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EIILM University

Directorate OF DISTANCE LEARNING

SYLLABUS BOOKLET

Semester-V

Bachelor OF BUSINESS

ADMINISTRATION

PROGRAM

JAN 2010 ONWARDS

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS MANAGEMENT
SEMESTER – VI**

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Sub. Code: BBA – 601

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 STRATEGIC MANAGEMENT

An Introduction - Evolution of business policy as a discipline - Concept of strategic management - Characteristics of strategic management - Defining strategy

UNIT-2 STRATEGY FORMULATION

Stakeholders in business - Vision, mission and purpose - Business definition, objectives and goals - Environmental appraisal - Types of strategies - Guidelines for crafting successful business strategies

UNIT-3 STRATEGIC ANALYSIS AND CHOICE

Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile –

BLOCK II

UNIT-4 ANALYSIS OF BUSINESS-I

Corporate Portfolio Analysis - SWOT Analysis - Synergy and Dysergy - GAP Analysis - Porter's Five Forces Model of competition

UNIT-5 ANALYSIS OF BUSINESS-II

Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix

UNIT-6 STRATEGY IMPLEMENTATION

Issues in implementation - Project implementation - Procedural implementation - Resource Allocation - Budgets - Organization Structure - Matching structure and strategy

BLOCK III

UNIT-7 BEHAVIORAL ISSUES

Leadership style - Corporate culture - Values - Power - Social responsibilities - Ethics - Building a capable organization - Functional issues - Functional plans and policies - Financial, Marketing, Operations and Personnel plans and policies

UNIT-8 STRATEGY EVALUATION

Importance - Symptoms of malfunctioning of strategy - Organization anarchies - Operations Control and Strategic Control - Measurement of performance - Analyzing variances - Role of organizational systems in evaluation

UNIT-9 NEW BUSINESS MODELS AND STRATEGIES FOR INTERNET ECONOMY

Shaping characteristics of E-Commerce environment - E-Commerce Business Model and Strategies - Internet Strategies for Traditional Business - Key success factors in E-Commerce

SUGGESTED READINGS

1. Business Policy, 2nd Ed. - Azhar Kazmi
2. Strategic Management, 12th Ed. - Concepts and Cases - Arthur A. Thompson Jr. and A.J.Strickland
3. Management Policy and Strategic Management (Concepts, Skills and Practices) - R.M.Shrivastava
4. Business Policy and Strategic Management - P.Subba Rao
5. Strategic Management – Pearce
6. Strategy & Business Landscape - Pankaj Ghemawat
7. Strategic Planning Formulation of Corporate Strategy - Ramaswamy

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – VI**

QUALITY MANAGEMENT PRINCIPLE

Sub. Code: BBA – 602

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review

UNIT 2: TOTAL QUALITY MANAGEMENT

Principles of TQM, Leadership – Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT 3: TQM PRINCIPLES

Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement

BLOCK II

UNIT 4: CONTINUOUS PROCESS IMPROVEMENT METHODS

PDSA Cycle, 5S, Kaizen, Supplier Partnership – Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures – Basic Concepts, Strategy, Performance Measure.

UNIT 5: STATISTICAL PROCESS CONTROL (SPC)

The seven tools of quality, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve

UNIT 6: SPC TOOLS

Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

BLOCK III

UNIT 7: TQM TOOLS

Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept, Improvement Needs, FMEA – Stages of FMEA.

UNIT 8: QUALITY SYSTEMS I

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System – Elements, Implementation of Quality System,

UNIT 9: QUALITY SYSTEMS II

Quality Auditing, TS 16949, ISO 14000 – Concept, Requirements and Benefits.

SUGGESTED READINGS

1. James R.Evans & William M.Lindsay, “The Management and Control of Quality”, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
2. Feigenbaum.A.V. “Total Quality Management”, McGraw-Hill, 1991.
3. Oakland.J.S. “Total Quality Management”, Butterworth Heinemann Ltd., Oxford, 1989.
4. Narayana V. and Sreenivasan, N.S. “Quality Management – Concepts and Tasks”, New Age International 1996.
5. Zeiri. “Total Quality Management for Engineers”, Wood Head Publishers, 1991.

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
(For All Specialisations)
SEMESTER – VI

PROJECT REPORT

Sub. Code: BBA – FM-605

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

The student has to work in industry for 45 days in the field of specialization and prepare a project report on same work. The project report is to be submitted to the university as per the guidelines. The viva voice will be conducted for the same by the university.

**Human
resource
management**

**Specialisati
on**

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
SEMESTER – VI**

COMPANSATION MANAGEMENT

Sub. Code: BBA –HR-603

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO COMPENSATION MANAGEMENT

Introduction: Compensation; meaning; objectives; nature of compensation; types of compensations; compensation responsibilities; Compensation system design issues: Compensations Philosophies; compensation approaches; decision about compensation; compensation- base to pay; individual Vs team rewards; Perceptions of pay Fairness; legal constraints on pay systems.

UNIT 2: WAGES & SALARY DETERMINATION

Difference between salary & wages; basis for compensation fixation ; preparation of pay role .

UNIT 3: COMPONENTS OF WAGES

Basic wages ;overtime wages ;dearness allowance ;basis for calculation ;time rate wages and efficiency based wages ;incentive schemes ;individual bounus schemes ;Halsey ;Halsey Weir; Roman group bounus schemes ; effect of various labour laws ;on wages .

BLOCK II

UNIT 4: COMPONENT OF SALARY

Components of salary; effect of various industrial laws; study in Indian context.

UNIT 5: OTHER BENEFITS

Other benefits other than salary; subsidized transport; subsidized canteen; non monetary incentives etc.

UNIT 6: CALCULATION OF COMPENSATIONS

Calculation of Income Tax implications while calculating the income of an individual - Cost to the Company - Valuation of Perquisites - Taxability of various components of salary and wages like Allowances; Gratuity; Leave Encashment; Receipts on Voluntary Retirement Scheme; Leave Travel Assistance; Medical Reimbursement; Employees' Stock Option Scheme - Fixation of Tax Liability - Tax deduction at source - Deductions and Tax Rebates to be considered while deciding tax deducted at source - Tax Deduction Certificates

BLOCK -III

UNIT 7: MANAGING COMPENSATION

Managing Compensation: Strategic Compensation planning; determining compensation-the wage mix; Development of a Base Pay System: Job evaluation systems; the compensation structure- Wage and salary surveys the wage curve; pay grades and rate ranges; preparing salary matrix; government ;regulation on compensation; fixing pay; significant compensation ;issues; Compensation a retention strategy

UNIT 8: VARIABLE PAY & EXECUTIVE COMPENSATION

Variable Pay and Executive Compensation: Strategic reasons for Incentive plans; administering incentive plans; Individual incentive plans-Piecework; Standard hour plan; Bonuses; Merit Pay; Group incentive plans- Team compensation; Gain sharing incentive Plans; Enterprise incentive plans- Profit Sharing plans; Stock Options; ESOPs; executive compensation elements of executive compensation and its management; International compensation Management.

UNIT 9: INTEREST

Managing Employee Benefits: Benefits- meaning; strategic perspectives on benefits-goals for benefits; benefits need analysis; funding benefits; benchmarking benefit schemes; nature and types of benefits ;Employee benefits programs- security benefits; retirement security benefits; health care benefits; time-off benefits; benefits administration; employee benefits required by law; discretionary major employee benefits; creating a work life setting; employee services-designing a benefits package

Suggested Readings

1. Compensation & Reward Management; BD Singh; Excel Books
2. Compensation; Milkovich & Newman; TMH
3. Strategic Compensation; Joseph J. Martocchio; 3rd Edition; Pearson Education
4. Compensation Management in a Knowledge based world; Richard I. Anderson; 10th edition; Pearson Education
5. Compensation Management; Er Soni Shyam Singh; Excel Books.

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
SEMESTER – VI**

LABOUR LAWS

Sub. Code: BBA – HR-604

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

UNIT 1: LABOR LAW IN INDIA: AN OVERVIEW

Introduction; Overview of Labor laws; Legislative History; Implementation of Labor Laws; the Unorganized Sector; International Law and its Purpose; Global Instruments of International Law; Regional Instruments of International Labor Law.

UNIT 2: INDUSTRIAL EMPLOYMENT: STANDING ORDERS

The Industrial Employment: Standing Orders Act 1946; the Schedules under the Act

UNIT 3: COLLECTIVE BARGAINING

Collective Bargaining and Scope of Industrial Disputes Act; Modern Theory of Collective Bargaining; Role of State and its Machinery in Collective Bargaining; Industry

BLOCK - II

UNIT 4: WORKERS PARTICIPATION IN MANAGEMENT

Concept & Pre-requisites; Forms & Levels of Participation; Benefit of workers participation in management; Role of workers participation in Labour welfare & Industrial hygiene Causes of Industrial Dispute; Types of conflict Resolution – Statutory & Non Statutory

UNIT 5: THE INDUSTRIAL DISPUTES ACT;1946

Definitions; Authorities under the Act; Power & Duties of Authorities; Strike & lockout; Lay-off and retrenchment; Grievance Redressal Machinery

UNIT 6: MINIMUM WAGES

The Equal Remuneration Act 1976; the Weekly Holidays Act 1942; Minimum Wages Act 1948; Payment of Wages Act 1936; Payment of Bonus Act 1965.

BLOCK III

UNIT 7: FACTORY ACT

Introduction to the Factories Act; Objective and Scope; Safety and Duties of the Manufacturer;

UNIT 8: WORKERS ACT

Welfare of Workers under the Act; Penalties and Procedures under the Act; the Employers Liability Act 1938.

UNIT 9: TRADE UNION ACT 1926

Procedures and Penalties under this Act; Employees Provident Funds and Miscellaneous Provisions Act 1952; Payment of Gratuity Act 1972

SUGGESTED READING:

1. Workmen's Compensation Act by Aiyer and Aiyer; Publisher: Sitar man and Co
2. Law of Employees Provident Fund by Chaturvedi RG; Bharat Law; 2001
3. Commentary on Workmen's Compensation Act by Chaudhary RN; Publisher: Sitaram and Co.
4. Commentaries on Industrial Employment by Desai KM; Publisher: Sitaram and Co.
5. Law of Employees Provident Funds by Dr Chaturvedi RG Publisher: Sitaram and Co.
6. Law of Discharge and Dismal by Dr Rao; Publisher: Sitaram and Co.

Information Technology Management

**Specialisati
on**

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – VI**

INTRODUCTION TO PROGRAMMING

Sub. Code: BBA – IT-603

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK 1

UNIT 1:

Introduction to programming constructs :

Programming constructs , Algorithms , pseudo code

UNIT 2:

Introduction to Memory Units: Concept of Data Storage within a Computer Program, Computer Memory, Concept of Variables, Constants and Preprocessor Directive Statements

UNIT 3:

Elements of Language: Expressions, Statements, Operators: Binary operators, Relational Operators, Logical operators

BLOCK 2

UNIT 4:

Structured Programming: Branching Statements, Evaluating Relational Expressions, Precedence of Relational operators

UNIT 5:

Program Execution: Controlling Program execution, **While** statement; **Do while** Loop, Nested Loop implementation

UNIT 6:

Statements in C: Ending Loops Early, The Break statement, The Continue statement, goto statement, Switch Statements

BLOCK 3

UNIT 7:

Functions : How a function works, Function prototype, Recursive function with example of Tower of Hanoi

UNIT 8:

Arrays: Introduction to arrays, One-dimensional & Multi dimensional arrays, Naming & Declaring Arrays

UNIT 9:

Input / Output statements: Types of I/O, Console I/O function, Escape sequences

SUGGESTED READINGS:

1. Programming in ANSI C ,E. Balagurusamy
2. Programming in C, Kris A. Jamsa
3. Let us C , Yashwant Kanetkar
4. Programming with C , Shaum's Publication
5. Insight into flowcharting by R.K. Jain

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – VI**

SYSTEM ANALYSIS AND DESIGN

Sub. Code: BBA – IT-604

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK 1

UNIT 1: INTRODUCTION

The System Definitions, Objective of a System, Role of System Analyst

UNIT 2: SYSTEM

Elements of a System, Characteristics of a System , Types of System, Open or Closed System

UNIT 3: INFORMATION SYSTEM

Man Made Information System, Types of System Models

BLOCK 2

UNIT 4: SOFTWARE DEVELOPMENT LIFE CYCLE

Overview of SDLC , Stages of SDLC System Approaches, Validation and Verification , Evaluation of Models

UNIT 5: DOCUMENTATION

Standards Documentation Techniques, Overview of Data Modeling

UNIT 6: FLOW DIAGRAM

Data Flow Diagram and Entity Diagram

BLOCK 3

UNIT 7: ENTITY RELATIONSHIP DIAGRAMS

Entity Relationships, Context Diagrams, System Modeling

UNIT 8: FACT FINDING TECHNIQUES

Introduction to System Investigation fact finding Techniques

UNIT 9: FACT RECORDING TECHNIQUES

Fact finding Techniques , Fact Recording Flow Diagrams

SUGGESTED READINGS

1. **Awad, Elias M;** Systems analysis and design, New Delhi: Galgotia Publications, 1997.
2. **Booch G;** Object Oriented Analysis And Design, Addison Wesley
3. **Brooks, Frederick P;** Mythical man-month: Essays on software engineering, Delhi:Pearson Education Asia, 1995.
4. **Charette, R.N;** Software engineering Risk Analysis and Management, Tata McGraw-Hill Publishing, 1989.
5. **Coles/Rowley;** Access 7 Basic Skills, Letts Educational
6. **Fairly, Richard E;** Software engineering concepts, New Delhi: Tata McGraw- Hill Publishing, 1997.
7. **Humphrey, Watts S;** Discipline for software engineering, Delhi: Pearson Education Asia, 1995.

FINANCIAL Management

Specialisati on

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION**

**FINANCE MANAGEMENT
SEMESTER – VI**

TAXATION LAWS

Sub. Code: BBA – FM-603

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK-I

UNIT-1: INTRODUCTION

Meaning and terms used: Person; Assessee; Previous year; Assessment year; Income; Gross Total Income; Total Income; Agricultural Income; Exempted Income (Concerned only with salary)

UNIT-2 RESIDENTIAL STATUS:

Rules for determining residential status of Individual; HUF; Firm and Company; need to determine residential status; Incidence of tax and residential status; Practical problems.

UNIT-3: INCOME FROM SALARY

Salary; Allowances; perquisites and retirement benefits; deductions; computation of salary income. Practical problem

BLOCK-II

UNIT-4: INCOME FROM HOUSE PROPERTY

Annual Value let out property; self- occupied properties; deductions; computation of house property income. Practical problems.

UNIT-5: INCOME FROM BUSINESS

Depreciation and other permissible deductions; Disallowable expenses; income and expenses of illegal business; computation of Business income; Income from Profession: Computation of Doctors; Lawyers; Chartered Accountants; Civil Engineers

UNIT-6: CAPITAL GAINS:

Meaning of Capital assets; types of capital assets; transfer; cost of acquisition; cost of improvement; selling expenses; treatment of advance money received; exemptions; computation of capital gains

BLOCK-III**UNIT-7: INCOME FROM OTHER SOURCES**

Specific income; deductions; grossing-up; Computation of income from other sources

UNIT-8: SET OFF AND CARRY FORWARD OF LOSSES

Introduction; meaning and cost of Set off and carry forwards of losses

UNIT-9: ADVANCE PAYMENT OF TAX

Meaning of Advance payment of tax; rules regarding advance payments of tax

Suggested Readings:

1. Concise Commentary on Income Tax Including Wealth Tax with Tax Planning Problems & Solutions by Girish Ahuja and Dr. Ravi Gupta ISBN : 8177335767 Year Of Publication : 2010 Edition : Tenth
2. Business Expenditure Law & Practice (Vol 1 and 2) by Hari Om Jindal and Rachna Jindal ISBN : 8184780932 Year Of Publication : 2008 Edition : Second

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
FINANCE MANAGEMENT
SEMESTER – VI**

INTRODUCTION TO SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Sub. Code: BBA – FM-604

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK-I

UNIT-1 INVESTMENT ANALYSIS

Need for savings and investment; Role of savings practices; financial intermediaries ; linkage between financial and real savings ; Importance of household savings ; Shifts in Savings and investment.

UNIT- 2 FINANCIAL SYSTEMS IN INDIA

Money Market ; Debt Market ; Capital Market ;Need for correlating them ; Foreign Exchange Market.

UNIT- 3 SECURITY MARKET ANALYSIS

Need for study and research of market data ;Factors influencing behaviour of market;Valuation of Shares and securities ; Methods of valuation.

BLOCK-II

UNIT-4 PORTFOLIO REGULATION AND MANAGEMENT

Need ;Traditional Approach ;Efficient Market Hypothesis ;Approaches to Portfolio Theory and Practices ;Need for costing ; Share Costing ; Risk and Return.

UNIT-5 PORTFOLIO ANALYSIS

Theory and Practices ;Risk Analysis; Types of Risks ;Risk Management; Diversification of risk; Analysis of risk ; Building a balanced portfolio

UNIT-6 CHARACTERISTICS OF PORTFOLIO

Principles and Practices ; Characteristics of Portfolio Analysis ;Liquidity Vs. Safety; Income Vs. growth ; Short Term and Long Term ; Risk Vs. Return ; Need for insuring risk to attract stable investors.

BLOCK-II

UNIT-7 INVESTMENT PORTFOLIO

Diversification of Investment Portfolio; International Scenario influencing portfolio; Need for reviewing portfolio constantly.

UNIT-8 REGULATION OF INVESTMENT PORTFOLIO

Evaluation of investments in terms of market trends; Shape of Optimal Portfolio; Need for Investment Consultancy ; Importance of Computer data Analysis for Security Analysis and Portfolio Analysis.

UNIT-9 FOREIGN PORTFOLIO INVESTMENTS

Setting of country funds; Global Depository Receipts; Issues faced by Foreign Portfolio Investors.

Suggested Readings:

1. Security Analysis and Portfolio Management – Fisher and Gordon
2. Security Analysis and Portfolio Management – V. A. Avdhani
3. Investment and Securities Markets in India – V. A. Avdhani.

Marketing Management

Specialisati on

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT
SEMESTER – VI**

CONSUMER BEHAVIOUR

Sub. Code: BBA – MM-603

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT- 1 INTRODUCTION TO CONSUMER BEHAVIOUR

Introduction –nature & scope of consumer behaviour; importance of consumer behaviour ;types of buying behavior ;needs and buyer motivation ;personality self concept and consumer behavior; consumer perception ;consumer attitudes .

UNIT-2 CONSUMER BEHAVIOUR & PSYCHOLOGY

Model of buying behaviour ;Nicosia Howard Sheth ;Engel Blackwell Kollat model ;organisa buying behaviour.Consumer psychographics; psychographics vs demographics;group dynamics and consumer reference group; family as a consuming unit ;social factors; social and cultural environment of consumer-economic ;demographic; cultural ;subculture ; and cross cultural influences ;social class and social satisfaction .

UNIT- 3 MARKET SEGMENTATION

Market and its type; market segmentation ;consumer research process ;eight steps of consumer research process ;case study on segmentation ;case study on data gathering for marketing research ;conducting research study ;case study on consumer & competitions.

BLOCK II

UNIT 4 CONSUMER AS AN INDIVIDUAL

Consumer needs; types and systems need; Hulls Drives reduction theory ; Maslow’s hierarchy of needs; Mc Clelland three needs theory ;consumer motivation concepts ;means –end chain model ;case study taking a brand global .

UNIT 5 CONSUMER PERCEPTION & LEARNING

Definition ; elements of perception ; nature & process of perception ;dynamics of perception ;consumer imagery & perceived risk ;reference price ; price quality relationship . Consumer learning & Involvement; Behavioral Learning Theories; Cognitive Learning Theories; brand

loyalty

UNIT- 6 CONSUMER ATTITUDES & PERSONALITY

Attitudes –introduction ;models of attitudes ;case study let consumer psyche work for you
personality –meaning ; importance ; theories of personality ;personality & understanding
consumer diversity ;communication components ; designing persuasive communications.

BLOCK- III

UNIT 7 INFLUENCE OF CULTURE ON CONSUMER BEHAVIOUR

Characteristics of culture; measurement of culture; subculture; types of subculture and consumer
behavior; cross culture consumer analysis; Alternative Multinational strategies; cross cultural
psychographic segmentation; and marketing mistakes.

UNIT 8 CONSUMER DECISION

Consumer decision process; pre & post purchase behaviour; purchase process; rationality in
buying; models of consumer decision making.

UNIT-9 CONSUMER SATISFACTION

Consumer satisfaction –meaning; need; importance; mechanism of consumer satisfaction; and
dissatisfaction; repeated buying; brand and shifting loyalty; opinion leadership; and complaint
behaviour .

Suggested Readings

1. Consumer Behaviour : Mellout; Douglas W Tr.
1. 2.Consumer Behaviour :Zaltman & Wallendorf
2. 3.Consumer Behaviour : Lodon & Della Bitta
3. 4.Consumer Behaviour : Engel Blackwell
4. Consumer Behaviour : Schiffman G L and Kanuk L L
5. Consumer Behaviour: Atul Kr. Sharma
6. Consumer Behaviour: Raju M S

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT
SEMESTER – VI**

SALES AND DISTRIBUTION MANAGEMENT

Sub. Code: BBA – MM-604

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

Unit- 1 Introduction to Sales Management

Meaning of sales, marketing concepts and functions, objectives, scopes of personal selling, buyer seller dyad & personal selling situation, theories of personal selling, personal selling process, mistakes in sales.

Unit-2 Personal Selling

Types of selling ,alternative sales structure ,network marketing ,mail order selling ,elements of direct marketing ,teleshopping ,telemarketing ,the selling process ,strategies & styles ,forecasting ,estimating market & sales potential.

Unit- 3 Sales Forces

Sales force meaning ,importance ,scope ,size of sales force, sales organization based on customers ,geography ,product combinations and current trends ,sales training programs , And motivating the sales force – sales force compensation, sales incentives, evaluation of sales force, controlling the sales efforts, sales quotas, sales territories, sales audits.

BLOCK-II

Unit- 4 Recruiting, selection, training of sales force

Recruitment process , selection process ,training objectives ,training methods ,training contents , organization of sales trainings, need of motivation , theories of motivation devising compensation ,types of compensation plans ,fringe benefits .

UNIT 5 Standards of performances qualitative, quantitative

Different performance standards, recording of actual performance, types of sales force report .evaluation & control through action, supervision.

UNIT-6 controlling the sales efforts

Purpose of sales budget, objectives in using quotas, procedure of setting quota. Limitations of quota system , concepts of sales territories ,need for establishment & revision of sales territories , assignment to sales force in territories ,importance of feedback of customers by sales force.

BLOCK III

Unit 7 Physical distribution

Participation in physical distribution function ,the environment of physical distribution system ,channel design strategies and structures ,selecting channel members ,setting distribution objects and tasks ,target market & channel design strategies.

Unit 8 Channel distribution

Marketing channels, types of intermediaries, contemporary channel scenario in India, objectives of intermediaries, function of marketing channel.

Unit 9 Channel design

Steps in channel design, selection of appropriate channel, channel management, channel motivation.

Suggested Readings

1. Sales Management: Futrell
2. Basics of Distribution Management: Kapoor & kansal
3. Sales Management: Johnson, Kurtz, Scheuing
4. Marketing Channels – a management view – Rosen Bloom
5. Sales management in Indian Perspective: Vaswar das Gupta.
6. Fundamental of sales management: Ramneek Kapoor

**Internationa
l business
Management**

Specialisati on

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS MANAGEMENT
SEMESTER – VI**

EXPORT – IMPORT PROCEDURES AND DOCUMENTATION

Sub. Code: BBA – IB-603

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1 EXPORT IMPORT MANAGEMENT

Meaning of Exports; Advantages and Limitations of Exports; scope of Exports; Meaning of Imports; Advantages and Limitations of Imports

UNIT-2 EXPORT DOCUMENTATIONS

Pre shipment and post shipment Export documentation; Foreign exchange Regulation

UNIT-3 EXPORT PROCEDURES

Concepts and procedures of ISO 9000:2000 series and other internationally accepted quality certificates; Quality control and pre-shipment inspection; Export trade control; Marine insurance and commercial practice

BLOCK II

UNIT-4 EXPORT AND IMPORT CLEARANCE

General excise clearance; Custom clearance; Role of clearing and forwarding agents; Shipment of export cargo

UNIT-5 EXPORT AND IMPORT CREDITING

Export credit; Import credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty Drawback

UNIT-6 EXPORT AND IMPORT FACILITIES; INCENTIVES & LICENSING

Export facilities and incentives; Import licensing policy; actual user licensing; Replenishment licensing; Import-export Pass Book; Capital goods licensing; Export houses and trading houses

BLOCK III

UNIT-7 PROCEDURES

Export by parcel and by air; GSP certificate of origin; Customs clearance of Import cargo

UNIT-7 DOCUMENTATION

Documents prescribed by importing countries; Standardized export documents; Packaging; Managing the risks

UNIT-9 BUDGETING AND CONTRACTS

Foreign Exchange budgeting; Import procurement method; Import financing; Purchases contract; Import under counter-trade; Monitoring and follow-up of import contracts

Suggested Readings

1. Cherian and Parab; Export Marketing; Himalaya Publishing House; New Delhi
2. Government of India; Handbook of procedures; Import and Export Promotion; New Delhi
3. Rathod; Rathore and Jani; International Marketing; Himalaya Publishing House; New Delhi
4. Export-Import Manual; NABHI Publications; New Delhi Government of India; Export-Import policy procedure etc.(Vol I; II; and III); New Delhi

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS MANAGEMENT
SEMESTER- VI

INTERNATIONAL MARKETING

Sub. Code: BBA –IB-604

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 FRAMEWORK OF INTERNATIONAL MARKETING

Definition; scope and challenges; difference between international marketing and domestic marketing; the dynamic environment of international trade; transition from domestic to international markets

UNIT-2 DEVELOPING A GLOBAL VISION THROUGH MARKETING RESEARCH

Breadth and scope of international marketing research; problems in availability and use of secondary data; problems in gathering primary data; multicultural research; a special problem; research on internet; estimating market demand; problems in analyzing and interpreting research information; Identifying foreign markets

UNIT-3 GLOBAL MARKETING MANAGEMENT; PLANNING AND ORGANIZATION

Global perspective; global gateways; global marketing management; an old debate and a new view; planning for global markets; alternative market entry strategies; organizing for global competition

BLOCK II

UNIT-4 PRODUCTS AND SERVICES FOR CONSUMERS

Quality; Green marketing and product development, products and culture; analyzing product components for adaptation; products for consumers in global markets, product development; product adaptation, product standardization, marketing consumer services globally; marketing of services, brands in international markets

UNIT-5 PRODUCTS AND SERVICES FOR BUSINESSES

Demand in global business to business markets; quality and global standards – business services;

trade shows crucial part of business to business marketing; relationship markets in business to business context

UNIT-6 LICENSING, STRATEGIC ALLIANCES, FDI:

Introduction; Licensing; Strategic Alliances; Manufacturing Subsidiaries; Entry Modes and Marketing Control; Optimal Entry Strategies

BLOCK III

UNIT-7 GLOBAL DISTRIBUTION

Introduction, Distribution as Competitive advantage, Rationalizing Local Channels, Wholesaling, Retailing, Global Logistics, Parallel Distribution, Global Channel Design

UNIT-8 INTERNATIONAL RETAILING

International expansion of retailers; international retailing defined; retail format; variations in different markets; general merchandise: retailing – issues in international retailing

UNIT- 9 PRICING DECISIONS:

Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and Positioning

Suggested readings:

1. International Marketing: Analysis And Strategy - Sak Onkvisit, Johnshaw; Biztantra,
2. International Marketing; Rakesh Mohan Joshi; Oxford, 2004
3. International Marketing; Michael Czinkota, Ilkka A Ronkainen – Thomson, 2007
4. International Marketing; R Srinivasan; PHI,
5. International Logistics; Pierre David; Biztantra, 2004/05
6. International Management: A Strategic perspective, John B Cullen & K Praveen Parboteeah, Thomson