

BBA SEMESTER-V / 5th Sem(Third 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	BBA501	Strategic Management [SM]	4	0	0	20	20	40	60	100	4	CCC
2	BBA502	Integrated Marketing Communication [IMC]	3	1	0	20	20	40	60	100	4	CCC
3	BBA503	PEC/DEC-1	3	1	0	20	20	40	60	100	4	CCC
		Elective-A- Organizational Change and Development OR[OCD] Elective-B- Financial management [FM] OR Elective-C- International Business Management [IBM] Elective-D- Database Management System[DBMS]										
4	BBA504	PEC/DEC-2	3	1	0	20	20	40	60	100	4	CCC
		Elective-A- Industrial Relation [IR] OR Elective-B- Investment Banking & Finance [IBF] OR Elective-C-Rural Marketing [RM] OR Elective-D-Web Technology [WT]										
5	BBA505	Production and operation Management[POM]	2	1	2	20	20	40	60	100	4	CCC
6	BBA506	SDC / AEC - 1 MOOC*	4	0	0	20	20	40	60	100	4	CCC
Total										600	24	

BBA IIIrd YEAR

5th SEMESTER

SUBJECT: STRATEGIC MANAGEMENT [SM]

SUBJECT CODE: BBA501 (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-4, Tutorial-0, Practical-0.	End Term Examination Marks: 60

Course Objectives:

To familiarize the students the concept and process of strategic management and to emphasize the monitoring of external opportunities and threat in the light of corporation's strengths and weaknesses.

Learning outcomes:

1. To appraise the environment to determine the long – run strategies.
2. To examine different strategies applied in organizations at different levels.
3. To correlate corporate strategies in action in organizations.
4. To employ the Intellectual curiosity for successful performance of a corporation

UNIT 1:

An overview of Strategic Management-Concept, evolution of strategic management as a discipline, characteristics of strategic management, strategic management model

UNIT 2:

Environmental Appraisal-Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, environmental threat and opportunity profile (ETOP), SWOT analysis, porter's five forces model of competition

UNIT 3:

Corporate level strategies-Grand strategies, stability strategies, expansion strategies and issues related with all these strategies, Process of strategic choice, corporate-level strategic analysis, business-level strategic analyses, subjective factors in strategic choice

UNIT 4:

Strategic implementation & Strategy Evaluation- Issues in implementation, types of strategic implementation techniques, Importance, strategy evaluation tools, role of organizational systems in evaluation

UNIT 5: New Business Models

Strategies for Internet Economy, E-commerce environment, E-commerce business model.

REFERENCE BOOKS:

1. Business policy and strategic Management, Azhar Kazmi, Tata McGraw-Hill
2. Strategic management and business policy, William F. Glueck, Tata McGraw-Hill
3. Strategic Management, Michael Porter, Prentice Hall of India
4. Cases in Strategic Management, S.B. Budhiraja & Atheya, Excel Books

SUBJECT: INTEGRATED MARKETING COMMUNICATION [IMC]

SUBJECT CODE: BBA502 (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 purpose of this course is to impart to the students' knowledge of the tools of IMC and their utilization by the marketer to achieve market campaign and to provide learning to the students about the role of advertising and other promotional tools.

Learning outcomes:

- 1.To analyze the tools of Marketing communication and their application.
2. To Know and create a comprehensive and integrated Marketing Communication plan to target the market.
- 3.Develop an integrated cross-media strategy to deliver the brand promise to the target audience through an IMC campaign for a brand.
- 4.Critically evaluate the effects of communication and the results of IMC Campaign to determine its success.

Unit 1:

An Introduction to Integrated Marketing Communication (IMC)-Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour Case Study

Unit-2:

Communications Process-Source, Message, Channel. Marketing Communications – Meaning and Process. Attention, Interest, Desire, and Action (AIDA) Model and its role in developing effective marketing communication strategies. Marketing Communication Tools and their significance.

Unit-3:

Advertising-Objectives; Social, Ethical and Legal aspects of Advertising; Recent Modes of Advertising – Digital Media, Social Media, Mobile Advertising. Sales Promotion –Types and Methods; Opportunities and Challenges in Sales Promotion. Publicity – Meaning, Objectives and tools. Public Relations – Importance and Strategies to build good Public Relations. Marketing Communications for Image Management and Reputation Management.

Unit-4:

Media Planning and Strategy-Overview, Print and support media; Mass media & print media. Newspaper- Classification, Strengths and Limitations. Outdoor media- Types, merits and demerits. Broadcast media- Television, Radio and Films, their strengths and weaknesses. Preparing the media plan. Steps involved and Problems encountered. Advertising Agencies- Types and their function; Role and Services offered.

Unit-5:

Integrated Approach to Marketing Communications-Overview, Role in Marketing Success; Model, Tools. Budgets, Objectives and Evaluation- Setting communication objectives; The DAGMAR approach. Budgeting for Marketing Communications. Measuring the communication effectiveness. Planning and Implementation of a Creative Strategy for IMC. Examples of IMC. Recent Trends in IMC.

REFERENCE BOOKS:

1. Belch and Belch, Advertising & Promotion, Tata McGraw Hill Publishing.
2. Kotler, Philip, Marketing Management, Prentice – Hall of India.
3. Blythe and Blythe, Marketing Communication, Pearson Education India, New Delhi.
4. Shah, Kruti and D'Souza, Alan, Advertising & Promotions: An IMC perspective, Tata McGraw Hill.

SUBJECT: ORGANIZATIONAL CHANGE AND DEVELOPMENT [OCD]
[Elective-A]

SUBJECT CODE: BBA503 (PEC/DEC-1)

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 basic objective is to acquaint the students with the concepts underlying organizational change and development and to explore the practice of change management and to examine individual group and organizational reactions to change.

Learning outcomes:

- 1.To acquaint about different approaches to managing organizational change and understand and utilize the competencies to induce and manage changes organization, group and individual levels.
2. To understand the framework Organisational Development and its foundations
3. To design and implement effective intervention strategies and to learn abilities to critically address problems of implementation, responsibility and measurement of effectiveness
4. To understand the contemporary issues in OD

UNIT -1:

Introduction to Organizational Change and Development-Definitions & its distinguishing characteristics, Dynamics of planned change, triggers for change, strategies for implementing organizational change. Foundations of OD: Conceptual Framework of OD, Historical background of OD, Values, assumptions and beliefs in OD, Systems theory, Participation and Empowerment, Teams and Teamwork, Strategies of change, Inter-Disciplinary Nature of OD.

UNIT 2:

Types of Change-Continuous or Incremental Change; Discontinuous or Radial Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behavior Changes and Organizational Performance Changes.

UNIT -3:

Action Research and OD-Action Research: A Process and an Approach. Managing OD Process: Diagnosis, Nature of OD intervention; Creating Parallel Learning Structures Change and its Impact: Diagnosis and Resistance to Change; Implementing Change; Strategies and Skills for

Communicating Change; Consolidating Change

Introduction to Organizational Development; Foundations of Organizational Development; Process of Organizational Development; Diagnostic Strategies and Skills; Power, Politics and Ethics in OD; Evaluating change and future of Organizational Development

UNIT -4:

OD Interventions-An overview, characteristics of OD interventions. Structural Interventions, Training Experience: T-Groups, Behavioral Modeling and Career Anchors. Team Interventions, Intergroup and Third-Party Peace-Making Interventions.

UNIT -5:

Issue in Consultant-Client Relations: Entry and contracting, defining the client system, trust, the nature of the consultant's expertise, diagnosis and appropriate, interventions, depth of intervention, on being absorbed by the cultural, the consultant as a model, the consultant team as a microcosm, the dependency issue and terminating the relationship, Ethical standards in OD, Implications of OD for the Client. Contemporary Issues in OD. OD and Quality Movement, OD- Now and Beyond.

REFERENCE BOOKS:

1. V. Nilakant and S Ramnaryan , Managing Organisational Change, Response Books, New Delhi.
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions : Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York
4. S. Ramnarayan & Kuldeep Singh and T.V. Rao: OD – Interventions & Strategies, Response Books, New Delhi

SUBJECT: FINANCIAL MANAGEMENT [FM]
[Elective-B]

SUBJECT CODE: BBA503 (PEC/DEC-1)

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 objective of the course is to give the knowledge of the meaning, definition and scope of financial management and to provide the basic concepts of financial management and an understanding of financial statement analysis through the different analysis tool.

Learning outcomes:

1. To appraise the area of financial management and its scope.
2. To analyse how funds are determined and explain the different techniques of financial statement analysis.
3. To calculate and solve the required fund of working capital
4. To illustrate the time value of money concept and can apply in decision making process

UNIT 1:

Nature of Financial Management-Scope of Finance & Financial Management, Finance Functions, Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept

UNIT 2:

Analysis of Financial Statements-Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises) Cash Flow Statement (purpose of preparation, simple numerical exercises), Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)

UNIT 3:

Working Capital Management-Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises

UNIT 4:

Concept of Value & Return and Capital Budgeting Decisions-Future Value & Present Value of Single Amount, Annuity. Meaning and Importance of Investment Decisions, Types of Investment Decisions,

Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods- NPV, PI, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR) Simple numerical exercises

UNIT 5:

Financing Decisions-

Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalisation (Meaning, Theories of Capitalization, Over & under Capitalisation), Dividend Policy Decision: Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends and Forms of Dividends.

REFERENCE BOOKS:

1. Chandra, P Financial Management-Theory and Practices, (Tata Mcgraw Hill :New Delhi)
2. Pandey, I.M. Financial Management, (Vikas : New Delhi)
3. Khan, M.Y. Financial Management,(Tata Mcgraw Hill : New Delhi)
4. Reddy, G. Sudarsana Financial Management- Principles and Practice (Himalaya PublishingHouse)

**SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT [IBM]
[Elective-C]**

SUBJECT CODE: BBA503 (PEC/DEC-1)

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: To introduce the basic issues associated with international business.

Learning outcomes:

1. To assess and advise on business operations and relationships (with JV partners, government agencies) in complex international business environments.
2. To understand the role played by multinational economic and social aid organizations such as the UN, EU, IMF and World Bank in facilitating international trade and business.

UNIT 1:

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization

UNIT 2:

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT 3:

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT 4:

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization

with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

UNIT 5:

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management

REFERENCE BOOKS:

1. V.K Bhalla and S. Shivaramu; *International Business: Environment and Management*, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition.
2. P. Subba Rao, *International Business*, Himalaya Publishing House, 2002 Second Revised Edition.
3. Corl Radriqupes, *International Management – A, Cultural Approach*, SouthWest College Publishers, 2001.
4. Fransis, Cherunilam; *International Marketing*, Himalaya Publication House, 1998.
5. Hibbert, Edgar P; *International Business: Strategy and Operations*, MacMilanPress Ltd.

**SUBJECT: DATABASE MANAGEMENT SYSTEM [DM]
[Elective-D]**

SUBJECT CODE: BBA503 (PEC/DEC-1)

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: This course aims to introduce the core principles and techniques required in the design and implementation of database systems and to develop an understanding of database management system and abilities to use DBMS packages.

Course outcomes:

- 1.To use the basic concepts of Database Systems in Database design.
2. To apply SQL queries to interact with Database.
3. To design a Database using ER Modelling and to apply normalization on database design to eliminate anomalies.
- 5.To analyze database transactions and can control them by applying ACID properties

UNIT - 1:

Introduction: Introduction and applications of DBMS, Purpose of data base, Data, Independence, Database System architecture- Levels, Mappings, Database, users and DBA DATABASE DESIGN: Database Design Process, ER Diagrams - Entities, Attributes, Relationships, Constraints, keys, extended ER features, Generalization, Specialization, Aggregation, Conceptual design with the E-Rmodel.

UNIT - 2:

The Relational Model- Introduction to the relational model, Integrity constraints over relations, Enforcing integrity constraints, Querying relational data, Logical database design: E-R to relational, Introduction to views, Destroying/altering tables and views. RELATIONAL ALGEBRA AND CALCULUS: Preliminaries, relational algebra operators, relational calculus - Tuple and domain relational calculus, expressive power of algebra and calculus.

UNIT - 3:

SQL- Basics of SQL, DDL, DML, DCL, structure – creation, alteration, defining constraints –Primary key, foreign key, unique, not null, check, IN operator, Functions - aggregate functions, Built-in functions – numeric, date, string functions, set operations, sub-queries, correlated sub- queries, Use of group by, having, order by, join and its types, Exist, Any, All , view and its types.

UNIT - 4:

Schema Refinement and Normal Forms: Introduction to schema refinement, functional dependencies, reasoning about FDs. Normal forms: 1NF, 2NF, 3NF, BCNF, properties of decompositions, normalization, schema refinement in database design, case studies.

UNIT - 5:

Transactions Management: Transaction concept, transaction state, implementation of atomicity and durability, concurrent executions, Serializability, recoverability, implementation of isolation, transaction definition in SQL, testing for Serializability.

CONCURRENCY CONTROL AND RECOVERY SYSTEM: Concurrency control, lock based protocols, time-stamp based protocols, validation based protocols, multiple granularity. Recovery system - failure classification, storage structure, recovery and atomicity, log- based recovery, shadow paging, buffer management, failure with loss of non-volatile storage, advanced recovery techniques, remote backup systems

REFERENCE BOOKS:

1. Ramakrishnan, R. and J. Gehrke; Database Management Systems, McGrawHill, Company, Higher Education, 2000.
2. Elmasri, R. and S B Navathe; Fundamentals of Database Systems, Addison Wesley, 2000.
3. Date, C. J.; An Introduction to Database System, Vol. I & Vol. II, Addison Wesley Publishing Company
4. Oracle Developer 2000 by Ivan Bayross, BPB Publishers

SUBJECT: INDUSTRIAL RELATION [IR]
[Elective-A]
SUBJECT CODE: BBA504 (PEC/DEC -2)

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 objective of the course is to enable the student to become familiar with the concept of industrial relations and its approaches as well as key institutions. The course aims to help the students understand the role and importance of Labour Management Relations.

Course Outcomes:

1. To develop better understanding about the Labour Management Relations practised in industries.
2. To create awareness about all the legal aspects related with Trade Union and unionism.
3. To formulate clear idea and expert view about Collective Bargaining and developing understanding about all the issues related with it.
4. To develop proper understanding and practice of discipline and grievance handling in industrial area.

UNIT 1:

Labour Management Relations – Concept, concept of Labour Management Relations, characteristics and objectives of Industrial Relations, Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relation system.

UNIT 2:

Trade union and unionism – Trade union movement in India, concept and definition of trade union, functions of trade union, theories of trade union, Managerial trade unionism, Problems and characteristics of trade unions in India.

UNIT 3:

Collective Bargaining – Definition and concept, characteristics and importance, theories of Collective Bargaining, objectives and process of Collective Bargaining, analysis of collective agreements, essential conditions for success of Collective Bargaining.

UNIT 4:

Workers Participation in management – Concept and definition, level and forms of participations, workers participation in India, Institutions for participation, pre-requisite for effective participation.

UNIT 5:

Grievance Handling: Discipline and grievance handling, work-place discipline, discipline procedure, work-place counselling, types of counselling, counselling process, grievance handling, causes of grievance.

REFERENCE BOOKS:

1. P.N.Singh & Neeraj Kumar, Employee Relation Management, Pearson
2. R.Sivarethnamohan , Industrial Relations and LabourWelfare , PHIlearnings
3. P.R.N.Sinha, Industrial relations Trade Unions, and LabourLegislation , PearsonEducation
4. A.Monnappa , Industrial Relations , ,Tata McGraw Hill, NewDelhi
5. A.M.Sharma, Industrial Relations , ,Himalaya Publishing House

SUBJECT: INVESTMENT BANKING & FINANCE [IBF]

[Elective-B]

SUBJECT CODE: BBA504 (PEC/DEC -2)

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 objective of course is to expose students to the concept, importance dynamics of investment Finance & Banking. The course also discusses theoretical foundations of investment to the extent these are relevant to understand the mechanics of global business operations and development.

Course Outcomes:

1. To understand the importance and relevance of Investment Bankers in any Financial System.
2. To understand the entire process of raising funds from primary markets along with the concerned regulations applicable in India.
3. To understand the various financial services available in financial markets particularly in India along with the latest innovations and technological integration in the field of finance

UNIT: 1

Introduction- An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers

UNIT: 2

Issue Management- Public Issue, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, Book Building process, designing and pricing, Right Issue: promoter's contribution, minimum subscription, advertisements, Investor protection, Broker, sub broker and underwriters.

UNIT: 3

Venture Capital- Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing.

Insurance: concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life Insurance.

Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology

UNIT: 4

Banking concepts- Different types of banking systems, an overview of Indian banking system, Evolution of commercial banks, Meaning & definition of Banking - features, Classifications; Commercial Bank-concept & role, definition of customer to commercial banks. RBI - its importance, Objective, Credit Control Function; E-Banking: Concept, ATM, Core Banking, Virtual Banking, Electronic Payment System (EPI), Electronic Data Interchange (EDI).

UNIT :5

Leasing and Hire Purchase- Concepts of leasing, types of leasing – financial and operating lease, direct lease and sales and lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only Lessee's angle), Hire Purchase interest and Installment, difference between Hire Purchase and Leasing, Choice criteria between Leasing and Hire Purchase mathematics of HP, Factoring, forfaiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate, Practical problems on housing finance.

REFERENCE BOOKS:

1. M. Y. Khan: Financial Services, Tata McGraw –Hill.
2. Machiraju: Indian Financial System, Vikas Publishing House.
3. J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
4. K. Sriram: Hand Book of Leasing, Hire Purchase and Factoring, ICFAI, Hyderabad

**SUBJECT: RURAL MARKETING[RM]
[Elective-C]**

SUBJECT CODE: BBA504 (PEC/DEC -2)

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 familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

Course Outcomes:

1. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
2. To familiarize with the special problems related to sales in rural markets,
3. To help understand the working of rural marketing institutions.

Unit 1:

Concept of Rural Economy and Marketing- Rural Economy - Rural - Urban disparities, policy interventions required, Rural face to Reforms ; Meaning of Rural marketing, Concept, Phased Evolution, Significance factors, environmental structure and characteristics of the Rural Markets. Rural Vs. urban Marketing rural marketing in India, Rural Marketing Information System

Unit 2:

Rural Marketing Challenges and Opportunity- Rural Consumer, Characteristics, Significance of consumer behavior, Factors influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping habits of Rural Consumer

Unit 3:

Rural Marketing Mix Strategies- Need, Types, Product Life Cycle, New Product Development, Brand Management and Channel Management, Marketing-mix strategies for Indian Rural Markets, Shift in Strategic Perspective for Rural Marketing.

Unit 4:

Product and Pricing strategy- Selection of Markets, Product Strategy, Product mix Decisions, Competitive product strategies for rural markets, Pricing strategy- pricing policies, innovative pricing methods for rural markets, promotion strategy - appropriate media, Designing right promotion mix, promotional campaigns

Unit 5:

Emerging Issues in Marketing- Green Marketing, Sports marketing and Social Marketing Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development)

REFERENCE BOOKS:

1. Balam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, TataMcGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia. 2009
4. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi
5. Agarwal A.N, Indian Economy, Vikas Publication, New Delhi

SUBJECT: WEB TECHNOLOGY [WT]
[Elective-D]

SUBJECT CODE: BBA504 (PEC/DEC -2)

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 teach students the basics of server-side scripting using PHP and to explain web application development procedures. The course aims to explain how to develop web based applications using JavaScript.

Course Outcomes:

1. To create web pages using PHP
2. To identify the difference between the HTML PHP and XML documents.
3. To understand the concept of JAVA SCRIPTS.
4. Understand the JSP and Servlet concepts and to apply JDBC and ODBC technologies to create database connectivity

UNIT -1:

Introduction to PHP: Declaring variables, data types, arrays, strings, operations, expressions, control structures, functions, Reading data from web form controls like Text Boxes, radio buttons, lists etc., Handling File Uploads, Connecting to database (My SQL as reference), executing simple queries, handling results, Handling sessions and cookies. File Handling in PHP: File operations like opening, closing, reading, writing, appending, deleting etc. on text and binary files, listing directories.

UNIT - 2

Client-side Scripting: Introduction to JavaScript: JavaScript language – declaring variables, scope of variables functions, event handlers (on click, on submit etc.), Document Object Model, Form validations. Simple AJAX applications.

UNIT - 3

XML: Introduction to XML, Defining XML tags, their attributes and values, Document type definition, XML Schemas, Document Object model, XHTML
Parsing XML Data - DOM and SAX parsers in java

UNIT - 4

Introduction to Servlets: Common Gateway Interface (CGI), Lifecycle of a Servlets, deploying a Servlets, The Servlets API, Reading Servlets parameters, Reading initialization parameters, Handling Http Request & Responses, Using Cookies and sessions, connecting to a database using JDBC.

UNIT - 5

Introduction to JSP: The Anatomy of a JSP Page, JSP Processing, Declarations, Directives, Expressions, Code Snippets, implicit objects, Using Beans in JSP Pages, Using Cookies and session tracking, connecting to database in JSP.

REFERENCE BOOKS:

1. Uttam K Roy ,Web Technologies, Oxford University Press
2. Steven Holzner ,The Complete Reference PHP , Tata McGraw-Hill
3. Chris Bates, Web Programming, building internet applications, 2nd edition, Wiley Dremtech
4. Hans Bergsten , Java Server Pages –, SPD O'Reilly
5. Beginning Web Programming-Jon Duckett WROX
6. C. Xavier, Web Technology & Design, New Age International Publishers, 1stEdn, NewDelhi, 2004

SUBJECT: PRODUCTION AND OPERATION MANAGEMENT [POM]

SUBJECT CODE: BBA505 (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-2, Tutorial-1, Practical-2.	End Term Examination Marks: 60

Course Objectives: To enable the students to understand the basic principles of Production Management and to help them apply techniques of production management.

Course Outcomes:

1. This course aids in understanding the role of operations in achieving various competitive capabilities.
2. The students also learn how to help an organization in improving productivity and meeting customer's competitive capabilities.

UNIT-1:

Introduction: Definition, Objectives, Scope and Functions of production and operations Management, Types of production systems, Transformation process model, Systems perspectives of operations Management and relationship of operations Management with other functional areas.

Production and Operations Management - Production and Operation Functions - Manufacturing Systems –Differences Between Manufacturing and Service Operations - Functions of Production and Operations Manager.

UNIT-2:

Production Planning and Control: Steps in PPC – Techniques and levels of Production Planning and Control Production design and development: Product Design, Factors determining the design of a product, Approaches to product design, Product development process, and factors influencing product development.

UNIT-3:

Plant Location and Layout Planning: Location of Service Facilities -Location Decision - Types of Layout – Factors Affecting Plant Location. Plant location methods
Purchasing and Materials Management- Objectives and importance of Materials Management, Organisation of Materials Management, Factors responsible for providing economy in Materials Management, Steps in Purchasing procedure and methods of purchasing.

UNIT- 4:

Inventory Management & JIT: Inventory management & Analysis, Inventory control, Essentials of a good inventory control system, Factors affecting inventory control policy, Models/ Methods of inventory control-EOQ, Re-order level, ABC analysis, VED analysis, SDE Analysis, HML Analysis, and FSN Analysis

UNIT-5:

Plant Maintenance: Importance of Maintenance Management, types of Maintenance-Breakdown, preventive, predictive, routine and planned Maintenance

Emerging concepts and issues in Manufacturing Systems: IT in modern Production Management, Supply chain Management, ERP in Manufacturing systems(Only introduction)

REFERENCE BOOKS:

1. Aswathappa & Bhat (2013), Production and Operations Management, New Delhi: Himalaya Publishing House.
2. Everett E. Adam, Jr. and Ronald J. E. Ebert (2012), Production and Operations Management: Concepts, Models and Behavior, New Delhi: Prentice Hall of India.
3. S.N. Chary (2011), Production and Operations Management, New Delhi: Tata Mc-Graw Hill Publishing Co. Ltd