

COURSE CONTENT FOR SEMESTER – IV

BBA-401: CONSUMER BEHAVIOUR

Unit – I: Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

Unit – II: Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles
External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

Unit – III: Consumer Decision Making Process: Problem Recognition- methods of problem solving; Pre-Purchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision; Post Purchase Behaviour; Situational Influences; Cognitive Dissonance.
Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

Unit – IV: Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach

Unit – V: Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy, Consumer Behaviour in Indian Perspectives.

Suggested Readings:

1. Consumer Behaviour by Leon G. Schiffman & Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour by R.D. Blackwell, P.W. Miniard, & J.F. Engel, Cengage Learning
3. Consumer Behaviour in Indian Perspective Suja. R. Nair
4. Consumer Behaviour Schiffman & Kanuk
5. Consumer Behaviour Louden & Bitta

BBA-402: FINANCIAL MANAGEMENT

Unit – I: Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

Unit – II: Capital Structure: Planning, Capitalization Concept, Basis of Capitalization, Consequences and Remedies of Over and Under Capitalization, Determinants of Capital Structure, Capital Structure Theories, Leverage Analysis.

Unit – III: Capital Budgeting and Cost of Capital: Nature & Scope of Capital budgeting- payback, NPV, IRR and ARR methods and their practical applications. Analysis of Risk & Uncertainty, Computation of Cost of Capital.

Unit – IV: Management of Working Capital: Concepts of working Capital, Approaches to the Computation of Working Capital (with numerical problems), Management of Different Components of Working Capital.

Unit – V: Management of Earning: Concept & relevance of Dividend decision. Dividend Models- Walter, Gordon's, MM Hypothesis. Dividend policy-determinants of dividend policy.

Suggested Readings:

1. Financial Management: K. G. Gupta
2. Financial Management; Khan & Jain
3. Financial Management; M.Pandey
4. Financial Management; Dr.A.K. Garg
5. Financial Management;S.N. Maheshwari

BBA-403: PRODUCTION & OPERATON MANAGEMENT

Unit – I: Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

Unit – II: Types of manufacturing Systems: Intermitted & Continuous Systems etc, Product design & development.

Unit – III: Plant Location & Plant layout. Introduction to method study and work study.

Unit – IV: Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping

Unit – V: Quality Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control

Suggested Readings:

1. Production Operation management B.S.Goel
2. Production &. Operation Management Buffa
3. Production & Operation Management S.N Chany
4. Operation Management: K. G. Gupta.

BBA-404: SALES & DISTRIBUTION MANAGEMENT

Unit – I: Sales Management :- Evolution of sales function- Objectives of sales management positions - Functions of Sales executives- Relation with other executives

Unit – II: Sales Organization and relationship: Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive Network relations.

Unit – III: Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, prospecting, pre-approach and post-approach- Organizing display, showroom & exhibition

Unit – IV: Distribution network Management, Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.

Unit – V: Sales Force Management; Recruitment and Selection, Training, Leadership, Controlling and Motivation.

Suggested Readings:

1. Sales Management- Cundiff, Still, Govoni
2. Salesmanship &Publicity - Pradhan, Jakate, Mali
3. Sales Management - S.A. Chunawalla

BBA-405: RESEARCH METHODOLOGY

Unit – I: Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation, various problems encountered by researchers

Unit – II: Methods of Data Collection, Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Construction of Questionnaire.

Unit – III: Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

Unit – IV: Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing-Chi-square test, Z test, t-test, f-test. Elementary Knowledge of SPSS.

Unit – V: Presentation-; Graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution For writing report, Oral report, Formulation of business problems in research, Elementary Knowledge for Writing a research paper

Suggested Readings:

1. Research Methodology; C.R. Kothari
2. Research Methods; Patrick McNeill
3. Research Process; Gary Bouma
4. Research Methodology; Ranjit Kumar
5. Business Research Methodology; Dr. Arun Kumar.

BBA-406: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Unit – I: Introduction: concept of entrepreneurship, theories of entrepreneurship traits of entrepreneur , Different types of entrepreneurs, problems faced by entrepreneurs.

Unit – II: Entrepreneurial Development, Role and functions of measure support institutions such as SIB,CSIO,SSDO,SISIs etc., EDPs and Role of Women Entrepreneurs

Unit – III: Concept, definition, and framework of Small Business, Social benefits and incentives for small industry in India; Elementary Knowledge of Make in India, Start up, Stand up India, Mudra Loan, Schemes of Union Government and it's Initiative on ATAMNIRBHAR BHARAT and Vocal for Local.

Unit –IV: Transformation of Idea into Reality :Project classification ,identification and selection, Project formulation and Project Appraisal and Preparing Project Report.

Unit – V: Steps in starting a small industry, incentives and subsidies available, export possibilities. Teething problem in setting small units: location, technology, marketing, Labour and Planning

Suggested Readings:

1. Entrepreneurship Development; Vasant Desai
2. Entrepreneurship Development; Shobha Singh Khanka
3. Entrepreneurship - Strategies and Resources ; Mark Dollinger
4. Entrepreneurship – Small Business Approach by Charles E. Bamford

BBA-407: COMPUTER ORIENTED PRACTICAL & VIVA VOCE

Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.

Course Objectives:

This course offers a good practical understanding of basics of Information Technology. The students will proficiency in the use of personal computers, specifically in the use of spreadsheets and database packages will enhance. The curriculum is so designed as to provide required expertise in the use of personal computer as an effective management tool.

Unit I :Network: Services and its classification : Knowledge management using internet search engines, techniques to use search engine effectively: *practical* use of *MS Office, MS Word, MS Excel, MS PowerPoint, MS Paint etc.* web page designing using any software: application of computers in project management: features, capabilities and limitation of project management software (with reference to popular software viz.ms-project), Official use of Blogs, Facebook, LinkedIn, Twitter, Poster making using canwa

Unit II: Digitization: Digital signature, e-Governance, Application of Digital Financial Services, Basics of E- mail, Electronic payment system, Digital signature, Mobile app based operations, Modern functions of smart phones, Android phone applications etc.

Unit III: Mobile computing & its application: Introduction, issues in mobile computing, overview of wireless telephony: cellular concept, GSM: air-interface, channel structure, location management, CDMA, GPRS.

Unit IV: Online Transaction and Trading: Understand the E-Commerce and E-Commerce Transition in India Recognize the benefits and limitations of E-Commerce Analyze different E-Commerce business models Understand E-Marketing and E-CRM

Unit V: Network security & its applicātion: Application security (Database, E-mail and Internet), Data Security Considerations Backups, Archival Storage and Disposal of Data, Security Technology- Firewall and VPNs, Intrusion Detection, Access Control. *Security Threats-Viruses, E-mail viruses, Macro viruses*, Network and Security Threats to E-Commerce Electronic Payment System, e- Cash, Credit/Debit Cards. Digital Signature, public Key Cryptography. _

Suggested Readings:

1. P.K. Sinha : Fundamental of Computers, BPB Publishers.
2. Leon & A. Leon: Internet for Everyone, Leon Tech World.
3. Curtin, Foley, Sen& Martin: Information Technology, Tata McGraw Hill.
4. Ron Masfield : MS-Office, Tech Publication.
5. V.K. Jain: Information Technology ,Atlantis.
6. D. Anfinson& K. Quamme: Information Technology Essentials, Pearson Education