

COURSE CONTENT FOR SEMESTER – III

BBA-301: ADVERTISING MANAGEMENT

Unit – I: Advertising: Introduction, Scope, importance in business: Role of advertising, function of advertising, key players in advertising, types of advertising.

Unit – II: Public Relation and Publicity: Meaning of Public Relation, Difference between public relations and advertising, Role of Public Relations, Process of Public Relation, Advantages and disadvantages of Public Relations, Publicity, Advantages and disadvantages of publicity.

Unit-III: Sales Management and Sales Promotional: Defining Sales Management, Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executive, Scope and Role of sales promotion.

Unit – IV: Print Media and Broadcasting: Characteristics of the press, Basic media concepts, newspapers, magazines, Factors to be considered for print media advertising,, Meaning of Broadcasting, Radio as a medium, television as a medium, internet advertising.

Unit –V: Media Planning and Strategies: Growth and Importance of Media, Meaning and role of media planning, Media Plan, Market Analysis, Media Objectives, Developing and implementing Media Strategies.

Suggested Readings:

1. Advertising and Promotion: George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management: Concept and Cases Manendra Mohan, TMH
3. Advertising Management: Rajeev Batra, PHI
4. Advertising Management: Thakur publications Rajeev S, N. S. Rana

BBA-302: TEAM BUILDING & LEADERSHIP

UNIT – I: Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

UNIT – II: Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

UNIT – III: Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership, Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

UNIT – IV: Personality: Meaning & Concept of Personality; Types of personality; Personality Determinants; Evaluation of Personality.

UNIT -V: Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

Suggested Readings:

1. Yukl G - Leadership in Organizations (Prentice hall, 7thEd.)
2. Lall& Sharma – Personal Growth Training & Development (Excel Books)
3. Janakiraman- Training & Development(Biztantra)
4. UdaiPareek - Understanding Organizational Behavior (Oxford, 2ndEd.)
5. Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

BBA-303: INDIAN ECONOMY

Unit – I: Meaning of Economy, Economic growth & development, characteristics of Indian Economy, Factors affecting economic development.

Unit – II: An overview of Economic Resources of India, Human Resources of India, Concept of Population Explosion Interrelation of Population and Economic Development, Population policy of India, Problem of Unemployment in India.

Unit – III: Agriculture: Land Reforms and land tenure system, Green Revolution and capital formation in agriculture industry, trends in composition and growth, role of public and private sector, small scale and cottage industries.

Unit – IV: Problems and prospects of Indian Agriculture, Plan period Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile).Role of small scale industry in Indian economy.

Unit – V: Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-Operative banks; Development banks .NITI Aayog: formation ,Function and contribution of NITI Aayog.

Suggested Readings:

1. Kenes J.M. General Theory of Employment, Interest and Money
2. Brooman Macro Economics
3. Seth, M..L. Monetary Theory
4. Vaish, M.C. Monetary Theory
5. Singh, S.P. Macro Economics

BBA-304: CUSTOMER RELATIONSHIP MANAGEMENT

UNIT – I Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

UNIT – II CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

UNIT – III Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

UNIT – IV CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off Support.

UNIT – V Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation.CRM Links in E-Business: E-Commerce and Customer Relationships on the Internet, Supplier : Role and Importance.

Suggested Readings:

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)-PHILearning
2. Bhasin: Customer Relationship Management (Wiley Dreamtech)
3. Dyche: Customer relationship management handbook prentice hall
4. Peelan: Customer relationship management prentice hall
5. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw-Hill Professional
6. Chaturvedi: Customer Relationship Management(Excel Books)
7. Sheth J N, Parvatiyar A. and Shainesh G: Customer relationship management: Emerging

BBA-305: MANAGEMENT INFORMATION SYSTEM

Unit – I: Management Information System(MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.

Unit – II: Planning & Decision making: The concept of corporate planning, Strategic planning Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

Unit – III: Information &System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS &System concept, MIS & System analysis ,Computer System Design.

Unit – IV: Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the Information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

Unit – V: Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

Suggested Readings:

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick& Ross, R.claggetti

BBA-306: INCOME TAX LAW & PRACTICE

Unit – I: Basic Concept: Income, Agriculture Income, Casual Income, and Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance and Tax Planning

Unit – II: Basis of Charge: Scope of Total Income, Residential Status and Tax Liability, Income which does not form part of Total Income.

Unit – III: Heads of Income: Income from Salaries, Income from House Properties.

Unit – IV: Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.

Unit – V: Set off and Carry forward of losses, deduction from gross total Income, Deemed Income, Aggregation of Income.

Suggested Readings:

1. Mehrotra, H.C.: -Income Tax Law and Account
2. Chandra Mahesh and Shukla D.C.: -Income Tax Law and Practice
3. Agarwal, B.K.: - Income Tax
4. Jain, R.K.: -Income Tax
5. Prasad, Bhagwati: -Income Tax Law and Practice