

PROGRAMME GUIDE

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SESSION 2018-2019

- Scheme of Examination
- Detailed Syllabus



DR. C.V. RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH

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DR. C.V.RAMAN UNIVERSITY
KARGI ROAD, KOTA, BILASPUR (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Duration - 36 Months

(3 Years)

Eligibility – 12th in any discipline

SCHEME OF EXAMINATION

Course Code	Nature of the Course	Name of the Course	Credit			Total Credits	Total Marks	Theory		Practical's		Assignment	
			L	P	T			Max	Min	Max	Min	Max	Min
First Semester													
3010113801	Ability Enhancement	Hindi Bhasha Aur Sanrachna	3	-	1	4	100	70	23	-	-	30	15
3010112901	Ability Enhancement	Entrepreneurship Development - I	3	-	1	4	100	70	23	-	-	30	15
3010113601	Core	Management Process & Organizational Behaviour	3	-	1	4	100	70	23	-	-	30	15
3010113602	Core	Business Environment	3	-	1	4	100	70	23	-	-	30	15
3010113603	Core	Managerial Economics	3	-	1	4	100	70	23	-	-	30	15
		Total	15	-	5	20	500	350	115	-	-	150	75
Second Semester													
3010214601	Ability Enhancement	English Language and Indian Culture	3	-	1	4	100	70	23	-	-	30	15
3010212901	Ability Enhancement	Entrepreneurship Development - II	3	-	1	4	100	70	23	-	-	30	15
3010213601	Core	Business Communication	3	-	1	4	100	70	23	-	-	30	15
3010213602	Core	Introduction to Accountancy	3	-	1	4	100	70	23	-	-	30	15
3010213603	Core	Quantitative Techniques	3	-	1	4	100	70	23	-	-	30	15
		Total	15	-	5	20	500	350	115	-	-	150	75
Third Semester													
3010313801	Ability Enhancement	Hindi Bhasha Avam Samvedana	3	-	1	4	100	70	23	-	-	30	15
3010311102	Ability Enhancement	Environmental Study - I	3	-	1	4	100	70	23	-	-	30	15
3010313601	Core	Business Law	3	-	1	4	100	70	23	-	-	30	15
3010313602	Core	Financial Management	3	-	1	4	100	70	23	-	-	30	15
3010313603	Core	Retail Management	3	-	1	4	100	70	23	-	-	30	15
		Total	15	-	5	20	500	350	115	-	-	150	75
Fourth Semester													
3010414601	Ability Enhancement	English Language and Scientific Temper	3	-	1	4	100	70	23	-	-	30	15
3010411102	Ability Enhancement	Environmental Study - II	3	-	1	4	100	70	23	-	-	30	15
3010413601	Core	Marketing Management	3	-	1	4	100	70	23	-	-	30	15
3010413602	Core	Production & Operation Management	3	-	1	4	100	70	23	-	-	30	15
3010413603	Core	Human Resource Management	3	-	1	4	100	70	23	-	-	30	15
		Total	15	-	5	20	500	350	115	-	-	150	75

Fifth Semester													
3010513801	Ability Enhancement	Bhasha Kaushal Avam Sanchar Sadhan	3	-	1	4	100	70	23	-	-	30	15
3010512101	Skill Enhancement	Computer & Information Technology Basics	3	-	1	4	100	70	23	-	-	30	15
3010513601	Core	Research Methodology	3	-	1	4	100	70	23	-	-	30	15
	Discipline Specific Elective	Group Elective- I	3	-	1	4	100	70	23	-	-	30	15
	Discipline Specific Elective	Group Elective - II	3	-	1	4	100	70	23	-	-	30	15
		Total	15	-	5	20	500	350	115	-	-	150	75
Sixth Semester													
3010614601	Core	Corporate Strategy	3	-	1	4	100	70	23	-	-	30	15
	Discipline Specific Elective	Group Elective - III	3	-	1	4	100	70	23	-	-	30	15
	Discipline Specific Elective	Group Elective - IV	3	-	1	4	100	70	23	-	-	30	15
3010633601	Research Component	Project Work	-	8	-	8	200	-	-	200	100	-	-
		Total	9	8	3	20	500	210	69	200	100	90	45

***Note** - Students need to undergo training in their selected area after completion of fifth semester exam for a period of minimum 15 days.

Evaluation Scheme

- Minimum marks required to pass in each theory paper in a semester shall be 33% .
- Minimum marks required to pass in a semester shall be 50% in each Practical/Assignments/Fieldwork Project /Dissertation.

GROUPS WITH LIST OF ELECTIVE

***Note** - Students need to select any one group and choose any two subjects from selected group for fifth and sixth semester.

Electives for Fifth Semester			Electives for Sixth Semester		
Codes	Nature of the Course	List of Electives	Codes	Nature of the Course	List of Electives
Group 1: Marketing					
3010543601	Discipline Specific	Consumer Behaviour	3010643601	Discipline Specific	Service Marketing
3010543602	Discipline Specific	Advertising and Sales Management	3010643602	Discipline Specific	Digital Marketing
3010543603	Discipline Specific	Retail & Rural Marketing	3010643603	Discipline Specific	International Marketing
Group 2: HR					
3010543604	Discipline Specific	Management Training and Development	3010643604	Discipline Specific	Management of Industrial Relations
3010543605	Discipline Specific	Human Resource Planning and Development	3010643605	Discipline Specific	Organizational Change and Intervention Strategies
3010543606	Discipline Specific	Legal Framework Governing Human Relation	3010643606	Discipline Specific	International Human Resource Management
Group 3: Finance					
3010543607	Discipline Specific	Security Analysis and Portfolio Management	3010643607	Discipline Specific	Working Capital Management
3010543608	Discipline Specific	Financial Institution & Services	3010643608	Discipline Specific	Financial Derivatives
3010543609	Discipline Specific	Tax Management & Planning	3010643609	Discipline Specific	Banking & Finance
Group 4: Retail					
3010543610	Discipline Specific	Brand Management	3010443610	Discipline Specific	Supply Chain Management
3010543611	Discipline Specific	Retail Techniques & Skills	3010443611	Discipline Specific	Mall & Risk Management
3010543612	Discipline Specific	Retail Marketing	3010443612	Discipline Specific	Customer Relationship Management



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SEMESTER- 1st
Course: B. A.
SUBJECT: HINDI BHASHA AUR SANRACHNA

Subject Code: 3010113801
Max. Marks: 70
MIN. MARKS: 23

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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE : ENTREPRENEURSHIP DEVELOPMENT - I

COURSE Code: 3010112901

THEORY MAX. MARKS: 35

THEORY MIN. MARKS: 12

OBJECTIVE: To enable the students to understand the theoretical and practical aspects of Entrepreneurship Development and Small Scale Industries.

UNIT I

Introduction: The entrepreneur; Definition; Emergence of entrepreneurial class; theories of entrepreneurship; Role of socio – economic environment; Characteristics.

UNIT II

Promotion of a Venture; Opportunities analysis; External environmental analysis economic, social, and technological; Competitive factors; legal requirements for establishment of a new unit and rising of funds; Venture capital sources and documentation required.

UNIT III

Entrepreneurial Behavior: Innovation and entrepreneur; Entrepreneurial behavior and psycho-Theories, Social responsibility.

UNIT IV

Entrepreneurial Development Programmes (EDP): EDP, Their role, relevance, and achievements; Role of Government in organizing EDPs; Critical evaluation.

UNIT V

Role of Entrepreneur : Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth , bringing about social stability and balanced regional development of industries ; Role in export promotion and import substitution, forex earnings , and augmenting and meeting local demand.

OUTCOME: After studying this course students will able to understand the theoretical and practical aspects of Entrepreneurship and establishment of a new venture.

TEXT BOOK

- Varshney, G.K. (2014), Fundamental of Entrepreneurship. Sahitya Bhawan Publications, 2nd Edition, 2014.



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SEMESTER- First Semester

Course Code: 3010113601

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEORY MAX. MARKS: 70

COURSE: MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOR **THEORY MIN. MARKS: 23**

OBJECTIVE: The objective of this course is to develop a basic understanding about the fundamental concepts and techniques of management in an organization.

Unit-I Management-Meaning Nature and Importance, Scope. Role and Functions of a Manager, Levels of Management, Functions (POSDCORB) and Principles of Management, Management V/s Administration. Development of Managerial Thought, Contribution by Taylor and Fayol, Overview of Scientific Management.

Unit-II Planning: Objectives, Importance, Forms, Types, Steps in Planning. Decision-making, Process of Decision-making, Types of Decision, Co-ordination: meaning, Characteristics. Organizing-Meaning, Nature, Principles and Significance and importance, Steps, Structure.

Unit-III Staffing-Recruitment, Sources of Recruitment, Selection - Steps in the Selection Process, Direction - Nature and Purpose, Importance of Direction, Techniques of Direction. Controlling-Meaning and Importance of Control Process, Characteristics of Good control System, barriers to control making, control techniques.

Unit-IV Introduction of OB- Definition, Importance, Scope, Concepts of OB, Personality & Attitudes: Meaning of Personality, Attitude-Development of Personalities-Attributes of Personality-Personality Traits-Ego.

Unit-V Leadership – Meaning; Nature; Approaches; Style; Different Methods of leadership; Qualities of Leader, Leadership Theories, Leadership Grid. Motivation: Concept, Theories - Maslow, Herzberg, McGregor. Learning: Concept & Theories. Group Dynamics and Team building: Concept, Group Formation – Formal & Informal Group.

OUTCOMES: After learning this course student will get familiarize with the fundamentals of management concepts so as to use this concept for effective management process within the organization.

Text Book :-

- 1 O;olkf;dizca/k ds fl]kar] Mkw- izoh.kdqekjvxzoky ,oaMkw- voh'kdqekjfeJk] lkfgR; Hkouizdk'ku
- 2 Gupta, Sashi K - Organizational Behaviour, Himalaya Publishing House

- 3 Govindrajan, M., Natarajan, S. (2007). Principles of Management. Prentice Hall of India Pvt. Ltd. 4th Ed. 2007



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SEMESTER- First Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: BUSINESS ENVIRONMENT

Course Code: 3010113602

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

OBJECTIVE-The course aims at acquainting the students with emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

UNIT – I Indian business Environment: concept, Nature, Scope and importance , Micro and macro environment, Impact of business environment on business decision, process of environment analysis for business decisions, Environmental Scanning, Social Responsibility of Business.

UNIT – II Economic environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic Planning in India- Special focus on recent five years plan; Government policies- Industrial Policy, Fiscal Policy, monetary policy, EXIM Policy, Recent economic initiatives Niti Ayog.

UNIT – III Socio Cultural environment and Financial System- Critical elements of socio cultural environment; problems of uneven income distribution; Emerging rural sector in India, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth.

UNIT – IV Political and legal Environment in Business- Critical elements of Political environment Government and business; Changing dimensions of legal environment in India; MRTP Act; FEMA and licensing Policy; Consumer Protection Act, Patents Act 1970, Competition Act.

UNIT- V International and Technological Environment: Multinational Corporations; Transnational Corporations, Liberalisation ,Globalization, Privatization, disinvestment, SEZ(Special Economic Zones) and their impact in international Business; International Economic Institutions- GATT,WTO,UNCTAD, MOUs. World Bank, IMF and their Importance to India.

OUTCOMES: After learning this course student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly.

Text Book:-

1 O;kolkf;d lk;kZoj.k] MkW] ,l]ds flag] lkfgR; Hkou izdk'ku

2 Business Environment, Dr. P.C. Jain & Dr. S.S. Verma, Sahitya Bhawan Publication



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SEMESTER- First Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: MANAGERIAL ECONOMICS

Course Code: 3010113603

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

OBJECTIVE: The basic objective of this course is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment.

UNIT I

Managerial Economics – Meaning and Definition – Nature and Scope – Economic Theory – Difference between micro and macroeconomics.

UNIT II

Demand Analysis – Meaning, Determinants of Demand – Law of Demand, Elasticity of Demand – Price, Income and Cross Demand – Demand Estimation and Demand Forecasting – Demand Distinctions.

UNIT III

Production Function – Meaning and Definition – Elasticity of Substitution and Production – Type of cost of Production – Long run and Short run cost- Break even analysis.

UNIT IV

Markets – Forms of Market – Characteristics - Pricing Methods – Objects of pricing policies – Practices – Government intervention in Market.

UNIT V

Price Theory – Perfect Competition, Monopoly, and Monopolistic competition, Monopoly, Duopoly, and Oligopoly.

OUTCOME: After learning this course student will get familiarize with the concepts and tools of Economics as applicable to decisions making in the business organization.

TEXT BOOK

Mithani, D.M, (2013), Managerial Economics, Himalaya Publishing House, 2013



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SEMESTER- SECOND SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: ENGLISH LANGUAGE AND INDIAN CULTURE

SUBJECT CODE: 33902101(39)

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

COURSE OBJECTIVE: The main objective of the subject is to provide knowledge about Indian literature and basic use to vocabulary in language.

UNIT I

1. Amalkanti : NirendranathChakrabarti
2. Sita : Toru Dutt
3. Tryst with Destiny : Jawaharlala Nehru
4. Delhi in 1857 : MirzaGhalib
5. Preface to the Mahabharata : C., Rajagopalachari
6. Where the Mind is Without Fear : Rabindranath Tagore
7. A Song of Kabir : Translated by Tagore
8. Satyagraha : M.K. Gandhi
9. Toasted English : R.K. Narayan
10. The Portrait of a Lady : Khushwant Singh
11. Discovering Babasaheb : Ashok Mahadevan

UNIT II

Comprehension

Unit III

Composition and Paragraph Writing (Based on expansion of an idea).

UNIT IV

Basic Language Skills : Vocabulary – Synonyms, Antonyms, Word Formation, Prefixes and Suffixes, Words likely to be confused and Misused, Words similar in Meaning or Form, Distinction between Similar Expressions, Speech Skills.

UNIT V

Basic Language Skills : Grammar and usage – The Tense Forms, Propositions, Determiners and Countable/Uncountable Nouns, Verb, Articles, Adverbs, Adjectives

w.e.f: July 2018

COURSE OUTCOMES: After completion of this subject students will get the knowledge about cultural perspective of Indian literature and able to use proper vocabulary in their language.



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SEMESTER- Second Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

COURSE: **ENTREPRENEURSHIP DEVELOPMENT -II**

Course Code: 3010212901

Theory Max: Marks: 70

Theory Min: Marks: 23

COURSE OBJECTIVE: To enable the students to understand the theoretical and practical aspects of entrepreneurship development with a major focus on development of small scale industries.

UNIT - I Entrepreneurship – Meaning, Concept, Characteristics of entrepreneur.

UNIT - II Types of entrepreneurship, importance and views of various thinkers (Scholars).

- Formation of goals, How to achieve goals.
- Problems in achieving targets and solution.
- Self-motivation, elements of self-motivation and development
- Views of various scholars, evaluation, solutions.
- Leadership capacity: Its development and results.

UNIT - III Projects and various organizations (Govt., non-Govt), Govt. Projects, Non-Govt. projects.

Contribution of Banks, their limitations, scope.

UNIT - IV Functions, qualities, management of a good entrepreneur, Qualities of the entrepreneur

(Modern and traditional), Management skills of the entrepreneur, Motive factors of the entrepreneur

UNIT - V Problems and Scope of the Entrepreneur:

- Problem of Capital
- Problem of Power
- Problem of registration
- Administrative problems

COURSE OUTCOME: After studying this subject student will able to understand the development aspect of entrepreneurs and will also get insights about working and development of small scale industries.

TEXT BOOKS

- Gupta U.C. (2010).Development of Entrepreneurship, Kailash Books Publications.

REFERENCE BOOKS

- Varshney, G.K. (2010).Fundamental Of Entrepreneurship, SahityaBhawan Publications.
- Agrawal and Mishra (2017) Fundamental Of Entrepreneurship, SahityaBhawan Publications.



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SEMESTER- Second Semester

Subject Code: 3010213601

BRANCH: BACHALOR OF BUSINESS ADMINISTRATION (B.B.A.) Theory Max. Marks: 70

SUBJECT: BUSINESS COMMUNICATION

Theory Min. Marks: 23

COURSE OBJECTIVES: The objective of the subject is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications

UNIT – I Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication, Essentials of effective business communication.

UNIT – II Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction, Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular), Correct word usage – Homonyms, Antonyms and Synonyms

UNIT – III Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); leave application, Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct

UNIT – IV The concept of effective business communication – definition & importance. Drafting a CV, other applications, interviews and correct word usage; drafting an advertisement/notice, Developing reading, listening and speaking skills, group discussions, extempore ,speaking

UNIT – V Essentials of good business letter, Layout of letters,, types of letters, Sales letters, Applications for jobs, Letters by the, company secretary, Writing inter-office memorandums, faxes, e-mails,

COURSE OUTCOME: After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications

TEXT BOOK

- Madhukar, R. K. (2010), Business Communication. Vikas Publishing House Pvt Ltd, 2nd Edition, 2010

REFERENCE BOOKS

- Sinha . K.K, Business communication, Taxmann's , fourth Revised Edtion 2018.
- Gupta N. Mahajan. P , Business Communication, SahityaBhavan Publication, Revised Edtion ,2017



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SEMESTER- Second Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **INTRODUCTION OF ACCOUNTANCY**

CourseCode:3010213602

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVES: The objectives of the subject is to give exposure to the students, about fundamental accounting principles, techniques and their application in the business decision making process.

UNIT - I FINANCIAL ACCOUNTING - Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and related concepts- Profit and Loss account and related concepts.

UNIT - II COMPANY ACCOUNTS - Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company.

UNIT - III ANALYSIS OF FINANCIAL STATEMENTS - Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

UNIT - IV COST ACCOUNTING - Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs. Cost Accounting Systems: Job order costing Process costing.

UNIT - V MANAGEMENT ACCOUNTING - Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.

COURSE OUTCOMES: After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective business decisions.

TEXT BOOK

- M.Y.Khan&P.K.Jain, Management Accounting, Tata McGraw Hill, 5th edition, 2009.
- R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, NewDelhi, 4thedition, 2011.

REFERENCE BOOKS

- Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, , TataMcGraw Hill Publishers, 15th edition, 2011.
- Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 16th edition, 2013.



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SEMESTER- SECOND SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: QUANTITATIVE TECHNIQUES

Course Code: 3010213603

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVES: The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts, application and cases rather than derivations.

UNIT - I Overview to Quantitative Techniques:-Introduction to Business Mathematics, Functions of A.P. & G.P., Matrices:-types of matrices, Inverse of a Matrix and their Managerial Applications, Problems & Case.

UNIT - II Ratio, Proportion, Percentage, Simple and Compound Interest, Profit and Loss, Discount. Linear programming problems -Linear programming formulation of LPP Graphical method of solution.

UNIT - III Introduction to Statistics, Measures of Central Tendency -mean, weighted mean, median, mode, geometric mean, Harmonic mean, Problems & Case, Measures of Dispersion - Meaning, Definition, Range, Quartile deviation, Mean deviation, Standard deviation, Coefficient of Variation. Problems & Case

UNIT - IV Correlation and Regression Analysis (Linear), Index Numbers, Time Series Analysis and Problems &Case.

UNIT - V Basic Probability Concepts: Theory and Distribution-Binomial, poisson, normal and Exponential, Problems & Case

COURSE OUTCOMES: After learning this subject student will gain the knowledge and develop the analytical skill with respect to the usage of mathematical and statistical methods in management decisions.

TEXT BOOK

- Gupta, S. P. and Gupta, M.P, (1997), Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
- Shukla, S.M. and Sahai, S.P. – Business Statistics. Sahitya Bhavan Publication.
- Satyadevi C.(2008), Quantitative Techniques, S. Chand Publication, New Delhi.

REFERENCE BOOKS

- Beri, G. (2015), Business Statistics, McGraw Hill Publications, 3rd Edition
- Vohra, N.D. (2016), Business Statistics, McGraw Hill Publications,



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SEMESTER- THIRD SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: HINDI BHASHA AUR SAMVEDANA

SUBJECT CODE: 33803101(38)

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

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bdkbZ&3 ¼d½ oklqnso'kj.k vxzoky& ekr` Hkwfe
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SEMESTER- THIRD SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: ENVIRONMENTAL STUDY - I

SUBJECT CODE: 31103102(11)

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

OBJECTIVE: The objective of this subject is to develop a basic understanding about elements of environment science among the students.

UNIT – I Study of Environmental and ecology :

- (a) Definition and Importance.
- (b) Environmental Pollution and problems.
- (c) Public participation and Public awareness.

UNIT – II Environmental Pollution :

- (a) Air, water, noise, heat and nuclear pollution.
- (b) Causes, effect and prevention of pollution.
- (c) Disaster management – Flood, Earthquake, cyclones and landslides.

UNIT – III Environment and social problems :

- (a) Development – non-sustainable to Sustainable.
- (b) Energy problems of cities.
- (c) Water preservation – rain-water collection.

UNIT – IV Role of mankind in conserving natural resources :

- (a) Food resources – World food problem.
- (b) Energy resources – increasing demand for energy.
- (c) Land resources – Land as resources.

UNIT – V Environment conservation laws :

- (a) Conservation laws for air and water pollution.
- (b) Wildlife conservation laws.
- (c) Role of information technology in protecting environment & health.

OUTCOMES: After studying this paper students will be able to understand the fundamentals of environment science along with various environmental elements and basic conservation laws.



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Third Semester

BRANCH: BACHLOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: **BUSINESS LEGISLATION**

Subject Code: 3010213603

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVES: The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

UNIT – I Meaning and Importance of Business Laws, Laws and business managers, Government and business relationships in India, Indian contract Act, 1872- Definitions, Characteristics, Essentials of Valid Contract- Detailed Exposure to the Provisions, Discharge of Performance of contract. Consequences of Breach of Contract,

UNIT – II Types of Contract –Indemnity, Guarantee, contingent, Bailment, Pledge, Agency

UNIT – III Negotiable Instrument Act-Meaning and Types of Different Negotiable Instrument and the Provision Applicable to them, Sales of Goods Act

UNIT – IV Indian Partnership Act. Consumer Protection Act, 1986 – Objectives of the Central Council and State council, Composition and jurisdiction o district forum, Mode of complaints.

UNIT – V Indian Companies Act, 1956-Definitions, characteristics, Types and Formation of a Company, Company Management-Directors, Managing Director, Their Appointment, Qualification, duties Rights, Liabilities, Position, Remuneration, and Removal, Company Meetings and Proceedings.

COURSE OUTCOMES: After studying this subject student will able to understand the various laws and entire legal framework in which binds today’s business world so as to take decision legally .

TEXT BOOK

- Gulshan, S.S. & Kapoor, G.K. (2014), Business Law Including Company Law, New Age International Publishers, 16th Edition, 2014

REFERENCE BOOK

- Kapoor. N.D An Introduction to Mercantile Laws, . Sultan chand & sons.
- Tulsian P.C, Business Law, McGraw Hill, 3rd edition



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Third Semester

BRANCH: BACHLOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: **FINANCIAL MANAGEMENT**

Subject Code: 3010313602

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVES: The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

UNIT – I Financial Management – nature, scope and objectives, finance functions, Profit maximization V/S wealth maximization and capitalization theories, over and under capitalization, Case Study

UNIT – II Funds flow analysis, statement of cash flows, flow Leverage-types, Capital structure and financial structure-forms, importance, Problems & Case.

UNIT – III Short-term financial investment, internal financing, lease financing, term loans, Time value of money, instruments of long term finance, Investment Decision, Techniques of Capital Budgeting, Types of expenditure projects, Case Study

UNIT – IV Cost of different sources of raising capital, weighted average cost of capital. Types of Dividends, factors influencing dividend policy, dividend theories, Problems & Case

UNIT – V Management of working capital – concept of working capital, need and factors influencing, estimation of working capital, inventory and receivables management, management of cash, problems & Case Study.

COURSE OUTCOMES: After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally .

TEXT BOOK

- Gupta, S.P. (2015). Financial Management, SahityaBhawan Publication, 2015
- Srivastava, R.M. (2013), Financial Decision Making, Himaylaya Publishing House, Mumbai

REFERENCE BOOK

- I. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2007
- M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 5th edition, 2008.



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Third Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (M.B.A.)

COURSE: **RETAIL MANAGEMENT**

Course Code:3010313603

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The aim of this subject is to provide fundamental knowledge about retail and retailing concepts in India along with various aspects of retail operations.

UNIT - I INTRODUCTION TO RETAIL MANAGEMENT: - Retail and Retailing, Types of Retailers, Retailing in India. **RETAIL MARKET STRATEGY AND CONSUMERISM:** -Retail Market Strategy, Standalone Stores, Rural Retailing, International Retailing, **PLANNING AND MERCHANDISE MANAGEMENT FOR RETAIL OUTLETS:-** Categorizing the buying Process, Setting Objectives for Merchandising Plan, Sales Forecasting, Assortment Planning Process.

UNIT - II FINANCE AND LOCATION STRATEGIES FOR RETAILING:- Activity Based Costing (ABC), Retail Location Strategies. **LOCATION SELECTION AND HUMAN RESOURCE MANAGEMENT:** - Factors Affecting the Location of Retail Outlet, Importance of Human Resource Management (HRM) in Retailing. **MARKETING MANAGEMENT AND RELATED ISSUES IN RETAILING:-** Understanding Consumer Behaviour, Stages in the Buying Process, Factors Influencing Customers Buying Decisions, Store Design and Layout, Pricing Strategies and Types, Retail Promotion and communication

UNIT - III STORES LOYALTY MANAGEMENT AND VISUAL MERCHANDISING :- Customer Loyalty , Variables Influencing Store Loyalty , Motives for shopping and within the store Factors,

UNIT - IV SUPPLY CHAIN MANAGEMENT: - Retail Logistics, Merchandise Flows, Online Logistics Management. **IMPORTANCE OF CUSTOMER SERVICE AND QUALITY MANAGEMENT:** - Customer Service, Customer's perspective of service Quality, the 'GAPS Model' **CRM:-** Meaning & Importance of CRM, Steps Involved in the ' CRM' Process , Relationship based Buying.

w.e.f: July 2018

UNIT - V MANAGEMENT OF WOES, FRANCHISING, BRAND AND MALLS:- Focus on safety / Security at Retail Outlets, Handling of Inventory Shrinkages, Measures to Reduce shoplifting, Parking space problems at Retail Centers.

COURSE OUTCOMES: After completing this subject students becomes familiarize with the concepts and various aspects of retail and able to manage the entire retail operations.

TEXT BOOK

- Nair, Suja (2015), Retail Management, 2nd edition, Himalaya Publishing House, 2015

REFERENCE BOOKS

- Gilbert, David (2016), Retail Marketing Management. Pearson Education.
- Berman, Barry, Evans, Joel R. and Shrivastava, Ritu (2017), Retail Management – A Strategic Approach. Pearson Education, 13th Education



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- FOURTH SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: ENGLISH LANGUAGE AND SCIENTIFIC TEMPER

SUBJECT CODE: 33904101(39)

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

UNIT I

- | | | |
|----------------------|---|------------------------------------|
| 1. Tina Morris | : | Tree |
| 2. Nissim Ezekiel | : | Night of the Scorpion |
| 3. C.P. Snow | : | Ramanujan |
| 4. Roger Rosenblatt | : | The Power of WE |
| 5. George Orwell | : | What is Science? |
| 6. C.Rajagopalachari | : | Three Questions |
| 7. Desmond Morris | : | A short extract from the Naked Ape |
| 8. A.G. Gardiner | : | On the rule of the road |

UNIT II Comprehension of an unseen passage.

UNIT III Letter Writing : Formal Letters, Informal letters, Applications.

UNIT IV Report Writing.

UNIT V Language Skills

Correction of common errors in sentence structure : usage of pronouns, subject/ verb agreement word order, gender; compound nouns, collective nouns, possessives, articles and prepositions. (advanced)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- FOURTH SEMESTER
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
SUBJECT: ENVIRONMENTAL STUDY - II

SUBJECT CODE: 31104102(11) BRANCH:
THEORY MAX. MARKS: 70
THEORY MIN. MARKS: 23

OBJECTIVE: The subject provide an interdisciplinary approach to complex environmental problems using basic tools of natural and social sciences including ecosystem, chemistry, biology, economics, political, science and international process.

UNIT I Problem of natural resources

- (a) Problem of water resources – Utilization of surface and ground water, over utilization, flood, drought, conflicts over water, dams-benefits and problem.
- (b) Problems of forest resources – uses and over utilization, deforestation, utilization of timber, dams and its effect on forests and tribes.
- (c) Problems of land resources – Land as a source, erosion of land, man-induced landslides and desertification.

UNIT II Bio-diversity and its protection –

- (a) Value of bio-diversity – Consumable use : Productive use, Social, alternative, moral aesthetic and values.
- (b) India as a nation of bio-diversity and multi-diversity at global, national and local levels.
- (c) Threats to bio-diversity – Loss of habitat, poaching of wildlife, man-wildlife conflicts.

UNIT III Human Population and Environment

- (a) Population growth, disparities between countries.
- (b) Population explosion, family welfare Programme.
- (c) Environment and human health.

UNIT IV Multidisciplinary nature of environmental studies :

- (a) Natural resources
- (b) Social problems and the environment
- (c) Eco system.

UNIT V Environmental Wealth :

- (a) Rivers, ponds, fields and hills.
- (b) Rural, Industrial, Agricultural fields.
- (c) Study of common plants, insects and birds.

OUTCOMES: After studying this subject students gains knowledge about complex environmental problems using basic tools of natural and social sciences.

References:

1. ErachBharucha, Environmental Study, UGC



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fourth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **MARKETING MANAGEMENT**

Course Code:3010413601

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

UNIT - I Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning,

UNIT - II Buyer behavior: Determinants, Consumer buying process & models, Factors affecting buying behavior, stages of buying process, Organisational buyer behavior.

UNIT - III Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies

UNIT - IV Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues.

UNIT - V Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and International marketing, Guerilla Marketing, Green Marketing, Digital marketing and other developments of marketing.

w.e.f: July 2018

COURSE OUTCOMES: After completion of these subject students will be able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

TEXT BOOK

- Sherlekar, S.A. (2010). Marketing Management. *Himalaya Publishing House*, 13th Revised Edition, 2010

REFERENCE BOOKS

- Verma, Harsh V. and Duggal, Ekta (2015), Marketing. Oxford Press
- Lal, Rajiv, Quelch, John A. and Rangan, V. Kasturi (2016), Marketing Management – Text & Cases, McGraw Hill Publications



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fourth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **PRODUCTION AND OPERATION MANAGEMENT**

Course Code: 3010413602

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

UNIT - I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT - Production Systems – Nature, Importance and organizational function. Characteristics of Modern Production and Operations function. Organisation of Production function. Production and Operations strategy – Elements and Competitive Priorities. Nature of International Operations Management.

UNIT - II FORECASTING, CAPACITY AND AGGREGATE PLANNING – Demand Forecasting – Need, Types, Objectives and Steps. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP), Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP

UNIT - III DESIGN OF PRODUCT, SERVICE AND WORK SYSTEMS - Product Design – Influencing factors, Approaches, Process – Planning, Selection, Strategy, Service Operations – Types, Strategies, Scheduling (Multiple resources and cyclical scheduling). Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

UNIT - IV MATERIALS MANAGEMENT - Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory, Overview of JIT.

w.e.f: July 2018

UNIT - V PROJECT AND FACILITY PLANNING - Project Management – Scheduling Techniques, PERT, CPM, Facility Location – Theories, Steps in Selection, Facility Layout – Principles, Types, Planning tools and techniques.

COURSE OUTCOMES: After completion of this subject students will be able to understand various processes and aspects associated with production and operations in a production unit and will be able to take effective decisions for smoothing the entire process.

TEXT BOOK

- Chary, S.N. (2015), Production and Operations Management, Tata McGraw Hill Education, 5th Edition, 2015.

REFERENCE BOOKS

- Aswathappa K and ShridharaBhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
- Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fourth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **HUMAN RESOURCE MANAGEMENT**

Course Code:3010413603

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject aims at preparing students for various aspects of HRM including HRM, HRP, and Performance Appraisal etc.

UNIT – I Introduction: Meaning, scope, objective, functions, importance of HRM, Interaction with other functional areas, HRM & HRD, Organizing the HRM department in the organization, HRM practices in India.

UNIT – II Human Resource Planning: Definition, objectives, process and importance, Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation & job evaluation.

UNIT – III Recruiting and Selecting Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction, Human Resource Development: Concept, Employee training & development, Manpower Planning, Career Planning & development.

UNIT – IV Performance management: concept and process, performance appraisal, Potential appraisal, Job Compensation: Wage & salary administration, incentive plans & fringe Benefits, Promotions, transfers, absenteeism & turnover, Quality of work life (QWL).

UNIT – V Job satisfaction and morale, Health, Safety & Employee welfare, Human Relations : definition, objectives & approaches, Employee grievances & Dispute resolution, participation & empowerment, Collective bargaining, Industrial relations, Trade unions.

COURSE OUTCOME: After completion of this course, students would be able to understand basics of human resource management.

TEXT BOOK

- Rao, V.S.P. (2012), Human Resource Management, Exel Books, 2012

REFERENCE BOOKS

- Aswathappa, K. (2015), Human Resource Management, Tata McGraw Hill Publication, 2015
- Mehta, Jogendra (2010), Human Resource management. Aadi Publications
- Decenzo, David A., and Robbins, Stephen P. (2011), Human Resource Management. Wiley India Pvt. Ltd, 10th Edition



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- FIFTH SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: BHASHA KAUSHAL AUR SANCHAR SADHAN

SUBJECT CODE: 33805101(38)

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- FIFTH SEMESTER

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

SUBJECT: COMPUTER & INFORMATION TECHNOLOGY BASICS -I

SUBJECT CODE: 32205102(22)

THEORY MAX. MARKS: 70

THEORY MIN. MARKS: 23

OBJECTIVE: This subject provides the basic and fundamental understanding of the working of computers.

UNIT - I

INTRODUCTION TO COMPUTER ORGANIZATION -I

History of development of Computer system concepts. Characteristics, Capability and limitations.

Generation of computer. Types of PC's Desktop. Laptop, Notebook. Workstation & their Characteristics.

UNIT - II

INTRODUCTION TO COMPUTER ORGANIZATION -II

Basic components of a computer system Control Unit, ALU. Input/Output function and Characteristics, memory RAM, ROM, EPROM, PROM.

UNIT - III

INPUT & OUTPUT DEVICES

Input Devices: Keyboard, Mouse, Trackball. Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen.

Output Devices: Monitors Characteristics and types of monitor, Video Standard VGA, SVGA, XGA, LCD Screen etc. Printer, Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer. Plotter, Sound Card and Speakers.

UNIT - IV

STORAGE DEVICES: Storage fundamental primary Vs Secondary. Various Storage Devices magnetic Tape. Cartridge Tape, Data Drives, Hard Drives, Floppy Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, DVD-RW.

UNIT - V

INTRODUCTION TO OPERATING SYSTEM: Introduction to operating systems, its functioning and types. basic commands of dos & Windows operating System. Disk Operating System (DOS) - Introduction, History and Versions of DOS.

w.e.f: July 2018

DOS Basics - Physical Structure of disk, Drive name, FAT, file & directory structure and naming rules, booting process, DOS system files.

DOS Commands - **Internal** - DIR, MD, CD, RD, Copy, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE etc. **External** CHKDSK, SCOPE, PRINT DISKCOPY, DOSKEY, TREE, MOVE, LABEL, APPEND, FORMAT, SORT, FDISK, BACKUP, MODE, ATTRIB HELP, SYS etc.

OUTCOME: After completion of this subject, students would be able to understand components of a computer system and able to understand the different functions of a computer.



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **RESEARCH METHODOLOGY**

Course Code: 3010513601

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

UNIT - I Research: Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Literature review, Formulation and statement of research problem, Characteristics of good research problem, Hypothesis- Formulation and Errors.

UNIT - II Research Design: Types of designs, Methods, Sampling Design: Fundamental concept, Probability and Non-probability sampling with applicability of each,

UNIT - III Methods and Techniques of Data Collection: Types of Data – Primary and Secondary, Various techniques used for collecting data, Pros and cons of each, Research Instruments – Types and use, Validity and reliability, Scaling techniques – Types and usage of each.

UNIT - IV Fieldwork in Research and Data Processing: Analysis and interpretation of data, Coding, Editing and Tabulation of Data, Analysis of Data: Descriptive, Inferential and Multivariate analysis, Testing of hypothesis, Various Kinds of Charts and Diagrams, Overview and use of statistical software packages.

UNIT - V Reporting of Research: Types of reports, substance of reports, format of report, Precautions, Writing references, Bibliography and Annexure, Presentation of reports,

COURSE OUTCOMES: After learning this subject students will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

TEXT BOOK

- Kothari, C.R. (2014), Research Methodology, New Age International Publishers, 3rd Edition, 2014

REFERENCE BOOKS

- Chawla, Deepak and Sondhi, Neena (2015), Research Methodology – Concepts & Cases. Vikas Publishing House.
- Pannerselvam, R. (2014), Research Methodology. PHI Learning



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **CORPORATE STRATEGY**

Course Code:3010614601

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

UNIT - I Military origins of strategy – Evolution - Concept and Characteristics of strategic management – Defining strategy – Mintzerbg’s 5Ps of strategy – Strategic Management Process, Strategy Formulation: Vision, mission, purpose, objectives and goals.

UNIT - II Strategic analysis: Analyzing Company’s Resources and Competitive Position: Core Competence – Distinctive competitiveness, Analyzing Company’s External Environment: Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS), Industry Analysis - Porter’s Five Forces Model of competition

UNIT - III Corporate Portfolio Analysis: Business Portfolio Analysis - BCG Matrix – GE 9 Cell Model - Concept of Stretch, Leverage and fit, Generic Competitive Strategies: Low cost, Differentiation, Focus, Grand Strategies: Stability, Growth, Retrenchment, Outsourcing Strategies.

UNIT - IV Tailoring strategy to fit specific industry – Life Cycle Analysis, New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment – E-Commerce Business Model

UNIT - V Strategy implementation - Project implementation – Procedural implementation – Resource Allocation, Behavioural issues in implementation – Corporate culture – Mc Kinsey’s 7s Framework, Functional issues – Functional plans and policies, Strategy Evaluation – Operations Control and Strategic Control– Balanced Scorecard.

COURSE OUTCOME: After learning this subject students will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organisations.

TEXT BOOK

- Rao, V.S.P & Krishna, V. H. (2009), Strategic Management, Excel Books, 5th Edition, 2009.
- Kim Warren, “Strategic Management Dynamics’ John Wiley Publication, 2007

REFERENCE BOOK

- Wheelen L. Thomos and Hunger J.David(2010)”Concepts in Strategic Management and Business Policy”,”PHI publications, New Delhi.



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester (Common)

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **PROJECT WORK**

Course Code:3010633602

Maximum Marks: 200

Minimum Marks: 100

COURSE OBJECTIVE: After completing third semester, the Faculty members will be assigned as guides to the students to work on the topic selected from their area of specialization for conducting a field research or research work with reference to their selected organization / firm / company etc. where they learn the actual research process to come up with a solution to the problems identified. After the final semester exams, reports of the research will be submitted in the department which is evaluated by the external examiner followed by viva voce/presentation. The research report should show how a student has conducted the research and what solutions will they able to provide based on their analytical capabilities and experience.

COURSE OUTCOME: After successful completion of research project, students will able to know the actual research process and its usefulness in the organization as a problem solving technique. They will also able to know the potential opportunities persist in the market for extending the business operations and come up with the ways to tap the opportunities.

DISSERTATION/ PROJECT FORMAT (SUMMER TRAINING/PROJECT WORK)

Title of the study (Cover Page)

Declaration

Company Certificate (In case of Summer Training)

Guide Certificate (In case of Final Project)

Acknowledgement

Table of Contents

Table of Graphs & Pictures Used

1. Introduction

1.1. Introduction

1.2. Purpose for Undertaking the Research

- 1.2. Significance of the study
- 1.3. Scope of the study
- 1.4. Research Problem
- 1.5. Objective of the study
- 1.7. Hypothesis
- 1.8. Limitations of the study
2. **Literature Review** (Theory related To Company, Product or Topic)
3. **Research Methodology**
 - 3.1. Introduction
 - 3.2. Population of the study
 - 3.3. Sampling Design
 - 3.3.1. Sampling Technique
 - 3.3.2. Sampling Method
 - 3.3.3. Sample Size
 - 3.4. Research Instrument
 - 3.5. Sources of data
 - 3.5.1. Primary Data
 - 3.5.2. Secondary Data
4. **Data analysis & Interpretation**
5. **Findings & Recommendations & Conclusion**
Bibliography
 - References (From Journals, Books & Websites)
 - Annexure (Reprints of Research papers)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

MARKETING GROUP

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **CONSUMER BEHAVIOUR**

Course Code:**3010443601**

Theory Max. Marks: **70**

Theory Min. Marks: **23**

COURSE OBJECTIVE: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT - I Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning,

UNIT - II Buyer behavior: Determinants, Consumer buying process & models, Factors affecting buying behavior, stages of buying process, Organisational buyer behavior.

UNIT - III Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies

w.e.f: July 2018

UNIT - IV Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues.

UNIT - V Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and International marketing, Guerilla Marketing, Green Marketing, Digital marketing and other developments of marketing.

COURSE OUTCOMES: After studying this subjects students would able to understand the behavior of consumers which helps them to craft effective marketing strategies

TEXT BOOK

- Nair, Suja R. (2013). Consumer Behaviour in Indian Perspective. *Himalaya Publishing House*

REFERENCE BOOKS

- Schiffman, Leon G., Wisenblit, Joseph and Kumar, S. Ramesh (2015), Consumer Behaviour. Pearson Education, 11th Edition.
- Mukherjee, Srabanti (2013), Consumer Behaviour, Cenage Publications,



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **ADVERTISING & SALES MANAGEMENT**

Course Code:3010543602

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: To acquaint the students with concepts, techniques and give experience in the application of an effective advertising & sales promotion programme and management of sales force.

UNIT - I Advertising: Definition, Nature, Scope, Objectives, Types, Social and Economic Aspect of Advertising, Advertising as a communication Process, AIDA Model, DAGMAR approach, Advertising Campaign: Types, Planning and Managing Advertising campaign, Advertising strategies, Advertising Budget: Budget process,

UNIT - II Media: Types, Media Planning process, Media Selection, and Multi-Media Strategies, Copywriting: Guidelines for copywriting, Advertising layout: Components and its position, Advertising Agencies: Structure, Functions and Client Relationship, Laws and ethics of advertising in India,

UNIT - III Sales Promotion: Definition, Objectives, and Classification of Sales Promotion, Consumer, Trade, Sales Force/ Promotion, Types and techniques, merits and demerits, (a) Monetary (b) Non-monetary, Other Techniques: display, trade fair, exhibition, event sponsorship etc. Sales Promotion Budget and Methods,

UNIT - IV Sales Management- Importance, scope, and function of sales management, Organising and sales planning, Territory Allocation, Sales Quota, Selling Function, Types of Selling, Process of Effective selling, Quality of successful sales person,

UNIT - V Sales Force Management, Recruitment and Training of Sales Force, Compensation and incentives, Evaluation of sales performance, Sales Control,

COURSE OUTCOMES: After studying this subject students will be able to understand the insights about advertisement techniques and effective sales promotion & management which improves their decision related to marketing communications

TEXT BOOK

- Chunawala, S.A (2012). Sales & Distribution Management. *Himalaya Publishing House*, 2012

REFERENCE BOOKS

- Jain, J.N and Singh, P.P (2007). Modern Advertising Management – Principles and Techniques. *Regal Publications*, 2007.
- Kazmi, S.H.H., and Batra, S. K. (2010). Advertising & Sales Promotion. *Excel Book*, 2010



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **RETAIL & RURAL MARKETING**

Course Code:3010543603

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The course enables students to appreciate the importance of retailing and to explore rural marketing environment for contributing to the emerging challenges in the upcoming global economic scenario.

UNIT - I Retail Marketing Environment- Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues

UNIT - II Retail Marketing Segmentation: Segmentation in Retail, Targeted Marketing Efforts, Positioning Decisions , Store Location and Layout: Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

UNIT - III Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model

UNIT - IV Rural Marketing: nature, definition, scope & importance in India, Size & Structure of rural markets. Factors influencing rural marketing, communication media, credit availability, local requirements, Market strategies & tactics with reference to rural markets, Product marketing & service marketing in rural India: product planning, communication media & message, distribution Channels

UNIT - V Agricultural Marketing: Marketing of agricultural produce and inputs, cooperative marketing & processing societies, Marketing of rural industry, Problems in Rural marketing, Role of government & NGOs in Rural marketing, Case Study

COURSE OUTCOMES: After studying these subject students get the knowledge about retailing and rural marketing environment which helps them to contribute to the emerging challenges in the upcoming global economic scenario.

TEXT BOOK

- Chaudhary Prashant (2016), Retail Marketing in modern age, Sage Publication
- Krishnamacharyulu & Ramakrishnan "Rural Marketing – Text & Cases" Pearson Education

REFERENCE BOOKS

- A.K. Singh, S. Pandey, Rural Marketing, New Age International Publishers.
- Suja Nair, "Retail Management", Himalaya Publishing House



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **SERVICE MARKETING**

Course Code: 3010643601

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

UNIT - I Introduction – Concept of services, Importance of Service Sector in Economy, Characteristics and Classifications of services, Service marketing mix, Environment of Service Marketing (Micro as well as Macro).

UNIT -II The Purchase Process for Services – Segmentation, Targeting and Positioning, Consumption values, Purchase models for Services, Service Encounters, Post-Purchase phase, Service Quality – Meaning, Service Quality Gaps & Models (SERVQUAL & SERVPERF)

UNIT -III Product - Product differentiation, Product levels, Supplementary Services, Pricing of services- Pricing concepts, Strategies, Use of differential pricing, Place-Service distribution, components of service delivery system, problems associated with services delivery.

w.e.f: July 2018

UNIT - IV Promotion- Advertising, Sales Promotion & Personal Selling in service industry, People- Peoples involvement in services, managing people for service advantage, Recruitment & training of peoples for service delivery, Physical Evidence-Concept of Physical Evidence, Importance, types of Physical Evidence in various services, Process-Concept, Types of process, Role of process in various services

UNIT - V Managing Supply, Demand and Productivity – Introduction, Managing Supply and Demand, Tools, Coping with fluctuating demand, Enhancing Productivity, Capacity Management, Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry and Hotel Industry.

COURSE OUTCOMES: After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered by the organization.

TEXT BOOK

- Christopher Lovelock (2004), Service Marketing, Pearson Education, 4th Edition, 2004

REFERENCE BOOKS

- Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
- Halen Woodroffe, Services Marketing, McMillan, 2008.
- Valarie Zeithaml et al, Services Marketing, 5th International Edition, 2012



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SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **DIGITAL MARKETING**

Course Code:3010643602

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The basic purpose of this paper is to familiarize the students with the preliminary aspects of Digital marketing so that they may have overviews while applying the concept of this subject

UNIT - I Introduction to e-marketing - Situation – B2C, B2B, C2B and C2C, sloppy e-marketing, Internet as a sales tool, customer-service tool, communications tool, cost reduction, brand-building tool, Tactics, action and control, Remix – Introduction, marketing mix, Beyond the mix, Product, Price, Place, Promotion, People, Physical evidence, Process, An extra 'P'– partnerships

UNIT - II E-models - Online revenue models, Intermediary models, Attribution models, Communications models, Customer information processing models, Customer buying models, Loyalty models, Social media models, Social business models and the Ladder of Engagement, E-customers – Motivations, Expectations, Fears and phobias, Online information processing, online buying process, Online relationships and loyalty, Communities and social networks,

UNIT - III Social media marketing - Benchmarking and setting goals, Create strategy and plan, Social listening and online reputation management, Develop the content marketing, Social media communications strategy,

Social media optimization (SMO), Site design - Integrated design, Online value proposition, Customer orientation, Aesthetics, Page design, Content strategy and copywriting, Navigation and structure, Mobile site design

UNIT - IV Traffic building - Search engine marketing, Online PR & partnerships, Interactive advertising, Opt-in email, Viral marketing, Offline traffic building, e-CRM - Relationship marketing, Database marketing, Profiling, Personalization, Email marketing, Control issues

UNIT - V Managing digital marketing - Transformation to e-business, Reviewing digital marketing capabilities, Budgeting, Selecting supplier, Change management for digital transformation, Measuring and optimizing, Automation, E-business security, E-planning - Situation analysis, Objectives, Strategy, Tactics, Actions, Control, The 3Ms resources: 'men', money and minutes

COURSE OUTCOMES: After learning this subject student will get familiarize with all aspects of digital marketing as this is the new development in the field and today all firms were slightly shifted their traditional promotions to digital promotions.

TEXT BOOK

- Chaffey, Dave and Smith, P.R. (2018), E-Marketing Excellence – Planning & Optimizing Your Digital Marketing, 4th Edition. Routledge Publications.

REFERENCE BOOKS

- Rob Strokes (2013), E-marketing – The essential guide to marketing in Digital World, *Quirk eMarketing (Pty) Ltd.*, 5th Edition, 2013
- Bhatia, PuneetSingh(2017), Fundamentals of Digital Marketing. Pearson Education, 1st Edition.



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **INTERNATIONAL MARKETING**

Course Code:3010643603

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The major objective of this course is to provide an exposure to the area of Marketing in the International perspective due to ever increasing business dealings in the foreign markets.

UNIT - I Introduction to International Marketing, Nature, Scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade,

UNIT - II Balance of Trade, Balance of Payments, MNC's and International trade, International Economic Environment: IMF, WTO, International Monetary System, International Trade Barriers: Tariff and Non-Tariff

UNIT - III Market Selection Process, Determinants of market selection, Segmentation and Positioning, Product Planning and Mix, International PLC, New Product development, Developing international Pricing Policies, Factors affecting pricing policies, Strategies for Export and export pricing strategies.

UNIT - IV Market Entry and overseas distribution system, Direct and Indirect exports, Types of Intermediaries, International Logistics, International Promotions – Concept, Promotion Strategies, major Decisions, Communication Mix,

UNIT - V Export Procedure – Preliminaries, Inquiry and offer, Licenses, Documentation and procedure, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

COURSE OUTCOMES: After getting the knowledge of this subject students will be able to understand the different aspects of international marketing so as to take decision for expansion of the organization and increasing business dealings in the foreign markets.

TEXT BOOK

- Francis Cherunilam (2013), International Marketing – Text & Cases, Himalaya Publishing House, 13th Revised Edition, 2013

REFERENCE BOOKS

- Cateora, Philip R., Gilly, Mary C. and Graham, John L. (2017), International Marketing. McGraw Hill Publication, 16th Edition.
- Srinivasan, R. (2015), International Marketing. PHI Learning,
- Saha, Satish Kumar and Agarwal, Anju (2016), International Marketing. SBPD Publications. 1st Edition.



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HR GROUP

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **MANAGEMENT TRAINING & DEVELOPMENT**

Course Code:3010543604

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject deals with training & developmental aspects of employees, various training methods & techniques, management development program etc

UNIT - I Meaning, need, importance, Benefits, objectives, difference between training & Development. Training need – Training need Assessment , why training need arises , when need arises , determination of training need, when to access needs , Approaches to training need Assessment process of TNA.

UNIT - II Learning :- Definition characteristic Nature , theories of learning, shaping Behaviour , the law of effect schedules of Reinforcement , use of Reinforcement theory in behavior modification.

UNIT - III Training: - Process of training, methods, technique and Aids in training, Areas of training.

UNIT - IV Implementation:- Method for implementation , skill and stale of trainers, validation & evaluation of training programme.

UNIT - V Management Development:- Introduction, what is MD?, Essential ingredients of Management Development programme, Technique of Management development , Selection of technique , Evaluation of MDPs.

COURSE OUTCOMES: After completion of this course, students will understand the importance of training & development from the perspective of fresher & existing employees

TEXT BOOK

- Bhattacharyya Kumar Dipak (2015), Training & Development, Sage Publications.
- Janakiram B. (2007), Training & Development, Dreamtech Press.

REFERENCE BOOKS

- Venkatesh Dr. Bharti, (2013), Training & Development, Indra Publishing House.
- Noe Andrew Raymaond(2001),” Employee Training & Development, McGraw-Hill/Irwin Publications.
- Handbook of Training and Development edited by Steve Truelove - (Blackwell Publication



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **HUMAN RESOURCE PLANNING & DEVELOPMENT**

Course Code:3010543605

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject focuses on human resource planning & development, various job related aspects like analysis, description, welfare & safety issues etc.

UNIT - I Human Resource Management: Meaning , Benefits , Strategic planning and HR planning. Manpower Planning: Definition Objectives, benefits, limitations and problems. HR planning linkage with other HR function, Influencing factors in human resource planning.

UNIT - II Human Resource Planning, tools, methods and techniques, concept of job analysis, job description and job specialization. HR Demand focusing, HR Supply, estimates action plan in separation, retention, training, redeployment and staffing. Work Force Flow Mapping, Job Analysis: - Meaning, Purpose, Process, Methods of Collecting Data. Job Description – Contents, Writing Job Description, Job Specification, Job enhancement, job rotation and job position. Procurement of Human resource: Recruitment- Meaning and Process; Sources of Recruitment , Internal and External Source, Modern Techniques of Recruitment, Sources- Internet Based, Case Study

UNIT - III Human Resource Development – Overview , philosophy and goals of HRD , HRD culture , climate , culture practices in organization , HRD sub systems / process mechanisms. Case Study.

w.e.f: July 2018

UNIT - IV Organizing for HRD, HRD for workers, HRD overview in Govt. and Private Systems, HRD for health and family welfare, HRD in defense, police , voluntary organizations , manufacturing organization and infrastructure . Case Study

UNIT - V Changing environment of HRD – internal and external factors, internal factors – HR of country and changing demands of employers, employees organization, behavioral factors in HR planning, External factors – change in technology, legal and gov., customer social factors, economic and political factors ,Case Study

COURSE OUTCOMES: After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

TEXT BOOK

- Gerard V McMohan,(2008) "Recruitment and Selection", Prentice Hall of India
- C.R. Greer,(2002) "Strategic Human Resource Management", Pearson Education

REFERENCE BOOKS

- Sen K. Alope (2008)"Human Resource: Development Planning & Deployment", Asian Books Private Limited.



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SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **LEGAL FRAMEWORK GOVERNING HUMAN RELATION**

Course Code: 3010643607

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This course deals with various acts governing the rights establishment of factories, rights of employees, welfare, trade union etc.

UNIT - I The Factories Act, 1948: Major provisions of factories Act with licensing, registration, health, safety and welfare, working hours of adult, Penalties and procedure.

UNIT - II The Industrial Dispute Act ,1947: Concept, Settlement of Industrial dispute – procedure, powers and duties of authorities, strikes and lockouts, retrenchment and lay off provisions.

UNIT - III The Trade Union Act, 1926: Definition of a trade union, Registration of trade union, rights and duties of registered trade union, regulation, penalties.

UNIT - IV The Workmen's compensation Act, 1923: Main Texts provisions – employer's liability for compensation, amount of compensation, distribution of compensation, notice and claim, other provisions.

UNIT - V The Employees State Insurance Act, 1948: Provisions regarding administration of the scheme, ESI corporation, Standing committee, medical benefit council, ESI fund, The Maternity Benefit Act, 1961:

Provision regarding prohibition of employment to women during certain periods, Maternity benefit leave and nursing breaks.

COURSE OUTCOMES: After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

TEXT BOOK

- Gerard V McMohan,(2008) "Recruitment and Selection", Prentice Hall of India
- C.R. Greer,(2002) "Strategic Human Resource Management", Pearson Education

REFERENCE BOOKS

- Sen K. Alope (2008)"Human Resource: Development Planning & Deployment", Asian Books Private Limited.



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SEMESTER- SixthSemester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **MANAGEMENT OF INDUSTRIAL RELATIONS**

Course Code:3010643604

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This course is dealing with various factors that influences the relationship between management & employees with respect to working condition, safety, pay etc& serves as a path to solve various work related issues.

UNIT - I Approaches to Industrial Relations, Meaning and Scope of Industrial Relations, The Systems Framework, Theoretical Perspectives, Rule-making and Industrial Relations, Basic Concepts and Values Substance of a Sound Industrial Relations System

UNIT - II Trade Union Structures Models of National Trade Union Movements International Trade Union Federations Trade Union Structures at the National Level Managerial Trade Unions Women in Trade Unions Multiple Unionism Trade Union Unity and Trade Union Mergers Future Directions Case Study—Merger Blues Annexure.

UNIT - III Collective Bargaining The Concept The Nature of Collective Bargaining The Legal Framework of Collective Bargaining Levels of Bargaining and Agreements Collective Bargaining and Stakeholders Negotiating Techniques and Skills Drafting of an Agreement Annexure.

w.e.f: July 2018

UNIT - IV Working Conditions, Safety, Health, and Environment Working Conditions, Occupational Health, and Safety Organization Commitment Case Study—Was it an Electric Shock, Participation of Workers in Management Bill 1990

UNIT - V Grievances and discipline handling managing employee grievance the nature and causes of grievance the grievance procedure managing discipline case studies—coolers as basins annexure, guiding principles for a grievance procedure (1958, constitution of grievance committee

COURSE OUTCOMES: After the completion of course, students not only understands how industrial relations work, but also learns various skills like leadership problem solving and decision making skills.

TEXT BOOK

- C.S. VenkataRatnam,(2006) “Specifications of Industrial Relations”: Edition – 01, Oxford University Press

REFERENCE BOOKS

- Rao P. Subha(2013)“Essentials of HRM and Industrial Relation”, “Himalaya Publishing House Pvt. Ltd.”



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SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **ORGANIZATIONAL CHANGE & INTERVENTION STRATEGIES**

Course Code:3010643605

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The main focus of this course is teaching various situations like organizational development, culture & climate etc. happening across hierarchy & organizational structure.

UNIT - I The organization and its environment, Concept of Organizational structure, factors influence in designing organizational structure. Organizational Effectiveness- Approaches, need and significance, Case Study, Organizational development- Definition, Assumptions, nature, goals, process, objectives, Strategies, intervention mechanisms; Case Study

UNIT - II Organizational change: - Concept, Definition. Nature, need of Organizational Change, factors Forces for change, components of a change, Process of change -Model, change agent: roles and responsibilities, Resistance and Overcoming of resistance: Strategies & Techniques, Planned Change

UNIT - III Organizational conflicts - causes, nature measures to resolve organizational conflicts, Laboratory learning techniques, Managerial Grid, Sensitivity training, Transactional analysis, Inter-group and team building interventions, Management by objectives. Case Study

UNIT - IV Organizational culture and climate, organizational learning, power and politics in the organization, Case Study

UNIT - V The process of Empowerment, Management of gender Issues, Understanding and Managing Diversity, OD in Indian Organizations. Case Study

COURSE OUTCOMES: After completion of this course, students will understand various conditions like organizational conflicts, organizational culture etc and its effect on employees.

TEXT BOOK

- French and Bell, Organisational Development, Pearson Education
- F.Luthans , Organisational Behaviour TMH, New Delhi

REFERENCE BOOKS

- D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
- Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India



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SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

COURSE OBJECTIVE: This subject focuses on human resource planning & development, various job related aspects like analysis, description, welfare & safety issues etc.

Course Code:3010643606

Theory Max. Marks: 70

Theory Min. Marks: 23

UNIT - I Global Business: Globalization, the internationalization of the firm, Global firm, International strategy and structure in international firms-key influences, HRM concept, issues, barriers.

UNIT - II HR practices in international scenario: Recruitment and selection of international managers.

Training and development: Expatriate training, Types of cross cultural training

UNIT - III International Pay and Reward: Compensation, benefits, components of compensation programme

UNIT - IV Industrial Relations: Key issues in International Industrial Relations, Trade union and International Industrial Relations

UNIT - V Other Issues: Expatriation and Repatriation, Cultural dimensions of HRM – Cross cultural theories, future challenges in IHRM

COURSE OUTCOMES: After completion of this course, students will be able to understand international aspects of human resource management.

TEXT BOOK

- P. SubbaRao, International Human Resource Management, Himalaya Publishing House.
- K. Aswathapa ,International Human Resource Management, Tata McGraw Hill Publishing Co.

REFERENCE BOOKS

- Peter J. Dowling Denice E Wetch, Randall S. Schuler, International Human Resource Management,Thomson South-Western Publishers.
- P.L. Rao , International Human Resource Management ,Excel Books,



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Kargi Road, Kota, Bilaspur (C.G.)

FINANCE GROUP

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

COURSE OBJECTIVE: This subject aims in understanding the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

Course Code:3010543607

Theory Max. Marks: 70

Theory Min. Marks: 23

UNIT – I INVESTMENT: - Meaning of Investment, Characteristics of Investment, Objectives of Investment, Investment vs Speculation, Investment vs Gambling, Types of Investors, Investment Avenues, Meaning of Risk, elements of Risk,

UNIT – II SECURITIES MARKET:- Financial Market, Segments of Financial Market, Types of Financial Market , Primary Market/New Issues Market, Methods of Floating New Issues, Regulation of primary Market, What is a stock Exchange , Functions of Stock Exchanges stock Market in India.

UNIT – III Meaning of Fundamental Analysis, Economy – Industry- Company Analysis Framework, Economic Forecasting, Techniques, Industry Analysis, Industry Life cycles, Industry Characteristics, company Analysis, Default Risk, Interest Rate Risk

UNIT – IV PORTFOLIO ANALYSIS: - Expected Return of a portfolio, Risk of a Portfolio, Reduction of Portfolio Risk through Diversification, Feasible set of Portfolios, Efficient set of Portfolios.

UNIT – V PORTFOLIO REVISION: - Need for Revision, Meaning of Portfolio Revision, constraints in portfolio Revision, Portfolio Revision Strategies, portfolio evaluation, Need for Evaluation, Evaluation perspective, Meaning of portfolio Return.

COURSE OUTCOMES: On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

TEXT BOOK

- Ranganatham, M. & Madhumati, R. (2012), Security Analysis and Portfolio Management, Pearson Education,
- Kevin S. (2013), Security Analysis and Portfolio Management, Prentice Hall of India.

REFERENCE BOOKS

- Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata McGraw Hill, New Delhi, 2012.
- Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **FINANCIAL INSTITUTION & SERVICES**

Course Code:3010543608

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

UNIT – I Overview of Indian financial systems and markets- constituents and functioning, developments since 1991, recent trends, various financial intermediaries, Reserve bank of India (RBI) - role, functioning, regulation of money and credit. Overview of financial services-Introduction, nature, scope and uses, management of risk in financial services, Case Study

UNIT – II Insurance- concept and significance, classification of insurance, general principles of insurance, insurance application and acceptance procedure, Life insurance-principles, products & types of life insurance, General insurance- principles, products

UNIT – III Banking industry- Banking structure in India, types of banks-role and significance, capital adequacy norms for banks, SLR, CRR, Recent development, CAMELS rating, credit cards, Merchant banking services, Case Study

w.e.f: July 2018

UNIT – IV Introduction to Asset financing services- leasing and hire purchase, Mutual Funds, debt securitization, housing finance and credit rating, project finance, , factoring & forfeiting, Case Study

UNIT – V Introduction to Allied finance services- Corporate restructuring: mergers, acquisitions and takeover, venture capital, Defining risk, nature and types, risk management ,ALM by banks: classification of assets, Case Study

COURSE OUTCOMES: On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyze interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed

TEXT BOOK

- Bhole, L.M. &Mahakud, J. (2009), Financial Institution & Services, Tata McGraw Hill Education, 5th Edition, 2009.

REFERENCE BOOKS

- Goel Sandeep, Financial Markets, Institution and Services, PHI publication
- Gomez Clifford, Financial markets, Institution and Financial services, PHI publication.



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **TAX MANAGEMENT & PLANNING**

Course Code:3010543609

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This subject provides an introduction to, and overview of, fundamental concepts of income Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

UNIT – I Concepts of tax planning, Tax evasion, Tax avoidance, Tax management, features of tax planning, need of tax planning, need for tax planning, , difference between tax planning and tax evasion, tax avoidance, tax management

UNIT – II Introduction of Income Tax. Residence and Tax liability. Explanation under various heads of income: income from salary (excluding retirement), Income from capital gain. Problems and cases

UNIT – III Income from House Property. Income under the head profit and gains of business and professions and its computation-Problems and cases

UNIT – IV Income from other sources. Computation if taxable income of an individual. Setoff and carry forward of losses- permissible deductions –Deductions from Gross Total Income-under sec 80C to 80U. Problems and cases

UNIT – V Introduction to Goods and Service Tax, Classification of Goods and Services under GST, Pre GST Regime ,Computation of Taxable Value Under GST

COURSE OUTCOMES: On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, Conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyze and synthesize complex legal information

TEXT BOOK

- Mehrotra, H.C., Income Tax Law & Practices, SahityaBhawan Publication, 2016.
- Goods and Services Tax (G.S.T.) Dr. H.C.Mehrotra and Prof. V. P. Agrawal. SahityaBhawan publication, Agra

REFERENCE BOOKS

- Goel Sandeep, Financial Markets, Institution and Services, PHI publication
- Gomez Clifford, Financial markets, Institution and Financial services, PHI publication.



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **WORKING CAPITAL MANAGEMENT**

Course Code:3010643607

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: This course emphasize the management of current assets and current liabilities, it covers planning a firm's overall level of liquidity, stressing cash management and credit policies. And also discuss how to reduce the adverse funding effects caused by working capital.

UNIT - I Working Capital- Nature, Components, Types, Function, Determinants and Significance, Including Product Life Cycle and Operating Cycle Method.

UNIT - II Management of Cash, Motives for Holding Cash, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models

UNIT - III Management of Marketable Securities, Purpose of Holding Securities, Determinants, Receivable Management- Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer

UNIT - IV Management of Inventory- Purpose for Holding Inventory, Components, Cost-Benefits Analysis, Inventory Management Techniques Management of Inventory- Purpose for Holding Inventory, Inventory Management Techniques

w.e.f: July 2018

UNIT - V Management of Current Liabilities- Sundry Creditors, Bills Payable, Contingencies, Financing of Working Capital- Short- Term Sources, Long-Term Sources, Mechanics Of Working Capital Financing in India.

COURSE OUTCOMES: Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility

TEXT BOOK

- Periyasamy, P. (2014), Working capital management, Himalaya Publishing House, 2014
- Gupta, S.P. (2016), Financial Management, SahityaBhawan Publication, 2016.

REFERENCE BOOKS

- KochharSudhir, Working Capital Management, Gullybaba Publishing House
- Bhattacharya Hrishikes, Working Capital Management, PHI Publication



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **FINANCIAL DERIVATIVES**

Course Code:3010643608

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: To understand issues pertaining to pricing and hedging with options on individual stocks and indexes, to examine forwards and futures contracts for equity indexes, commodities, and currencies,

UNIT – I FINANCIAL DERIVATIVES: INTRODUCTION AND F.D. MARKET IN INDIA: Definition features, types, basic history, Other Derivative Securities; Types of Traders

UNIT – II FUTURE MARKETS AND CONTRACTING, FUTURE PRICING: Introduction financial and future contract, types, evolution operators/ traders in future markets, functions of future market, growth mechanism of trading, clearing house. Forward market : pricing and trading mechanism

UNIT –III OPTIONS- THE BASICS, PRICING MODEL, TRADING WITH OPTIONS, CURRENCY OPTIONS: Swaps; Options Markets; Properties of Stock Option Prices; Trading Strategies Involving ; Options ; Black-Scholes options

UNIT- IV HEDGING STRATEGIES USING FUTURES, HEDGING WITH OPTIONS, Options on Stock Indices; Currencies, and Futures Contracts; General Approach to Pricing Derivatives Securities

UNIT – V INTEREST RATES FUTURES: Interest rate Derivatives Securities, Derivative market in India. Stock exchange/ index

COURSE OUTCOMES: At the end of this course students should be able to understand the concepts of derivative market and have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative securities.

TEXT BOOK

- Kumar S.S.S. (2012), Financial Derivatives, PHI Learning, 5th Edition, 2012.
- Keith Redhead, 'Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs',– PHI Learning, 2011.

REFERENCE BOOKS

- Stulz, Risk Management and Derivatives, Cengage Learning, 2nd Edition, 2011.
- Varma, Derivatives and Risk Management, 2nd Edition, 2011.
- David Dubofsky – 'Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.



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SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **BANKING & FINANCE**

Course Code: 3010643609

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: It provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate. It provide an in-depth understanding of the process and techniques used to make international investment decisions

UNIT – I Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, types, Functions of Banks, Inspection) – Role of RBI, Objective, organization and their functions , Classification of banks

UNIT – II Manpower planning in banks, Quality Circles in Management, Banking Non-Performing Asset (NPAs) , Recovery management, Decision-making in banks

UNIT – III Management Audit in banking, Efficient Audits in banks,(Auditing -objectives ,scope of audit ,credit creation, bank failures and deposit insurance and Credit Guarantees corporation, The Monitoring and follow-up, Conflict resolution in banks, Chain Management

UNIT – IV Indian Financial Management- An overview: Evolution of the national monetary a financial system; Long run investment decision- investment decision; country risk analysis: long term financing; Dividend policy of the national firm.

UNIT – V National capital budgeting- Application and interpretation; Cost of Capital and capital structure of the national firm; taxation of the national firm

COURSE OUTCOMES: On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance, analyze the role of the Bank of International Settlements and the functioning of international banking and financial markets.

TEXT BOOK

- Indian Institution of banking & Finance (2013), Principles & Practices of Banking, Macmillan Publishing, 3rd Edition, 2013

REFERENCE BOOKS

- International Banking, Indian Institute of Banking Finance, Schand, 2nd edition 2018.
- Dr.Mithani D.M, Money, Banking, International Trade and public finance, Himalaya PublishingHouse17th edition.



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Kargi Road, Kota, Bilaspur (C.G.)

RETAIL GROUP

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **BRAND MANAGEMENT**

Course Code:3010543610

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The aim of this subject is to provide fundamental knowledge and concepts of Branding along with various aspects of brand.

UNIT - I Branding Concepts: Brand Awareness (Recognition and Recall), Brand Identity and Brand Image, Brand Personality, Brand Loyalty. Brand Planning: Brand Positioning, Creating Mental Maps, Customer-Based Brand Equity Model, Brand Resonance, Brand Building Blocks.

UNIT - II Brand Integration: Elements to Build Brand Equity, Designing Marketing Programs to Build Brand, Leveraging Secondary Brand Associations, Brand Element Guidelines, personalizing Marketing, Value Pricing, Blending "Push" and "Pull" Strategies.

UNIT - III Brand Equity: Developing a Brand Equity Measurement System, Measuring Sources of Brand Equity: Capturing Customer Mind-Set. Indirect and Direct Measures of Brand Equity: Qualitative, Exploratory Research, Experimental Approaches to Measure Brand Equity.

w.e.f: July 2018

UNIT - IV Brand Architecture: Developing and Implementing Branding Strategies. Introducing and Naming New Products, Corporate Branding Strategy, Brand Hierarchy, Line extensions, Content development in Branding.

UNIT - V Brand Growth: Brand Growth: Managing Brands over Time, Managing Brand over Geographic Boundaries and Market Segments, Reinforcing Brands, and Revitalizing Brands, Global Branding Strategies, Legal Issues in Branding and Commercial Brands,

COURSE OUTCOME: After leaning this subject students will able to understand the concepts of brand along with its various aspects and develop the ability to manage the brand of company effectively.

TEXT BOOK

- Keller lane Kavin, (2012), Strategic Brand Management, Pearson Publication
- Chernev Alexander, (2015), Strategic Brand Management, Cerebellum press

REFERENCE BOOKS

- Arienzo D Willium (2016), Brand Management Strategies, Fairchild Books
- Casanova Marco (2017), Branding It 3.0, Bookstand Publishing



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **RETAIL TECHNIQUES AND SKILLS**

Course Code:3010543611

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The aim of this subject is to provide insights about the various techniques used and skills required for managing retail operations.

UNIT - I Introduction: Retailing as a Part of Marketing, Retail Selling Process, Concept of Personal Selling, Goals setting process in retail management, Analyzing Market Demand and Sales.

UNIT - II Retail Location and Site Selection: City or town locations, freestanding sites, factors affecting the attractiveness of a site, Promotional activities in Retail, Loss prevention techniques.

UNIT - III Visual Merchandising: concept, Criteria of organized and unorganized retail chain of stores, Socializing and train new store employees, Display of schemes, Utilization of space and profitability, Types of display: Classification on the basis of size, MRP, Fashion, Season, Theme, Brand, Pattern.

UNIT - IV Retail Salesman: Duties, responsibilities, qualities, product knowledge, Managing the store: reducing inventory loss, store manager responsibilities, space planning, in store and out store management, Merchandise Management, Retail Pricing, People in Retailing, Training the Distributors Sales Team.

w.e.f: July 2018

UNIT - V Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Completion Mannequins and Other Human; Forms/Materials/Props, and Tools of the Trade, Principles of Design Color: Fundamental Concepts and Applications

COURSE OUTCOME: After studying this subject students get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

TEXT BOOKS:

- Berman Barry (2017), Retail management, Pearson Education
- Bajaj Chetan (2016), Retail Management, Oxford University Press

REFERENCE BOOKS:

- Pradhan Swapna (2017) Retailing Management, Mcgraw Hill Education



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **RETAIL MARKETING**

Course Code: 3010543612

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The aim of this subject is to provide new insights and ideas about the various strategies used and skills required for managing Retail market.

UNIT - I Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

UNIT - II Retail Marketing Environment- Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues

UNIT - III The Retail Marketing Segmentation: Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions , Limitations of Market Segmentation

UNIT - IV Store Location and Layout: Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

UNIT - V Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model

COURSE OUTCOME: After studying this subject students get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

TEXT BOOK

- Chaudhary Prashant (2016), Retail Marketing in modern age, Sage Publication
- ZareiEhsan (2014), Retail Marketing, DMA4U

REFERENCE BOOKS:

- Pradhan Swapna (2017) Retailing Management, Mcgraw Hill Education



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SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **SUPPLY CHAIN MANAGEMENT**

Course Code:3010643610

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The basic aim of this subject is to provide the knowledge about supply chain management exists in the organization so as to understand the key focus area for optimizing it.

UNIT - I Concept of Supply Chain Management, Importance and objectives of Supply Chain Management; Integrated Supply Chain Management: Supply chain Management and Logistics, Supply chain networks, Network design, Network design process, Role of Facility decisions in a supply chain , Strategic planning of logistics/supply chain network.

UNIT - II Customer service, Elements of customer service, Establishing customer service strategy, Customer service audit, Location strategy in a supply chain: Major location determinants, Single facility vs multi facility location, TRANSPORT: Role of Transportation in SCM, Modes of Transport; Carrier Selection Decision; Carrier Selection determinants,

UNIT - III Inventory management basics, Importance, Impact of demand on inventory management, inventory models, Inventory control systems, MRP-I, MRP-II, “just-in-time” system,

w.e.f: July 2018

UNIT - IV COORDINATION IN SUPPLY CHAIN: Importance of Coordination in Supply Chain, Bullwhip Effect, Effect of lack of Coordination on performance, Obstacles to Coordination, INFORMATION TECHNOLOGY IN SUPPLY CHAIN: Application and impact of e Commerce in Supply Chain Management; Role and Importance of IT in Supply Chain Management.

UNIT - V Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Supply chain performance measurement: Definition, Dimensions of performance measures, Performance categories, Logistics quantification pyramid, Supply chain performance measures, Supply chain metrics.

COURSE OUTCOME: After learning this subjects students will able to understand the key focus area in the entire supply chain which need to focused and optimized for improving delivery and efficiency of the supply chain.

TEXT BOOKS

- K. Shridhara Bhatt: Supply Chain Management – Himalaya Publishing House



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **MALL & RISK MANAGEMENT**

Course Code:3010643611

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The basic aim of this subject is to provide the knowledge about various aspects of malls and risk associated within the operations and management of malls.

UNIT - I Introduction: New mall breed-Lifestyle Centers, Key Success Factors, Market Scenario, Risk & reward. Mall Design Process: Introduction, Current Planning Framework, Design Issues For Shopping Centers, Feasibility Study, Architects,

UNIT - II Leasing & Administration: Tenant Mix, Leasing, Finding A Tenant For Your Space, Leasing Tools, Documents To Be Used With Perspective Tenants, Best Leasing Practice, Leasing Administration,

UNIT - III Marketing: Definition, Marketing Plan, Marketing Budget, Marketing Calendar, Promotions & Events, Campaign Post-Analysis, Communication, Positioning, Advance Market Research,

UNIT - IV Shopping Mall Management: Introduction, Housekeeping Services, Cleaning Chemicals, Security Services, Fire Management, Parking Management, Bomb Threat Procedure, Security Parameters, Finance & HR Policies,

UNIT - V Learn Risk assessment techniques and reduce personal/safety risks, Techniques of preventing violence against staff, Improve Cash Security, Major causes of Retail Crime, Prevention and deterrence of Retail Crime, Security and Loss Control Techniques, Identify Potential Shoplifters and various method they use,

COURSE OUTCOME: After learning this subjects students will able to understand the various key aspects of malls and major areas need to be focus and taken care of for minimizing the risk in entire management of malls.

TEXT BOOKS

- Sheikh, I. Arif,& Dr. Kaneez Fatima (2014), Mall Management, Himalya Publishing House

REFERENCE BOOKS

- Das Abhijit, Mall management, Taxman Allied Services Pvt. Ltd.



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SEMESTER- Sixth Semester

BRANCH: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE: **CUSTOMER RELATIONSHIP MANAGEMENT**

Course Code:3010643612

Theory Max. Marks: 70

Theory Min. Marks: 23

COURSE OBJECTIVE: The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategy

UNIT - I Introduction to CRM: Definition and Concepts, CRM as an integral business strategy. The nature of the CRM strategy. The business environment of CRM: Legal, ethical, economic, competitive and social. Retail and business customer profiling; Relationship life cycles; Understanding and evaluating customer business plans

UNIT - II Managing Customer relationships: Customer identification; Expanding the size of the customer database; Customer profiling; Understanding and managing customer expectations, developing customer confidence; Building relationships by adding value to customers cost effectively; Planning and making persuasive presentations

UNIT - III Developing CRM strategy: The role of CRM in business strategy; Understanding service quality: Technical quality; product knowledge, functional quality, determinants of service quality, managing customer communications; Planning and managing CRM projects; Retention and cross-sell

w.e.f: July 2018

UNIT - IV Managing CRM: Managing customer contact strategies; dealing with difficult situations: Imparting Bad news, closing accounts, Exit strategies, Time management and CRM: priority setting, Target setting, setting standards

UNIT - V Measuring Performance of CRM: Customer Satisfaction

COURSE OUTCOME: After learning this subject, students are introducing customer centric operations, process and implications of CRM.

TEXT BOOK

- S. Bolachandra: Customer Relationship Management – Driven Services Management, 2nd ed., Response Books, Sage Publication.
- Keshu, Patnaik: What Customers Really Want, Lotus Press.

REFERENCE BOOKS:

- Roger J. Baran, Robert J. Galka, Daniel P. Strunll: Customer Relationship Management, South Western Cengage Learning.
- Customer Relationship Management 1ed, Mohamed HP/Sagdevan, Vikas Publication house pvt ltd