash Flows; Preparation of Statement of Cash Flowsas per AS 3 and Ind AS 7. Cash flow analysis using cash flow reporting software.

#### Suggested Reading

Ahuja, N. L., & Dawar, V. (2015). Financial Accounting and Analysis. New Delhi: Taxmann Publications. Bernstein, L. A. (1974). Understanding Corporate Reports: A guide to Financial Statements. Homewood, California: Dow Jones-Irwin.

Bhattacharjee, Ashish Kumar; Financial Accounting for Business Managers, Prentice Hall of India, Friedson, M. S., & Alvarez, F. (2011). Financial Statement Analysis: A practioners' Guide. New Jersey: Wiley.

Foster, G. (1986). Financial Statement Analysis. London: Pearson Education.

Gopalkrishnan, A. A. (2001). Understanding Financial Statements - Interpretation and Analysis. New Delhi: Label Book Publisher.

#### CO's:

CO1: Knowledge of financial analysis and control tools

CO2: To Make appropriate application and uses of financial analysis and control

CO3: To know the role of companies Act.

CO4: Become familiar in analyzing the financial reports.



know									
	Ро	PO	PO	PO	PO	РО	PO	PS	PS
	s Co s	1	2	3	4	5	6	0 1	0 2
	CO 1	-	1	1	2	-	1	1	1
	CO 2	2	1	2		1	2	-	2
	CO 3	2	1	-	-7))	1	-	2	-
	CO 4	-	3	3	1	2	-	3	-

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-308B	Consumer Behavior	L-T-P:5-1-0
	JIAFEE	

The objective of the course is to provide an understanding of behavior of consumers.

#### **Course Contents**

#### Unit I

#### Introduction and concept-

Introduction market strategy and consumer behavior, Market Analysis, consumer decision process.

#### Unit II

#### Culture and consumer behavior -

Meaning of culture, Characteristics of culture, function of culture. types of culture, Crosscultural consumer analysis:- cross cultural marketing objectives, Basic areas for cross-



cultural marketing, problem in cross cultural marketing. Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives:personal ,social motives, Involvement:-types of involvement, measuring involvement, values , values and attitudes, means and end chain model

#### Unit III

Perception and consumer behavior- Introduction, of groups, advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior-Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.

#### Unit IV

Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multiattribute attitude model, Consumer decision making process:- Introduction, levels of consumer decision ,consumer information processing model, Hierarchyofeffectsmodel.

Text Books :-

- 1. Consumer behavior by N.K.Sahni
- 2. Consumer behavior by C. B. Gupta
- 3. Consumer behavior by Dr. Mayank Jain

CO 1	To recognize the stages pertaining to human behavior while identifying factors influencing consumer decision process
CO 2	To establish the relevance of consumer behaviour theories and concepts to marketing decisions.
CO 3	To apply conceptual models in order to be acquainted with psychology of consumers.
CO 4	To evaluate the factors influencing consumer buying behaviour with regards to Culture, Subculture and Social Class

Ро	РО	PO	PO	PO	PO	РО	PS O	PS
s Co	1	2	3	4	5	6	0 1	0 2



S								
CO	-	1	1	2	-	1	1	1
1								
CO	2	1	2	-	1	2	-	2
2								
CO	2	1	-	-	1	-	2	-
3								
CO	-	3	3	1	2	-	3	-
4								

### LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-310B	Organizational Design & Structure	L-T-P:5-1-0

The objective of the course is to provide an understanding of organizational design and structure.



#### **Course Contents**

#### Unit I

Organizations and Organizational Theory: Strategy, Organizational Design, and Effectiveness Mission statement, Strategy, Organizational Design, and Effectiveness Disney/Pixar, Fundamentals of Organizational Structure Fit the Design in-class exercise, Fundamentals of Organizational Structure.

#### Unit II

**Environment**: The External Environment, Interorganizational Relationships, Interorganizational Relationships In-Bev discussion; Working at Google, Designing Organizations for the International Environment KFC/YUM, Designing Organizations for the International Environment Online culture quizzes.

#### Unit III

Organizational Culture and Ethical Values: Innovation and Change, Decision-Making Processes, Conflict, Power, and Politics, Interorganizational Relationships, Individual vs group decision making, Power, politics, and conflict in organizations

#### Unit IV

**Organizing**: Organization Size, Life Cycle, and Decline, Strategic alliances, Organizational leadership

Text Books :-

- 1. Organizational design by Borge Obel.
- 2. Designing Organizations book by Jay R. Galbraith
- 3. Guide to Organizational design by Naomi Stanford.



Recognize the concepts, need and importance of management and application of the
various principles of management.
Examine the process of management and the various components of management process
(Planning, Organizing, Staffing, Directing, and Controlling
Predict, adopt and integrate the individual behaviour with the organizational behaviour.



CO 4	Assess various components of individual behaviour and how it helps an organization in
	bringing in the organizational development

Ро	PO	PO	PO	PO	PO	PO	PSO	PSO
s Co	1	2	3	4	5	6	1	2
s								
					0			
CO1	-	1	1	2	-	1	1	1
CO2	2	1	2	- 7	1	2	-	2
CO3	2	1	-	-	1	-	2	-
CO4	-	3	3	1	2	-	3	-



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-312B	Export Import Procedure & Documentation	L-T-P:5-1-0



Objectives: This course is designed to help the students in orienting the students towards export-import rules, regulations, procedures and documentation.

#### **Course Contents**

#### UNIT I

Export-Import Documentation and Procedures Framework of Export Import policy, Export-Import Trade mechanism and Regulatory environment, Registration Process for establishing Export-Import Organisation, Star Trading Houses, Export Contract and INCOTERMS, Export Import Documents, Electronic Data Interchange (EDI) System, Processing of an Export Order.

#### UNIT II

Terms of Payment and Financing Practices Export Pricing and Terms of Payment, Methods of Payment, Foreign Exchange Management, Exchange Control Regulations and Facilities concerning exports, International Trade Finance and Risk Management, Export Credit Insurance, Management of Export Finance -, Pre-export and Post-export finance, Project Export Financing, Import Finance- Bank Finance, Finance from Exim Bank, finance through letter of credit and other instruments and related issues.

#### UNIT III

Export Import Trade Operation Processing of an Export Order, Preparing export shipment, Quality Control and Pre-shipment Inspection, Risk and Insurance, ECGC, Cargo Insurance, Shipment of Export Cargo & Custom clearance, Custom clearance of Imported Cargo & custom duty payments. Imports under special schemes for exporters, imports of Gifts, Automobiles, Gold, Silver, Life Saving Drugs, Technology, and Equipments, Project or Industrial Plant etc. Shipping – Types and freight structure, Containerization –process, types, Procedure of clearance. Indian Shipping-Challenges and Opportunities, Problems, Recent Trends (i.e Tonnage Tax Impact and other important related issues and developments)

#### UNIT IV

Export Assistance and Support Measure Institutional set up for Export Promotion in India and their role in International Marketing, Export Promotion Schemes and Incentives, Export Assistance & its procedures, WTO and Export Promotion Measures,

#### **Text Books**

- 1. Foreign Trade Policy (2002-2004).
- 2. Ram Paras (2004). Export: What, Where and How? Anupam Publications.

1

- 3. Das Bhagirath Lal (2003). The WTO and the Multilateral Trading System: Past, present and future, Third World Network and Zen Books.
- 4. David Rainbridge (2003). Intellectual Property. Pearson Education.

#### Hours: 11

Hours: 11

#### Hours: 11

#### Hours: 11



10W	
CO 1	To discuss various export import procedures and documentation
CO 2	To demonstrate frameworks for clearance
CO 3	To analyze the strategies available for firms pertaining to claim and insurance
CO 4	To evaluate the provisions of various export and import regulatory bodies

Po s Co	PO 1	РО 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2		
S										
СО	-	1	1	2	-	1	1	1		
1					6. /					
CO	2	1	2	-	1	2	-	2		
2										
СО	2	1	-		1	-	2	-		
3										
CO 4	-	3	3	1	2	V	3	5		
VIDVADEETI										
VIDYAPEEIH										

choose to know



(A Deemed to be University u/s 3 of UGC Act, 1956)

BBA-304E	Financial Planning & Performance	L-T-P:5-1-0

Objectives: This course is designed to help the students in orienting the students towards financial planning and performance.

#### **Course Contents**

#### **UNIT I:**

#### Strategic Planning-

Analysis of external and internal factors affecting strategy, long term mission and goals, alignment of tactics with long term strategic goals, strategic planning models and analytical techniques, characteristics of successful strategic planning process, annual profit plan and supporting schedules: operational budget, financial budget, capital budgets, top level planning and analysis, pro forma income, financial statement projections, cash flow projections.

#### **UNIT II:**

#### **Budgeting and Forecasting-**

Budgeting concepts, operations and performance goals, characteristics of a successful budget process, resource allocation, forecasting techniques – regression analysis, learning curve analysis, expected value, budgeting methodologies – annual business plans, project budgeting, activity-based budgeting, zero based budgeting, continuous (rolling) budgets, flexible budgeting.

#### UNIT III:

#### Cost and Variance Analysis -

Comparison of actual to planned results, use of flexible budgets to analyze performance, management by exception, standard cost system, analysis of variation from standard cost expectations.

#### UNIT IV:

#### Performance Measures -

Product profitability analysis, business unit profitability analysis, customer profitability analysis, return on investment, residual income, investment base issues, Key performance indicators (KPIs), balanced scorecard, responsibility centers and reporting segments – types of responsibility centers, transfer pricing.

Text Books

- 1. Financial planning and analysis by Wiley Finance
- 2. Financial planning and analysis by Jack Alexander
- 3. The financial controller and CFO's toolkit by David Parmenter



now	
CO 1	To recognize the strategic planning
CO 2	To understand the cost and variance analysis.
CO 3	To analyze the Key performance indicators
CO 4	To evaluate the various performance measures

Po s Co s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	•	1	1	1
CO 2	2	1	2		1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-

