

## BBA SEMESTER-III / 3<sup>rd</sup> Sem(Second Year)

Each subject carries 100 marks out of which 60 marks for External Examination and 40 marks for Internal Assessment. Here L=Lecture; T=Tutorial; P=Practical; TA=Teacher Assessment; MTE= Mid Term Exam; ETE=End Term Exam.

Sl. No.	Course Code	Course Title/ Subject	Periods			Internal Assessment			External Exam	Total	Credit	Types of Course
			L	T	P	TA	MTE	Total	ETE			CCC/PEC/SDC
1	BBA301	Organizational Behavior [OB]	4	0	0	20	20	40	60	100	4	CCC
2	BBA302	Management of Human Values [MHV]	3	1	0	20	20	40	60	100	4	CCC
3	BBA303	Management Accounting [MA]	3	1	0	20	20	40	60	100	4	CCC
4	BBA304	Ethics & Corporate Social Responsibility [ECSR]	3	1	0	20	20	40	60	100	4	CCC
5	BBA305	Green Marketing [GM]	2	1	2	20	20	40	60	100	4	CCC
6	BBA306	Personality Development & Communication skills [PDVV]	3	0	2	20	20	40	60	100	4	CCC
<b>Total</b>									<b>600</b>	<b>24</b>		

**BBA- IInd YEAR**  
**3<sup>rd</sup> SEMESTER**

**SUBJECT: ORGANIZATIONAL BEHAVIOR [OB]**  
**SUBJECT CODE: BBA301 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4, Tutorial-0, Practical-0.	End Term Examination Marks: 60

**Course Objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of the Management concepts and to impart skills for practicing various kind of organizational behaviour.

**Learning Outcomes:**

1. To apply the basic concepts of OB
2. To illustrate individual differences based on personality, attitude and perception and its implications.
3. To demonstrate good leadership qualities and to handle and resolve various types of conflicts in an organisation.
4. To motivate people with enhanced interpersonal skills.

**UNIT 1:**

**Introduction-** Meaning and Importance of the Study of OB, Nature, Scope, Features of Organizational Behaviour, Models of Organizational Behaviour, Contributing Discipline of the OB field, Organization and Environment, Evolution of Org. Behaviour, Organizational Strategies and policies, Different perspectives of organizations in India and elsewhere.

**UNIT 2:**

**Personality:** Concepts and determinants, Stages in personality development, Freud's Personality theory, Factors affecting personality.

**Perception:** Concepts and selectivity factors, perception and influence on individual behavior.

**Learning:** Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner & Social learning)

**Attitude:** Concepts ,Components, Attitude and organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales), Sources and types of attitudes

**UNIT 3:**

**Motivation-** Concept and importance of motivation, Objectives of motivation, motivation theories (Maslow's Hierarchy Needs, Federick W. Taylor, Alderfer ERG Theory, Herzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)

**UNIT 4:**

**Leadership and group dynamics-** Definition and concept, Ohio state and Michigan leadership theories, Traditional Theories, (Trait Theory and Contingency Theory), Modern Theories (Charismatic Theories), Formal and informal groups and role concepts, factors affecting group effectiveness, Group Develop model.

**UNIT 5:**

**Communication and Conflict Management-** Interpersonal communication and TA, Sources of conflict, Types & Techniques of conflict, Style of managing conflicts, Negotiation (Process and issues), integrating conflict and negotiation from the Gandhian perspective, conflict resolution

**REFERENCE BOOKS:**

1. Fred Luthans, Organization Behaviour, Mc Graw Hill, India.
2. M.N. Mishra , Organisational Behaviour, Vikas Publishing House Pvt. Ltd., NewDelhi.
3. John W. Newstrom ,Keith Davis , Organization Behaviour, McGraw Hill, India.
4. L.M Roy, Organisational Behaviour, S. Chand Publication.
5. Dr. F.C. Sharma, Organisational Behaviour, SBPD Publications.

# **SUBJECT: MANAGEMENT OF HUMAN VALUES [MHV]**

## **SUBJECT CODE: BBA302 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

### **Course Objectives:**

The objective of the course is to help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education and to facilitate the students understand harmony at all the levels of human being and live accordingly.

### **Learning outcomes:**

1. Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
2. Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence.
3. Strengthening of self-reflection.
4. To understand the role of a human being in ensuring harmony in society and nature.
5. To distinguish between ethical and unethical practices and working out the strategy to actualize a harmonious environment.

### **UNIT 1:**

**Need, Basic Guidelines, Content and Process for Value Education**-Purpose of value education, Self-Exploration–content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self-exploration; Continuous Happiness and Prosperity- A look at basic Human Aspirations, critical appraisal- Happiness and prosperity

Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding and living in harmony at various levels.

### **UNIT 2:**

**Understanding Harmony in the Human Being - Harmony in Myself!**- Human being as a co-existence of the sentient ‘I’ and the material ‘Body’; Understanding the needs of Self (‘I’) and ‘Body’ - happiness and physical facility

Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer); Understanding the characteristics and activities of ‘I’ and harmony in ‘I’

Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail

### **UNIT 3:**

**Understanding Harmony in the Family and Society- Harmony in Human-Human**

**Relationship**-Understanding values in human-human relationship; meaning of Justice(nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship  
Understanding the meaning of Trust; Difference between intention and competence  
Understanding the meaning of Respect, Difference between respect and differentiation;  
Understanding the harmony in the society (society being an extension of family):  
Resolution,Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals  
Visualizing a universal harmonious order in society- Undivided Society, UniversalOrder-  
fromfamily to world family.

#### **UNIT 4:**

##### **Understanding Harmony in the Nature and Existence - Whole existence as Coexistence-**

Understanding the harmony in the Nature; Interconnectedness and mutualfulfilment among the four orders of nature- recyclability and self-regulation in nature  
Understanding Existence as Co-existence of mutually interacting units in all-pervasive space  
Holistic perception of harmony at all levels of existence

#### **UNIT 5:**

##### **Implications of the above Holistic Understanding of Harmony on Professional**

**Ethics**-Natural acceptance of human values; Definitiveness of Ethical Human Conduct;Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order

#### **REFERENCE BOOKS**

1. R. R Gaur, R. Sangal, G.P Bagaria, Human Values and Professional Ethics , Excel Books,New Delhi.
2. A.N Tripathi, Human Values, New Age Intl. Publishers, New Delhi
3. R. R Nagarajan, Professional Ethics and Human Values, New Age International Publications, New Delhi.

**SUBJECT: MANAGEMENT ACCOUNTING [MA]SUBJECT  
CODE: BBA303 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

**Course Objectives:**

To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

**Learning outcomes:**

1. To explain the application of management accounting and the various tools used.
2. To analyze the financial statements using various ratios.
3. To prepare Fund Flow Statement and Cash Flow Statement.
4. To prepare different budgets for the business.

**UNIT 1:**

**Introduction-** Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management

**UNIT 2:**

**Budgeting and Budgetary Control-** Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.

**UNIT 3:**

**Standard Costing and Variance Analysis-** Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.

**UNIT 4:**

**Absorption versus Variable Costing-** Distinctive features and income determination. Cost-VolumeProfit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point

**UNIT 5:**

**Decision Making-**Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sellor process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing

**Contemporary Issues**

Responsibility Accounting: Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial and Non-Financial measures. Transfer Pricing

**REFERENCE BOOKS:**

1. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. Introduction to Management Accounting , Pearson Education.
2. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
3. Goel, Rajiv, Management Accounting. International Book House,
4. Arora, M.N. Management Accounting . Vikas Publishing House, New Delhi.
5. Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, NewDelhi.  
Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. PinnaclePublishing House.

**SUBJECT: ETHICS & CORPORATE SOCIAL RESPONSIBILITY  
[ECSR]**

**SUBJECT CODE: BBA304 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

**Course Objectives:** The objective of this paper is to make the students clear about the importance of ethics in business and practices of good corporate governance; It also talks about the corporate social responsibility.

**Learning Outcomes:**

1. Understand the importance of ethics and CSR in the day-to-day working of organizations
2. Analyzing and assessing various ethical situation in society.
3. Understand and create organizational and management strategies in facilitating ethical socially responsible decision making.
4. Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.

**UNIT 1:**

**Introduction to Business Ethics**-Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Sources of Ethics, Concept of Corporate Ethics, Code of Ethics-Guidelines for developing code of ethics, Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory, Concept of Utilitarianism, Forms of Utilitarianism, Justice and Fairness

**UNIT 2:**

**Corporate Governance**-Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards, Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences

**UNIT 3:**

**Functional Ethics**:-Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents

**UNIT 4:**

**Introduction to Corporate Social Responsibility**-Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society; Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India; CSR and Indian

Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India; Role of NGO's and International Agencies in CSR, Integrating CSR into Business

**UNIT 5:**

**Areas of CSR and CSR Policy**-CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.

CSR and environmental concerns; Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR

Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR.

CSR and Sustainable Development ; CSR through Triple Bottom Line in Business

**REFERENCE BOOKS:**

1. J.P Sharma; Corporate Governance, business ethics and CSR; Ane Books Pvt Ltd, NewDelhi
2. C.S.V Murthy; Business Ethics, Text and Cases; Himalaya Publication House.
3. K.V. Bhanummurthy; Ethics and Social Responsibility of Business; Pearson Education India.
4. B.N. Ghosh; Business Ethics & Corporate Governance, Mc Graw Hill

**SUBJECT: GREEN MARKETING [GM]**  
**SUBJECT CODE: BBA305 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2, Tutorial-1, Practical-2.	End Term Examination Marks: 60

**Course Objectives:**

The objective of the course is to help students understand the importance of Green Marketing on consumer satisfaction and environmental safety. This course aims at understanding the concept of green products and marketing. It also revisits the factors that affect consumers' purchase decision.

**Learning Outcomes:**

1. To make the student understand the concept and increase the consciousness about Green Marketing and Green Products.
2. To learn the factors that affect purchase decision of consumers
3. Broader understating of Green Marketing and its significance.

**UNIT 1:**

**Green Marketing and Green Product**-Green Product, Green Marketing, Evolution of Green Marketing, Importance of green marketing, Benefits of Green Marketing, Adoption of Green Marketing, Green Marketing Mix , Strategies to Green Marketing

**UNIT 2:**

**Green Marketing Concepts**-Green Spinning, Green Selling, Green Harvesting, Enviropreneur Marketing, Compliance Marketing, Green Washing, Climate Performance Leadership Index

**UNIT 3:**

**Green Marketing Initiatives**-Green Firms, HCL's Green Management Policy, IBM's Green Solutions, IndusInd Bank's Solar Powered ATMs, ITCs Paperkraft, Maruti's Green Supply Chain, ONGCs Mokshada Green Crematorium, Reva's Electric Car, Samsung's Eco-friendly handsets, Wipro Infotech's Eco-friendly computer peripherals

**UNIT 4:**

**Purchase Decision**-Meaning of Purchase decision, Factors affecting Purchase decision, Steps in the decision-making process, five stages of consumer buying decision process, Models of buyer decision-making

**UNIT 5:**

**Environmental Consciousness**-Introduction of Environment, Importance of environmentalism,

Environmental movement, Benefits of green environment to the society, E-waste exchange, Extended Producer Responsibility Plan, Guidelines for Collection and Storage of E-Waste, Guidelines for Transportation of E-Waste, Guidelines for Environmentally Sound Recycling of E-Waste

**REFERENCE BOOKS:**

1. Esakki and Thangasamy, Green Marketing and Environmental Responsibility in Modern Corporations, IGI Global, 2017
2. Robert Dahlstrom, Green Marketing Management, Cengage Learning, 2010.
3. Jacquelyn A. Ottman , Green Marketing: Challenges and Opportunities for the New Marketing Age, , NTC Business Books, 1993
4. Jacquelyn A. Ottman, The New Rules of Green Marketing, Berrett-Koehler Publishers, 2011.

**SUBJECT: PERSONALITY DEVELOPMENT & COMMUNICATION  
SKILLS [PDVV]  
SUBJECT CODE: BBA306 (SDC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-0, Practical-2.	End Term Examination Marks: 60

**Course Objectives:**

To create awareness and motivation among students about personality development in terms of their basic skills including goal setting and time management also, to train the learners adequately by exposure to theory and practice pertaining to these skills.

**UNIT 1:**

Techniques in Personality development a) Self Confidence b) Mnemonics c) Goal setting d) Time Management and effective planning

**Acquiring the soft Skills for personality development :**

Body language, Problem-solving; Conflict and Stress Management; Decision-making skills, Leadership and qualities of a successful leader; Character building, Team-work; Time management; Work ethics, Good manners and etiquette.

Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

**UNIT 2:**

**Basics of English** - Tenses, reported speech: Acquiring the Communication skills – Interpersonalskills, Speaking skills (brief speeches, group discussion);

Written communication: Basics of Letter writing, memorandum, notice, email, paragraph, summary, note making and report writing. Resume writing.

**UNIT 3 Self-esteem**

Self-esteem- Symptoms, Advantages; Do's and Don'ts to develop positive self-esteem; Low self-esteem – Symptoms; Personality having low self-esteem; Positive and negative self-esteem. Interpersonal Relationships; Defining the difference between aggressive, submissive and assertive behaviours ; Lateral thinking.

**UNIT-4:**

**Employability Quotient Resume building-**

The art of participating in Group Discussion – Facing the Personal (HR & Technical)

Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions  
Corporate Grooming, Dressing Etiquette, Preparing for Interview, Emotional Quotient

## **UNIT 5:**

**Business Correspondence:** Forms and Layouts of business letters, Enquiry and Reply letters Word Building and Vocabulary Practice Antonyms, Synonyms and One word substitution

### **REFERENCE BOOKS:**

1. Jeremy Harmer & John Arnold. Advance Speaking Skills. Essex, Longman Group Limited.
2. Hedwig Lewis. Body Language: A Guide for Professionals . Response Books (a division of Sage Publications India, Pvt. Ltd., New Delhi.
3. Daniel Goldman. Emotional Intelligence. New York, Bantam Books
4. Rajiv Mishra, Personality Development, Rupa & Co.
5. R.M. Sherfield, R.J Montgomery, P.G Moody, Developing Soft Skills, 4th Edition, Pearson.
6. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press

## BBA SEMESTER-IV / 4<sup>th</sup> Sem (Second Year)

Each subject carries 100 marks out of which 60 marks for External Examination and 40 marks for Internal Assessment. Here L=Lecture; T=Tutorial; P=Practical; TA=Teacher Assessment; MTE= Mid Term Exam; ETE=End Term Exam.

Sl. No.	Course Code	Course Title/ Subject	Periods			Internal Assessment			External Exam	Total	Credit	Types of Course
			L	T	P	TA	MTE	Total	ETE			CCC/PEC/SDC
1	BBA401	Research Methodology [RM]	3	0	2	20	20	40	60	100	4	CCC
2	BBA402	Consumer Behavior [CB]	3	1	0	20	20	40	60	100	4	CCC
3	BBA403	Sales & Distribution Management [SDM]	3	1	0	20	20	40	60	100	4	CCC
4	BBA404	Investment and Portfolio Management [IPM]	3	1	0	20	20	40	60	100	4	CCC
5	BBA405	Business Environment [BE]	2	1	2	20	20	40	60	100	4	CCC
6	BBA406	Summer Internship Project[SIP]	1	1	4	20	20	40	60	100	4	CCC
<b>Total</b>										<b>600</b>	<b>24</b>	

1. Students Summer Internship Project (SIP) Report done in 3<sup>rd</sup> Semester Break will be submitted at the beginning of 4<sup>th</sup> Semester
2. SIP Report will be evaluated by External Examiner at the End of the 4<sup>th</sup> Semester Exams.

**BBA II<sup>nd</sup> YEAR**  
**4<sup>th</sup> SEMESTER**

**SUBJECT: RESEARCH METHODOLOGY [RM]**

**SUBJECT CODE: BBA401 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-0, Practical-2.	End Term Examination Marks: 60

**Course Objectives:** To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners to give them an understanding of the basic techniques and tools of business research.

**Learning Outcomes:**

1. To Identify the need and importance of Research in context of different situations and environments.
2. To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study.
3. To communicate research findings clearly and in a user-friendly manner through customized tables and other related tools of data presentation

**Unit 1:**

**Introduction to Research Methodology**-Meaning, Characteristics and Importance, Types of Research, Nature and Scope of Research, Role of Research in decision- Making, Applications of Business Research; Research process-Steps in the research process; the research proposal; The Research problem (Definition, need, importance, steps and related dimensions)

**Unit 2:**

**Research Design**-Exploratory, Descriptive & Causal validity in experimentation- internal validity and external validity.

**Unit 3:**

**Sampling**-Sampling techniques, Types of Sampling, uses, importance & Limitations.

**Unit 4:**

**Data Collection-**

Primary Data Collection: Survey Vs. Observations. Comparison of selfadministered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projectivetechniques; Measurement & Scaling: Primary scales of Measurement, Secondary Data Research: sources of data, advantages & disadvantages of secondary data, Criteria for evaluating secondary sources.

## **Unit 5:**

**Processing of Data-** Data and the Methods of Analysis, Analysis of Variance (ANOVA) One- Way & Two-Way, Chi square test (goodness of Fit). Multivariate Data Analysis: Factor Analysis (Principal Component Analysis), Discriminant Analysis.  
Research Report & Presentation.

### **REFERENCE BOOKS:**

1. C.R. Kothari, Research Methodology, Methods and Techniques; New Age International Publishers
2. Deepak Chawla and Neena sodhi, Research Methodology, S. Chand Publications
3. Babin Zikmund & Carr: Business Research Methods, South-Western.
4. Cooper & Schindler: Business Research Methods McGraw-Hill Education
4. Santosh Gupta, Research *Methodology and Statistical Techniques*, Deep and DeepPublications: New Delhi

**SUBJECT: CONSUMER BEHAVIOR [CB]**  
**SUBJECT CODE: BBA402 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

**Course Objectives:** The course aims to impart the skills in Students for understanding the consumer behavior in business decisions

**Learning outcomes:**

1. Appraise the need for understanding of consumer behaviour in any business.
2. Evaluate various socio-cultural factors which influences consumer behaviour.
3. Design consumer decision making process .
4. To interpret attitude formation and explain various personality traits.

**UNIT 1:**

**Introduction to Consumer Behaviour**-Concept of consumer behaviour, nature and Scope, the consumer research process, Concept of consumer motivation, Motivational research. Concept of perception, Perceptual Selection, Product and Service Positioning.

**UNIT 2:**

**Consumer Attitude formation and Change**-Concept of attitude, Attitude formation, Cognitive dissonance theory and Attribution Theory. Concept of Opinion Leaders, Influence of social media on Consumer purchase Behaviour

**UNIT 3:**

**Personality and Consumer**-Nature of personality, Freudian, Non-Freudian and trait theories. Elements of Consumer Learning and its significance

**UNIT 4:**

**Socio-cultural Influences**-Family Buying decision, Family Life Cycle, Culture, Sub-culture, Cultural aspects of emerging markets, E-. buying behaviour. Factors influencing consumer behaviour

**Unit – 5:**

**Models of Consumer Behaviour**-Traditional Models, Contemporary Models. Generic Model of Consumer Behavior, Howard Sheth Model, Engel, Blackwell and Rao –Lilien model.

## **REFERENCE BOOKS:**

1. L.G. Schiffman & L.L Kanuk, Consumer behaviour, Pearson prentice Hall.9<sup>th</sup>Edition.
2. David L.Loudon, AlfredJ.D.Btta, Consumer behavior; Tata McGraw Hill education Pvt. Ltd.Fourth edition,
3. Raju&Xardel ,Consumer Behaviour, Vikas publication
4. Kazmi &Batra, Consumer Behaviour, Excel Books

**SUBJECT: SALES & DISTRIBUTION MANAGEMENT [SDM]  
SUBJECT CODE: BBA403 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

**Course Objectives:**

The course aims to explain the concepts of sales management and to develop various measures to enhance the performance of sales people. To help students develop territory division and sales quota and to develop distribution channels for any product.

**Learning outcomes:**

1. To Understand the various roles, responsibilities and policies of sales function
2. To design and implement various channel strategies.
3. To overview the issues of power and conflict in the organization.
4. To manage, motivate and lead sales force.
5. To frame policies and plan for sales organization and channels

**UNIT 1:**

**Introduction to Physical Distribution**-Concept of physical distribution, function of Distribution channels, types of distribution channels, Steps in Designing a Distribution system

**UNIT 2:**

**Warehouse Management and transportation**-Concept of warehouse, Need and benefits of Warehousing, Designing a Warehousing system. Important tasks in Transportation Management, Modes of Transportation. Choosing a Transportation Mode

**UNIT 3:**

**Sales Management**-Concept of sales management, concept of personal selling, Objectives of Sales Management, Function of salesperson, Steps involved in selling process

**UNIT 4:**

**Territory Management**-Concept of sales territory, Reasons for Establishing Sales Territories, Meaning of sales quota, types of sales quotas. Benefits of sales quota

**UNIT 5:**

**Evaluation**-Standards of Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard. Methods of evaluating sales people

**REFERENCE BOOKS:**

1. R. Still, E.W Cundiff and N.A.P Govoni, Sales Management: Decision, Policies and Cases, Prentice-Hall, 3<sup>rd</sup> Edition (illustrated).
2. P. Kotler and G. Armstrong , Principles of Marketing, Pearson Prentice Hall, 12<sup>th</sup> Edition.
3. V.S Ramaswamy and S. Namakumari, Marketing Management, Macmillan Business Books.
4. Tapan K. Panda, and Sunil Sahadev, Sales and Distribution Management, Oxford University Press, USA, Dr. S.L Gupta, Sales and Distribution Management (1st ed.). New Delhi: Excel Books

**SUBJECT: INVESTMENT AND PORTFOLIO MANAGEMENT [IPM]  
SUBJECT CODE: BBA404 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

**Course Objectives:** The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system. The course aims to provide an in depth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of portfolio management services.

**Learning outcomes:**

1. To provide an understanding of the concepts used in investment analysis.
2. To enable to identify effective investment techniques.
3. To have an understanding of portfolio management.

**Unit 1:**

**Investment-** Meaning, Alternatives, financial Markets, Portfolio Management Process Approaches to Investment Decision making, Common errors in investment management, Qualities for successful investing.

**Unit 2:**

**Investment Instruments-**Capital Market instruments -shares, debentures, bonds, mutual funds; Money market instruments-Call Money, Treasury bills, Certificate of deposit, Commercial paper, Intercorporate deposits- derivative instruments-futures, forwards, options and swaps.

**Unit 3:**

**Analysis of investments-**Fundamental analysis, Industry analysis, Equity analysis, problems onequity valuation, technical analysis, price chart- Dow theory, efficient market hypothesis-Elliot theory.

**Unit 4:**

**Risk and Return-** Meaning-current return and capital return; Risk- Sources of risk- interest rate risk, market risk, business risk; Measuring total return- average return- measuring risk-variance and standard deviation- Expected rate of return and risk.

**Unit 5:**

**Portfolio theory-** Diversification and portfolio risk; Portfolio Return and Risk; Measurement of co-variance, Co-efficient of correlation, calculation of Portfolio risk with two and three securities; Markowitz model.

**REFERENCE BOOKS:**

1. Donald E. Fischer and Ronald J Jordan, Security Analysis and Portfolio Management, Pearson Education, New Delhi.
2. V.K Bhall, Investment Management, Sultan Chand, New Delhi
3. Prasanna Chandra, Investment Analysis and Portfolio Management, TMH, New Delhi.
4. V.A Avadhani, Securities Analysis and Portfolio Management, Himalaya, Mumbai.

**SUBJECT: BUSINESS ENVIRONMENT [BE]**  
**SUBJECT CODE: BBA405 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2, Tutorial-1, Practical-2.	End Term Examination Marks: 60

**Course Objectives:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**Learning Outcomes:**

1. To Identify and evaluate the complexities of business environment and their impact on the business.
2. To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country.
3. To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**Unit-1:**

**Introduction to Business Environment**-Definition and Scope, Characteristics of business, business goals – economic, social strategic goals. Meaning and concept of Business Environment, Interaction between business and environment – Classification of environmental factors on business.

**Unit-2:**

**Economic Environment**- Meaning and critical elements of environment; economic systems, objectives of economic planning. Economic reforms; evaluation of Five-Year plans. Institutional financing – IDBI, SFC, ICICI. Capital Market and its features. Economic Policies; Industrial Policies; Trade policies; Fiscal and Monetary Policies; Economic Development and Role of Government; Small Scale and Cottage industries.

**Unit-3:**

**Politico** – Legal Environment-Political Institutions - Legislative, Executive and judiciary; Constitution of India - Fundamental rights – Directive Principles of State policy; Business Responsibilities to Government; Government responsibilities to business; Legal framework of Business; Regulatory Institutions- TRAI-SEBI-IRDA.

**Unit-4:**

**Socio-Cultural Environment**-Business and Society; Objectives of Business, Social Responsibilities of

Business, Corporate Social Responsibilities. Business and culture – Cultural dimensions; Business Ethics – Corporate Governance.

**Unit-5:**

**Global Environment**-Globalisation – Drivers and effects of Globalisation; Benefits and problems of MNCs – WTO – Foreign Direct Investment – (FDI) Foreign Institutional Investors (FIIS).

**REFERENCE BOOKS:**

1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, Text and Cases, Himalaya Publishing House.
2. K Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
3. Faisal Ahmed and Absar Alam.M, Business Environment: Indian and Global Perspective, Prentice Hall of India.
4. Veena Keshav Pailwar, Business Environment, Prentice Hall of India Private Limited

**SUBJECT: SUMMER INTERNSHIP PROJECT [SIP]**  
**SUBJECT CODE: BBA406 (SDC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-1, Tutorial-1, Practical-4.	End Term Examination Marks: 60

Each student shall undergo practical training of eight weeks during the vacations after third semester in an approved business/industrial/service organisation and submit at least two copies of the summer Training Report to the department before the commencement of 4<sup>th</sup> semester. SIP report will be evaluated at the end of 4<sup>th</sup> semester examination by the external examiner to be appointed by the University. 40 marks for project report and 60 marks for viva-voce on the project report.