

BBA SEMESTER-IV / 4th Sem (Second Year)

Each subject carries 100 marks out of which 60 marks for External Examination and 40 marks for Internal Assessment. Here L=Lecture; T=Tutorial; P=Practical; TA=Teacher Assessment; MTE= Mid Term Exam; ETE=End Term Exam.

Sl. No.	Course Code	Course Title/ Subject	Periods			Internal Assessment			External Exam	Total	Credit	Types of Course
			L	T	P	TA	MTE	Total	ETE			CCC/PEC/SDC
1	BBA401	Research Methodology [RM]	3	0	2	20	20	40	60	100	4	CCC
2	BBA402	Consumer Behavior [CB]	3	1	0	20	20	40	60	100	4	CCC
3	BBA403	Sales & Distribution Management [SDM]	3	1	0	20	20	40	60	100	4	CCC
4	BBA404	Investment and Portfolio Management [IPM]	3	1	0	20	20	40	60	100	4	CCC
5	BBA405	Business Environment [BE]	2	1	2	20	20	40	60	100	4	CCC
6	BBA406	Summer Internship Project[SIP]	1	1	4	20	20	40	60	100	4	CCC
Total										600	24	

1. Students Summer Internship Project (SIP) Report done in 3rd Semester Break will be submitted at the beginning of 4th Semester
2. SIP Report will be evaluated by External Examiner at the End of the 4th Semester Exams.

**BBA IIInd YEAR
4th SEMESTER**

SUBJECT: RESEARCH METHODOLOGY [RM]

SUBJECT CODE: BBA401 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-0, Practical-2.	End Term Examination Marks: 60

Course Objectives: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners to give them an understanding of the basic techniques and tools of business research.

Learning Outcomes:

1. To Identify the need and importance of Research in context of different situations and environments.
2. To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study.
3. To communicate research findings clearly and in a user-friendly manner through customized tables and other related tools of data presentation

Unit 1:

Introduction to Research Methodology-Meaning, Characteristics and Importance, Types of Research, Nature and Scope of Research, Role of Research in decision- Making, Applications of Business Research; Research process-Steps in the research process; the research proposal; The Research problem (Definition, need, importance, steps and related dimensions)

Unit 2:

Research Design-Exploratory, Descriptive & Causal validity in experimentation- internal validity and external validity.

Unit 3:

Sampling-Sampling techniques, Types of Sampling, uses, importance & Limitations.

Unit 4:

Data Collection-

Primary Data Collection: Survey Vs. Observations. Comparison of selfadministered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement, Secondary Data Research: sources of data, advantages & disadvantages of secondary data, Criteria for evaluating secondary sources.

Unit 5:

Processing of Data- Data and the Methods of Analysis, Analysis of Variance (ANOVA) One- Way & Two-Way, Chi square test (goodness of Fit). Multivariate Data Analysis: Factor Analysis (Principal Component Analysis), Discriminant Analysis.
Research Report & Presentation.

REFERENCE BOOKS:

1. C.R. Kothari, Research Methodology, Methods and Techniques; New Age International Publishers
2. Deepak Chawla and Neena sodhi, Research Methodology, S. Chand Publications
3. Babin Zikmund & Carr: Business Research Methods, South-Western.
4. Cooper & Schindler: Business Research Methods McGraw-Hill Education
4. Santosh Gupta, Research *Methodology and Statistical Techniques*, Deep and DeepPublications: New Delhi

SUBJECT: CONSUMER BEHAVIOR [CB]
SUBJECT CODE: BBA402 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The course aims to impart the skills in Students for understanding the consumer behavior in business decisions

Learning outcomes:

1. Appraise the need for understanding of consumer behaviour in any business.
2. Evaluate various socio-cultural factors which influences consumer behaviour.
3. Design consumer decision making process .
4. To interpret attitude formation and explain various personality traits.

UNIT 1:

Introduction to Consumer Behaviour-Concept of consumer behaviour, nature and Scope, the consumer research process, Concept of consumer motivation, Motivational research. Concept of perception, Perceptual Selection, Product and Service Positioning.

UNIT 2:

Consumer Attitude formation and Change-Concept of attitude, Attitude formation, Cognitive dissonance theory and Attribution Theory. Concept of Opinion Leaders, Influence of social media on Consumer purchase Behaviour

UNIT 3:

Personality and Consumer-Nature of personality, Freudian, Non-Freudian and trait theories. Elements of Consumer Learning and its significance

UNIT 4:

Socio-cultural Influences-Family Buying decision, Family Life Cycle, Culture, Sub-culture, Cultural aspects of emerging markets, E-. buying behaviour. Factors influencing consumer behaviour

Unit – 5:

Models of Consumer Behaviour-Traditional Models, Contemporary Models. Generic Model of Consumer Behavior, Howard Sheth Model, Engel, Blackwell and Rao –Lilien model.

REFERENCE BOOKS:

1. L.G. Schiffman & L.L Kanuk, Consumer behaviour, Pearson prentice Hall.9thEdition.
2. David L.Loudon, AlfredJ.D.Btta, Consumer behavior; Tata McGraw Hill education Pvt. Ltd.Fourth edition,
3. Raju&Xardel ,Consumer Behaviour, Vikas publication
4. Kazmi &Batra, Consumer Behaviour, Excel Books

**SUBJECT: SALES & DISTRIBUTION MANAGEMENT [SDM]
SUBJECT CODE: BBA403 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives:

The course aims to explain the concepts of sales management and to develop various measures to enhance the performance of sales people. To help students develop territory division and sales quota and to develop distribution channels for any product.

Learning outcomes:

1. To Understand the various roles, responsibilities and policies of sales function
2. To design and implement various channel strategies.
3. To overview the issues of power and conflict in the organization.
4. To manage, motivate and lead sales force.
5. To frame policies and plan for sales organization and channels

UNIT 1:

Introduction to Physical Distribution-Concept of physical distribution, function of Distribution channels, types of distribution channels, Steps in Designing a Distribution system

UNIT 2:

Warehouse Management and transportation-Concept of warehouse, Need and benefits of Warehousing, Designing a Warehousing system. Important tasks in Transportation Management, Modes of Transportation. Choosing a Transportation Mode

UNIT 3:

Sales Management-Concept of sales management, concept of personal selling, Objectives of Sales Management, Function of salesperson, Steps involved in selling process

UNIT 4:

Territory Management-Concept of sales territory, Reasons for Establishing Sales Territories, Meaning of sales quota, types of sales quotas. Benefits of sales quota

UNIT 5:

Evaluation-Standards of Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard. Methods of evaluating sales people

REFERENCE BOOKS:

1. R. Still, E.W Cundiff and N.A.P Govoni, Sales Management: Decision, Policies and Cases, Prentice-Hall, 3rd Edition (illustrated).
2. P. Kotler and G. Armstrong , Principles of Marketing, Pearson Prentice Hall, 12th Edition.
3. V.S Ramaswamy and S. Namakumari, Marketing Management, Macmillan Business Books.
4. Tapan K. Panda, and Sunil Sahadev, Sales and Distribution Management, Oxford University Press, USA, Dr. S.L Gupta, Sales and Distribution Management (1st ed.). New Delhi: Excel Books

**SUBJECT: INVESTMENT AND PORTFOLIO MANAGEMENT [IPM]
SUBJECT CODE: BBA404 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system. The course aims to provide an in depth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of portfolio management services.

Learning outcomes:

1. To provide an understanding of the concepts used in investment analysis.
2. To enable to identify effective investment techniques.
3. To have an understanding of portfolio management.

Unit 1:

Investment- Meaning, Alternatives, financial Markets, Portfolio Management Process Approaches to Investment Decision making, Common errors in investment management, Qualities for successful investing.

Unit 2:

Investment Instruments-Capital Market instruments -shares, debentures, bonds, mutual funds; Money market instruments-Call Money, Treasury bills, Certificate of deposit, Commercial paper, Intercorporate deposits- derivative instruments-futures, forwards, options and swaps.

Unit 3:

Analysis of investments-Fundamental analysis, Industry analysis, Equity analysis, problems onequity valuation, technical analysis, price chart- Dow theory, efficient market hypothesis-Elliot theory.

Unit 4:

Risk and Return- Meaning-current return and capital return; Risk- Sources of risk- interest rate risk, market risk, business risk; Measuring total return- average return- measuring risk-variance and standard deviation- Expected rate of return and risk.

Unit 5:

Portfolio theory- Diversification and portfolio risk; Portfolio Return and Risk; Measurement of co-variance, Co-efficient of correlation, calculation of Portfolio risk with two and three securities; Markowitz model.

REFERENCE BOOKS:

1. Donald E. Fischer and Ronald J Jordan, Security Analysis and Portfolio Management, Pearson Education, New Delhi.
2. V.K Bhall, Investment Management, Sultan Chand, New Delhi
3. Prasanna Chandra, Investment Analysis and Portfolio Management, TMH, New Delhi.
4. V.A Avadhani, Securities Analysis and Portfolio Management, Himalaya, Mumbai.

SUBJECT: BUSINESS ENVIRONMENT [BE]
SUBJECT CODE: BBA405 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2, Tutorial-1, Practical-2.	End Term Examination Marks: 60

Course Objectives: The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

Learning Outcomes:

1. To Identify and evaluate the complexities of business environment and their impact on the business.
2. To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country.
3. To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

Unit-1:

Introduction to Business Environment-Definition and Scope, Characteristics of business, business goals – economic, social strategic goals. Meaning and concept of Business Environment, Interaction between business and environment – Classification of environmental factors on business.

Unit-2:

Economic Environment- Meaning and critical elements of environment; economic systems, objectives of economic planning. Economic reforms; evaluation of Five-Year plans. Institutional financing – IDBI, SFC, ICICI. Capital Market and its features. Economic Policies; Industrial Policies; Trade policies; Fiscal and Monetary Policies; Economic Development and Role of Government; Small Scale and Cottage industries.

Unit-3:

Politico – Legal Environment-Political Institutions - Legislative, Executive and judiciary; Constitution of India - Fundamental rights – Directive Principles of State policy; Business Responsibilities to Government; Government responsibilities to business; Legal framework of Business; Regulatory Institutions- TRAI-SEBI-IRDA.

Unit-4:

Socio-Cultural Environment-Business and Society; Objectives of Business, Social Responsibilities of

Business, Corporate Social Responsibilities. Business and culture – Cultural dimensions; Business Ethics – Corporate Governance.

Unit-5:

Global Environment-Globalisation – Drivers and effects of Globalisation; Benefits and problems of MNCs – WTO – Foreign Direct Investment – (FDI) Foreign Institutional Investors (FIIS).

REFERENCE BOOKS:

1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, Text and Cases, Himalaya Publishing House.
2. K Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
3. Faisal Ahmed and Absar Alam.M, Business Environment: Indian and Global Perspective, Prentice Hall of India.
4. Veena Keshav Pailwar, Business Environment, Prentice Hall of India Private Limited

SUBJECT: SUMMER INTERNSHIP PROJECT [SIP]
SUBJECT CODE: BBA406 (SDC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-1, Tutorial-1, Practical-4.	End Term Examination Marks: 60

Each student shall undergo practical training of eight weeks during the vacations after third semester in an approved business/industrial/service organisation and submit at least two copies of the summer Training Report to the department before the commencement of 4th semester. SIP report will be evaluated at the end of 4th semester examination by the external examiner to be appointed by the University. 40 marks for project report and 60 marks for viva-voce on the project report.