

MOTHERHOOD UNIVERSITY, Roorkee

ENLIGHTENING WORLD

A

STUDY AND EVALUATION SCHEME

OF

BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

[Admission Session 2020-21 onwards]



**Roorkee-Dehradun Road, Village Karondi,
Post Bhagwanpur, Tehsil-Roorkee
Pin -247661
Distt-Haridwar
(Uttarakhand)**

STUDY AND EVALUATION SCHEME
OF
BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

[Admission Session 2020-21 onwards]

SUMMARY

Programme	BBA
Duration	Three-year full time (Six Semesters)
Medium	English
Credits	107

MOTHERHOOD UNIVERSITY, ROORKEE
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER I

Sr. No.	Subject Code	Subject Name	Effective Teaching			Credits	Evaluation Scheme		
			L	T	P		Internal Assessment	End Term	Total Marks
			Hours/week						
1	MUBBA 101	Principles and Practice of Management	3	1	-	4	30	70	100
2	MUBBA 102	Computer Applications in Business	3	-	2	4	30	70	100
3	MUBBA 103	Business Communication	2	1	-	3	30	70	100
4	MUBBA 104	Financial Accounting	3	1	-	4	30	70	100
5	MUBBA 105	Business Economics	2	1	-	3	30	70	100
Total			13	4	2	18	150	350	500

SEMESTER-II

Sr. No.	Subject Code	Subject Name	Effective Teaching			Credits	Evaluation Scheme		
			L	T	P		Internal Assessment	End Term	Total Marks
			Hours/week						
1	MUBBA 201	Marketing Management	3	1	-	4	30	70	100
2	MUBBA 202	Human Resource Management	3	1	-	4	30	70	100
3	MUBBA 203	Business Environment	2	1	-	3	30	70	100
4	MUBBA 204	Production Management	2	1	-	3	30	70	100
5	MUBBA 205	Business Finance	3	1	-	4	30	70	100
Total			13	5	-	18	150	350	500

MOTHERHOOD UNIVERSITY, ROORKEE
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-III

Sr. No.	Subject Code	Subject Name	Effective Teaching			Credits	Evaluation Scheme		
			L	T	P		Internal Assessment	End Term	Total Marks
			Hours/week						
1	MUBBA 301	International Business	3	1	-	4	30	70	100
2	MUBBA 302	Organizational Behaviour	3	1	-	4	30	70	100
3	MUBBA 303	Business Laws	2	1	-	3	30	70	100
4	MUBBA 304	Accounting for Managers	3	1	-	4	30	70	100
5	MUBBA 305	Quantitative Analysis	2	1	-	3	30	70	100
Total			13	5	-	18	150	350	500

SEMESTER-IV

Sr.	Subject Code	Subject Name	Effective Teaching			Credit	Evaluation Scheme		
			L	T	P		Internal Assessment	External Assessment	Total Marks
			Hours/week						
1	MUBBA 401	Company Law	2	1	-	3	30	70	100
2	MUBBA 402	Research Methodology	3	1	-	4	30	70	100
3	MUBBA 403	Logistics Management	3	1	-	4	30	70	100
4	MUBBA 404	Marketing of Services	3	1	-	4	30	70	100
5	MUBBA 405	Consumer Behavior	2	1	-	3	30	70	100
Total			13	5	-	18	150	350	500

MOTHERHOOD UNIVERSITY, ROORKEE
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-V

Sr.	Subject Code	Subject Name	Effective Teaching			Credits	Evaluation Scheme		
			L	T	P		Internal Assessment	End Term	Total Marks
			Hours/week						
1	MUBBA 501	Business Policy and Strategy	2	1	-	3	30	70	100
2	MUBBA 502	Entrepreneurship and Small Business	3	1	-	4	30	70	100
3	MUBBA 503	Project and Project Presentation/Seminar	-	-	-	2	50	50	100
4	MUBBA 504	Elective I	3	1	-	4	30	70	100
		Elective II	3	1	-	4	30	70	100
Total			11	4	-	17	170	330	500

Note: Elective (Opt any two Papers as MUBBA 504 from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing.

A – Marketing Management Group

M1-Customers Relations Management
M2-Marketing Communication and Advertising
M3 -Sales and Distribution Management

B- Human Resource Management Group

H1-Industrial Relations
H2-Training and Development
H3 Wages & Salary Administration

C- Financial Management Group

F1- Banking and Insurance
F2- Working Capital Management
F3- Financial Institutions and Markets

D-Insurance Management Group

IN1- Principles & Practice of Life Insurance
IN2- Principles and Practice of General Insurance
IN3- Insurance Fund Management

E- Retail Marketing Group

RM1- Fundamentals of Retailing
RM2- Retail Environment
RM3- Retail Technology and CRM

MOTHERHOOD UNIVERSITY, ROORKEE
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER VI

Sr. No.	Subject Code	Subject Name	Effective Teaching			Credits	Evaluation Scheme		
			L	T	P		Internal Assessment	End Term	Total Marks
			Hours/week						
1	MUBBA 601	Management Information System	2	1	-	3	30	70	100
2	MUBBA 602	Project Management	2	1	-	3	30	70	100
3	MUBBA 603	Viva-Voce	-	-	-	4	50	50	100
4	MUBBA 604	Elective III	3	1	-	4	30	70	100
		Elective IV	3	1	-	4	30	70	100
Total			10	4	-	18	170	330	500

Note: Elective (Opt any two Papers as MUBBA 604 from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing.

A – Marketing Management Group

M1- International Marketing

M2- Industrial Marketing

M3- Rural Marketing

B- Human Resource Management Group

H1- Human Resource Planning and Development

H2- Business Ethics

H3- Social Security and Labour Welfare

I

C- Financial Management Group

F1- International Financial Management

F2- Management of Financial Services

F3- Corporate Tax Planning and Management

D- Insurance Management Group

IN1- Economic Environment of Insurance Business

IN2- Fire and Automobile Insurance

IN3- Legal & Regulatory Aspects of Insurance Business

E- Retail Marketing Group

RM1- Retail Supply Chain Management

RM2- Mall Management

RM3- Retail Store Operations and Management

SEMESTER-I

MUBBA 101 Principles and Practice of Management

Credits: 4

Unit-1

Definition, Function, Process, Scope and Significance of Management. Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.

Unit-2

Evolution of Management Theory Approaches of Management, Early Evolution of Management, Different Schools of Management Thought.

Unit-3

Planning and Organizing: Nature, Scope, Objectives and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing- Principles, Span of Control, Line and staff Relationship, Authority, Delegation and decentralization, Organizational Structures, Formal and Informal organizations, Staffing.

Unit-4

Directing: Effective Directing, Supervision, Motivation, Different theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and lawler, Job Satisfaction. Concept of Leadership- Theories and styles. Communication Process, Channels, Barriers of Effective Communication.

Unit-5

Controlling and Coordinating- Elements of managerial Control, Designing Control Systems, Management Control Techniques, Effective Control Systems. Coordination-Concept, Importance, Principles and Techniques of Coordination.

LIST OF REFERENCE BOOKS

1. Drucker, F. Peter -Management-Tasks, Responsibilities & Practices.
2. Koontz 'O' Donnel Weihrich -Elements of Management
3. Koontz H, 'O' Donnel C -Management-A Book of Reading.
4. Drucker, F. Peter - The Practice of Management
5. Terry and Franklin -Principles of Management
6. Stoner -Principles of Management
7. Willian H. Newman And E. Kirby Wassen
-The Process of Management

Unit-1

Concept of Computers- Brief History of Computers, Generation and Its Evolution. Characteristics of Computers, (Hardware, Software,) Criteria for Using the Computers, Organizations and Functions of Computers and their Applications.

Unit-2

Type of Computers- Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro computers, Mini-Computers, Main-frame Computers, and Super Computers.

Unit-3

Operating System and Office Automation: Booting Concept, MS DOS, MS Windows, MS Office, and Introduction to System Management. Overview of Languages, Compilers, Interpreters, Assemblers, LAN, MAN, WAN, Communication Channels.

Unit-4

Information Technology: Fundamentals, Perspectives, Applications and Scope, Introduction to Internet, Browsers, Applications and scope.

Unit-5

Computer Application in different fields-Basic Information, Data Base Management System: Creating, Modification of Data base files, Commands Study, Expression and functions, Set Commands, Sorting, Indexing.

LIST OF REFERENCE BOOKS

- | | |
|------------------------|-------------------------------------|
| 1. P.K. Sinha | -Computer Fundamentals |
| 2. Rajaraman, V | -Introduction to Computer Science |
| 3. Bocchino William, A | -MIS Tools and Design |
| 4. Scot, George M-P | - Principles of MIS |
| 5. Kanter | -Management Information and Control |
| 6. Grey Perry | -Teach Yourself Office 97 |

Unit-1

English Grammar: Proper Uses of Verb, Noun, Adverb, Adjective, Punctuation, Para Phrasing in Business Communication, Understanding Direct and Indirect Narration, Skills of Essay Writing and Precis Writing, significance of knowledge of Grammar in Business Communication.

Unit-2

Basic Forms of Communication, Communication Models, communication Process, Barriers in Communication, Corporate Communication: Formal and Informal Communication Networks, Grapevine, Non-Verbal Communication. Importance of Communication in Business World.

Unit-3

Business Correspondence: Essentials of effective correspondence, Different types of letters, sale letters, goodwill letters, greetings, notices, circulars and orders, Applications for employment, Modern Office techniques Used in Business Communication.

Unit-4

Oral Communication, Public Speaking, Body Language, Presentations before the Group, Factors affecting Presentation, Effective listening, Interviewing Skills, Arranging and Participation in Group Discussion, Seminars and Conferences.

Unit-5

Report Writing: Writing Skills, Planning, Drafting, Writing, Re-Writing, Editing, Different Types of Business reports, Structure, Steps toward writing of Different Types of Business reports, Style of report Writings.

Unit-6

Fundamentals of computers-Basic knowledge of computers and its operation, application of MS-work, MS-excel MS-PowerPoint, Internet and its uses, Advantages of e-commerce.

LIST OF REFERENCE BOOKS

- | | |
|----------------------|---|
| 1. Sharma | -Business correspondence and report Writing |
| 2. Monipally | -The Craft of Business Letter Writing |
| 3. Lesikan V Raymond | -Basic Business Communications and Pettel E |
| 4. Herta and Murthy | -Effective Business Communications |
| 5. Sinha K.K. | -Business Communication |

Unit-1

Financial Accounting: Nature, Scope and importance of Financial Accounting, Basic Accounting Concepts and conventions, Assumptions and Limitations of Accounting, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book, Cash Book, Petty Cash Book, Trial Balance, Income and Expenditure Account. Posting of Entries in Accounts Books.

Unit-2

Financial, Cost and Management Accounting- A Distinction. Preparation of Financial Statements, Preparation of Trial Balance, Trading and Profit and Loss Accounts, Balance Sheet, Rectification of Errors, Bank Reconciliation Statement.

Unit-3

Accounting for Depreciation- Significance and Methods Inventory Valuation Methods and Choice of Methods. Different Types of Reserves.

Unit-4

Accounting for Partnership Firm-Introduction, Admission of a New Partner, Death and retirement of Partners, Dissolution of Partnership Firm.

Unit-5

Analysis of financial statements-Nature and Limitations, Techniques of Analysis and Interpretation of Financial statements, Ratio Analysis.

LIST OF REFERENCE BOOKS

- | | |
|--------------------------------|-------------------------------------|
| 1. R. L. Gupta and V. K. Gupta | -Financial Accounting (Pt-I, Pt-II) |
| 2. Bhattacharya and Dearden | -Accounting For Management |
| 3. Shukla S M | -Advanced Accounting |
| 4. Pandey I M | -Essentials of Management |
| 5. Shukla M C and Grewal TS | -Advanced Accounting |

Unit-1

Definition, Nature and Scope of Business Economics, Wealth Definition, Scarcity Definition, Growth Definition, Production Possibility Curve, Circular Flow of Economic As Science and As Art, Application of Economic theory to a Firm's Level Business Problems.

Unit-2

Demand Analysis and Forecasting: Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Exceptions to the Law of Demand, Reasons For Change in Demand, Elasticity of Demand, Demand Forecasting, Law of Supply, Elasticity of Supply.

Unit-3

Cost and Production Analysis: Different Concepts of Costs, Production Function, Cost-Output Relationship, Law of Variable Proportion and Determining the Level of Production Cost. Law of Increasing Returns, Law of Decreasing Returns.

Unit-4

Pricing under Different Market conditions: Nature of markets, Pricing under Perfect, Monopoly and Monopolistic Market Conditions. Pricing in Actual Practice, Cost Plus Pricing, Transfer Pricing.

Unit-5

Profit Measurement and Appropriation: Economic us Accounting Profit, Concept of True Profit, Factors in Profit Measurement, Appropriation of Profit Policy, and Capitalization of Profit. Business Cycle: Causes and Effects of Inflation and recession, Measures of Economic Stabilization.

LIST OF REFERENCE BOOKS

- | | |
|-----------------------------------|----------------------------|
| 1. Varshney, R L and Maheshwary | -Managerial Economics |
| 2. Joel Dean | -Managerial Economics |
| 3. Alwxander, K J W and Kemp, A J | -The Economist in Business |
| 4. Norman, N Parish | -Economic Analysis |
| 5. Mankar and Dinkar | -Business Economics |

SEMESTER-II

MUBBA 201 Marketing Management

Credits: 4

Unit-1

Definition, Nature, Scope and Importance of Marketing, Modern marketing Concepts, Marketing Mix and Marketing Environment. Meaning and Dimensions of Market, Market Segmentation. Role of Marketing in Economic development and Its Applicability in Indian Conditions.

Unit-2

Consumer Behaviour,: Meaning and Its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Product: Meaning, Role, Product Planning and process, Product Life Cycle, Product-Market Integration, Product-Positioning, Branding, Packaging.

Unit-3

Pricing Advertising and Channels of Distribution: Pricing-Meaning, Role, Theory and Practice of Pricing Management. Advertising-Meaning, Role, Profile of Advertising in India, Management of Advertising, Channels of Distribution-Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries.

Unit-4

Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution, Physical Distribution Management, Marketing Organization: Organizing for Marketing, Evaluation of Marketing Organization, Principle of Organization Design, Organizational Problems.

Unit-5

Overview of Global marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

LIST OF REFERENCE BOOKS

1. Kotler, Philip -Marketing Management: Analysis Planning and Control
2. Stanton W J -Fundamentals of Marketing
3. Cunduff Still and -Fundamentals of Marketing Goiani Cundiff
4. Rusenberg, L J -Marketing
5. Ramaswami and Nama Kumari
 -Marketing Management

Unit-1

Human Resource Management: An Introduction, Personnel Functions and Organizational Goals. Personnel Management: Definition, Objectives, Significance, Qualities of Personnel Managers, Human Resource Planning,: Meaning and nature of Human Resource Planning, Theory and Practice.

Unit-2

Recruitment, Selection and Placement, Induction Training, Need and Purposes of Training, Methods of Training, Development and Growth, Work Study: Job Design and Appraisal, Job Description, Job Analysis and Evaluation, Job enrichment, Performance Monitoring and Appraisal methods, Motivation and Productivity.

Unit-3

Wage and salary Administration: Wage policy, Concept and Importance, Fringe Benefits, Incentive Compensation and Remuneration, Factors affecting Wages and Wage fixing Machinery.

Unit-4

Industrial relations: Concept and Significance of Industrial Relations, Trade Unions, Concept, Objectives and functions of Trade Unions.

Unit-5

Collective Bargaining, Dispute Resolution and Grievance settlement, Employee Discipline Regulatory, Mechanism, Suspension, Dismissal, Retrenchment, Industrial Conflicts and resolutions, Role of Trade Unions in Collective Bargaining.

LIST OF REFERENCE BOOKS

- | | |
|-------------------------------|--|
| 1. Flippo, E B | -Principles of Personnel Management |
| 2. Yoder Dale | -Personnel Management and Industrial Relations |
| 3. Strauses, G and Sayles L R | -Personnel-The Human Problems in Mgt. |
| 4. Singh, Chhabra and Taneja | -Personnel Management and Industrial Relations |
| 5. Aswathappa, A | -Human Resources and Personnel Management |

Unit-1

Business Environment and Society Concept, Nature and Significance of Business environment, Social responsibility of Business, Business ethics, Business and Culture, Technological Development and Social Changes.

Unit-2

Business and Economy: Economic System, System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public sector, Private sector, Small scale industries: Concept, Significance, Issues and Priorities. Role of Public sector in Indian Economy and its Problems.

Unit-3

Business and Government: Role of Government in Economic Planning in India, Introduction to Industrial Policy Resolution 1948, Industrial Policy Resolution, 1956, New Industrial Policy, New economic policy, Privatization, Liberalization and Globalization and their Implications on Indian Economy.

Unit-4

Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company, Provisions under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practices, Silent Features of the Consumer Protection Act relating to Consumer protection in India.

Unit-5

International Business Environment- An Overview, International Economic Groupings: GATT, W.T.O., UNCTAD, World Bank, IMF, European Union.

LIST OF REFERENCE BOOKS

- | | |
|------------------------------|---|
| 1. Cherunilam Francis | -Business Environment |
| 2. Ghose A N | -Indian Economy-Its nature and Problems |
| 3. Agarwal A N | -Emerging Dimensions of Indian |
| 4. Datta R and Sundharan K P | -Indian Economy |
| 5. Adhikari M | -Economic Environment of Business |

Unit-1

Nature and Scope of Production Management, Production Analysis and Planning, Production Functions, Responsibilities of the Production Manager, Plant Location and layout, Factors to Be Taken care for Plant Location.

Unit-2

Production Planning and Control, Procedure, Objectives and Importance of Production Planning and Production Control, Manufacturing Systems, Materials Management-Its Scope and Importance, Purchasing Function and Procedures, Store Keeping.

Unit-3

Inventory Control, Relevant Costs, Economic Lot Size, Inventory Analysis, Sales Forecasting Techniques.

Unit-4

Productivity-Concept and factors on which Productivity depends, Measurement of Productivity, Input Output Analysis and Productivity, Product Development and Designing, Stages of New Product Development, Standardization, Simplification and Specialization, Automation.

Unit-5

Development of Efficiency Work Method, Material Flow Process Chart, Man flow Process Chart, Principles of Motion Economy, Comparison of Alternative work Methods, Safety and Health Considerations, Maintenance of Production Facilities, Quality Control and Inspection, Sampling Inspection, Quality Control Charts, Attributes and Variables Charts.

LIST OF REFERENCE BOOKS

- | | |
|-------------------|------------------------|
| 1. Myers | -Production Management |
| 2. Bufo | -Modern Production |
| 3. Goel and Gupta | -Production Management |
| 4. Hegde | -Production Management |
| 5. Starr | -Operations Management |

Unit-1

Business Finance- Conceptual Foundation, Finance Function in Business, Corporate Finance, Nature and Scope of Financial Management, Objective of Financial Management, Role of Financial Management and Financial Manager in Business Organizations. Form of Business Organizations, Regulatory Framework: Brief Introduction of Companies Act. Partnership Act. Securities and Exchange Board of India Regulations.

Unit-2

Cost of Capital: Meaning and Importance of Cost of Capital, Measurement of Cost of Debt, Preference Share Capital, Equity shares and Retained Earning, Overall cost of capital of the Firm. Capital Rationing.

Unit-3

Cost of Debt. Cost of preference shares, Debentures, Convertible Debentures, Relative Merits and Limitations. Financial Securities: Characteristic of Different Securities. Meaning of Capitalization, over and Under Capitalizations-their Cause and Remedies. Capitalization and Capital Structure: Meaning of Capital Structure, Operating Leverage, Financial leverage, Capital Structure Planning, Assessment of Debt. Capacity Guideline for Capital Structure Planning.

Unit-4

Short Term Financial Requirement: Working Capital- Its need and Importance, Factors Affecting Working Capital requirements, Estimating Working Capital requirements, Working Capital Financing Policy Sources of Finance.

Unit-5

Dividend Policy and Retained Earnings: Dividend- Payout Ratio, Managerial Considerations in Determining Dividend Payout, Factors Affecting Dividend Policy Dividend Stability, Dividend Policy and Share Valuation Traditional Position, Walter Model, M-M Position .

LIST OF REFERENCE BOOKS

- | | |
|--------------------|-------------------------------------|
| 1. Khan, M Y | -Financial Management |
| 2. Prasana Chandra | -Financial Management |
| 3. Pandey, I M | -Financial Management |
| 4. Kuchal, S C | -Financial Management and Corporate |
| 5. Van Horne | -Financial Management |

SEMESTER-III

MUBBA 301 International Business

Credits: 4

Unit 1

An Overview of International Business, Framework of International business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, Neo-Classical, Modern Approach to International Business, Problems of Trade and Aid of Developing Countries.

Unit-2

International Business decision: Mode of Entry, Marketing Mix, Factors Affecting Decision For International Business, Role of International Institutions Like GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business Recent Trends in World trends, Multi National Corporations and the Trade.

Unit-3

Recent trends in India's Foreign Trade, Export, and Import Policy, Trade Policy Balance of Payment, Custom and Tariff Rationalization. Identifying Foreign Markets and Overseas markets, International Marketing Mix, Product Development, Transfer Logistics and Distribution Channel, Role of Documentation in International Trade, Export Pricing and Methods of International Payments.

Unit-4

International Capital Movement, Risk in International Operations, International Investment Financing of Foreign trade, Factor Mobility and Direct Foreign Investment. Export Finance, Pre and post Shipment credit, Introduction to FEMA Insurance. Role of ECGC and export Promotion Councils, Eurocurrency Markets.

Unit-5

Regional Economic Groupings, Major Trading Blocks, Globalization with Social responsibility Introduction to International Monetary and Financial System.

Suggested Readings

1. Ramu s Shiva -International Business-Governance structure
-International Business Strategy and Administration
2. John; F
3. Lal Sanjay - Multinationals, Technology and Export
4. Robinson D Richard - International Business and Management
5. P.T.Ellishorth -International Economics
6. Varshney and Bhattacharya -International Marketing Management.

Unit-1

Organization and its Analysis, Nature of Organization, Nature, Scope and Significance of Organizational Behaviour, Relevance O.B. in to –days Business. Environment

Unit-2

Individual Dimensions of Organizational Behaviour: Nature of Human Behaviour, Perception, Learning and Behaviour Modification, Personality, Attitudes, Motivation, Socio Cultural Factors and Bwhaviour Dynamics of Groups.

Unit-3

Interactive Dimension of Organizational Behaviour: International Behaviour Group Dynamics and Behaviour, Power, Authority, and Politics, Leadership, Communication, Organizational Conflict, Organizational Climate.

Unit-4

Structural Dimensions of Organizational Behaviour: Organization Theory, Determinants of Organization Structure, Designing of Organization Structure, Forms of Organization Structure, Bureaucratic Organization

Unit-5

Organizational Effectiveness and Change: Organizational effectiveness, Organizational changes and Development. Major Forces of change, Types of change, Resistance to Change, Developing Support for change.

Suggested Readings

- | | | |
|----|-------------------|------------------------------|
| 1. | Korman, Abraham K | -Organizational Behaviour |
| 2. | Singh and Chhabra | -Organization and Behaviour |
| 3. | Khanka S S | -Organizational Behavior |
| 4. | Maslow A H | - Motivation and Personality |
| 5. | Stephen P Robbins | -Organizational Behaviour |

Unit-1

Meaning and Importance of Business Laws, Laws and Business managers, Government and Business Relationship in India.

Unit-2

Indian Contract Act 1872: Proposal, Acceptance, Promise, Consideration, Capacity to Contract, Performance of Contracts, Discharge of Contracts, Breach of Contract, Remedies Against Breach of Contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency. The Sale of Goods Act, 1930: Contract of Sale, Essentials of Contract of Sale, Sales Agreement and Agreement to Sale, Conditions and Warranties, Passing of Property of Goods, Transfer of Title by Non Owners, Performance of Contract of sale, Duties and rights of Parties, Breach of Contract of sale, Auction sale.

Unit-3

Indian Partnership Act, 1932: Definition of Partnership, Partner, Firm, Kinds of partnership, Duties and Rights of partners, Dissolution of a Firm, Major as a Partner.

Unit-4

Negotiable Instrument Act, 1881: Definition and Essential Features of Negotiable Instruments, Types of Instruments and Endorsement, Parties to Negotiable Instrument.

Unit-5

Consumer Protection Act, Provisions related to Consumer protection and Redressal of Consumer Grievances.

Suggested Readings:

- | | | |
|----|--------------|-----------------------------|
| 1. | Kuchal M C | -Mercantile Law |
| 2. | Kapoor N D | -Mercantile Law |
| 3. | Shukla M C | -A Manual of Mercantile Law |
| 4. | Jain J D | -Indian Contract Act. |
| 5. | Singh Avatar | - Mercantile Law |

Unit-1

Introduction to Management Accounting: Nature, Scope, Significance, and Function of Accounting, Management Accounting VS Financial Accounting. Management Accounting VS Cost Accounting.

Unit-2

Break –even Analysis: The Break –even point , on the P/V Graph , The Breakeven point formula and uses of Break even Analysis, Cost Volume profit Relationship: The relationship of the Cost and profit with Volume, Uses and Limitations.

Unit-3

Cost Analysis for Decision making: Decision facing Management, The role of Costs, Relevant Cost, Contribution Approach, Relevant and Cost Behaviour, Short term and long term Indications , Opportunity Cost, Decision Involving Alternative Choices: Nature of Managerial decision making , Concept of Differential costs , Decision to make or buy , Decision to Accept a special order, Decision to Continue or drop a Product Line .

Unit-4

Budgeting and Budgetary Control: Budgeting as a Tool, Uses and Organization of the Budgeting, Limited Budget factors, The Budgeting Process, Step in Budgets Preparation, Type of Budgets.

Unit-5

Standard costing variance analysis: Standard Costing VS Historical Costing, Types of Standards, Concepts of variance Analysis, Computation of Material, Labour Variance.

Suggested Readings:

- | | | |
|----|---------------------------|--|
| 1. | Anthony, RN and Welsh, GA | -Fundamentals of Management Accounting |
| 2. | Khan and Jain | -Management Accounting |
| 3. | Horngren CT | -Cost Accounting |
| 4. | Gupta, RL | -Advanced Accountancy |
| 5. | Shukla and Grewal | -Advanced Accounts |

Unit-1

Introduction, Importance Uses of Statistics and quantitative techniques, Methods of Presenting Statistical Information's and Collection of Data, Frequency Distribution.

Unit-2

Measure of Central Tendency, Mean Mode, Median, Measure of Dispersion, Range, Qua-Deviation, Mean Deviation, Standard Deviation and Variance: Measure of Variation and Skewness.

Unit-3

Probability Theory: Definition of Probability, events, Counting rules and Computation of Probabilities: Addition, Multiplication rules, Conditional Probability, Rules of Bays and permutation and Combination. Probability Distribution: Introduction Binomial Model and Normal Distribution.

Unit-4

Sampling –need and method of Sampling, Sampling and Non-Sampling Errors, Sampling Techniques, Forecasting: Meaning, Nature and Techniques, Qualitative and Quantitative Techniques, Curve Fitting and Method of Least Square.

Unit-5

Forecasting Methods: Business Forecasting, Nature and Significance of Correlation, Correlation and regression Analysis, Time Series Analysis. Type of Correlation. Methods of Studying Correlation.

Suggested Readings:

N.D.Vohra	-Quantitative Techniques in Managerial Decisions
Levin R.I.and Rubin Devid S	-Statistics for Management
Stephen K.C	-Applied Business Statistics
Emory and Cooper	-Business Research Methods
S.P.Gupta and M.P.Gupta	-Business Statistics.

SEMSTER-IV

MUBBA 401 Company Law

Credits: 3

Unit-1

Introduction: Evolution of Indian Companies Act, 1956,,Meaning and Characteristics of Company, Definition of a Company Under the Companies Act,1956, Types of Companies, Difference Between a Company and Other Associations of Persons, Promotion of a Company: Availability of Name, Duties and Liabilities of Promoters.

Unit-2

Formation of Company: Incorporation, Documents to be Filed with Registrar, Memorandum of Association, Articles of Association, Preparation and Filing of Memorandum and Articles of Association, Alteration of Memorandum of Association and Articles of Association. Procedure for Conversion of private company.

Unit-3

Share capital and Debentures: Types of Share and debentures, Issue of share and debentures, prospectus, Transfer and transmission of shares and debentures.

Unit-4

Company Administration: Directors, Managing Directors, Appointment, Qualification and Disqualification of Directors, Different Type of Directors, Appointment, Re-appointment, retirement, Resignation, removal of Directors, Power and the Duties of Directors. Different Types of Meeting: Annual General meeting, Extra Ordinary General meeting, Procedure for Holding General meeting.

Unit-5

Winding up of Companies: Types of winding Up, Circumstance under which the company can be wind up by the Court, Appointment of official Liquidator. Rights and Duties of Official Liquidator, Role of Contribution in Company Liquidation.

Suggested Readings:

- | | | |
|----|----------------|----------------------|
| 1. | Avtar Singh | Indian Company Law |
| 2. | M.C.Bhandari | Guide to Company Law |
| 3. | Sen Gupta B.K. | Company Law |
| 4. | Ramaiah | Guide to Company Law |

Unit-1

Introduction, Definition, Importance, Scope and Limitations of Research, Objectives, Types of Research. Planning and Designing Research.

Unit-2

Secondary and Primary Data Collection- Introduction to Secondary Data Source and their types, Methods of Data Collection, Data preparation-Validation, Editing Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, University and Vicariate Data Analysis. Multivariate Data Analysis.

Unit-3

Sampling and Questionnaire Design and Construction –Introduction to Sampling, Sampling Process, Sampling Designs, sample size, Application of Sampling Stapes Involved in Questionnaire Construction, Questionnaire Design, Attitude Measurement, Types of Scales for Attitude Measurement.

Unit-4

Application of Research-An Over view of Market Research, Product Research, Advertising and Scale Promotion Research, Scale Control Research, Research in Financial matters and matters Related to Human Resource Management.

Unit-5

Presentation and Follow –Through –Role of the report, Type of the reports, Contents of the reports, personal Presentation of the report, Follow through.

Suggested Readings:

- | | | |
|----|-----------------------|-------------------------------------|
| 1. | Agarwal | -Marketing Research |
| 2. | Body West Fall | - Marketing Research-Text and Cases |
| 3. | D.A.Aaker and G.S.Dey | - Marketing Research |
| 4. | Weiers | - Marketing Research |
| 5. | Malhotra | - Marketing Research |
| 6. | Luke and Robin | - Marketing Research |
| 7. | Tull and Hawkins | - Marketing Research |

Unit-1

Introduction to Logistics. Logistics Interface with Production and Marketing. Measures of logistics.

Unit-2

Physical Distribution and Logistics, Logistic system Analysis and Design. Warehousing and Distributing Centers, Location.

Unit-3

Transportation System: Facilities and Services, Dispatch & Routing Decisions and models.

Unit-4

Inventory Management Decisions, Packaging and Materials Handling.

Unit-5

Overview of International Logistics Management.

Suggested Readings:

- | | | |
|----|-------------------|--|
| 1. | Ballau, Ronald H. | -Business Logistics Management |
| 2. | Christopher M. | -Logistics and Supply Chain Management |
| 3. | Shapiro R. | -Logistics Strategy |
| 4. | Benjamin S.B. | -Logistics Engineering & Management |

Unit-1

The Nature of Services Marketing-Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services marketing, importance of Services Marketing in India Economy. The services Marketing Mix-Importance of 7Ps in Services Marketing.

Unit-2

The Services Marketing-the People Component, Services and the Importance of the people Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.

Unit-3

Market Segmentation, Selection of Market and Positioning of Services, Quantity and Quality of Services, Determinants of Quality and Quantity.

Unit-4

Application of the Components of Marketing of Services in Financial Services with Special reference to Banking, Mutual Fund, Portfolio Management Services. Hospitals, Consultancy Services, Education and Training Services.

Unit-5

Application of the Components of Marketing of Services in Marketing of Tourism, Travel and Transport Services.

Suggested Readings:

- | | |
|-----------------------------------|-------------------------------------|
| 1. Philip Kotler and Paul N Bloom | -Marketing Professional Services |
| 2. Lovelock | - Services Marketing |
| 3. Adrian Payne | - The Essence of Services Marketing |
| 4. Rathmell J M | - Marketing in Service Sector |
| 5. S M Jha | - Services Marketing |
| 6. Ravi Shankar | - Service Marketing |

Unit-1

Introduction- Nature and Scope of Consumer Behaviour, Importance of Study of Consumer Behaviour, Types of Buying Behaviour, Needs and Buyer Motivation, Personality, Self Concept and Consumer Behaviour, Consumer Perception, Consumer Attitudes, Consumer as a Learner.

Unit-2

Consumer Psychographics, Psychographics Vs. Demographics, Group Dynamics and Consumer Reference Group, Family as Consuming Unit, Social Factors-social and Cultural Environment of Consumer-Economic, Demographic, Cultural, Sub-Cultural and Cross Cultural influences, Social Class and Social Class and Social Stratification.

Unit-3

Consumer Decision Process, Pre and Post Purchase behaviour, Purchase Process, Rationality in Buying, Models of consumer Decision making.

Unit-4

Models of Buying Behaviour-Nicosia, Howardsheth, Engel Blackwell and Kollat Model, Organizational Buying Behaviour.

Unit-5

Consumer Satisfaction- Need and Importance, Mechanism of Consumer Satisfaction and Dis-Satisfaction, Repeated Buying, Brand and Shifting Loyalty, Opinion Leadership, Complaint Behaviour.

Suggested Readings

- | | |
|-----------------------------|----------------------|
| 1. Zaltman and Wallendorf | -Consumer Behaviour |
| 2. Engel, Blackwell Edition | - Consumer Behaviour |
| 3. Mellout, Douglas W. Tr | - Consumer Behaviour |
| 4. Lodon and Della Bitta | - Consumer Behaviour |
| 5. Schiffman and Kanuk | - Consumer Behaviour |

SEMESTER-V

MUBBA 501 Business Policy and Strategy

Credits: 3

Unit-1

Introduction to Business Policy and Strategic Management, Nature, Meaning and Scope, Importance of Business Policy and Strategic Management, Corporate Strategy, Business Strategy, Functional Strategy.

Unit-2

Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Mission, Objectives and Goals.

Unit-3

Major Strategic Options-Stability Strategy, Growth or Expansion Strategy, Diversification Strategy, Retrenchment Strategy and its Variations, Combination Strategy, Turnaround Strategy.

Unit-4

Implementation of Strategy-Strategy and Organizational Structure, Different Types of Organizational Structure, Organizational Resource Allocation, Developing Functional Strategies.

Unit-5

Strategy Evaluation and Strategic Controls, an Overview of Strategic Evaluation and Control, Strategic Control.

Suggested Readings:

1. Thompson and Strickland -Strategic Management Concept and cases
2. Ansoff, H Lgor -Corporate Strategy
3. Charles W L Hill and G R Jones -Strategic Management Theory
4. Azhar Kazmi -Business Policy
5. Thomos L Wheelen and J D Hunger -Strategic Management

Unit-1

Definition of Entrepreneurship, Characteristics of Entrepreneur, Concept of Entrepreneurship- Conceptual Model, Views of Schumpeter, Walker and Drucker, Entrepreneurship Culture, Traits of a True Entrepreneur, Difference between Entrepreneur and manager, Entrepreneurial Motivation-Motivation Factors, Compelling Factors, Motivation Theory.

Unit-2

Definition of Small Business, The Benefits and Opportunities of Small Business Ownership, Ownership Structure and Organizational Frame Work, Sole Proprietorship, Partnership, Corporations, Advantages and Disadvantages, Evaluating the Existing Business. The Potential Drawbacks of Entrepreneurship. Forms of Ownership.

Unit-3

Problems Related to Financial Management, Operational Management and Marketing Management in Small Scale Enterprises.

Unit-4

Role of Related to Financial Institutions, IFCI, ICICI, IDBI, EXIM Bank, UTI, LIC, GIC, SIDBI, NSSIC, SFCs, Commercial Bank in Entrepreneurial Development in India.

Unit-5

Policy of the Government Regarding Small Scale Industries and Entrepreneurial Development, Different Governmental Agencies providing Guidance, Assistance to small Scale Industries, General Problems of Small-Scale Industries in India.

Suggested Books

1. C B Gupta -Entrepreneurial Development
2. S S Khanka -Entrepreneurship Development
3. Prasana Chandra -Project Management

Objective

The objective of Seminars is to help the students in developing their writing as well as oral communication skills, especially to learn and understand as to what to present and how to present when there is occasion for presentation before the group. Each student is expected to present a seminar (as elaborated in the Ordinance) on a topic approved by the Teacher in-charge of the seminars. At least one seminar for each student is compulsory during the semester.

Each student is required to undertake a short project relating to the issues concerning trade, commerce, industry, corporate governance and corporate affairs as the case may be. The topic of the project shall be completed, during fourth semester so that the students get enough time during summer vacation and the fifth semester to get the project completed. On completion of the project the project report shall be submitted by the student to the Department/Affiliated institution and each student shall present a seminar on his/her project report shall be evaluated by the Internal Expert appointed by the Head of the Department/Director of the Institute along with the Seminar. The criteria of evaluation shall be decided by the Teacher in charge with the approval of the Head of the Department/Director of the Affiliated Institution as the case may be.

MUBBA 504 - Elective Groups – Marketing Management, HRM, Financial Management, Insurance Management, Retail Marketing

Credits: 4

A – Marketing Management Group

M1-Customer Relations Management

Unit-1

Conceptual Frame Work of Customer Relationship and Its management, Evolution Customer Relationship Management, Relationship Marketing, Types of CRM-Win Back, Prospecting, Loyalty, and cross sell and up sell. Significance and Importance of CRM in Modern Business Environment.

Unit-2

Introduction CRM-planning, Strategy for CRM, Process of Segmentation, Choice of Technology, Choice of Organizational Structure for CRM, Understanding Market Intelligent Enterprises.

Unit-3

Implementation of CRM: Business Oriented Solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services, Use of E-Commerce in CRM. CRM and Data Mining, Information Required for Effective CRM.

Unit-4

Concept of Loyalty in CRM: Definition of Loyalty, Customer Loyalty and customer Dependency, Process of Developing Customer Loyalty.

Unit-5

Status of CRM in India.

Suggested readings

- | | |
|-------------------------|-----------------------------------|
| 1. Brown Stanley | -Customer Relationship Management |
| 2. Seth J N, Shainesh G | -Customer Relationship Management |

M2- Marketing Communication and Advertising

Credits: 4

Unit-1

Communication Process- Nature of Communication Process and Its Different Elements, Obstacles in Communication Process, Role of Communication Process in Perception, Learning and Attitude Change, Communication Process in Marketing- Importance and Applications of Communication Process in Marketing, Different Elements of Promotional Mix and Communication Process Relevant to them, Communication Process in Corporate Image Building, Advertising and Consumer Psychology.

Unit-2

Advertising-Definition, Objectives, Function, Classifications of Advertising, Advertising as a Tool of Communication, Social and Economic Aspects of Advertising, Advertising Department and Agencies.

Unit-3

Setting Advertising objectives, DAGMAR Approach, Continuous Advertising planning Programmed, Message And copy, Message Strategy and Message Design, Elements of Advertisement, Copy, Developing Effective Advertising copy, Creativity and Visualization in Advertising.

Unit-4

Media Planning: Role of Media in Advertising, Comparative Study of different Advertising Media, Media Choice, Allocation of Budget for Advertising, Approaches and Procedures for Determining the Size of the Budget.

Unit-5

Social and Economic Aspects of Advertising, Productivity of Advertising, its Contribution to Economic Development and Standard of Living, Ethics and Advertising.

Suggested Readings:

- | | |
|--------------------------------|--|
| 1. Wright, Winters and Zeiglas | -Advertising Management |
| 2. Dunn and Barban | -Advertising-it's Role in Modern Marketing |
| 3. Manendera Mohan | -Advertising Management |
| 4. Aaker, Myers and Batra | -Advertising Management |
| 5. Kenneth F Runyen | -Advertising |

M3- Sales and Distribution Management

Credits: 4

Unit-1

Basic Concepts- Selling functions, Type of Selling and Emerging Dimension, Direct Selling, Institutional Selling, Tele Marketing, Sampling, Follow the Customers and Other Concepts.

Unit-2

Theories of Selling-Canned approach, AIDA Model, Right Set of Circumstances Theory, Buying Formula Theories, Behavioral Equation Theory.

Unit-3

Process of Effecting Selling-Prospecting, Pre-approach Presentation and Demonstration, Handling Objections, Closing the sale, Post sale Activities Quality of Successful sales person.

Unit-4

Sales management-Importance, Scope and Functions of Sales management, Organization for sales, sales planning-market Potential Analysis, Sales Forecasting, Fixing sales Objectives, Territory Allocation, Sales Quota, participative sales planning and Behavioural Considerations.

Unit-5

Sales Force Management-Sales Force Planning, Recruitment and Selection, Training and Development, Placement of sales Personnel, Compensation and Incentive to Sales Persons, Motivation and Leadership for Sales, Evaluation of Sales Performance.

Suggested Readings:

- | | |
|--------------------------------|--------------------------------------|
| 1. Russel, Beachand Brukirik | -Selling |
| 2. Still, Cundiff, and Govoni | -Sales Management |
| 3. K Patel | -Sales |
| 4. Johnson, Kirtz and Schueing | -Sales Management |
| 5. Confield | -Salesmanship-Practice and Problems. |

H1 -Industrial Relations

Unit-1

Meaning, Scope and Importance of Industrial relations; Major Participants in Industrial Relations; Role of State; Characteristics of Industrial Relations System in India.

Unit-2

Trade Union Movement in India-Growth, Problems, Recent Trends and Future of Trade Unions in India.

Unit-3

Trade Unions in India-Concept, Objectives, Structure and Functions. Trade unions Act, 1926. Major Problems and issues. Employers Organizations in India.

Unit-4

Workers Participation in Management-meaning and Objectives of WPM and Factors Influencing the WPM. Workers Participation in Management in India- an overview.

Unit-5

Industrial Disputes-Nature and Causes, Machinery Provided for investigation, prevention and settlement of Industrial disputes. Industrial Disputes Act, 1947. Review and Appraisal

Suggested Readings

- | | |
|---|---|
| 1. Singh, BP, Chhabra, T N, Taneja, P L | -Personnel Management and Industrial Relations. |
| 2. Abraham H Maslow | -Motivation and Personality |
| 3. Agnihotri, V | -Personnel Management and Industrial Relations |
| 4. Davar, Rustam S | -Personnel Management and Industrial Relations |

H2-Training and Development

Credits: 4

Unit-1

Importance of Training, Education, Training-Employment-Development Cycle. Systems Approach to Training.

Unit-2

Psychology of Learning and Learned Motivation. Assessment of Training Needs.

Unit-3

Setting of Training Objectives. Training Methods and Aids. Design of Training Programmers, Training and Trainers.

Unit-4

Training for Special Groups, Executive Development Programmers, Career Planning.

Unit-5

Evaluation of Training, Training and Organization.

Suggested Readings

- | | |
|-----------------------------|--|
| 1. Singh, Chabra and Taneja | -Personnel Management and Industrial Relations |
| 2. Finningan, J | -Industrial Training Management |
| 3. Lundy, James L | -Effective Industrial Management |
| 4. Flippo, Edwin B | -Principles of Personnel Management |

H3-Wage and Salary Administration

Credits: 4

Unit-1

Meaning of The Wages, Minimum Wage, Need Based Minimum Wage, Fair Wage, Living Wage, Money wage, Take Home Pay, Theories of Wage Determination, Difference between Wage and Pay.

Unit-2

Meaning of Wage and Salary Administration, Objectives, Principles, Factors Influencing Wage and Salary, Structure and Administration, Wage Levels, Job Evaluation, Wage Differentials.

Unit-3

System of Wages Payments-Time System, Piece System, Incentive System, Balance or Debt System, Wage Structure-Basic Wage, Dearness Allowance, Overtime, Concept of Bonus, Profit Sharing, Fringe Benefits, Executive compensation.

Unit-4

Cost of living and dearness Allowance, Consumer Price Index Number, Machinery for Wage Fixation, Tribunals, Wage Board, Bipartite Negotiations, Wage Policy in India.

Unit-5

Wage Legislation-Introduction and basic Knowledge of the Payment of Wages Act, 1936 the Minimum Wages Act, 1948, The Payment of Bonus Act, 1965.

Suggested Readings

1. Singh, Chabara and Taneja -Personnel Management and Industrial Relations
2. Brennan, Charles -Wage Administration
3. Suri, G K -Wage Incentives
4. Zollitsch, Herbert Gand A Langsner -Wage and Salary Administration

F1- Banking and Insurance

Unit-1

Banks and Banking System-Evolution of Banking System, Definition of Banking, Types of Banks, Functions of Different Types of Banks, Central Banking, functions of Central Bank, Reserve Bank of India, Introduction to Indian finance System and An Overview of Indian Banking System.

Unit-2

Financial Institutions and Financial Instruments: Debt Market, Equity Market, Financial Services, Depository Institutions, Non-Depository Institutions, Money Market Instruments, International Financial Instruments.

Unit-3

Corporate Banking, Retail Banking, Investment Banking, Venture Capital.

Unit-4

Reserves Investment of Funds, Surrender Value, Progress of Life Insurance, Business in India, Tax Benefit and Insurance, Rural Insurance in India.

Suggested Readings

1. Bayer and dennis -Money Banking and Financial Market
2. ICFAI Publication Series -

F2- Working Capital Management

Credits: 4

Unit-1

Working Capital-Nature, Components, Types, Functions, Determinates and Significance. Factors Affecting Composition of Working Capital.

Unit-2

Working Capital Policies: Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviours of Current Assets and Pattern of Financing, Quick Sources of Finance, commercial Papers, Factoring, Bank Credit.

Unit-3

Management of Cash, Motives for Holding Cash, Significance, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models.

Unit-4

Management of Marketable Securities, Purpose of Holding Securities, Determinants.

Unit-5

Receivables Management-Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer.

Suggested Readings:

- | | |
|--|---|
| 1. Smith, K V | -Management of Working Capital |
| 2. Agarwal, J D | -Working Capital Management |
| 3. Mehta, D R and Enlwood
Cliffts N J | -Working Capital Management |
| 4. Scherr | -Modern Working Capital Management Text |

F3-Financial Institutions and Markets

Credits: 4

Unit-1

Financial System-Introduction, Components, Structure, Features of Indian Financial System, Deficiencies and Recent Developments.

Unit-2

Financial Markets-Concept, Nature, Features, Functions, Structure Types, Role of Financial markets in Economic Development.

Unit-3

Major Indian financial Institutions-IDBI, IFCI, ICICI, IRCI, SGC's AND SIDC's Management, Working, Operations and Performance and Recent Developments.

Unit-4

Investment Bankers- UTI, LIC, GIC and Mutual Funds and Their Role, Investment Policy, Performance and Recent Developments.

Unit-5

Non-Banking Financial Institutions-Objectives, Functioning, Regulations, and Recent Developments.

Suggested Readings

- | | |
|--|--|
| 1. Khan, M Y | -Indian Financial Theory and Practice |
| 2. Goldsmith, R W | -Financial Institutions |
| 3. Srivastava, R M | -Management of Indian Financial Institutions |
| 4. Harbert, Dougall E and
Jack E Gaumnitz | -Capital Markets and Institutions |

IN1- Principles & Practice of Life Insurance

Unit-1

Nature of Life Insurance. History of Life Insurance Business, Objectives of Nationalization of Life Insurance: Economic Principles, Actuarial Principles, Mortality Tables, Risk Premium, Adverse selection, Important Elements of Premium-Selection and Classification-Single Premium, Annual Premium.

Unit-2

Hazards-Physical Hazards, Occupational Hazards, Moral Hazards: Methods of rating, Insurance of Male and Female Lives Legal Principles involved in Insurance Business, Insurable Interest, Utmost Good Faith Indisputability.

Unit-3

Tax Relief in Insurance, Key man Insurance, Investments, Mortality, Interest, Medical Insurance Scheme, Non-Medical Insurance Scheme, Group Insurance, other Group Schemes like Group Gratuity et. Mass Insurance. Salary Savings Scheme.

Unit-4

LIC, s Functional Set up, Duties and Responsibilities of Development Officers and the Agents, Life Insurance and its Structure in India.

Unit-5

Calculation of Premium, Commission and different Plans of Insurance, their uses, Benefits, Conditions and Privileges, Policy conditions, Revival Schemes, Double Accident Benefits, Disability Benefits, Assignments and Nominations.

Unit-6

Surrender Values of the Policy, Investigation of Claims, Settlement of Claims, Calculation of Bonus and Maturity Value, Privatization of Life Insurance Business, Regulatory Framework for Life Insurance Business.

Suggested Readings

- | | |
|------------------------------------|--------------------------------|
| 1. Insurance Act, 1938 | -Universal Book Traders, Delhi |
| 2. Law relating to Insurance | -R. M. Vats |
| 3. Insurance Principles & Practice | -M. N. Mishra |
| 4. Modern Concepts of Insurance | -M. N. Mishra |

IN2-Principles and Practice of General Insurance

Credits: 4

Unit-1

History and Development of General Insurance Business in India. Nature, Scope and Significance and Functions of general Insurance Business, the concept of Risks, Characteristics of Insurable Risk, Risk Management Techniques, Concept and Principles of Premium Rating, Tariff and Market Agreements.

Unit-2

Scope of Fire, Marine and Accident Insurance, Aviation, Engineering and Agricultural Insurance. Nature of Insurance Contracts, Basic Principles-Insurable Interest, Utmost Good Faith Indemnity, Subrogation, Contribution, Proximate Cause, Meaning and Process of Reinsurance, Methods of Reinsurance. (iii) General Insurance Functional set

Unit-3

Marine Insurance: Elements of Contract, subject matter of marine insurance, Procedure; kinds of policies, fixation and return of premium. Policy conditions, perils of marine insurance, doctrine of cause proxima, warranty, marine losses.

Unit-4

Miscellaneous Insurance: Types, extent of coverage and the policy conditions in respect of motor insurance, workmen's compensation insurance, export risk insurance and war risk insurance.

Unit-5

General insurance business in India. Nationalisation, entry of private sector in general insurance business.

Suggested Readings

- | | |
|------------------------------------|--------------------------------|
| 1. Insurance Act, 1938 | -Universal Book Traders, Delhi |
| 2. Law relating to Insurance | -R. M. Vats |
| 3. Insurance Principles & Practice | -M. N. Mishra |

IN3- Insurance Fund Management

Credits: 4

Unit-1

Nature and Objectives of Funds Management in Insurance Business, Sources of Funds in Insurance Companies, Investment Policies and Employment of Funds. An Over View of Indian Financial System.

Unit-2

Investment Policies and Process, Security Analysis and its Objectives, Types of Securities, Risk in Holding Securities, over View of Securities Markets in India, Risk Return Analysis, Analysis of Different Types of Bonds-Different Features, Valuation, Term Structure, Interest Rates, Risk Immunization.

Unit-3

Common Stock Analysis-Its Features, Different Approaches of Stock Valuation, Company Analysis, Industry Analysis and General Economic Situation Analysis. Technical Analysis-Its Features and Assumptions, DOW Theory, Charts, Technical trading Rules, Efficient Market Theory.

Unit-4

Introduction of Portfolio Management Analysis of Risk and Return on a Portfolio. The Mean-Variance Criterion, Tracing the Efficient Frontier, Constructing Optimum Portfolio.

Unit-5

Theory of Capital Market-Capital Asset Pricing Model, Arbitrage Pricing Theory, Techniques of Portfolio Revision, Performance evaluation of Portfolio, Over View of Portfolio Management in India.

Suggested Readings

- | | |
|------------------------------------|-------------------|
| 1. Investment Management | -V.K. Bhalla |
| 2. Portfolio Analysis & Management | -V.K. Bhalla |
| 3. The Art of Risk Management | -Christophel Culp |
| 4. Investment | -Sharpe William F |

RM1- Fundamentals of Retailing

Unit-1

Definition, concept and scope and characteristics of Retailing, Evolution of Retailing, growth of Retailing in India and the global scenario, Store Format-super market, Departmental Store, Malls, Hyper Market, Discount Store, Convenience Store, Specialty Store, Kiosks, neighborhood Store, Non Format Store-Direct Selling, Tele Shopping, E-Marketing, Vending Machine Retailing.

Unit-2

Retail Store Location-Planning, Location selection decision process, Analysis of Location decision, Factors affecting site selection and location decision, Retail Store, Shopping Centre, Mall Location, Store design and layout, Interior and exterior design components, Space planning, Visual Merchandising.

Unit-3

Merchandise decision-merchandise mix-variety, assortment, branding, quality, Pricing, display. Factors affecting merchandise mix-budget Constraints, space limitations, product turnover rates, stock replenishment, Vendor identification, selection of vendors, Finalization of Vendors.

Unit-4

Retail Pricing-Factors affecting Pricing, Retail Pricing Strategy, Pricing Adjustments, Retail Marketing Communication and Advertising, Choice of Media and Media selection Decision, Retail Sales Promotion, Retail Publicity.

Unit-5

Retail Information System-Nature, Scope and Characteristics of Retail Information System, Role of MIS in Retail Marketing, Data warehousing and Mining, Electronic Data Inter change, Universal Product Code, Point of Sales Terminals, Radio Frequency Identification, Self Regulatory Check out System, familiarity with software Packages like MS Office, MS Windows, LAN, UNIX etc,

Suggested Readings:

1. Retail Management -Bajaj, Tuli & Srivastava
2. Retail Management-A Strategic Approach -Berman & Evans

RM2- Retail Environment

Credits: 4

Unit-1

Nature, Scope and Significance of Environment, Economic, Socio-cultural, Political, Legal, Regulatory, Technological and other Forces affecting Retail Marketing Business and its growth, Emerging Indian and Global Retail Business Environment, Demographic and Social order changes and organized Retailing, Branding, Segmentation and target Marketing in retail Business.

Unit-2

International Environmental Forces driving globalization of Retailing, Impact of WTO on Retailing, impact of emerging economies in new world economic order, Impact of Service sector on Retailing.

Unit-3

Strategy for Domestic and Global Retail Business, Emerging Business Alliance, Franchising, Licensing, FDI in Retail Business, Cross Boarder Transaction in Retail Business.

Unit-4

Contribution of Retail Business in Major Economies, Employment generation, Popular International Retail formats, Study of Major International Retailers, European and US Experience in Retailing.

Unit-5

Institutional and Legal Aspects of Business Environment with special reference to Retail Business, International sourcing, Multi National Corporation and Indian Business world. Prospects of Retailing in Indian Rural Areas.

Suggested Readings

- | | |
|---|----------------------|
| 1. Business Environment | -K Ashwathappa |
| 2. Business Environment and Policy | -Francis Cheru Nilam |
| 3. International Retailing Trend and Strategies | -Mcgoldrick & Davies |
| 4. International retailing | -Nicholas Alexander |
| 5. Retail Management-A Strategic Approach | -Burman & Evans |

RM3-Retail Technology and CRM

Credits: 4

Unit-1

Retail Business- its Diversity and Complexity, Need for application of Retail Marketing Technology, Information sharing and Information exchanges, Data Warehousing and Data Mining in Retail Business, Use and application of Internet in retail Business, Retail information system with special reference to rapid response delivery system

Unit-2

Use of Technology in Procurement and supply, vendor identification, Vendor selection, Different channels of sourcing, Techniques of Procurement.

Unit-3

Technology and store operations and management, Warehousing Management, Display techniques, LPOS terminals, Retail Business Promotion, Customer relationship Management with specific reference to retail business, Security of Retail stores, Accidents and crimes with reference to retail Business.

Unit-4

Nature, concept and significance of E-Retailing, Tele shopping, Operation and management of E-store, Strategies for E-Retailing, Branding on the web, cross selling, referral services, Permission marketing, Online payment processing, internet payment gateways, Internet security issues.

Unit-5

Customer care services, Managing service quality, Tools for achieving service quality, Customer perception of service quality, Strategic Advantage and service quality, improving retail service quality pre shopping and after shopping.

Suggesting Readings

1. Service Marketing-Operations,
Management and Strategy -Clow & Kurtz
2. Retail Management -Levy and Weitz
3. Retail Management-Strategic Approach -Burman & Evans

SEMESTER-VI

MUBBA 601- Management Information System

Credits: 3

Unit-1

Definition of Information Systems; Management levels as a Framework for Information Systems; Information System Planning Strategies and Methods; Business Systems Planning (BSP), Critical Success Factors (CSF), Ends/Means (E/M) Analysis.

Unit-2

Systems Concepts; System concepts in Business; Information System as a System.

Unit-3 Definition of Management Information System- Its Elements, Objectives, Structure; Making MIS Efficient and Effective, Limitations of MIS.

Unit-4

System Development Life Cycle: Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.

Unit-5

Overview of (i) Computer Hardware, (ii) Computer Software (iii) File and Database Management Systems (iv) Computer Communications (v) Internet and Intranet. Actual Use and Practical of Application of Various Programmes in Computer Lab.

Suggested Readings

- | | |
|-----------------------|--|
| 1. Alson & Davis | -Management information systems |
| 2. Harry M | -Information and management systems |
| 3. Scot, Gorge M | -Principles of MIS |
| 4. Manedick and Ross | -Information System for Modern Management |
| 5. Kanter | -Management Information and Control System |
| 6. Bocchine William A | -MIS Tools and Design |

Unit-1

Project Management- Nature, Scope, Process Elements, significance and Emergence of Projects. Project Planning, Developing Project Models through Simulation. Benefits of Project Management.

Unit-2

Location of Project Site, Working Conditions Development, Plans and Policies of the Government and the Local Bodies, Elements and Factors Affecting Locational Decision. Analysis of Infrastructure, Labour, Raw material, Transport and Other Factors.

Unit-3

Capital Expenditure, Importance and Difficulties, Market demand And Situational Analysis. Technical Analysis, Financial Analysis.

Unit-4

Project Implementation and Management: Project Monitoring, and cost Control System, Network Analysis, Resource Scheduling, Leveling Crashing of Project Cost, Risk and market Risk, Social Cost benefit Analysis, Multiple Projects and Constraints, Network technique for Project Management.

Unit-5

Different Criteria for Project Appraisal, Project review and Administrative Aspects, Environmental Appraisal of Projects.

Suggested Readings

- | | |
|--------------------|---------------------------------|
| 1. Bhavesh M Patel | -Project Management |
| 2. S S Khanka | -Entrepreneurship Development |
| 3. Prasana Chandra | -Project Management |
| 4. P C K Rao | -Project Management and Control |

MUBBA 603- Viva-Voce**Credits: 4**

At the End of the Sixth Semester, Each Student will have to face an Interview wherein his or her knowledge and skill acquired during the entire course shall be examined. The Viva-Voce shall be conducted jointly by the Internal Expert and the External Expert. Internal Expert shall be appointed by the Head of the Department/Director of the Affiliated Institutes and the External Expert shall be appointed by the University.

MUBBA 604 - Elective Groups – Marketing Management, HRM, Financial Management, Insurance Management, Retail Marketing

A-Marketing Management Group

Credits: 4

M1- International Marketing Management

Unit-1

Introduction to International Marketing: Basic Concept and the Environment, Difference Between Domestic Marketing and International Marketing Environment. Scope and Size of International Marketing.

Unit-2

International Marketing Selection and Segmentation, Entry Options and Strategies, International marketing Planning, Coordination and Control.

Unit-3

International Product Policy and Planning, Product Development, Product Life Cycle.

Unit-4

International Pricing Policy, Pricing Objectives, Determination Pricing Policy and Pricing Strategy.

Unit-5

International Distribution Channels, Selection and Management of Distribution Channels, International Promotion, Marketing Communication, Developing Promotional Mix for foreign Markets.

Suggested Readings

- | | |
|-------------------|---|
| 1. Leighton | -International Marketing-Text and Cases |
| 2. Keegan | -Managing Global Marketing |
| 3. Kriplani | -International Marketing Management |
| 4. JohnFayer | -International marketing |
| 5. Fraklin R Root | -International Marketing |

M2-Industrial Marketing

Credits: 4

Unit-1

Industrial Marketing Concept-Nature of Industrial Marketing, Industrial Marketing Environment, Industrial markets.

Unit-2

Demand for Industrial Goods, Demand and Product Characteristics, Derived Demand for Industrial Goods, Nature of Industrial Buying, Buyer Behaviour, Value Analysis and Vendor Selection.

Unit-3

Industrial Marketing Strategy-Product Strategy, Channel Distribution Strategy, Logistics, Pricing Decisions, Promotion Mix and strategy, Advertising, Personal Selling, Sales Promotion, Public Relations, Publicity.

Unit-4

Industrial Marketing Intelligence System, Information Needs System Design and Applications.

Unit-5

Industrial Marketing Control-Strategic Goals, Performance Standards, Evaluation of Performance.

Suggested Readings

- | | |
|---------------------|--|
| 1. E Rayon Coray | -Industrial Marketing-Cases and Concepts |
| 2. Robert W Hass | -Industrial Marketing Management |
| 3. Ralph and Gross | -Industrial Marketing |
| 4. Websterm | -Industrial Marketing |
| 5. V Kasturi Rangan | -Business marketing Strategy |

M3-Rural Marketing

Credits: 4

Unit-1

Nature, Concept and Scope of Rural Marketing, the People, the Purchasing Power, Buying Pattern, Socio-Cultural, Economic and Other Environmental Factors Affecting Rural marketing.

Unit-2

Attitude and Behaviour Pattern of Rural consumers, Overview of Rural Marketing

Unit-3

Marketing of Consumer Durables and Non Durable Goods and Services in Rural Markets with Special Reference to Product Planning and Media Planning.

Unit-4

Planning of Distribution Channels, Organizing Personnel Selling in Rural Markets, Marketing of Agricultural Inputs with Special Reference to Fertilizers, Seeds, Agricultural Implements and Tractors.

Unit-5

Rural Marketing Behaviour in Space, Variation in Levels of Intersection, Variances of Distance Traveled Type and Role of Marketing Centers, Special Manifestations of Rural Marketing.

Suggested Readings

- | | |
|-----------------------------------|---|
| 1. Raja Gopal | -Organizing Rural Business Policy, Planning and Management |
| 2. Raja Gopal | -Indian Rural Marketing |
| 3. T P Gopalswamy | -Rural Marketing-Environment, Problems and Strategies |
| 4. Ramachandram H and Shastri G S | -Behaviour in Space-Rural Marketing in an Under developed economy |

H1- Human Resource Planning and Development

Unit-1

Human Resource Planning: Definition, Objectives and Components of Human Resource Planning, Manpower Forecasting: Necessity, Problems, Approaches, and Benefits of Forecasting.

Unit-2

Job Analysis, Job Description, Job Specification: Concept, Needs and Importance. Job Enrichment, Job Satisfaction, Career Planning: Significance, Need and Its components, Career counseling, Career Patching.

Unit-3

Recruitment and Selection of Human Resource, Factors Influencing Recruitment and selection, Different Methods of recruitment and Selection.

Unit-4

Employee development, Work, Role and Importance of Employees and Executives, managers, Factors Responsible for Employee Behaviour, Different Approaches to Employee development, Executive Development, Impact of Training on Development of Employees and Executives.

Unit-5

Performance Appraisal: Definition, nature and Its Importance, Different Types of Appraisal Systems, Monitoring and review of Appraisal System.

Suggested Readings

- | | |
|------------------------|---------------------------------------|
| 1. Davis A De Cenzo et | -Personnel, Human Resource Management |
| 2. Lloyd L Byars et | -Human Resource Management |
| 3. R. K. Malhorta Edt. | -Personnel Management |

H2-Business Ethics

Credits: 4

Unit-1

Definition, Role, Significance and Importance of Business Ethics. An Overview of Business Ethics. Ethical Issues in Business. Business Ethics and Organizational performance.

Unit-2

Application of Values and Moral Philosophies to Business Ethics. Organizational Values, Shared Values and Business ethics.

Unit-3

Corporate Governance and Business Social Responsibility, Famous work for Understanding Ethical decision making, Emotional Intelligent Leadership, Organizational Culture and Ethical Decision making.

Unit-4

Organizational relationship and conflicts in Ethical Decision making. Business ethics and Organization Performance.

Unit-5

Business ethics in Global Economy. Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement.

Suggested Readings

- | | |
|--------------------|---------------------------------|
| 1. Chakraborty S K | -Foundations of Managerial Work |
| 2. Drucker P | -Managing In Turbulent Time |
| 3. Chakarbotry S K | -Management by Values |
| 4. Griffiths B | -The Marriage of East and West |

H3-Social Security and Labour Welfare

Credits: 4

Unit-1

Social Security-Concept and Philosophy, Abolition of Bonded and Child Labour, Government Policy for Social Security and Social Insurance, ILO, its Role, Functioning and Contributions.

Unit-2

Workmen's Compensation Act, 1923

Unit-3

Employee's State Insurance Act, 1848

Unit-4

Payment of Gratuity Act, 1972

Unit-5

Minimum Wages Act

Unit-6

Payment of Bonus Act

Unit-7

Payment of Wages Act

Suggested Readings

- | | |
|--------------------------------|--|
| 1. Mulick | -Labour Laws |
| 2. Memoria, C B and Memoria, S | -Industrial Labour, Social Security, and Industrial Peace in India |
| 3. Sinha, G P | -Industrial Relations and Labour Legislation in India |
| 4. Zahiruddin | -Labour Welfare Laws |
| 5. Saharay H K | -Industrial and Labour Laws of India |
| 6. Srivastava S C | -Industrial Relations and Labour Laws |

F1 -International Financial Management**Unit-1**

International financial Environment, Finance Function of International Business, Multi National financial Management: An Overview, Evolution of the International Monetary and Financial System, International Economic Issues and Dimension, International financial Flows, the Balance of Payment Frame Work, Component, Valuation and Timings of Balance of Payments.

Unit-2

International financial System: Managing Short term Assets and Liabilities, Long Run Investment Decision.

Unit-3

International Working Capital Management: Financing foreign trade, International cash management, International Receivables and Inventory management.

Unit-4

foreign Investment decision: Political Risk management, Foreign Exchange Market and Instruments, Foreign Exchange Risk Management, Exchange rate Determination and Forecasting, Measuring and Managing Translation and Transactions Exposures,

Unit-5

International financing regulations and strategies, Forex regulations and Control.

Suggested Readings

- | | |
|----------------|-------------------------------------|
| 1. Levi M D | -International Finance |
| 2. Shapiro A C | -Multinational Financial Management |
| 3. Bhalla V K | -International Monetary corporation |

F2-Management of financial Services

Credits: 4

Unit-1

Introduction, Features, Scope and Types of Financial Services, Institutions Providing Financial Services, merchant Banking: nature, Function and Organization, SEBI Guidelines relating to Merchant Bankers.

Unit-2

Leasing: Nature, Features, Types, Tax, Legal and Accounting Aspects of Leasing, Lease Structuring, Lease Agreement, Funding of Lease, Hire Purchase: financial and Legal Evaluation.

Unit-3

Bills Discounting Scheme, Meaning, Mechanism, Features, Types, Legal and Financial Aspects of Factoring and forfeiting, Venture Capital Funds.

Unit-4

Corporate Advisory Services: Capital Structure Decision, Corporate Restructuring, Project Counseling and finance.

Unit-5

Issue management and Under-writing, Management of Public Equity Issue, Debenture Issue, Under-writing arrangement, Portfolio Management Service, SEBI Guidelines Regarding Public Issues. Credit rating Services.

Suggested Readings

- | | |
|-----------------|-----------------------------------|
| 1. V A Avadhani | -Investment and Securities |
| 2. J C Verma | -Lease Financing |
| 3. J C Verma | -Merchant Banking |
| 4. M Y Khan | -Management of Financial Services |

F3-Corporate Tax Planning and Tax Management

Credits: 4

Unit-1

Law Relating to Income Tax, Principles Underlying Certain as regards to Determination of Taxable income, Concept and Definition of Income, Receipts which are not income, Exemption from Charge of Income Tax, Capital and revenue Gains and Expenditures.

Unit-2

Provision of Income tax Law relating to Various Heads of Income with Special Emphasis on Profits and gains from Business and Profession, Capital gains, Income from Other sources, Deductions, Techniques of Calculation of Income Tax.

Unit-3

Concept of Tax Planning, Tax planning with reference to setting up of a New Business locational aspect, nature of business, planning for Tax Holiday Benefits, Tax planning with Reference to Financial management Decision, Tax Planning and Cash Management.

Unit-4

Tax Planning with Reference to Non-Resident company Assessee, Tax Planning with Reference to Corporate Reorganization, i.e. Amalgamation, Merger, Demerger and Slump sale.

Unit-5

Problems of Tax Planning, Administrative, Legislative and Organizational Problems.

Suggested Readings

1. Income Tax Law -Taxmans Publication
2. Income Tax Law and Practice -By Chandra M
3. Yearly Finance Bill
4. Bare Act

IN1-Economic Environment of Insurance Business

Unit-1

Business Environment: Internal and External Environment, Social Responsibility of Business Economic Planning and Insurance Business. Status of Insurance Business in India.

Unit-2

Liberalization of Insurance Business Sector in India. Need for Liberalization, Opportunities of Insurance Business in India after Liberalization Policy of the Government of India. Government Policy towards Insurance Business in India.

Unit-3

International Economic Environment. GATT, WTO, and Insurance Business Sector. Prospectus of Insurance Business Sector in India. Comparative Environment of Insurance Business Score in India with reference to Japan, United Kingdom and United States of America.

Unit-4

National income and Social Accounting. Theory of Income Out Put and Employment. Classical and Keynesian Models. Trade Cycles. Theory of Inflation. Monetary and Fiscal Policies in India.

Suggested Readings

- | | |
|-------------------------------------|----------------------|
| 1. Economic Environment of Business | -Adhikary |
| 2. Indian Economy | -A. N. Agrawal |
| 3. Business Environment | -Ray Agrawal |
| 4. Economic Survey | -Government of India |

IN2-Fire and Automobile Insurance

Credits: 4

Unit-1

Concept of Fire and Standard Fire Policy. Characteristics of Fire, Introduction of Fire Insurance. Scope of Cover. Tariff and Insurance Conditions.

Unit-2

Special Policies: Fire Consequential Policy. Floater Policy. Reinstatement Value Policy.

Unit-3

Basis of Profit Insurance. Measure of Indemnity. Indemnity period-Rate Basis and Related Terms and condition of the fire. Consequential Loss. Fire Claim. Management Claim.

Unit-4

Legal and Procedural Aspects of Claim. Lop Claim Procedure. Loss Prevention Techniques. Fire Losses. Fire Hazards and Fire Preventions.

Unit-5

Basic Principles of Motor Insurance. Different Types of Vehicles. Types of Policies. Motor Vehicle Act Provisions related to Insurance. Motor insurance Tariff Rules and

Unit-6

Regulations. Proposals, forms, Procedure for Underwriting. Endorsement, Renewals, Claim Procedure and Settlement of Claims.

Suggested Readings

- | | |
|------------------------------------|--------------------------------|
| 1. Insurance Act, 1938 | -Universal Book Traders, Delhi |
| 2. Law relating to Insurance | -R. M. Vats |
| 3. Insurance Principles & Practice | -M. N. Mishra |
| 4. Modern Concepts of Insurance | -M. N. Mishra |
| 5. Relevant Bare Acts | |

Unit-1

Need for Regulation of Insurance Business. Brief Historical Back Ground of Insurance Regulatory Measures in India. Insurance Act, 1939 as amended from Time to Time. The Life Insurance Corporation of India Act, 1956 as Amended from Time to Time. The General Insurance Business (Notification) Act, 1972 as Amended from Time to Time.

Unit-2

Constitution of Insurance Regulatory Authority IIRA. IRDA Act, 1999

Unit-3

Relevant Provisions of consumer Protection Act, 1986- Indian contract Act, 1872-Employees State Insurance Act, 1940, Law Relating to Agency, Workmen Compensation Act, 1923, Law Relating to Bailment, Law Relating to Insurance Contracts.

Unit-4

Law Relating to Arbitration. Insurance Grievances Redressal Mechanism.

Suggested Readings

- | | |
|----------------------------|--------------------|
| 1. Motor Accident Claims | -Dr. Janak Raj Jai |
| 2. Motor Vehicle Act, 1988 | -Bare Act |
| 3. IRDA Publications | -IRDA |
| 4. Bare Acts | |

RM1-Retail Supply Chain Management

Unit-1

Retail Supply Chain Management- Nature, Concept and significance of supply chain management, Supply chain management in case of Retail Business, Features and components of retail supply chain, Customer focus.

Unit-2

Nature and concept of value chain and value delivery system, concept and significance of Transportation, Process of Transportation decision, Direct Logistics, Third Party logistic Providers, Multi model transportation, Reverse Logistics, Warehousing and transportation, warehousing operation and cross docking.

Unit-3

Nature and Significance of Information Technology enabled supply chain management, ERP application, Just in time concept, Quick response delivery system, optimization of supply chain, Outsourcing-nature, significance and benefits of outsourcing, Retailing and Outsourcing, Key considerations in outsourcing, Global volatility of outsourcing.

Unit-4

Distribution Network- Different distribution channels, channel design decision, Channel Management, Distribution Channel strategy.

Unit-5

Inventory management-Meaning, nature and significance of Inventory management, Inventory management and retail business, optimization and minimization of inventory, inventory cost, and Economic order quantity.

Suggested Readings

- | | |
|---|----------------------|
| 1. Logistics management | -Bowersox and Closs |
| 2. Managing the supply- A Strategic perspective | -Gattomo and walters |
| 3. Supply Chain Management for global competitiveness | -B. S. Sahay |

RM2-Mall Management

Credits: 4

Unit-1

Nature and Concept of Mall, Genesis and growth of Malls globally, concept and growth of malls in India, Advantages and Disadvantages of Malls, Future trends and Projections of Malls, Malls and other Retail formats, Indian Mall and Western countries Malls.

Unit-2

Concept and component of Malls, Mall Architecture and its components, Façade, Atrium, Entrance, Circulation, Amenities and Utilities, Path and Parking.

Unit-3

Mall Location, Situation and location decisions, Catchments are identification, Process of Tenant decision, Tenant mix, Process of Retail zoning and decisions, Suitability of Retail Formats, Hyper Markets, Department Store, Multiplexes, Eating Joints.

Unit-4

Components of Mall Management, Tenant mix planning, Space selling, facilities and utilities management, security and information planning and management, Mall promotion and event management.

Unit-5

Field visits of students for on-the-spot assessment and study of Mall Management

Suggested Readings

- | | |
|-------------------------|-------------------------------------|
| 1. Retailing Management | -Levy and Weitz |
| 2. Call of the Mall | -Paco Underhill, Simon and Schuster |
| 3. Malls in India | -Image Multimedia |

RM3-Retail Store Operations and Management

Credits: 4

Unit-1

Nature, Concept and significance of store operations, Process of store management, Management of Retail Productivity and Profitability.

Unit-2

Product and Merchandize Management, Brand Management and Retailing, Model stock plan, Types of Supplies, Process of Selection of Suppliers, Category management, Process of Merchandize Management.

Unit-3

Store Space management, Store Design Planning and process, Atmospheric components, colour texture, lighting, temperature, music, goods presentation, Retail image.

Unit-4

Retail selling environment, Store design, Store management, Retail Business Human resource Management, Recruitment, selection, training, placement and performance appraisal, motivation. Allocation and retention of Human Resource in Retail Business.

Unit-5

Retail Salesmanship, Nature, concept and importance of Retail salesmanship, Theories of selling with special relationship of retailing, Retail sales management, customer care and service quality, Multi task and flexibility, synchronization.

Suggested Readings

1. Retail Management -Bajaj Tuli and Srivastava
2. Retail Management Gibson S Vedamani