

BBA PART II

SEMESTER III

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| CODE 301 | PAPER I | MARKETING MANAGEMENT |
| CODE 302 | PAPER II | RISK & INSURANCE MANAGEMENT |
| CODE 303 | PAPER III | PERSONALITY DEVELOPMENT AND HUMAN SKILLS |
| CODE 304 | PAPER IV | TOURISM MARKETING |
| CODE 305 | PAPER V | INDUSTRIAL MANAGEMENT |
| CODE 306 | PAPER VI | BUSINESS STATISTICS |

SEMESTER IV

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| CODE 401 | PAPER I | HUMAN RESOURCE DEVELOPMENT |
| CODE 402 | PAPER II | PRACTICAL ASPECTS OF RISK & INSURANCE MANAGEMENT |
| CODE 403 | PAPER III | ADVERTISING AND SALES PROMOTION |

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| CODE 404 | PAPER IV | CONSUMER BEHAVIOUR AND MARKETING RESEARCH |
| CODE 405 | PAPER V | INTERNATIONAL BUSINESS |
| CODE 406 | PAPER VI | PROJECT REPORT & VIVA VOCE. |

SEMESTER III

Code 301 : Marketing Management

- Unit I Introduction :** Concept of. Marketing, Traditional and Modern Concept of Marketing, Distinction between Market and Marketing, Distinction between Marketing and Selling, Scope and Importance of Marketing.
- Unit II Market Segmentation :** Concept, Basis for Market Segmentation, Benefits of Market Segmentation, Requirements of Market Segmentation, Target Marketing, Product Positioning.
- Unit III Product and Price Decision :** Concept of Product Mix Decisions, Product line Decision, Individual Product Decision, Branding, Product Life Cycle - Stages and Strategies, Pricing Criterias, Pricing Methods.
- Unit IV Promotion and Physical Distribution Decision :** Meaning, Steps in Promotion Mix, Elements of Promotion Mix - Advertising, Publicity, Sales Promotion, Personal Selling, Direct Marketing and Public Relation. Types of Channels, Selection of Distribution Channels.
- Unit V Marketing Research and Control :** Meaning, Objects, Need and Importance, Techniques, Process. Scope and Limitation of Marketing Research, Need and Tools of Control (Elementary Knowledge only).

Recommended Books

1. Kotler, Philip - Marketing Management (Prentice Hall of India, New Delhi).
2. Saxena, Rajan - Marketing Management (TMH Delhi).
3. Sherlekar, S. - Marketing Management (HPH Mumbai).
4. Kothari, Mehta. Sharma - Marketing Management (RBD. Jaipur)

Code 302 : Risk & Insurance Management

- Unit I Insurance :** Origin and Development Meaning, Characte-ristics. Functions. Social and Economic Significance of Insurance. Risks and Hazards. Management of Risks.

- Unit II Fire Insurance :** Meaning, scope, issue of fire insurance policy, types of plans, conditions of fire insurance policy,
- Unit III Marine Insurance :** Meaning, Scope, Procedure of Issuing policy. Types of Marine Insurance Policy, Condition, Calculation of Premium, Marine Losses and settlement of claims.
- Unit IV Life Insurance :** Meaning, Need, Functions and Development of life insurance in India, LIC, Important Plans : Whole life Endowment, Annuity insurance plans, Group insurance plans, Unit link insurance, Liberalisation and life Insurance.
- Unit V General Insurance :** Meaning, scope, settlement of claims, working of general insurance companies GICI. Prospects and Challenges.

Recommended Books

1. Prof. Kothari, R.K. and Dr. Jain, Mukesh - Risk & Insurance Management (RBD Jaipur)

Code 303 : Personality Development and Human Skills

- Unit I Introduction :** Definition of Personality, perception and personality. Personality factors - factors of association. Leadership at home - friends - environment - educational factor - conditional - genetic - compulsory - spiritual - public relation facilities.
- Unit II Personality Formation Structure :** Mind mapping, competence mapping and 360° assessment and development, Types of persons : Extrovert, Introvert, Ambient person.
- Unit III Understanding Human Nature :** Basis of Human (i) Influence of Environment and Heredity, ((ii) Concept of Attitude, (iii) Concept of Self.
- Unit IV Effective Thinking :** Thinking Skills, Thinking Styles, Concept of Six thinking Hats.
- Unit V Individual Interaction and Skills :** Basis of Interaction Skills Personal and interpersonal, Intra Personal Skills- Concept, definition, meaning of skills types of skills, conceptual, supervising, technical, managerial and decision making skills. Group Influence on Interaction Skills.

Recommended Books :

1. Gosh P & K. Ghorpae M.B. Industrial Psychology, Himalaya, Mumbai, 1999.

2. Newstrom J. Keith D., Organizational Behavior, (TMH, New Delhi)
3. P G Aquinas, Organizational Behavior, (Excel Books Delhi)
4. Hellriegel D & Slocum, J.W., Organizational Behavior, (South Western & Thomson Learning)
5. Shiv Khera, You Can Win
6. Pramod Batra, Management Thought
7. Stephen Covey, 8 Habits
8. Stephen Covey, 7 Habits of Highly Effective People, 3 Basic Managerial Skills for all (Prentice Hall of India Pvt. Ltd.)
9. Mehta, Anil & Chouhan, Bhumija - Organizational Behaviour (RBD Jaipur)

Code 304 : Tourism Marketing

Unit I Introduction : Meaning and Definition of Tourism, Purpose of Tour, Distinction between Tourist and Visitor, Role of Tourism, Travel and Tourism in 21st Century. Trends and Future Prospects of Tourism, Role and Functions of RTDC, ITDC, Department of Tourism.

Unit II Conceptual Framework and Type of Tourism : Meaning of Travelers, Types of Tourism : Domestic, Regional, Intra-Regional and International Tourism, Cultural, Adventure, Sports, Social, Wedding, Medical, Coastal & Beach, Pilgrimage, Wildlife, Linkages and Interdependence between Domestic and International Tourism.

Unit III Marketing of Tourism : Meaning and Definition of Tourism Marketing, Need and Importance, Marketing Mix, Marketing Environment, Trends in Marketing, Marketing Communication, Tourist Market Segmentation.

Unit IV Seven (7) P's of Tourism Marketing : Product, Price, Promotion, Place, People, Process and Physical Evidence

Unit V Tourism in India : Growth of Tourism in India, Benefits from Tourism, Barriers to Growth, Tourist Activities, Tourism Policy of India, Prospects and Challenges of Tourism Marketing, Comparison of Indian Tourism with International Tourism (Medical, Cultural, Religion, Historical and Natural Perspectives)

Recommended Books

1. Marketing for Tourism - J. Christopher & Chris Robinson
2. Travel Agency Management - Surendra Agrawal

3. Tourism Development - A.K. Bhatia (Sterling, New Delhi)
4. Principles of Tourism Development - M.A. Khan (Anmol Publications, New Delhi)
5. Tourism Marketing - Dr. Anurag Sharma (Jahanvi Publications Pvt. Ltd.)

Code 305 : Industrial Management

- Unit I Evolution of Industrial Management :** Evolution - importance of Industrial Management- Scientific Management - Meaning and Definitions, Principles, Importance and Criticism.
- Unit II Factory Location :** Factors determining location of factory- Steps in location, Selection of region — Selection of Locality- Selection of exact site, Technology Parks, SEZ etc. Role of government agencies in providing assistance. Location related decisions.
- Unit III Plant Layout :** Nature, Objectives, Importance- factors influencing layout, Types of layout, Problems of layout.
- Unit IV Work Environment and Plant Utility :** Meaning, Importance, Factors affecting work environment, Plant Utility, Lighting, Ventilation and Air-conditioning Sanitation, Noise Control.
- Unit V Industrial Safety :** MSDS - GLP - GMP. Introduction to non conventional energy sources LPG, CNG and Hydrogen as fuels.

Recommended Books

1. Industrial Management – William Spriegel and Lansburgh New York
2. Elements of Industrial Management – Smith Russel
3. Industrial Management - J. Jain – Kitab Mahal, Allahabad
4. Industrial Engineering Management – O.P. Khanna – Dhanpat Rai Publication Pvt. Ltd., New Delhi.

Code 306 : Business Statistics

- Unit I Introduction :** Meaning and Definition of statistics. Scope of Statistic in Economics, Management, Science and Industry. Concept of Population and Sample with illustration. Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of Sampling procedures only). Data Condensation and Graphical Methods. Row data, attributes and variables. classification, frequency distribution, cumulative frequency distributions. Graphs - Histogram, Frequency polygon. Diagrams- Multiple Bar, Pie, Subdivided bar.

- Unit II Measures of Central Tendency :** Criteria for good measures of central tendency. Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean.
- Unit III Measures of Dispersion :** Concept of Dispersion, Absolute and Relative measure of dispersion. Range, Variance, Standard deviation, Coefficient of variation, Quartile.
- Unit IV Correlation and Regression (for ungrouped data) :** Concept of correlation, Positive & Negative correlation, Karl Pearson's Coefficient of correlation, Meaning of regression, Two regression equations. Regression coefficients and properties.
- Unit V Index Number :** Meaning and uses, simple and composite Index Number, Aggregative and average of price relatives - simple and weighted index numbers. Construction of Index number fixed and chain base, Lapeer Pascoe Kelly and Fisher index Number : Construction of consumer price index case of limit Index.

Recommended Books

1. Business Statistics- Oswal, Agrawal. Modi, Bhargava, Tiwari (RBD Jaipur)
2. Business Statistics - K.N. Nagar

SEMESTER IV

Code 401 Human Resource Development

- Unit I HRD -** Concept, objectives., HRD system Design, Principles, HRD culture, An overview of HRD practices, Line Managers and HRD.
- Unit II HRD Mechanisms :** Process of HRD system and outcomes, HRD Instrument Tender.
- Unit III Performance Appraisal and Potential Appraisal,** Coaching and Counselling and feedback, Career planning and Development.
- Unit IV Organization Development :** objections varies Intervention and Limitations, Quality of work life, Human Resource Information System.
- Unit V An Overview of HRD in India,** HRD in Service Industry, Emerging Trends and perspectives.

Recommended Books

1. Human Resource Management - Prof. Anil Mehta and Payal Upadhayay (RBD Jaipur)
2. Edwin B. Flippo, Personnel Management and Administration - McGraw Hill International Book Co.
3. M.N. Rudrabasavarji, Dynamic Personnel Administration, Himalaya Publishing House.
4. Michael Armstrong, Handbook of Personnel Management, Kogan Page Ltd. Kondon.
5. Udai Pareek & T.V. Rao. Designing and Managing Human Resource System. Oxford and IBH.
6. Gray Dessler, Personnel Management, Reston Publishing Co.
7. A.C. Handblin, Evaluation and Control of Training, McGraw Hill
8. P. Subba, Rao Essential of Human Resource Management and Industrial Relations.

Code 402 : Practical Aspects of Risk & Insurance Management

- Unit I Principles of Insurance :** Insurable Interest, Utmost good faith, Warranties, Causa Proxima, Subrogation.
- Unit II Types of Insurance Contract :** Essential Elements of Insurance Contract. Difference between general Contract and Contract of Insurance, Life Insurance contract, Insurance policy : under insurance, over insurance and reinsurance.
- Unit III Life Insurance Agents :** Meaning of an Agent, Appointment of an Agent, Essential Qualities of an Ideal insurance agent. Prerequisites of a Successful Agent.
- Unit IV Calculation of Premium and Settlement of Claims in Life Insurance :** Basis of Premium, Calculation. Settlement of Claims by death, by maturity and other Claims.
- Unit V Insurance Act, 1938 (Main Provisions only) :** IRDA Act, 1999.

Recommended Books

1. Prof. R. K. Kothari and Dr. Mukesh Jain - Risk & Insurance Management (RBD Jaipur)

Code 403 : Advertising and Sales Promotion

- Unit I Introduction to Advertising :** Objects and role of Advertising in the National Economy and Importance of Advertising in modern marketing. Personal Selling, Public Relation.

Unit II Types of Advertising : Commercial and Non-Commercial advertising, Primary demand and Selective demand advertising, Classified and display advertising, Comparative advertising.

Unit III Advertising Media : Types of Media: Print Media (News Papers and Magazines, Pamphlets, Posters and Brochures), Electronic Media (Radio, Television, Audio - Visuals, Cassettes) and other Media (Direct mail, Out door media).

Unit IV Sales Promotion : Nature of Sales Promotion, Distinction with advertising and personal selling, Role and importance of sales promotion, functions of sales promotion department, limitations in a short Economy.

Unit V Types of Sales Promotion : Internal Organization, Dealer promotion, consumer promotion, sales promotion of Industrial and Consumer products.

Recommended Books

1. Sudha, G.S. – Advertising and Sales Management (RBD Jaipur)
2. S. Shyam Prasad-Sumit Kumar – Advertising Management (RBD Jaipur)

Code 404 : Consumer Behaviour and Marketing Research

Unit I Consumer Behaviour : Introduction, Consumer Needs and Buying Motivation Personality, Self - Concept and Consumer Behavior, Consumer Perception, Consumer Attitude, Consumer Psychographics, Psychographics Vs Demographics. Group Dynamics and Consumer Reference Groups. Family as Consuming Unit.

Unit II Consumer Decision Process : Pre and Post Purchase Behaviour, Purchase Process, Rationality in Buying.

Unit III Models of Buying : Nicosia, Howard sheet, Engle. Blackwell Kolas Model, Organizational buying behavior.

Unit IV Marketing Research and Marketing Information System: Defining and Planning Research, Research Design, Marketing Plans and Proposals.

Unit V Data Collection : Sampling - Process, Selection and Size, Data Processing Analysis and Interpretation, Reporting the Research Findings, Application of Marketing Research, Scope of Marketing.

Recommended Books

1. Consumer Behaviour – Sharma, Chouhan and Saini (RBD Jaipur)
2. Principles of Marketing Research – A H R Dalens

Code 405 : International Business

- Unit I Introduction :** Meaning of IB, Domestic Vs I B, Scope of I B, Role and Importance of I B, Driving forces of I B.
- Unit II Cultural Environment :** Definition of Culture, Components of culture, (Languages, values, attitudes, customs and manners, Education, family, material culture, Aesthetics) Imperative of culture for I B, work places and Market place, Misconception about culture.
- Unit III The Global Economic Environment :** The Global Economy. Bases of Eco, wealth, population, Natural environment, technological resources, Eco System market allocation, command allocation, mixed allocation, Indicators of Eco, wealth. National product, balance of payment, exchange rate.
- Unit IV Political Environment :** Importance of Political environment for I B, the political systems, Democracy - Basic Principles, Autocracy - theocracy, Monarchy dictatorship, major political objectives - political sovereignty, National prestige and property. National security, protection of cultural Identity.
- Unit V Legal Environment :** Legal system - code VLS, Common Law, Islamic Law, Socialist Law, Agreements and Conversions Bilateral Multilateral, Global Law relating to I B. Market entry Laws product Intellectual property Laws, warranties and product liabilities, pricing and distribution channels of distribution, promotion sale of goods services others - Tax Laws. Legal issues in I B, Conflict of Laws, Justification, Corruption.

Recommended Books

1. Thakur and Mishra: International Business.
2. J.M. Diwan and K.N. Sudarshan : International Business Management.
3. R.D. Robinson : International Business Management.: a guide to decision-making.
4. Ramu Shiva : International Business.
5. Dr. P.C. Jain - International Business (RBD Jaipur).

Code 406 : Project Report & Viva Voce

1. **Allocation of Marks :**

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| Project Report – | 50 Marks |
| Viva Voce – | 50 Marks |
2. Internal Examiners (qualified teachers) for Viva-Voce shall be appointed by the Head-of the Institution where the course is being run.
3. Two Examiners shall be appointed by the University for evaluation the Project-report.
4. Viva- Voce shall be conducted by the external examiner appointed by the University with the internal examiner appointed by Head of the Institution.
5. The Project Report must be submitted 15 days before the commencement the Examination.