

Rani Channamma University
Vidya Sangama, National Highway
Belagavi - 591156

BBA (CBCS)
Syllabus (2020 – 2021)



P G Department of Business Administration
Rani Channamma University
Belagavi - 591156

BBA Course Structure and Syllabus As per CBCS
Guidelines with Effect from 2020 - 2021

SEMESTER – I

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 1	English -1	4	80 E + 20 I	3 Hrs.	3
MIL 1	Kannada / MIL – 1	4	80 E + 20 I	3 Hrs.	3
AECC 1	Environmental Science / IC	2	40 E + 10 I	2 Hrs.	2
DSC 101	Principles of Management	4	80 E + 20 I	3 Hrs.	3
DSC 102	Principles of Marketing	4	80 E + 20 I	3 Hrs.	3
DSC 103	Elements of Cost & Market Analysis	4	80 E + 20 I	3 Hrs.	3
DSC 104	Financial Accounting	4	80 E + 20 I	3 Hrs.	3
Part – 2	Practical on Computer Science	2	40 E + 10 I	2 Hrs	1
CC/EA 1			50 I		1
	Total Semester Credits				22

SEMESTER – II

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 2	English – 2	4	80 E + 20 I	3 Hrs.	3
MIL 2	MIL – 2	4	80 E + 20 I	3 Hrs.	3
AECC 2	Indian Constitution / ES	2	40 E + 10 I	2 Hrs.	2
DSC 201	Corporate Accounting	4	80 E + 20 I	3 Hrs.	3
DSC 202	Human Resources Management	4	80 E + 20 I	3 Hrs.	3
DSC 203	Marketing Management	4	80 E + 20 I	3 Hrs.	3
DSC 204	Quantitative Analysis for Business Decisions	4	80 E + 20 I	3 Hrs.	3
Part – 2	Practical on Computer Science	2	40 E + 10 I	2 Hrs	1
CC/EA 2			50 I		1
	Total Semester Credits				22

SEMESTER – III

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 3	English – 3	4	80 E + 20 I	3 Hrs.	3
MIL 3	MIL – 3	4	80 E + 20 I	3 Hrs.	3
DSC 301	Corporate Communication	4	80 E + 20 I	3 Hrs.	3
DSC 302	Quantitative Techniques	4	80 E + 20 I	3 Hrs.	3
DSC 303	Entrepreneurship Development	4	80 E + 20 I	3 Hrs.	3
DSC 304	Computer Applications	4	80 E + 20 I	3 Hrs.	3
DSC 305	Computer Lab	2	40 E + 10 I	2 Hrs	1
SEC 1	Business Policy and Strategy	2	40 E + 10 I	2 Hrs.	2
CC/EA 3			50 I		1
	Total Semester Credits				22

SEMESTER – IV

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 4	English (First Language) - 4	4	80 E + 20 I	3 Hrs.	3
MIL 4	MIL – 4	4	80 E + 20 I	3 Hrs.	3
DSC 401	Organization Behavior	4	80 E + 20 I	3 Hrs.	3
DSC 402	Market Research	4	80 E + 20 I	3 Hrs.	3
DSC 403	Cost Accounting	4	80 E + 20 I	3 Hrs.	3
DSC 404	Goods and Service Tax	4	80 E + 20 I	3 Hrs.	3
DSC 405	Talley Lab	2	40 E + 10 I	2 Hrs.	1
SEC 2	Start Up Management	2	40 E + 10 I	2 Hrs.	2
CC/EA 4			50 I		1
	Total Semester Credits				22

SEMESTER – V

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
DSE 501	Legal Aspect of Business	4	80 E + 20 I	3 Hrs.	4
DSE 502	Income Tax	4	80 E + 20 I	3 Hrs.	4
DSE 503	Elective Paper I	4	80 E + 20 I	3 Hrs.	4
DSE 504	Elective Paper II	4	80 E + 20 I	3 Hrs.	4
DSE 505	Elective Paper III	4	80 E + 20 I	3 Hrs.	4
DSE 506	Elective Paper IV	4	80 E + 20 I	3 Hrs.	4
SEC 3	Personality Development I	3	40 E + 10 I	3 Hrs.	2
	Total Semester Credits				26

SEMESTER – VI

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
DSE 601	Summer Implant Project		100*		4
DSE 602	Production and Operation Management	4	80 E + 20 I	3 Hrs.	4
DSE 603	Elective Paper V	4	80 E + 20 I	3 Hrs.	4
DSE 604	Elective Paper VI	4	80 E + 20 I	3 Hrs.	4
DSE 605	Elective Paper VII	4	80 E + 20 I	3 Hrs.	4
DSE 606	Elective Paper VIII	4	80 E + 20 I	3 Hrs.	4
SEC 4	Placement & Training	3	40 E + 10 I	3 Hrs.	2
	Total Semester Credits				26

* The Summer Implant Project shall be evaluated in the patten of 50 Marks Viva Voce and 50 Marks Report total for 100 Marks.

During the end of the fifth semester, student should be assigned Summer Implant Project (SIP) and it shall be monitored by the guides from the college as Internal Guide and External by the Company Guide. SIP shall be

undertaken in any type of Tiny/ Micro / Small/ Medium/ Large, Manufacturing or Trading or Service Organization. The student allocation shall not be more than 15 per guide.

The Report shall consist of Organization Profile, Nature of Work undertaken by the student, learning experience from the SIP shall be complied in 50 pages. The SIP shall be for the period of 30 days as notified by the

BBA (CBCS) Syllabus 2020 – 2021

RCUB

university from time to time after completion of the V semester examination. The SIP shall be submitted within 5 working days after the completion of the SIP. The related marks and credit will be awarded in the VI semester.

Instruction to Student: Dual Elective System shall be followed. Students shall have to Opt any two elective groups (2 + 2 = 4 Papers)

Elective Groups for Fifth Semester

Finance	Marketing	Human Resources
Financial Institutions and Markets	Consumer Behavior	HRD: Systems and Strategies
Financial Management	Digital Marketing	Labour Law

Elective Groups for Sixth Semester

Finance	Marketing	Human Resources
International Finance	International Marketing	Performance and Compensation Management
Investment Analysis and Portfolio Management	Advertising and Brand Management	Leadership and Change Management

ELS: English Language Skill; SLS: Second Language Skill; AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam; E: External University Exam; PR: Project Report; VV: Viva-Voce Examination; F: Finance; M: Marketing; HR: Human Resource Management.; CC: Co-curricular ; EA: Extracurricular Activities.

RANI CHANNAMMA UNIVERSITY
PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN
BBA (GENERAL) PROGRAMME

SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	4	3	12
2.	Kannada / MIL	4	3	12
3.	AECC	2	2	04
4.	SEC	4	2	04
5.	Project Report & Viva-voce	1	4	04
6.	DSC	16	2	48
7.	DSE	12	4	48
8.	CC/EA	4	1	04
9.	Part 2	04	1	04
	Total	45		140

Note :

- 1) IT lab will be evaluated through a practical exam.
- 2) At the beginning of the sixth semester there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grade (A/B/CD) is awarded to both the project viva-voce and project report as per University Norms.

I - SEMESTER

PRINCIPLES OF MANAGEMENT**OBJECTIVE:**

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

UNIT - I : INTRODUCTION TO MANAGEMENT :

12 Hrs

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II : PLANNING – IMPORTANCE :

12 Hrs

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III : ORGANIZING :

12 Hrs

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV : STAFFING :

12 Hrs

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT - V : EMERGING ISSUES IN MANAGEMENT :

12 Hrs

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

1. Jain/ Singhal (First Edition), Principles of Marketing, Cengage Publication India
2. Harold Koontz & Heinj Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. Singh, “Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
7. P Subba Rao, “Principles of Management, (2018), HPH.

PRINCIPLES OF MARKETING**OBJECTIVE:**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I : INTRODUCTION OF MARKETING :

12 Hrs

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

Recent trends in Marketing (Meaning Only) –Introduction, E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Retailing, Virtual Marketing

UNIT - II : MARKET SEGMENTATION :

12 Hrs

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :

12 Hrs

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :

12 Hrs

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT - V : PROMOTION MIX :

12 Hrs

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of Indi.
2. Ganguly/ Bhadury, Principles of Management (First Edition), Cengage Publication India
3. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
4. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
5. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
6. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
7. Context, Macmillan Publishers India Limited.4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
8. Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.

COURSE NO. DSC - 103**ELEMENTS OF COST & MARKET ANALYSIS****OBJECTIVE:**

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

UNIT - I: INTRODUCTION TO MANAGERIAL ECONOMICS 12 Hrs

Meaning of Managerial Economics, nature, scope, characteristics and importance, Distinction between micro-economics and macro-economics, Relation with other sciences, Managerial Economist - Role and Responsibility

UNIT - II: DEMAND ANALYSIS AND UTILITY CONCEPT 12 Hrs

Concept of Demand, factors affecting on demand, determinants of Demand, types, law of demand, importance, Elasticity of demand – meaning, types, determinants, Problems of elasticity of demand, Concept of utility , cardinal and ordinal utility, law of diminishing marginal utility, Concept of supply, factors affecting on supply, determinants of Supply, law of supply

UNIT - III: COST AND REVENUE CONCEPTS 12 Hrs

Cost concepts – meaning, types (fixed, variable, marginal, implicit, explicit, opportunity, real, average and total cost), Relation between costs, problems on average and marginal costs, Average revenue, total and marginal revenue, Production function – meaning, factors of production, characteristics, Economies of scale, diseconomies of scale – internal and external

UNIT - IV: MARKET ANALYSIS 12 Hrs

Features of markets, Pure, perfect, monopoly, duopoly, oligopoly, monopolistic competition, Equilibrium of firm and industry under perfect competition, Price determination under monopoly Price and output determination under monopolistic competition

UNIT - V: THEORIES OF PROFIT 12 Hrs

Business cycle – meaning, stages, features and types, causes and control measures, Risk and Innovation Theory

SUGGESTED BOOKS :

1. Dominik Salvatore, (2015) Principles of Micro Economics (7th Edn) Oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Application, HPH
3. Varshney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Micro Economics (5th Edn) Mc millan Publishers
6. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

Objectives : To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements their analysis and interpretation.

UNIT - I

12 Hrs

Introduction to financial accounting, accounting is an information system. Importance, Scope and Limitations. Users of accounting information, Generally accepted accounting principles. Basic terms used in Accountancy. The accounting equations. Nature of accounts and rules of debit and credit, recording transaction in Journal. Recording transaction in 3 – column cash book. An overview of subsidiary books - purchase book, purchases return book, sales book and sales return book, opening and closing entries. Preparation of ledger accounts

UNIT-II

12 Hrs

Introduction to International Financial Reporting Standards (IFRS). Understanding accounting standards issued by the ICAI related to Disclosure of accounting policies. Depreciation accounting, And Revenue recognition methods of charging depreciation, straight line method and written down value method. Preparation of trial balance and Bank Reconciliation Statement

UNIT-III

12 Hrs

Preparation of Financial Statements: preparing trading account, Profit and Loss Account & balance sheet for sole proprietor. Understanding contents of Financial Statements of Joint Stock Company as per Companies Act 2013. Understanding the contents Corporate Annual Report

UNIT - IV

12 Hrs

Analyzing Financial Statements : Objectives of Financial Statements Analysis, Sources of Information, Standards of comparison, Techniques of Financial Statement Analysis, Horizontal Analysis, Vertical Analysis

UNIT -V

12 Hrs

Ratio Analysis : Meaning and Usefulness of Financial Ratios, Analysis of Financial Ratios from the perspective of different shareholders like investors, Lenders and Short –term Creditors, Profitability Ratio, Solvency Ratio, Liquidity Ratios & Turnover Ratios, Limitation of Ratio Analysis

SUGGESTED BOOKS :

1. Sah, (Second Edition), Concept Building Approach to Financial Accounting, Cengage Publication India
2. S. N. Maheswari, Sunil K. Maheswari & Sharad K Maheswari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
3. R. Narayanswamy, Financial Accounting: A managerial Perspective, PHI Learning Pvt. Ltd.

COURSE NO. PART-2
BASIC COMPUTER SKILLS

Unit-I

Students shall gain familiarity of Windows 10/Windows 8 OS- Basics of Windows, basic components of windows, icons, taskbar, activating windows, using desktop, title bar, running applications, exploring computer, managing files and folders, copying and moving files and folders. Control panel features, adding and removing software and hardware.

Unit-II

Students shall gain familiarity with word processing software such as MS Word/Open Office. Understand various editing and formatting features, mail-merge option, encrypting the document, and inserting clipart/shapes,/hyperlink/word art.

Students shall gain familiarity with spreadsheet software such as MS Excel/Open Office. Concepts of spreadsheet and other features such as, entering text, menus, insert rows/columns, formatting, formula, sort, filter. Advanced features such as graphs, library functions (Arithmetic, Date and Time, Financial, Logical, text and statistical)

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A.K.Sharma, University Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

II - SEMESTER

COURSE DSC- 201
CORPORATE ACCOUNTING

Objectives:

To introduce student the basic concept of Corporate Accounting as per the Companies Act-2013.

Outcome: The student will understand application of provision of companies Law in company accounts as per Companies Act – 2013

UNIT- I: - VALUATION OF GOODWILL AND SHARES 14 Hrs

Meaning of goodwill, features of goodwill, factors affecting the value of goodwill, types of goodwill, and methods of valuation of goodwill: - average profit method. Capitalisation of average profit and super profit method.

Meaning of shares, types of shares, need for valuation of shares, methods of valuation of shares: - net assets value method, yield method and fair value method.

UNIT - II: - ACCOUNTING FOR ISSUE OF SHARES 10 Hrs

Meaning of Joint Stock Company, features of Joint Stock Company, different phases of share capital, Journal entries on issue of shares at par, at premium and at discount. Forfeiture of shares and re-issue of shares at discount. Problems on over subscription and under subscription of share.

UNIT - III: - PROFIT PRIOR TO INCORPORATE AND AFTER INCORPORATION 12 Hrs

Meaning, need meaning of time ratio and sales ratio and procedure of preparing income statement in vertical form.

UNIT- IV: - RECONSTRUCTION 12 Hrs

Meaning and need of internal reconstruction, types of reconstruction, calculation of capital reduction and its utilization, journal entries and balance sheet after reconstruction.

UNIT- V: - COMPANY FINAL ACCOUNTS 12 Hrs

Meaning of financial statements, objective of financial statements Preparation of company final accounts in the prescribed format, out of given Trial balance and adjustments (vertical format of Balance sheet)

SUGGESTED BOOKS :

1. Concept Building Approach to Corporate Accounting (Second Edition), by Sah, Cengage Publication India
2. Corporate Accounting by Dr.Harshat Tamhankar & G.V Joshi, RAH Publication
3. Indian Companies Act-2013 published by government of India
4. Advanced Accounting Volume I & II by S.N. Maheshwari, Vikas Publishing House

COURSE NO. DSC - 202
HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :

12 Hrs

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II : ACQUIRING HUMAN RESOURCES :

12 Hrs

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT – III : DEVELOPING HUMAN RESOURCES :

12 Hrs

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABOUR MANAGEMENT :

12 Hrs

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

UNIT – V : REWARDING HUMAN RESOURCES :

12 Hrs

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

SUGGESTED BOOKS :

1. Human Resource Management, Rao (First Edition) by Cengage Publication India
2. Human Resources Management – David Lepak and Mary Gowan – Pearson
3. Human Resources Management – Decenzo and Robbins – John Willey
4. Human Resource Management. Texts and Cases. - TMH
5. Human Resource Management, P Subba Rao, HPH, 2009
6. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

COURSE DSC - 203
MARKETING MANAGEMENT

Objectives

1. To familiarize and understand contemporary marketing management, issues, strategies and trends.
2. To highlight the importance of marketing.

Outcomes

1. Develop the understanding and knowledge of current marketing
2. To relate concepts and activities relating to consumer behavior towards products.

UNIT - I: MANAGEMENT INFORMATION SYSTEM 12 Hrs

Marketing Information System & Marketing Research.-Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – Managements use of Marketing Research.

UNIT – II : DIGITAL AND GREEN MARKETING 10 Hrs

Digital Marketing: Meaning and definition of digital Marketing- benefits of digital marketing to sellers and consumers- digital vs. real marketing -digital marketing channels -problems of digital marketing in India.

Green marketing: Meaning- objectives, importance - fundamental requirement - problems of green marketing-case study on Implementation of Green marketing.

UNIT - III: BUYING BEHAVIOUR 14 Hrs

Consumer Market – Factors Affecting Consumer Buying Behavior Model of Consumer Behavior, Buyer Decision Process, Buyer Adoption Process, Types of Buying Decision Behavior. Industrial Market – Distinction From Consumer Market, Industrial Buying Process, Buying Situation, New Task, Modified Re-buy and Straight Re-buy, Buying Process,

UNIT – IV: CUSTOMER RELATIONSHIP MANAGEMENT 12 Hrs

Meaning, Types (Proactive, Operational, Collaborative & Analytical), Types of customers (Apostles, Terrorists/Defectors, Mercenaries, Hostages)

Role of IMC in marketing process, IMC planning model, Marketing and promotion process.

UNIT – V: GLOBAL MARKETING, RURAL MARKETING 12 Hrs

Meaning, Marketing Environment (Demographic, Physical, Social & Cultural, Political, Economic and Economic Structure) Challenges in Rural Marketing – Affordability, Availability, Awareness and Acceptability. Rural Marketing Index (Thompson Rural Marketing Index), Global marketing environment, characteristics, entry mode

SUGGESTED BOOKS :

1. Philip Kotler, Principles of Marketing,
2. Ramaswami and Namakumari, Principles of Marketing

COURSE DSC - 204
QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Outcome: The student will understand simple statistical tools which are helpful in analyzing the data or information.

UNIT – I : STATISTICS :

12 Hrs

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

UNIT – II : MEASURES OF CENTRAL TENDENCY :

12 Hrs

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

UNIT – III: MEASURES OF DISPERSION:

12 Hrs

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation. **Skewness and Kurtosis (SK):** Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts – Calculation – Kurtosis.

UNIT – IV : INDEX NUMBERS :

12 Hrs

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

UNIT – V : CORRELATION ANALYSIS :

12 Hrs

Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

SUGGESTED BOOKS :

1. Panneerselvam/ Nagesh/ Senthilkumar (First Edition), Business Statistics & Analytics, Cengage Publication India
2. Gupta SC: “Fundamental of Statistics” 7th Ed, Himalaya Publishers House, 2019.
3. Sharma JK: “Business Statistics” 2nd Edition Pearson Education, 2007.
4. Arora, PN, Arora, Sumeet and Arora, Amit: “Managerial Statistics”, S. Chand, Ist Ed., 2009.
5. Bharadwaj, RS: “Business Statistics” , Excel books, 2nd Ed, 2008.
6. J K Singh, Business Mathematics, 2018, HPH.

COURSE NO. SEC - 2
BASIC COMPUTER SKILLS

OBJECTIVE:

The objective of this courses to enable student to understand the basic computer concepts related to day to day office environment.

UNIT – I: INTRODUCTION TO COMPUTERS

15 Hrs

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition- Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (Mouse, Graphic Tablet, Joystick), output devices (Printers -Impact & non-impact printer)- Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

UNIT -II: INTRODUCTION TO INFORMATION SYSTEM, WORD PROCESSING AND PRESENTATION:

15 Hrs

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

Word Processing -Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents;

Presentation – Creating, Editing and Saving shade shows, Templates, Animations – Breletin Customer made – Preparing slideshows.

SUGGESTED BOOKS :

7. Computer fundamentals, 2e, A.K.Sharma, University Press.
8. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
9. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
10. Computer fundamentals, Pearson, Anita Goel
11. Fundamentals of computers, Raja Raman, PHI
12. Basics of Computer Skills, Tulasi Ram, 2019, HPH