

# BBA Semester – IV

## Marketing Management-I

Course Category: Major

Course Code: MAM208-2C

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### Course Objective:

The course 'Marketing Management' intends to provide the students:

- A Foundation of Marketing Subject for those interested in advancing their career in Marketing Management
- Sound knowledge on basic concepts of marketing and their uses
- Acquire skills to apply marketing concepts professionally

### Course Outcome:

After the course being taught the student will be able to:

- Understand management as whole and marketing as a specific area.
- Correlate daily life situations with marketing activities.
- Implement marketing principles as a customer immediately and marketer in future.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs. )	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM208-2C	Marketing Management-I	Major	4	4	-	4	50	50	100

Unit	Topics	Instructional Hours	Wtge (%)
1	<p><b>Introduction to marketing management</b></p> <p><i>Key Concept</i></p> <ul style="list-style-type: none"> <li>• Needs</li> <li>• Wants</li> <li>• Demand</li> <li>• Marketing</li> <li>• Marketer</li> </ul> <p><i>Scope of Marketing</i></p> <ul style="list-style-type: none"> <li>• What can be marketed?</li> </ul> <p><i>Marketing Philosophies</i></p>	15	25%
2	<p><b>Introduction to Marketing Mix (1)</b></p> <p><i>Product</i></p> <ul style="list-style-type: none"> <li>• What is a Product</li> <li>• Levels of Product</li> </ul> <p><i>Price</i></p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Pricing Methods(Markup pricing, Target return pricing, Perceived Value Pricing, Going Rate Pricing, Sealed bid pricing,</li> </ul>	15	25%
3	<p><b>Introduction to Marketing Mix (2)</b></p> <p><i>Place</i></p> <ul style="list-style-type: none"> <li>• Meaning of distribution channel</li> <li>• Type of distribution channel</li> </ul> <p><i>Promotion</i></p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Tools for Promotion( Advertising, sales promotion, personal selling, public relations)</li> </ul>	15	25%
4	<p><b>Introduction to STP</b></p> <p><i>Market segmentation</i></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Bases for Segmentation</li> </ul> <p><i>Market Targeting</i></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Strategies for targeting (Undifferential</li> </ul>	15	25%

	marketing, Differential marketing, Concentrated marketing, Micro marketing, <i>Market Positioning</i> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Positioning Strategies</li> </ul>		
	<b>Total</b>	<b>60</b>	<b>100%</b>

**References:**

1. Marketing Management, Phillip Kotler, Kevin Keller 12th ed. Pearson Education
2. Introduction to marketing : Theory and Practice, Adrian Palmer, Oxford Press
3. Sales and Distribution Management, S.A. Chunawala, Himalya publication house
4. Modern Marketing Research, M.N. Mishra Himalya Publishing House

# BBA Semester – IV

## Human Resource Management-I

**Course Category: Major**

**Course Code: MAM209-2C**

**Course Objective:**

The course 'Human Resource Management' intends to provide the students:

- Basic knowledge human resource management
- Functions of HRM and its implementation in the corporate world

**Course Outcomes:**

At the end of the course, the student shall be able to:

- Understand the basic concepts of HRM and their practices
- Implement different corporate practices of HRM

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs. )	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM209-2C	Human Resource Management-I	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	<b>Introduction to HRM</b> Meaning, Definition, Nature, Scope, Objectives, Importance, Principles, Functions (Managerial & Operational) - Evolution of HRM	15	25%
2	<b>Job Analysis:</b> Job Analysis: Meaning, Use, approach and Process Job Analysis. Job Description & Writing Job Description. Job Specification. <b>Human Resource Planning (HRP)</b> Meaning, Definition, Objectives, Importance, Factors affecting and Process of HRP, Effective HRP	15	25%
3	<b>Recruitment</b> Meaning, Sources, Process and challenges of Recruitment. <b>Selection:</b> Meaning, Purpose, process. <b>Placement:</b> Meaning and Concept	15	25%

	<p><b>Orientation:</b> Meaning, Objective and Process</p> <p><b>Internal Mobility:</b> Meaning and Purpose of transfer, Meaning and Bases of Promotion and Meaning and Reasons of Demotion.</p>		
4	<p><b>Training and Development:</b> Meaning, Objective, Benefits, Stages in training: stage 1 -Need Assessment, stage 2 – Designing the training program – Instruction objective, Learning principles, Stage 3 Implementation -Training methods, conduct of Program, Stage 4 Evaluation</p> <p><b>Performance Appraisal</b> Meaning, Objective, Process, Methods of Performance Appraisal, Problems with Performance appraisal.</p>	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>

**References:**

1. Human Resources Management – V S P Rao
2. Personnel and Human Resources Management – P Subba Rao
3. Personnel and Human Resources Management – K Ashwathapa

# BBA Semester – IV

## **Corporate Accounting** **Course Category: Major** **Course Code: MAM210-2C**

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### **Course Objective:**

The course 'Corporate Accounting' intends to provide the students:

- A foundation of corporate accounting
- A fair knowledge about methods and applications of recent developments in corporate accounting

### **Course Outcome:**

At the end of the course, the student shall be able to:

- Acquire knowledge of SEBI guidelines for underwriting of Shares & Debentures
- Calculate goodwill and find share price value of a company
- Gain knowledge on redemption of preference shares and debentures

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM210-2C	Corporate Accounting	Major	4	4	0	4	50	50	100

Unit	Chapter	Instructional Hours	Wtge (%)
1	<b>Company's Final Accounts</b> Provision of the company's Act, 2013, Preparation of Final Accounts, Adjustments relating to preparation of Final Accounts, Profit or Loss Account and Balance sheet (Vertical format)	15	25%
2	<b>Cash Flow and Fund Flow Statement</b> Meaning and Concept of Fund, Fund Flow and Fund Flow Statement, Significance and Limitations, Preparation of Fund Flow Statement. Meaning and Concept of Cash flow and Cash Flow Statement, Significance and Limitations, Comparison between Cash flow and Fund flow. Preparation of Cash Flow Statement.	15	25%
3	<b>Accounting For Insurance and Banking Companies</b> Insurance Accounts, Types, Final Accounts of Life Insurance, Profit Determination of Life Insurance. Basic Examples. Meaning of Banking Companies, Important terms in Banking business, Concept of NPA's. Basic Examples	15	25%
4	<b>Forensic Accounting</b> Introduction to Forensic Accounting, Meaning, Objective, Types, Nature, Key Principles, Ethical Principles and Responsibilities.	15	25%

	<b>Total</b>	<b>60</b>	<b>100%</b>
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**Skill Development Activities:**

1. Collect annual reports of a company and list out its assets and liabilities.
2. Interaction with persons/officials concerned with banking and insurance companies.

**References:**

1. Dr. M. A. Arulanandam & K.S. Raman – Corporate Accounting, SuchitraPrakashan (P) Ltd, Allahabad.
2. R L Gupta & M. Radhaswamy – Corporate Accounts, Theory, Methods & Application, Sulthan Chand & sons, New Delhi, 2014.
3. Jain and Narang, Corporate Accounting, Kalyani Publisher, Ludhiana, 2013.
4. Rajashekar & Lalitha –Corporate Accounting – Pearson, New Delhi, 2011.
5. ReddyT.S.&Murthy ,A ,Corporate Accounting ,Margham Publications, Chennai.

# BBA Semester – IV

## **Service Marketing** **Course Category: Major** **Course Code: MAM211-2C**

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### **Course Objective:**

The course 'Service Marketing' intends to provide the students:

- A fair understanding about the nature and scope of services marketing
- Theory and practical basis for assessing service performance
- Knowledge to manage service firms in the modern world

### **Course Outcome:**

At the end of the course, the student shall be able to:

- Understand fundamentals of service marketing
- Understand important aspects of service industry
- Implement aspects of service marketing in professional life

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM211-2C	Service Marketing	Major	4	4	0	4	50	50	100

Unit	Chapter	Instructional Hours	Wtge (%)
1	<b>Introduction to Service Marketing</b> Introduction and Definition, Differentiation of Goods from Service, Why Service Marketing, Characteristics of Service, Reasons for Growth of Service Sector, Steps in Strategic Planning Process, The service Triangle (Internal, External and Interactive Marketing)	15	25%
2	<b>Marketing Mix &amp; Services</b> Service marketing mix, The strategic role of Physical Evidence, Service Scape, Service Scape Dimension, Developing Physical Evidence Strategy	15	25%
3	<b>Service &amp; Demand Management</b> Demand situations, Demand Patterns, Demand variations in services, Strategies for demand management, Flexing Capacity to Meet Demand (when demand is High & Low)	15	25%
4	<b>Service Quality</b> How Quality is Perceived, Determinants of Service Quality, Gap Model of Service Quality, SERVQUAL, Total quality Service Marketing, Research on Service Quality	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>



## References:

1. Service Marketing, K. Rama Mohan Rao, Pearson Education
2. Services Marketing, John E. G. Bateson and K. Douglas Hoffman
3. Service Marketing, Christopher Lovelock and Jochenwirtz

# BBA Semester – IV

## **Industrial Relations** **Course Category: Major** **Course Code: MAM212-2C**

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### **Course Objective:**

The course 'Industrial Relations' intends to provide the students:

- Awareness about the different ways of creating effective communication channel for maintaining healthy relations between employees and the employer
- Knowledge about the dispute prevention and settlement mechanism
- Knowledge about the main provisions of the Factories Act, 1948

### **Course Outcomes:**

At the end of the course, the student shall be able to:

- Understand the different ways of solving the dispute and strengthening the relations between employees and employers.
- Acquire knowledge about the provisions of health, safety and welfare as per the Factories Act, 1948

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs. )	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM212-2C	Industrial Relations	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	<b>Compensation Management:</b> Meaning, Nature of Compensation, Objective of Compensation Planning, Equity and Pay Rates, Components of Pay Structure in India, Factors Influencing Compensation Levels, Wage Policy and Wage Policy in India. Principles of Wage & Salary Administration, Characteristics of ideal system of wage payment, Methods of wage payment: Time wage System and Piece Wage System	15	25%
2	<b>Health:</b> Meaning, Need and Legal Provisions as per Factories Act 1948.	15	25%

	<p><b>Safety:</b> Meaning, Purpose, Effective Safety Management, Legal Provisions as per Factories Act 1948.</p> <p><b>Welfare:</b> Meaning, Purpose, Agencies for Welfare Work, Types of Welfare Facilities, Statutory Provisions as per Factories Act 1948, Labour Welfare Officer</p> <p><b>Social Security:</b> Meaning, Objectives and Types</p>		
3	<p><b>Employee Grievances:</b> Meaning, features, forms, causes, effects, essential prerequisites of a grievance and model grievance procedure.</p> <p><b>Trade Union:</b> Meaning, Definition, Objectives, Functions, Union Structure, Statutory Provisions: Registration, Status, Cancellation, Obligation, Rights &amp; Liabilities; Union Problems and measures to strengthen trade union movement.</p> <p><b>Employers' associations:</b> Introduction and Objectives (Primary and Secondary), origin and growth; and structure.</p>	15	25%
4	<p><b>Collective Bargaining:</b> Concept, Features, Objectives, Process, essential conditions for effective bargaining and Factors inhibiting Collective Bargaining</p> <p><b>Industrial Relation:</b> Definition, Characteristics, Objectives, Approaches, Conditions for congenial IR, Significance.</p> <p><b>Industrial Dispute:</b> Meaning, Forms, Causes of Industrial Disputes; Industrial Disputes Prevention and Settlement Machinery.</p>	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>

### References:

1. Human Resources Management – V S P Rao
2. Personnel and Human Resources Management – P Subba Rao
3. Personnel and Human Resources Management – K Ashwathapa

# BBA Semester – IV

## Corporate Finance and Restructuring Management

**Course Category: Major**

**Course Code: MAM213-2C**

### Course Objective

The course 'Corporate Finance and Restructuring Management' intends to provide the students:

- Sound knowledge on concepts of corporate finance
- Fair understanding about tools of corporate restructuring including mergers, acquisitions, amalgamations, joint ventures and strategies alliances

### Course Outcome

After the course being taught the student will be able to:

- Equip themselves with sound knowledge on corporate finance
- Use various tools of corporate restructuring in corporate life

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs. )	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM213-2C	Corporate Finance and Restructuring Management	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	<b>Corporate Finance:</b> <ul style="list-style-type: none"> <li>• Overview,</li> <li>• Financial Strategy and Planning,</li> <li>• Risk Evaluation and Capital Budgeting,</li> <li>• Dividend and Retention Policies,</li> <li>• Designing Capital Structure</li> </ul>	15	25%
2	<b>Corporate Restructuring:</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Historical Background</li> <li>• Need and Scope</li> <li>• Types of Restructuring</li> <li>• Legal Framework of Corporate Restructuring</li> <li>• Most Commonly Applied Tools of Corporate Restructuring</li> </ul>	15	25%
3	<b>Mergers / Acquisitions and Amalgamation:</b> <ul style="list-style-type: none"> <li>• Overview</li> </ul>	15	25%

	<ul style="list-style-type: none"> <li>• Reasons for Mergers &amp; Acquisitions</li> <li>• Types of Mergers and acquisitions –Recent Indian examples</li> <li>• Demerger</li> <li>• Slump Sale</li> <li>• Business Sale/Divestiture</li> </ul>		
4	<b>Joint Venture and Strategic Alliance:</b> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Reverse Merger</li> <li>• Financial Restructuring</li> <li>• Alteration of Share Capital</li> <li>• Reduction of Share Capital</li> <li>• Buy-Back of shares</li> </ul>	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>

### References

1. Das, Bhagaban, Debdas Raskhit & Sathya Swaroop Debasish, “Corporate Restructuring – Merger, Acquisition and Other Forms, Himalaya Publishing House
2. Chandratore, K. R., “Corporate Restructuring”, Bharat Publication
3. Sinha, Pradipkumar, “Mergers, Acquisitions and Corporate Restructuring”
4. Gaughan, Patrick A., “Mergers, Acquisitions and Corporate Restructuring”, Wiley publication

# BBA Semester – IV

## **Basics of Entrepreneurship**

**Course Category: Major**

**Course Code: MAM214-2C**

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### **Course Objective**

The course 'Basics of Entrepreneurship' intends to provide the students:

- Knowledge on entrepreneurial mindset
- Entrepreneurial skills such as innovation & creativity, fund raising, marketing & sales, start-up operation, etc.

### **Course Outcome**

At the end of the course, the student shall be able to:

- Understand the different characteristics of an entrepreneur
- Acquire knowledge about innovation and creativity for entrepreneur
- Acquire skills for fund raising strategies, investor relation, budgeting etc.
- Gain knowledge about marketing and sales, and start-up operations

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs. )	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM214-2C	Basics of Entrepreneurship	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	<b>Entrepreneurship Essentials</b> <ul style="list-style-type: none"><li>• Introduction to Entrepreneurship</li><li>• Types of Entrepreneur</li><li>• Qualities and Characteristics of Entrepreneur</li><li>• Entrepreneurial Mindset</li><li>• Opportunity Identification</li><li>• Market Analysis &amp; Customer Research</li></ul>	15	25%
2	<b>Creativity and Innovation</b> <ul style="list-style-type: none"><li>• Foundations of Creativity and Innovation</li><li>• Design Thinking and Prototyping</li><li>• Innovate and Iterate: The Power of Lean Startups</li><li>• Launching and Scaling Innovative Ventures</li></ul>	15	25%
3	<b>Fund raising and Management for Entrepreneurs</b>	15	25%

	<ul style="list-style-type: none"> <li>• Fund raising Strategies and Sources</li> <li>• Crowd funding and Alternative Financing</li> <li>• Investor Relations and Communications</li> <li>• Financial Management and Budgeting</li> </ul>		
4	<p><b>Marketing and Sales for Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Marketing Basics and Strategy for Entrepreneurs</li> <li>• Digital Marketing for Entrepreneurs</li> <li>• Sales and Business Development</li> <li>• Customer Relationship Management and Retention</li> </ul> <p><b>Start-up Operations and Future-proofing</b></p> <ul style="list-style-type: none"> <li>• Introduction to Start-up Operations</li> <li>• Safeguarding Innovation and IPR</li> <li>• Navigating Legal Channels</li> </ul>	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>

**References:**

1. Vasant Desai, Entrepreneurship Development, Himalaya Publication,
2. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications. .
3. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books.
4. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.
5. Morris, M. H., Kuratko, D. F., & Covin, J. G. (2020). Corporate entrepreneurship: Entrepreneurial development within organizations. Cengage Learning.
6. Timmons, J. A., & Spinelli, S. (2019). New venture creation: Entrepreneurship for the 21st century. McGraw-Hill Education.
7. Bornstein, David. (2003). How to change the world: social entrepreneurs and the power of new ideas. Oxford; New York: Oxford University Press.

# BBA Semester – IV

## Direct Taxation

Course Category: Minor

Course Code: MAE205-2C

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### Course Objective:

The course 'Direct Taxation' intends to provide the students:

- Awareness about Income Tax Act and Direct Tax
- Learning about income inflow and outflow of different income
- A good understanding about real life impacts of taxation on day to day life

### Course Outcome:

At the end of the course, the student shall be able to:

- Understand fundamentals of union budget
- Understand important aspects of taxation system in different commercial activities
- Correlate and implement aspects of taxation system in different commercial activities

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAE205-2C	Direct Taxation	Minor	4	4	0	4	50	50	100

Unit	Content	Instructional Hours	Wtge (%)
1	<b>Introduction to Income Tax Act, 1961, Residential Status and Incidence of Tax</b> Basic Concepts Direct Tax, Assessee, Person, Assessment year, Previous year, Gross Total Income Residential Status and Incidence of Tax (Only theory)	15	25%
2	<b>Income under the head Salaries and its Computation</b>	15	25%
3	<b>Income under the head Income from House Property and its Computation</b> Introduction, Tax exemption of income from House Property, Income from let out House Property, Income from self-occupied House Property, Provisions Regarding Unrealized Rent of Current Financial Year <b>Income under the head Profits and Gains of Business or Profession and its Computation</b>	15	25%



	Introduction, Practical on arriving at business income through P & La/c, Excluding Income and Expenditure a/c and Receipt and Payment a/c, Allowable Deductions, Depreciation of Current Financial Year		
4	<p><b>Income under the head Capital Gains and its Computation</b> Introduction, Meaning and Types of Capital Assets, Transfer of Capital Asset, Full value of Consideration, Expenditure on Transfer, Cost of acquisition and improvement, Indexed cost of Acquisition and Improvement, Exempted Capital Gains</p> <p><b>Income under the head Income from Other Sources and its Computation</b> Income chargeable under the head “Income from other sources”, Other income under “Income from other sources”, Dividend Income, Income of Interest on Securities, Casual Income etc., Income from let out machinery, plant furniture, Deductions</p>	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>

### References:

1. Student's Guide to Income Tax including Service Tax & VAT, Singhania and Singhania, Taxmann Publication.
2. Taxation, T.J.Rana et.al.Sudhir Prakashan.
3. Systematic Approach to Income Tax & CST, Ahuja and Gupta, Bharat Prakashan

# BBA Semester – IV

## **Strategic Management** **Course Category: Minor** **Course Code: MAE206-2C**

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### **Course Objective**

The course 'Strategic Management' intends to provide the students:

- A fair knowledge about business strategy and strategic management
- A clear understanding about the strategic management process
- Knowledge about competitive positioning of business; implementation, control and assessment of strategy

### **Course Outcome**

After the course being taught the student will be able to:

- Acquire knowledge about the need of strategic management
- Formulate strategy and identify the constraints in formulating strategy
- Understand how to implement, control and assess strategy in business

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAE206-2C	Strategic Management	Minor	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	<b>Introduction to Strategic Management</b> <ul style="list-style-type: none"><li>• Meaning of strategy and strategic management</li><li>• Need for strategic management</li><li>• McKinsey's 7'S Framework</li></ul>	15	25%
2	<b>Strategic Management Process:</b> <ul style="list-style-type: none"><li>• Purposes of Strategic Management Process</li><li>• Steps involved in the Strategic Management Process</li><li>• Strategy Formulation</li><li>• Constraints and Strategic Choice</li><li>• Strategy Implementation</li><li>• Strategic Control and Assessment</li></ul>	15	25%
3	<b>Competitive Positioning</b> <ul style="list-style-type: none"><li>• Competitive positioning</li><li>• Business level strategies: Cost leadership, differentiation, focus and dual advantage</li></ul>	15	25%

	<ul style="list-style-type: none"> <li>• Value chain analysis</li> </ul>		
4	<b>Strategic Management in Global Environment</b> <ul style="list-style-type: none"> <li>• Need for Globalization</li> <li>• Different Types of International / Multinational Companies</li> <li>• Development of a Global Corporation</li> <li>• Complexity of Global Environment</li> <li>• International Culture</li> <li>• Implementing Global Strategies</li> </ul>	15	25%
	<b>Total</b>	<b>60</b>	<b>100%</b>

## References

1. Strategic Management, Fred R. David, Pearson Education
2. Strategic Management and Business Policy, Thomas L. Wheelen, J. David Hunger and Krish Rangarajan, Pearson Education
3. Strategic Management: An Integrated approach, Hill W.L. Charles & Jones R. Gareth
4. Business Policy and Strategic Management, AzharKazmi, Tata McGraw Hill
5. Strategic Management -The Indian Context, R.Srinivasan, Prentice Hall of India, 2012

# KADI SARVA VISHWAVIDYALAYA

## AEC213-2C Personality Development (For BBA / B.Com / B.Sc All Semester 4)

### Course objectives:

1. To help develop an awareness of the concept of personality and its aspects
2. To enable the learners to gain clarity of their own skills and abilities as professionals
3. To instil an understanding of how one can develop certain traits of personality as per the requirement of one's professional field

### Learning Outcomes

1. To help students gain an idea of Personality and various aspects
2. To help analyse the personality so as to gain clarity about their future careers
3. To generate a neutral understanding of human relations especially in terms of profession
4. To enable to use the clarity for the real-life situations
5. To help gain some personal attributes that enhance the professional competence

### TEACHINGANDEVALUATIONSCHEME:

Subject Code	Subject Title	Teaching Scheme	Credits	Examination Scheme			Total Marks
		Theory Per Week		Hrs.	Max Marks		
					CCE	SEE	
AEC213-2C	Personality Development	2	2	2	25	25	50

### Course Content

Unit	Content	Total Hours	Weightage
<b>1.</b>	<b>Basics of Personality Development</b>		<b>30% 07 MARKS</b>
<b>1.1.</b>	Concept of personality [Introduction, Definitions and general meaning]	<b>3</b>	
<b>1.2.</b>	Personality Analysis Method-Types, self-assessment and implications for working on limitations	<b>3</b>	
<b>1.3.</b>	SWOT analysis [Introduction, Meaning, Benefits of SWOT analysis, Grid (Framework) of SWOT]	<b>2</b>	
<b>1.4.</b>	Johari window	<b>1</b>	

<b>2.</b>	<b>Interpersonal Skills</b>		<b>30% 08 MARKS</b>
<b>2.1.</b>	Forms of Communication	<b>1</b>	
<b>2.2.</b>	Interpersonal communication-definition and three unique attributes	<b>1</b>	
	Personality traits to develop for good interpersonal skills(7 traits)		
<b>2.3.</b>	Teamwork: Importance of team work, collaboration VS silo building, five points of importance of team work, diverse and dispersed teams	<b>2</b>	
	Features of a good team worker/leader	<b>1</b>	
	Adaptability- Culture and communication: defining culture and understanding cultural communication. some related terms- globalization, culture, intercultural communication, co-culture, cultural shock, cultural context, high-context and low context culture	<b>2</b>	
	Five categories of cultural values	<b>1</b>	
	Barriers to bridging differences and adapting to others, and strategies to deal with them	<b>1</b>	
<b>3.</b>	<b>Personal Attributes</b>		
<b>3.1.</b>	Change management- a case study and test	<b>1</b>	
	Physical-emotional reactions to change, attitudes that hinder change, the change implementation model	<b>2</b>	
<b>3.2.</b>	Motivation, Goal setting and self-esteem -case study, questionnaire, Impact of values and attitudes, how one gets motivated step by step, characteristics of attainable goals, worksheets, ten ways to increase self-motivation, case study discussion.	<b>4</b>	
<b>3.3.</b>	Time management: Case study, definition, symptoms of problems in time management,	<b>1</b>	
	steps-planning prioritizing, estimating, documenting, tracking	<b>1</b>	
	Barriers in time management	<b>1</b>	
<b>3.4.</b>	Creative thinking: what it is, components, strategies and case study.	<b>2</b>	

## Reference Books:

1. Personality Development and soft skills, By: Barun Mitra, Oxford university press
2. Cornerstone book of Developing Soft Skills, Pearson Publication  
By: Robert Sherfield, Rhonda Montgomery, and Patricia Moody
3. Soft Skills: Know yourself and Know the World By: Dr. K. Alex, S.  
Chand and Company Publications
4. Personality Traits By: Gerald Matthews, Ian J. Deary, Martha C.  
Whiteman, Cambridge University Press
5. Communication Skills By Sanjay Kumar and Pushpa Lata, Oxford University Press  
publication
6. Communication: Principles for a Lifetime, By: Steven Beebe, Susan  
Beebe and Diana Ivy, Pearson Publication
7. Technical Communication: Process and product, By: Gearson and  
Gearson, Pearson Publication
8. The Ace of Soft Skills: Attitude, Communication and Etiquettes for  
Success By: G. Ramesh Pearson Publication

# BBA Semester – IV

## Advance Excel

**Course Category: Skill Enhancement Course**

**Course Code: SEC224-2C**

**---Course Objective:**

The course 'Advance Excel' intends to provide the students:

- Advance knowledge of excel as per the industry demand
- Critical thinking skills to design and create spreadsheets. Communicate in a business setting using spreadsheet vocabulary.

**Course Outcome:**

After successful completion of the course the learner shall be able to:

- Handle data using Excel
- Use various formulas in excel, like Vlookup, etc.
- Use various features of excel which may support his employability

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
SEC224-2C	Advance Excel	SEC	2	0	4	4	25	25	50

Unit	Details	Instructional Hours	Wtge (%)
1	<p><b>Create Worksheets and Workbooks</b></p> <ul style="list-style-type: none"> <li>▪ Create a workbook</li> <li>▪ Import data from a delimited text file</li> <li>▪ Add a worksheet to an existing workbook</li> <li>▪ Copy and move a worksheet</li> </ul> <p><b>Navigate in Worksheets and Workbooks</b></p> <ul style="list-style-type: none"> <li>▪ Search for data within a workbook</li> <li>▪ Navigate to a named cell, range, or workbook element</li> <li>▪ Insert and remove hyperlinks</li> </ul> <p><b>Format Worksheets and Workbooks</b></p> <ul style="list-style-type: none"> <li>▪ Change worksheet tab color</li> <li>▪ Rename a worksheet</li> <li>▪ Change worksheet order</li> <li>▪ Insert and delete columns or rows</li> <li>▪ Change workbook themes</li> <li>▪ Adjust row height and column width</li> <li>▪ Insert headers and footers</li> </ul> <p><b>Create Charts ▪ Create a new chart</b></p> <ul style="list-style-type: none"> <li>▪ Add additional data series</li> <li>▪ Switch between rows and columns in source data</li> <li>▪ Analyze data by using Quick Analysis</li> </ul>	30	50%

	<p><b>Format Charts</b></p> <ul style="list-style-type: none"> <li>▪ Resize charts</li> <li>▪ Add and modify chart elements</li> <li>▪ Apply chart layouts and styles</li> <li>▪ Move charts to a chart sheet</li> </ul> <p><b>Insert and Format Objects</b></p> <ul style="list-style-type: none"> <li>▪ Insert text boxes and shapes</li> <li>▪ Insert images</li> <li>▪ Modify object properties</li> <li>▪ Add alternative text to objects for accessibility</li> </ul> <p><b>Summarize Data by using Functions</b></p> <ul style="list-style-type: none"> <li>▪ Perform calculations by using the SUM function</li> <li>▪ Perform calculations by using MIN and MAX functions</li> <li>▪ Perform calculations by using the COUNT function</li> <li>▪ Perform calculations by using the AVERAGE function</li> </ul> <p><b>Perform Conditional Operations by using Functions</b></p> <ul style="list-style-type: none"> <li>▪ Perform logical operations by using the IF function</li> <li>▪ Perform logical operations by using the SUMIF function</li> <li>▪ Perform logical operations by using the AVERAGEIF function</li> <li>▪ Perform statistical operations by using the COUNTIF function</li> </ul>		
2	<p><b>Apply Advanced Date and Time Functions</b></p> <ul style="list-style-type: none"> <li>▪ Reference the date and time by using the NOW and TODAY functions</li> </ul> <p><b>Format and Modify Text by using Functions</b></p> <ul style="list-style-type: none"> <li>▪ Format text by using RIGHT, LEFT, and MID functions</li> <li>▪ Format text by using UPPER, LOWER, and PROPER functions</li> <li>▪ Format text by using the CONCATENATE function</li> </ul> <p><b>Apply Functions in Formulas</b></p> <ul style="list-style-type: none"> <li>▪ Perform logical operations by using AND, OR, and NOT functions</li> <li>▪ Perform logical operations by using nested functions</li> <li>▪ Perform statistical operations by using SUMIFS, AVERAGEIFS, and COUNTIFS functions</li> </ul> <p><b>Look up data by using Functions</b></p> <ul style="list-style-type: none"> <li>▪ Look up data by using the VLOOKUP function</li> <li>▪ Look up data by using the HLOOKUP function</li> </ul>	30	50%
	<b>Total</b>	<b>60</b>	<b>100%</b>

**References:**

1. P.K. Hari: Known for his book "Excel in Finance," Hari provides insights into how Excel can be used effectively in financial analysis and modeling.
2. Purnachandra Rao: Author of "Mastering Excel," Rao's book covers a wide range of Excel topics, from basic functions to advanced data analysis techniques.
3. Learning Excel 2007 by Ramesh Bangia
4. Fundamentals of Computers by V. Rajaraman (PHI)
5. PC Software for Windows by TAXALI (TMH)
6. Foundations of Computing by P.K. Sinha (BPB)



7. Computer Science by E BalaguruSwami (TMH)
8. A first course in Computer by Sanjay Saxena, 2003 Edition,.
9. Computer Fundamental – Concept, System and Applications by D.P. Nagpal.
10. Introduction to Computers by Peter Nortans
11. Microsoft Office 2003 in ten simple steps or less by Michael Desmond
12. Wikipedia.org
13. Youtube.com

## BBA Semester – IV

### Public Speaking and Presentation Skills

**Course Category: Skill Enhancement Course**

**Course Code: SEC225-2C**

**---Course Objective:**

The course 'Advance Excel' intends to provide the students:

- To inculcate presentation skills among the students
- To enhance public speaking and presentation skills so that the learner can sell an idea

**Course Outcome:**

After successful completion of the course the learner shall be able to:

- Prepare and deliver effective presentations.
- Share the content with the audience confidently

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
SEC225-2C	Public Speaking and Presentation Skills	SEC	2	-	4	4	25	25	50

Unit	Details	Instructional Hours	Wtge (%)
1	<p>Planning, developing, and presenting: - Topic selection, audience analysis, thesis statement, and research, preparing an outline and organizing the presentation, using audio-visual aids, rehearsal, and delivery. (Cornerstone)</p> <p>Mastering Small-Group Presentations and Negotiations, Making Persuasive Sales Presentations( speak to win)</p> <p>-Brainstorming and analyzing the self for the task, examining the individual scopes for improvement.</p> <p>-Reflections and case studies ( cornerstone)</p> <p>- Presentation 1 Informative- from planning to delivery</p> <p>e.g. describing a concept of your field, presenting numerical data with analysis and implications, narrating the process or procedure, etc.</p>	30	50%

	-presentation 2 Persuasive- from planning to delivery E.g. Selling your product or service, negotiating, convincing, and persuading.		
2	Communication apprehension, Techniques of delivery, listening skills, construction of a speech, different modes, and purposes of speaking, Introductory, informative, narrative, persuasive, special occasion/current event speeches, and storytelling and sensory aids speeches. ( An intro to public speaking)  * Each of the above has practical activities to be carried out while teaching, which shall serve the practical tasks.  Planning and preparation, eliminating fear, starting strong, powerful voice techniques, controlling and using space ( speak to win)  Shark tank practice Assignments and case studies ( speak like a CEO)	30	50%
	<b>Total</b>	<b>60</b>	<b>100%</b>

**References:**

**References:**

- R Sherfield, R Montgomery, and P Moody: *Cornerstone book of Developing Soft Skills*, Pearson Publication.
- Brent C. Oberg: *An Introduction to Public Speaking*, Jaico Publication House
- Brian Tracy: *Speak to Win: How to Present with Power in Any Situation*, an AMACOM Publication
- Making Great Presentations by Ghassan Hasbani
  
- Nancy Duarte: *RESONATE: PRESENT VISUAL STORIES THAT TRANSFORM AUDIENCES*, John Wiley & Sons, Inc
- Suzanne Bates: *Speak like a CEO*, Mc-Graw Hill Publication

<https://kpu.pressbooks.pub/communicationsatwork/chapter/12-2-presentations-to-inform/>

<https://louis.pressbooks.pub/businessprofessionalcomm/chapter/chapter-12-developing-presentations/>

# BBA Semester – IV

## Fundamentals of Insurance

**Course Category: Value Added Course**

**Course Code: VAC208-2C**

### Course Objectives

The course 'Fundamentals of Insurance' intends to provide the students:

- A fair knowledge on financial and life security of people
- Insight on the nature of Life Insurance and general Insurance, its procedure for making claims against different kinds of Insurance policies
- Knowledge about the new forms of Insurance.

### Course Outcomes

After the course being taught the student will be able to:

- Analyse insurance and take decision about insurance
- Guide family members and others about the importance of insurance in their life and profession

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
VAC208-2C	Fundamentals of Insurance	VAC	2	2	-	2	25	25	50

Unit	Details	Instructional Hours	Wtge (%)
1	<p><b>Basics of Insurance:</b></p> <ul style="list-style-type: none"> <li>• Insurance - Meaning, Definition, Functions</li> <li>• Importance of Insurance to Society, Individuals, Business and Government.</li> </ul> <p><b>Life Insurance:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Features</li> <li>• Classification of policies</li> <li>• Annuities</li> <li>• Selection of risk</li> <li>• Measurement of risk</li> <li>• Calculation of premium</li> <li>• Investment of funds</li> <li>• Surrender Value</li> <li>• Policy conditions</li> <li>• Life Insurance for the Under Privileged.</li> </ul>	15	50%
2	<p><b>Personal Accident Insurance:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Definition, Functions</li> <li>• Motor Insurance</li> </ul>	15	50%

	<ul style="list-style-type: none"> <li>• Burglary Insurance</li> <li>• Miscellaneous Forms of Insurance including <ul style="list-style-type: none"> <li>○ Social Insurance</li> <li>○ Rural Insurance and</li> <li>○ Prospects of Agriculture Insurance in India</li> </ul> </li> </ul>		
	<b>Total</b>	<b>30</b>	<b>100%</b>

**References:**

1. Gupta P.K, “ Insurance and Risk Management”, Himalaya Publishing House; 2004
2. Mishra M.N., “ Principles and Practices of Insurance”,S. Chand and Co; 2004
3. Panda G.S., “Principles and Practices of Insurance” Kalyani Publications, 2004
4. PK Gupta,” Insurance and Risk Management”, Himalaya Publishing House.

## BBA Semester – IV

### Basic Issues of Indian Economy Course Category: Value Added Course Course Code: VAC209-2C

**Course Objective:**

The course 'Basic Issues of Indian Economy' intends to provide the students:

- Basic understanding about demographic issues of Indian economy
- A fair knowledge about unemployment and poverty issues of Indian economy
- Knowledge about criticality of income inequality of Indian economy

**Course Outcome:**

After the course being taught the student will be able to:

- Critically analyze the Indian economic situation
- Take decisions both at personal and professional level keeping in view the basic problems faced in India

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
VAC209-2C	Basic Issues of Indian Economy	VAC	2	2	-	2	25	25	50

Unit	Details	Instructional Hours	Wtge (%)
1	<p><b>Demographic Issues</b> Stages of demographic transition – Causes of rapid growth of population in India – Population and economic development in India – Age structure of population and its demographic dividend</p> <p><b>Unemployment in India</b> Nature and estimates of unemployment in India – Causes of unemployment in India – Government Policy for removing unemployment in India</p>	15	50%
2	<p><b>Poverty in India</b> Incidence of poverty in India – Multidimensional poverty – Safety Nets for Poor (Poverty Alleviation Programmes of Government of India)</p> <p><b>Income Inequalities in India</b></p>	15	50%

	Causes of Income Inequalities in India – Government Policy and Measures to reduce Income Inequality		
	<b>Total</b>	<b>30</b>	<b>100%</b>

### References

1. Puri, V. K and S. K. Mishra, “Indian Economy” 39<sup>th</sup> Edition, Himalaya Publishing House
2. Puri, V. K and S. K. Mishra, “Economic Environment of Business, Himalaya Publishing House
3. Datta, Rudra and K. P. M Sundaram, “Indian Economy”, Himalaya Publishing House