


KANNUR UNIVERSITY
(Abstract)

BBA (RTM) Programme – Revised Scheme, Syllabus and Model Question Papers – Core/complementary/open courses under Choice Based Credit Semester System – Implemented with effect from 2014 Admission – Orders issued.

ACADEMIC BRANCH

U.O. No. Acad C1/12138/2014

Dated, Civil Station (P.O) : 27-09-2014

- Read:-
1. U.O. No. Acad/C2/2232/2014 dated 14-03-2014.
 2. Minutes of the meeting of the Board of Studies in Management Studies (Cd) held on 24.07.2014.
 3. Letter dated 19.09.2014, from the Chairman, BOS in Management Studies (Cd).

ORDER

1. As per the paper read (1) above, the Revised Regulations for Choice Based Credit Semester System (CBCSS) offered in affiliated college have been implemented in this University with effect from 2014 admission.
2. The Board of Studies in Management Studies (Cd) vide paper read (2) above finalized the Scheme, Syllabus and Model Question Papers for BBA (Retail management) programme under Choice Based Credit Semester System with effect from 2014 admission.
3. The Chairman, Board of Studies in Management Studies (Cd) has forwarded the Scheme, Syllabus and Model Question Papers for BBA (Retail management) programme for implementation with effect from 2014 admission.
4. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement Scheme, Syllabus and Model Question Papers for BBA (Retail management) programme under Choice Based Credit Semester System (CBCSS) with effect from 2014 admission subject to report Academic Council.
5. Orders are, therefore, issued accordingly.
6. The implemented Scheme, Syllabus and Model Question Papers are appended.

Sd/-
DEPUTY REGISTRAR (Acad)
For REGISTRAR

To

The Principals of Colleges offering BBA (RTM) programme

Copy to:-1. PS to VC

2. PA to R/ PA to CE
3. The programmer (Uploading website)
4. DR/AR-I Academic
5. The Chairman, BOS in Management studies (Cd)
6. SF/DF/FC

Forwarded/By Order


SECTION OFFICER

KANNUR UNIVERSITY

(U.O.No: Acad/C1/12138/2014 Dated , 27-09-2014)

SCHEME AND SYLLABI OF BACHELOR OF BUSINESS ADMINISTRATION (BBA-RTM)

UNDER CBCSS PATTERN

(KUCBCSSUG 2014)

KANNUR UNIVERSITY
SCHEME AND SYLLABI OF BACHELOR OF BUSINESS
ADMINISTRATION UNDER KUCBCSSUG 2014

The Regulation of UG Programme (KUCBCSS UG 2014) is available in the university website. Following are the additional information with regard to BBA(RTM)Programme under Choice Based Credit Semester System to be implemented in the academic session 2014-15.

- 1.0 **Title of the programme:** This DEGREE shall be called BACHELOR OF BUSINESS ADMINISTRATION .
- 2.0 **Eligibility for admission:** Admission shall be made from the Candidates who have passed the Plus Two or equivalent examination with 45% f or non commerce subject (not applicable to SC/ST Students) and pass mark for Commerce subject. A weightage of 25 marks be given for each Commerce subject studied by the Candidate in the qualifying examination subject to a maximum of 75 marks.
- 3.0 **Preparation of Rank list for admission:** Rank list shall be prepared on the basis of the total marks secured in the qualifying examination.
- 4.0 **Duration of the programme:** The duration of the BBA programme of study is three academic years with six semesters.
- 5.0 **Medium of Instruction:** The medium of instruction and examination shall be English.

6.0		The total credits	Number	Credits
1	Common Courses	English	4 courses	14
		Additional Language	2 courses	8
		General	4 courses	16
2	Complementary Courses		5 courses	5
3	Open Courses		1 course	2
4	Core Courses	Courses	19 courses	62
		Industrial visit and report	1 course	1
		Placement Training & Project report	1 course	2
Total			37	120

Table of Common Courses (English and Additional Language) for BBA(RTM)

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	1A01ENG	Common I	English I	I	5	4	50
2	1A02 ENG	Common II	English II	I	4	3	50
3	1A07---	Common III	Additional Language I	I	5	4	50
4	2A03ENG	Common IV	English III	II	5	4	50
5	2A04ENG	Common V	English IV	II	4	3	50
6	2A08---	Common VI	Additional Language II	II	5	4	50

Table of Common Courses (General Courses) for BBA(RTM) Programmes

S I. N	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	3A11 /BBA(RTM)	Common XI	IT in Business	II	5	4	E - 30 P - 10 I - 10 T - 50
2	3A12 /BBA(RTM)	Common XII	Numerical Skills	II	4	4	E - 40 I - 10 T - 50
3	4A13/BBA(RTM)	Common XIII	Entrepreneurship Development & Project Management	I V	5	4	E - 40 I - 10 T - 50
4	4A14/BBA(RTM)	Common XIV	Business Ethics & Corporate Social Responsibility	I V	4	4	E - 40 I - 10 T - 50

E: External P: Practical I : Internal T : Total

Table of Complementary Courses for BBA (RTM) Programme

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	1C01 BBA(RTM)	Complementary I	Business Statistics	I	5	3	E - 40 I - 10 T - 50
2	1C02 BBA(RTM)	Complementary II	Business Economics	I	3	3	E - 40 I - 10 T - 50
3	2C03 BBA(RTM)	Complementary III	Quantitative Techniques for Business Decisions	II	5	3	E - 40 I - 10 T - 50
4	3C04 BBA(RTM)	Complementary IV	Legal Aspects of Business	III	5	3	E - 40 I - 10 T - 50
5	4C05 BBA(RTM)	Complementary V	Business Research Methods	IV	4	3	E - 40 I - 10 T - 50

Table of Open Courses for BBA (RTM) Programme

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	5D01 BBA (RTM)	Open I	Basic Accounting/Financial System and Services/Disaster Management	V	2	2	E - 40 I - 10 T - 50

Table of Core Courses for BBA(RTM) Programmes

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	1B01 BBA (RTM)	Core I	Principles & Practice of Management	I	3	3	E - 40 I - 10 T - 50
2	2B02 BBA (RTM)	Core II	Business Environment	II	3	3	E - 40 I - 10 T - 50
3	2B03 BBA (RTM)	Core III	Business Communication	II	3	3	E - 40 I - 10 T - 50
4	3B04 BBA (RTM)	Core IV	Financial Accounting	III	5	4	E - 40 I - 10 T - 50
5	3B05 BBA (RTM)	Core V	Fundamentals of Retailing	III	4	3	E - 40 I - 10 T - 50
6	3B06 BBA (RTM)	Core VI	Managerial Skill Development Course (MSDC)	III	2	1	I - 25 T - 25
7	4B07 BBA (RTM)	Core VII	Marketing Management	IV	4	3	E - 40 I - 10 T - 50
8	4B08 BBA (RTM)	Core VIII	Retail environment	IV	5	3	E - 40 I - 10 T - 50
9	4B09 BBA (RTM)	Core IX	Financial Management	IV	4	3	E - 40 I - 10 T - 50
10	4B10 BBA (RTM)	Core X	Industrial Visit and Report (Study Tour)	IV		1	I - 25 T - 25
11	5B11 BBA (RTM)	Core XI	Cost Accounting	V	5	4	E - 40 I - 10 T - 50
12	5B12 BBA(RTM)	Core XII	Human Resource Management	V	5	4	E - 40 I - 10 T - 50
13	5B13 BBA(RTM)	Core XIII	Retail Technology	V	4	3	E - 40 I - 10 T - 50

14	5B14 BBA(RTM)	Core XIV	Organisational Behaviour	V	5	4	E - 40 I - 10 T - 50
15	5B15 BBA (RTM)	Core XV	Retail Management	V	4	3	E - 40 I - 10 T - 50
16	6B16 BBA(RTM)	Core XVI	Strategic Management	VI	5	4	E - 40 I - 10 T - 50
17	6B17 BBA (RTM)	Core XVII	Mall Management	VI	5	4	E - 40 I - 10 T - 50
18	6B18 BBA (RTM)	Core XVIII	International Business	VI	4	3	E - 40 I - 10 T - 50
19	6B19 BBA (RTM)	Core XIX	Event Management	VI	4	3	E - 40 I - 10 T - 50
20	6B20 BBA (RTM)	Core XX	Retail Supply Chain Management	VI	5	4	E - 40 I - 10 T - 50
21	6B21 BBA(RTM)	Core XXI	Placement Training & Project Report	VI	3	2	E - 40 I - 10 T - 50

TotalMarksDistribution

1.	CommonCourse	200
2.	Complementary	250
3.	Open Course	50
4.	Core Course	1000
5.	English and Additional Languages	300
	Total	1800

STRUCTURE OF BBA (RTM) DEGREE PROGRAMME

Semester I

Sl. No.	Course Code	Type of course	Course Title	Hours/Week	Hours/ Sem	Credits	Exam Duration
1	1A01ENG	Common I	English I	5	90	4	3
2	1A02 ENG	Common II	English II	4	72	3	3
3	1A07---	Common III	Additional Language I	5	90	4	3
4	1B01 BBA(RTM)	Core I	Principles & Practice of Management	3	54	3	3
5	1C01 BBA(RTM)	Complementary I	Business Statistics	5	90	3	3
5	1C02 BBA(RTM)	Complementary II	Business Economics	3	54	3	3
Total				25	450	20	
Sl. No	Course Code	Type of course	Course Title	Hours/Week	Hours/ Sem	Credits	Exam Duration
1	2A03ENG	Common IV	English III	5	90	4	3
2	2A04ENG	Common V	English IV	4	72	3	3
3	2A08---	Common VI	Additional Language II	5	90	4	3
4	2B02 BBA (RTM)	Core II	Business Environment	3	54	3	3
5	2B03 BBA (RTM)	Core III	Business Communication	3	54	3	3
6	2C03 BBA (RTM)	Complementary III	Quantitative Techniques for Business Decisions	5	90	3	3
Total				25	450	20	

Semester III

Sl. No	Course Code	Type of course	Course Title	Hours/Week	Hours / Sem	Credits	Exam Duration
1	3A11	Common XI	IT in Business	Theory	3	54	3
				Practical	2	36	1
2	3A12	Common XII	Numerical Skills	4	72	4	3
3	3B04 BBA (RTM)	Core IV	Financial Accounting	5	90	4	3
4	3B05 BBA(RTM)	Core V	Fundamentals of Retailing	4	72	3	3
5	3B06 BBA (RTM)	Core VI	Managerial skill Development Course (MSDC)	2	36	1	
6	3C04 BBA(RTM)	Complementary IV	Legal Aspects of Business	5	90	3	3
Total				25	450	19	

Sl. No	Course Code	Type of course	Semester IV Course Title	Hours/ Week	Hours/ Sem	Credits	Exam Duration
1	4A13	Common XIII	Entrepreneurship Development & Project Management	4	72	4	3
2	4A14	Common XIV	Business Ethics and CSR	4	72	4	3
3	4B07 BBA	Core VII	Marketing Management	4	72	3	3
4	4B08 BBA	Core VIII	Retail Environment	5	90	3	3
5	4B09 BBA	Core IX	Financial Management	4	72	3	3
6	4B10 BBA	Core X	Industrial Visit & Report(Study Tour)			1	
7	4C05 BBA	Complementary V	Business Research Methods	4	72	3	3
Total Semester V				25	450	21	

Sl. No	Course Code	Type of course	Course Title	Hours/ Week	Hours/ Sem	Credits	Exam Duration	
1	5B11 BBA (RTM)	Core XI	Cost Accounting	5	90	4	3	
2	5B12 BBA (RTM)	Core XII	Human Resource Management	5	90	4	3	
3	5B13BBA (RTM)	Core XIII	Retail Technology	4	72	3	3	
4	5B14 BBA (RTM)	Core XIV	Organisational Behaviour	5	90	4	3	
5	5B15 BBA (RTM)	Core XV	Retail Management	4	72	3	3	
6	5D01 BBA(RTM)	Open I	BasicAccounting/Financi al System and Services/ Disaster Management	2	36	2	2	
Total Semester VI					25	450	20	

Sl. No	Course Code	Type of course	Course Title	Hours/ Week	Hours / Sem	Credits	Exam Duration
1	6B16 BBA(RTM)	Core XVI	Strategic Management	4	72	4	3
2	6B17 BBA(RTM)	Core XVII	Mall Management	5	90	4	3
3	6B18 BBA (RTM)	Core XVIII	International Business	4	72	3	3
4	6B19 BBA (RTM)	Core XIX	Event Management	4	72	3	3
5	6B20 BBA(RTM)	Core XX	Retail Supply Chain Management	5	90	4	3
6	6B21 BBA (RTM)	Core XXI	Placement Training & Project Report	3	54	2	
Total				25	450	20	

07. **Open Courses:** BBA (RTM) Students shall take one open courses (2Credits) offered by other departments in the V semester.
08. **Managerial Skill Development Course (MSDC):** The course on Management Development is intended for developing the current/latest business knowledge, understanding of the economic situation of the nation and soft skills/employability skills of the BBA students. This course shall be handled by a teacher having genuine interest and latest knowledge in current business, economic survey and union budget. The course shall be conducted in such a way that the above knowledge areas will be covered using various methodologies such as presentations, group discussions, assignments quiz competitions etc. that will enhance the soft/employability skills. The maximum marks for the course shall be 25. The evaluation of the course will be done internally on the basis of a written examination for 20 marks and presentations, assignment and attendance for 5 marks.
09. **Industrial Visit & Project Report:** Every student shall prepare and submit a Report based on industrial visits during the IV Semester under the guidance of a faculty member one month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

10. **Placement Training & Project Report**

During the sixth semester the candidate shall do a research project on a business/management topic.

Maximum four students as group can take up a topic and the students in consultation and with the consent of the assigned guide may identify a topic and do research on that topic. To have more academic freedom and flexibility, the project should not be attached to any organization.

The candidates together shall prepare and submit a project report to the Department. The report shall be printed and spiral bound with not less than 50 A4 size pages. The project report should be submitted to the Head of the Department on the last working day of the sixth semester.

Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the guide or both asks for one copy.

Structure of the report

Title page

Certificate from guide countersigned by HOD

Acknowledgements

Contents

Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapters III: and IV: Data Analysis (2 or 3 chapters)

Chapter V: Summary, Findings and Recommendations.

Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (books, journal articles etc. used for the project work).

Evaluation of project report

The project report shall have internal and external evaluations:

Maximum 50 marks shall be awarded by internal panel of teachers. Out of the internal 50 marks 30 marks shall be given on the basis of the draft report presentation and 20 marks be given for the participation and contribution of the student in various stages of project.

Maximum 50 marks shall be awarded by external examiners. Out of the external 50 marks,

25 marks shall be given for the project report evaluation and 25 marks shall be given for the performance in viva voce examination.

11. **Requirement for passing the course:** For passing the BBA (RTM) degree program the student shall be required to achieve a minimum of 120 credits of which 38 credits shall be from common courses, 65 credits from core courses, 15 credits from complementary courses and 2 credits from open courses.

SEMESTER 1

1BO1BBA(RTM) : PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective	1. To understand the principles and practices of General Management. 2. To know the process of business management and its functions and 3. To familiarize the students with current management practices.		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core course 1	3 credits	3 teaching hours per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Management: Definition, Nature, Purpose and Scope of Management, Features of Management,- Evolution of Management Thought Contributions made by Taylor, Fayol, Elton Mayo, Maslow- scientific Management and its Principles- Levels of Management

Module II:

Planning: Meaning – Nature- Types of Plans –Characteristics of Planning – Steps in Planning- Forecasting and Decision Making- components of Planning - Objectives – Strategies – Policies – procedures

Module III:

Organising: Meaning- Principles of Organizing- Departmentation - Bases of Departmentation- Delegation of Authority- Centralisation and Decentralisation -Line and Staff authority

Module IV:

Staffing: Nature and purpose – Directing – Meaning – Nature – Characteristics - Principles – Importance – Role of communication and leadership in directing –Supervision.

Module V:

Co-ordination: Meaning- Need for co-ordination – Approaches to achieve effective co-ordination – Characteristics of co-ordination and Cooperation – Controlling – Need for control – Control process – Methods of control – Characteristics of effective control.

References :

1. Essential of Management : Robbins
2. Management : Koontz, H and Wehrick, H.
3. Management: Tasks, Responsibilities and Practices :Drucker, Peter, F
4. Principles of Management : Shyamal Banerjee.

SEMESTER 1

1CO1BBA (RTM): BUSINESS STATISTICS

Objective	To familiarize the students with the basic Statistical tools used to summaries and analyze quantitative information for decision making.		
Pedagogy	Lectures, Assignments, Practical exercises ,Case discussion, Seminars etc.		
Complementary I	3 Credits	5 teaching hours. per week	3 Hrs. End em. Exam : Marks 40

Module I:

Business Statistics – meaning & definition- functions – limitations – scope –Data – types of data – presentation of statistical data – classification and tabulation, frequency distribution, Diagrammatic and graphic representation –one dimensional diagrams – two dimensional diagram - circular diagram-pie diagram-histogram-frequency curves - ogives.

Module II:

Measures of Central Tendency – Arithmetic Mean, Geometric Mean, Harmonic mean – Simple & weighted – Median, Mode - Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Lorenz curve- Measures of skewness and kurtosis.

Module III:

Correlation & Regression Analysis: Correlation – concept – Types – Measures – Karl Pearson's Method- Spearman Rank Method - Scatter Diagram Method. Regression Analysis – concept – Simple Regression – Regression lines – Regression equations – Relation between Correlation and Regression.- Coefficient of Determination.

Module IV:

Time series Analysis – components – Methods of studying secular trend – Freehand curves - Semi Average Method - Moving Average Method – Method of Least Squares.

References :

1. Statistical Methods : S.P. Gupta
2. Business Statistics : N D Vohra
3. Statistics : Dr. B.N.Gupta
4. Mathematical Statistics :S C Gupta& V K Kapoor

SEMESTER 1
1CO2BBA (RTM):
BUSINESECONOMICS

Objective	1. To expose students to basic micro economic concepts. 2. To apply economic analysis in the formulation of business policies. 3. To use economic reasoning to problems of business.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Complementary II	3 Credits	3 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Introduction :Meaning, Nature and Scope of Business Economics - Micro and Macro - Basic Economic Problems - Market forces in solving economic problems - Circular Flow of Income and Expenditure

Module II:

Concept of Demand - Elasticity of Demand and their types. - Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship - Concept and Law of Supply- Factors Affecting Supply

Module III:

Accounting Costs and Economic Costs - Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs - Long Run Cost Analysis: Economies and Dis economies of Scale and Long Run Average and Marginal Cost Curves

Module IV:

Competition :Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition Monopoly - Price Determination under Monopoly Monopolistic Competition - Price and Output Determination under Monopolistic Competition

References :

1. Managerial Economics : Analysis, Problems and Cases, P.L. Mehta.
2. Managerial Economics : Varshney and Maheshwari.
3. Managerial Economics : D. Salvatore.
4. Managerial Economics : Pearson and Lewis
5. Managerial Economics : G.S. Gupta

SEMESTER II

2BO2 BBA (RTM): BUSINESS ENVIRONMENT

Objectives	To give the students an exposure to the dynamics of business environment and enable them to analyse business priorities in the changing environmental conditions.		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core II	3 Credits	3 Teaching hrs. Per week	3 Hrs. End Sem. Exam : Marks 40

Module I:

Business Environment – concept – components – importance – Indian Business Environment – Need for environmental analysis – Benefits and Limitations

Module II:

Social and cultural environment – Interface between business and culture – social responsibilities of business – Political Environment – Economic roles of government – legal environment – the constitutional environment – rationale and extent of state intervention

Module III:

Economical Environment – nature of economic environment – New Economic Policy 1991 – Privatization – nature – objectives – disinvestment – limitations – Public sector – Objectives – public sector in India.

Module IV:

Ecological Environment – Ecology and business – Industrial pollution – Global Environment – Globalization – MNCs - Problems with MNCs – Global entry strategies – measures to promote globalization – challenges of globalization to Indian Industry – problems.

References :

1. Business Environment: C B Gupta
2. Business Environment: Francis Cherunilam
3. Business Environment: Dr. P.K Ghosh
4. The International Business Environment: Janet Morrison & Palgrave

SEMESTER II
2B03BBA(RTM) : BUSINESS COMMUNICATION

Objective	1. To understand the concept, process and importance of communication. 2. To gain knowledge of media of communication. 3. To develop skills of effective communication - both written and oral. 4. To help students to acquaint with application of communication skills in the business world		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Core III	3 Credits	3 Teaching hrs per week	3 Hrs. End Sem. Exam : Marks 40

Module I:

Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

Module II:

Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquette,

Module III:

Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

Module IV:

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

References:

1. Organizational Communication: The Effective Management : Phillip, Louis V.
2. Technical Communication: Principles and Practice : Raman, Meenakshi and Sharma, Sangeeta
3. The Management of Public Relations : Ross, Robert D.
4. Principles and Practice of Commercial Correspondence : Stephenson, James

SEMESTER II
2C03BBA(RTM) : QUANTITATIVE TECHNIQUES FOR
BUISSINESS DECISIONS

Objective	To familiarize the student with the use of quantitative techniques in managerial decision making, Also the subject aims at developing analytical thinking and logical reasoning for effective decision making.		
Pedagogy	Lectures, Assignments, Practical exercises, case discussion, seminars etc.		
Complementary III	3 credits	5 Teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations

Module II:

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Baye's theorem.

Module III:

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics - Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution -Normal distribution - features and properties - Standard normal curve.

Module IV:

Statistical Inference - Testing of hypothesis – Procedure - error in testing - Two tail test and one tail test - Non parametric tests - Chi-Square test. Parametric tests - Z test-test of significance of large samples - Test for two sample means - Small sample mean tests - Student t test - Analysis of variance - F test - one way ANOVA test.

References:

1. Quantitative Techniques for Managent :.Levine
2. Quantitative Techniques in Management : Vohra
3. Mathematics for Management : M.Raghavachari
4. Operations Research (Methods & Problems) :Kanthi Swarup, Gupta .R.K. & K. Manmohan
5. Principles of Operation Research :Wanger H.M.

SEMESTER III
3A11BBA(RTM) : IT in Business

Objectives	1. To acquaint with the Information technology infrastructure 2. To understand the concept and application of management information system 3. To understand the scope and key issues involved in managing electronic commerce initiatives 4. To enable the optimum utilization of internet		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Common Course XI	3 Credits 1 Credit (Pr)	3 Teaching hrs per week 2 Teaching Hours (Pr)	2 Hrs. End Sem. Exam : Marks 30; Pra : 10 marks

Module I:

Information Technology Infrastructure - Computer system – computer processing – storage – Input and output technology – classifying computers – Computer networks – Client server computing – types of software –database management systems – types of data bases –data warehouses and data mining – management requirements for database systems

Module II:

Management Information System– business perspective on information system – approaches to information systems – Information systems in organizations – six major types of systems – systems from a functional perspective – Organizations and information systems – features of organizations – role of managers in organizations – managers and decision making.

Module III:

Electronic Business - Internet technology and the digital firm – traditional commerce and e commerce – Internet business models – e commerce categories Business to Consumer – Business to Business – Consumer to Consumer - E commerce payment system – intranet support for e commerce – security threat to e commerce - Designing for security - Virus - Security Protection and Recovery - Encryption - Authentication and Trust - Key management - Internet Security Protocols and Standards

Module IV:

Social Informatics - Knowledge skills for higher education - Internet as a knowledge repository, academic search techniques, creating cyber presence, case study of academic websites, introduction to use of IT in teaching and learning, Social Informatics - e-Governance applications at national and state level.

Practical

1. Acquire competence in using office packages such as MS word, MS Excel and MS PowerPoint.
2. Familiarize with popular e-commerce sites
3. Practically use internet for academic purposes

References:

1. Management Information Systems – Managing the digital firm, Pearson Education.: Kenneth C Laudon and Jane P Laudon:
2. E Commerce 4th Annual Edition, Thomson Course Technology : Gary P Schneider
3. Technology in Action: Pearson Education

SEMESTER III

3A12BBA(RTM) : NUMERICAL SKILLS

Objective	1. To provide a sound working base in numerical methods 2. To increase the student's ability to apply proper mathematical tools to specific business situation 3. To exposes the students to the study of numerical skills as powerful tool in scientific computing		
Pedagogy	Lectures, Assignments, Practical exercises, Case Discussion, Seminars etc.		
Common Course XII	4 credits	4 Teaching hrs. per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Arithmetic : Average, mixtures- Ratios and proportions- Computation of interest, Simple Interest, compound interest, effective yield- future value, present value -Amortization, Depreciation, Continuous compounding

Module II:

Algebra: Real and imaginary number- Rational and Irrational Number- Set Theory and simple application of Venn Diagram- Elements of Co-ordinate system· Matrices, Fundamental ideas about Matrices and their operational rules – Inverse of a Matrix.

Module III:

Theory of equations: meaning, types of equations - simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ($ax^2+bx+c=0$ form only) Problems on business application.

Module IV:

Progression: Arithmetic progressions finding the 'n'th term of an AP and also sum to n terms of AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression. Finding the nth term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of finance simple and compound interest. (Simple problems only).

References:

1. Applied Numerical Analysis P.K Kandasamy, K.Thilakavathi, Gunavathi:
2. Numerical Methods: Gerald.
3. Essentials of college mathematics for Business, Economics, life Science and Social Sciences : Raymond Barnett, Michael Ziegler.

SEMESTER III

3B04 BBA (RTM): FINANCIAL ACCOUNTING

Objectives	The objective of this course is to provide knowledge about Accounting Principles and their application in different business situations.		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course IV	4 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Introduction: Accounting: a financial information system – inputs and outputs of accounting system – generally accepted accounting principles, concepts and conventions.

Module II:

Final Accounts of sole Trading concern: construction of Manufacturing, Trading and profit and loss Account and Balance sheet with adjustments for prepaid and outstanding expenses, unearned and accrued incomes, provision for bad and doubtful debts and provision for discount on debtors and creditors.

Module III:

Partnership Accounts: Accounting problems related to admission, retirement and death of a partner.

Module IV:

Company Accounts: Share capital of a company – Types of shares – Accounting entries on issue of shares for cash – forfeiture of shares – Re-issue of forfeited shares. – Issue of preference shares and Debentures.

References:

1. Financial Accounting for Managers: Shukla & Grewal
2. Advanced Accounting: Jain & Narang
3. Advanced Accounting: R.L Gupta
4. Advanced Accounting: S.N Maheshwary

SEMESTER III

3B05 BBA (RTM) : Fundamentals of Retailing

Objective :The objective of course is to provide knowledge about fundamentals of retail management and various retail information system.

Course Contents

Module I

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

Module II

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

Module III

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

Module IV

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

Module V

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

Suggested Readings:

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

SEMESTER III

3C04 BBA(RTM): LEGAL ASPECTS OF BUSINESS

Objectives	The purpose of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India .		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Complementary IV	3 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks 40

Module I:

The Indian Contract Act: Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, Quasi-Contracts

Module II:

The Sale of Goods Act: Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller; the negotiable instruments act: nature and types; negotiation and Assignment; holder-in-due course, dishonour and discharge of a negotiable instrument, arbitration

Module III:

Companies Act: The Companies Act, 1956, Companies Act, 2013 (Amendments) Nature and types of companies; formation; memorandum and articles of association; prospectus, shares and share capital, allotment of shares

Module IV:

Membership; borrowing powers; management and meetings; accounts and audit; compromise arrangements and reconstruction; prevention of oppression and mismanagement; winding up; Consumer Protection Act and Cyber Law

References:

1. Business Legislation Management.: Kuchhal, M.C. and Deepa Parkash.
2. Business Law :Kuchhal , M.C.
3. Mercantile Law including Industrial Law: Kapoor, N. D.
4. Business Law : Gulshan, S. S,

**SEMESTER
III**

3BO6BBA(RTM) : Managerial Skill Development Course (MSDC)

Objectives	1. To enable the students to understand various budget proposals and its impact on the business sector 2. To understand the economic scenario of the nation			
Pedagogy	Lectures, Assignments, Group Discussions, Seminars, Presentations etc.			
Core Course VI	1 Credit	2 Teaching hrs per week	Internal Evaluation	Marks 50

Current Business Scenario

Various sectors of business – Major companies operating in each sector – top level management of popular companies – news related to the performance of major companies – Various products and services offered by major companies – major brands in each product/ service category – new products/brands being launched – Introduction to stock Market – BSE sensex – NSE nifty – monitoring of changes in indices – other current business news.

Economic Survey

Major highlights of the Economic survey – State of the economy – Demographic aspects – Public finance – Price situation – Balance of payment – International trade – Sector wise performance

Union Budget

The Economy and the challenges – The plan and budgetary allocation – Investment, Infrastructure and Industry – Financial sector – Other proposals

Tax Proposals – Direct Taxes – Indirect taxes – Budget at a glance (Central & State) – Receipts – Expenditure – Central plan outlay – Review of the budget proposals – Impact of tax proposals

Soft Skills/ Employability skills

The above knowledge areas shall be handled in such way that it will enhance the soft skills/Employability skills of the students. The pedagogy shall be designed by keeping this objective in mind. It shall be ensured that the employability skills such as Communication, Team work, Self learning, Initiative, Planning, Self management, Ability to use technology etc.

References:

1. Business and Economic News Papers
2. Journals, Magazines and Reports in current affairs.

SEMESTER IV

4A13BBA (RTM): ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Objective	This course is intended to acquaint the students with the basic theories of Entrepreneurship and Project management and to motivate them to take up Entrepreneurial Activities.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Common XIII	4 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Concept of Entrepreneurship- importance- definition of entrepreneur- characteristics- functions- Distinction between an entrepreneur and a manager- concept of Women entrepreneurship- problems of women entrepreneurs- factors affecting entrepreneurial growth- Rural entrepreneurship- role of entrepreneurs in economic growth- Small scale business- characteristics- objectives- problems- Institutional finance to entrepreneurs, MSME- Features and Problems.

Module II:

Project Management: Projects - features- classification- legal requirements for establishing a new unit- project identification- sources- screening- project formulation- preparation of report.

Module III:

Technical analysis - elements- Financial analysis- components- various financing schemes of financial institutions- projected Profit & Loss account, balance sheet and cash flow statement.

Module IV:

Project Appraisal- techniques- SCBA- L&M- UNIDO approach- **Project report preparation-** contents- **Project management techniques-** PERT, CPM- scheduling- resource allocation- resource smoothing- time and cost overrun- Project review- phases of project review- abandonment analysis.

References:

1. Dynamics of Entrepreneurship Development :Vasant Desai.
2. Entrepreneurship: New Venture Creation :David H. Holt
3. Entrepreneurship Development New Venture Creation: Satish Taneja, S.L.Gupta
4. Project Management: K. Nagarajan.
5. Entrepreneurship: Strategies and Resources : Marc J. Dollinger

SEMESTER IV
4A14BBA(RTM)-BUSINESS ETHICS AND CSR

Objective	To give an overview of the ethical aspects of Business and Corporate Social Responsibility		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Common XIV	4 Credits	4Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Business Ethics: An Overview - Nature of Ethics – Relationship between Ethics and Business – The Unitarian view of ethics – The separatist view of Ethics – The Integration view of Ethics – Need for Business Ethics – Importance of Ethics in Business

Module II:

Ethical Issues: in Business Ethical Issues in Marketing Management- Ethical Issues in Operations Management – Ethical Issues in Human Resource Management – Ethical Issues in Finance – Ethical issues in Accounting and Other functions

Module III:

Corporate Social Responsibility: Historical Perspective – Internal and External Stakeholders - Share holders – Employees – Management – Consumers – Suppliers – Creditors – Competitors - Community

Module IV:

The Role of Business in Society: An Overview – The Economic Role – Tasks of Business in Society – Managerial and Political Tasks – The Social Change – Standard and values

References:

1. Business Ethics, Crane & Matten
2. Corporate Governance 2/e Mallin
3. The Management and ethics omnibus- Chakraborty
4. Values and Ethics for Organizations, Chakraborty
5. Perspectives in Business Ethics, Hartman, Chatterjee

SEMESTER IV
4B07 BBA (RTM) – MARKETING MANAGEMENT

Objective	To acquaint the students with the Marketing principles and practices, and, to understand the process of Marketing in a business firm		
Pedagogy	Lectures, Assignments, Practical exercises, case discussion, seminars etc.		
Core course VII	3 credits	4 teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Marketing: nature and scope of Marketing; Marketing concepts- traditional and modern; selling and Marketing; Marketing mix; Marketing environment; service Marketing- characteristics of service. Consumer behavior and Market segmentation: nature, scope and significance of consumer behavior; Market segmentation- concept and importance; bases for Market segmentation.

Module II:

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade Marks; product life cycle; after sales service. Price: importance of price in Marketing mix; factors affecting price; discounts and rebates; pricing strategies. Promotion: promotion mix; methods of promotion; advertising; personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; approach and presentation to a customer; objection handling; closing sale and follow up; publicity and public relations. Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods; transportation- modes; retail formats- supermarkets, hyper Markets, chain stores, department stores, discount stores, margin free Markets, electronic retailing.

Module III:

Advertising: functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement; measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

Module IV:

Sales Promotion: meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample, coupon, price off, premium plan, consumer contests, sweep stakes, POP displays, demonstration, trade fairs and exhibitions; sales promotion techniques and sales force.

References:

1. Marketing Management: Kotler, Philip
2. Basic Marketing Concepts, Decisions and Strategy : Condiff E. W. and Still, R.R
3. Fundamentals of Marketing : Stanton W.J. Etzel Michael J and Walter Bruce J
4. Advertising and Promotion Management : Rorsiter Johan R, Percy Larry:

SEMESTER IV

4B08 BBA (RTM) : RETAIL ENVIRONMENT

Objective : The enable the students to give awareness about various retail environmental factors and the contribution retail business in economies

Course Contents

Module 1

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

Module II

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

Module III

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

Module IV

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

Module V

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

Suggested Readings

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

SEMESTER IV
4B09 BBA (RTM): FINANCIAL MANAGEMENT

Objectives	To familiarize the students with the fundamental principles of financial management and to equip them with the tools of effectively managing the finance of an enterprise.		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course IX	3 Credits	4 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Financial Management: Meaning, Scope and objectives – profit maximization – wealth maximization.

Module II:

Cost of Capital: Meaning & importance computation of cost of Debt – Cost of PReferences Capital - cost of Equity - Weighted Average Cost of Capital. Capital Structure – Meaning financial structure –overcapitalization – under capitalisation - factor affecting Capital structure – EBIT – EPS analysis.

Module III:

Management of Working Capital: Definition and concepts of working capital – factors affecting. Working capital- financial of working capital – Management of cash, receivables and inventory.

Module IV:

Capital Budgeting: Meaning - importance - investment project evaluation techniques- Payback period – Average rate of return - Net Present Value Methods - Profitability Index - I.R.R.

References:

1. Financial Management: M .Y Khan & P.K Jain
2. Financial Management: I. M Pandey
3. Financial Management: R.K. Sharue & Shakhi K. Gupta
4. Financial Management: Prasanna Chandra.
5. Financial Management: Geoffrey Knott

SEMESTER IV
4CO5BBA(RTM) : BUSINESS RESEARCH
METHODS

Objective	To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Complementary V	4 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Business Research: meaning and definition – features of business research –operational definition – theory – concept – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research.

Module II:

Exploratory Research : objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview – process of problem definition – understanding the background of the problem – determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

Module III:

Meaning of Research Design : methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic – non random sampling – convenient and judgment sampling.

Module IV:

Measurement and Scaling : nominal – ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic, mail and internet.

Module V:

Data Processing : processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages, frequency table – contingency table – graphs – interpretation. Preparation of research report – format – report writing stages – gathering material and data – make overall format – make detailed outline – write first draft – rewrite – final word processing and publishing.

References :

1. Business Research Methods :Donald R. Cooper and Pamela S. Schindler
2. Marketing Research : Naresh K. Malhot
3. Business Research Methods : William G. Zikmund

SEMESTER V
5B11 BBA (RTM) : COST ACCOUNTING

Objective	To acquaint students with methods and techniques of cost and management accounting at an advanced field for managerial decision making		
Pedagogy	Lectures, Assignments, Practical exercises, case discussion, seminars etc.		
Core course XI	4 credits	5 teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Introduction to cost accounting: concepts ,objectives and uses –financial accounting and cost accounting –Elements of cost and cost classification –cost centre and cost unit, preparation of cost sheet

Module II:

Elements of cost: Material-concept, control of purchase and purchase procedure-Storage and issue of materials –method of material issue pricing (FIFO,LIFO,Simple and Weighted averages),Stock levels-E.O.Q -ABC Analysis- VED Analysis. Labour-concept –Time keeping –Wage system –time rate, piece rate, Taylor’s differential piece rate system-Incentive system of wage payment –Halsey and rowan plan –Treatment of idle time –over time –Labour turn over - Over heads-concepts ,classification, Allocation and apportionment –Absorption of overheads –Under and over absorption of over heads.

Module III:

Costing methods: Units/Output –job costing –batch costing –Contract costing –treatment of profit in incomplete contracts.

Module IV:

Process costing: Characteristics of process costing and job order costing –process losses-Normal and abnormal losses

References :

1. Cost Accounting : S.P Jain &K.L Narang
2. Cost accounting : Dr. A.D. Agarwal
3. Management accounting : R.K Sharma &S.K Gupta

SEMESTER V
5B12 BBA(RTM) : HUMAN RESOURCE MANAGEMENT

Objective	To give a conceptual understanding of human resource practices in organizations.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Core Course XII	4 Credits	5 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Introduction to Human Resource Management: Importance - scope and objectives of HRM. Evolution of the concept of HRM - Approaches to HRM - Personnel management Vs Human Resource Management - HRM and competitive advantage - Traditional Vs Strategic human resource management.

Module II:

Human Resource Planning: Recruitment and selection – Recruitment source of recruitment methods. Job analysis - process of job analysis-job description- job specification-- methods of job analysis –job evaluation.

Module III:

Placement: Induction and Internal mobility of human resource. Training of employees - need for training - objectives - approaches – methods - training environment - areas of training - Training evaluation. Performance appraisal - need, importance methods and problems of performance appraisal.

Module IV:

Compensation management and Grievance Redressal: Compensation planning- objectives- Wage systems- factors influencing wage system. Grievance redressal procedure- discipline- Approaches - punishment-essentials of a good discipline system

References:

1. Human Resource Management - Text and Cases : VSP Rao:
2. Human Resource Management : Snell, Bohlander :
3. Personal Management and Human Resources : Venkata Ratnam & Srivasthava
4. A Hand Book of Personnel Management Practice: Dale Yolder:

SEMESTER V
5B13 BBA(RTM) Retail Technology

- Objective :** 1. **To familiarise the student is with the use retail technology.**
2. **To study the concept and significant of E- retailing**

Course Contents

Module I

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

Module II

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

Module III

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

Module IV

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

Module V

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

Suggesting Readings

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

SEMESTER V
5B14BBA (RTM) : ORGANISATIONAL BEHAVIOUR

Objective	To familiarize the students with the basic concepts of the organizational behaviour and to enhance their understanding of the interaction between the individuals and the organizations.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Core Course XIV	4 Credits	5 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Organizational Behaviour: concepts, meaning, nature, scope features of OB.- OB and other disciplines. Individual behaviour—basic psychological process—personality, determinants of personality- personality traits

Module II:

Perception: factors affecting perception-learning, theories of learning—social learning. Motivation—theories of motivation (Maslow’s, Hertzberg, Mc Greger, X and Y theory) financial and non financial motivation.

Module III:

Group : - concept of group dynamics—features of group—types of group behaviour—formal and informal group behaviour—stages of group development—group moral—group norms—group Cohesiveness..Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fideler’s contingency model) leadership styles.

Module IV:

Stress Management: meaning, types of stress—consequences of work stress—causes of stress. Conflict, types of conflicts, conflict resolution—Organisational development-meaning, need, benefits and limitations of OD—steps in OD. Organizational changes.

References:

1. Organisational Behavior : Fred Luthans
2. Managing individual and group behaviour in organization : Danial C. Fieldman and Hugh Arnold
3. The structure of organization : Henry Mintzberg
4. Organization theory and design : Edwin Gerlof

SEMESTER V
5B15 BBA(RTM) : RETAIL MANAGEMENT

Objective	Understand effective methods and strategies required for retail management. Understand how to utilize resources and techniques used in retail management.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Core Course XV	3 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Retailing: Meaning –nature-scope-objectives and functions-Retailer-definitions and functions of retailer-retailing scenario in India-Global retail Market-issues and challenges-Wheel of retailing –retailing life cycle –types of retailing –ownership based, store based and non store based retailing-retail environment and customers

Module II:

Retail Operation Management: Budgeting and resource allocation-store format and size decision –store layout and space allocation –store security aspect –credit management –working capital for retailing –cash collection and recovery.

Module III:

Merchandise Management: Meaning factors affecting buying function-merchandise planning-merchandise sourcing –retail pricing –evaluating merchandise performance.

Module IV:

Retail promotion: Building retail store image-role of atmosphere-layout planning –retail promotion mix-sales promotion scheme-public relation in retailing –CRM in retailing-retail control system-financial control, Merchandise control, human resource control,operation control.

References:

1. Retail management : Cox Roger
2. Retail management : Levy,Michael
3. Marketing Management : Philip Kotler

SEMESTER V
OPEN COURSE – OPTION 1
5D01BBA (RTM): BASIC ACCOUNTING

Objectives	To enable the students to acquire knowledge of accounting principles and practice		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Open Course	2 Credits	2 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Basic Accounting concepts: Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Debit and Credit – Preparation of Journal and Ledger Accounts problems

Module II:

Subsidiary books : cash book – types of cash book - problems - purchase book - sales book - sales return - purchase return books – Journal proper

Module III:

Trial balance: Errors – types of errors - Rectification of errors – problems –

Module IV:

Financial Statements: Manufacturing, Trading and Profit & Loss Account - Balance sheet – Problems with simple adjustments.

References:

1. Double Entry Book Keeping : Grewal, T.S:
2. Advanced Accounting : R.L Gupta
3. Advanced Accounting : Jain & Narang
4. Advanced Accounting : S.N Maheshwary

SEMESTER V

OPEN COURSE : OPTION 2

5DO1 BBA (RTM): FINANCIAL SYSTEM AND SERVICES

Objectives	To enable the students to explore the Indian Financial System, its constituents and the services provided by them in the globalised economic scenario.		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Open Course	2 Credits	2Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Financial System: Meaning- Indian Financial System-Regulators-RBI-SEBI- IRDA. Financial Intermediaries: Banking Institutions. Non- Banking Institutions - Mutual Funds-Insurance companies -Housing finance Companies-Financial Markets-Capital Markets & Money Markets -Financial Instruments: short-medium-long term

Module II:

Banking Institutions: Commercial Banks-Branch banking Vs Unit banking - Functions and Services-credit creation – modern trends in commercial banking-ATM- Credit-cards-community services banking. Development banks: IDBI, IFCI, SIDBI, NABARD, NHB, EXIM BANK, ADB, IMF, IBRD

Module III:

Financial Services: meaning-importance- components-Depository Services- Custodial services- Credit Rating-Factoring- Forfeiting - merchant Banking-Leasing-Hire purchase-Guaranteeing-Portfolio management-Under writing-Venture capital. (Basic Concepts only)

References :

1. Indian Financial System : Bharati V .Pathak
2. Merchant Banking and Financial services : Dr .S.Gurusamy
3. Indian Financial system : Dr .S. Gurusamy
4. Indian Financial s system : P.N.Varshney D.K.Mittal
5. Financial Services : D.Joseph Anbarasa ,V.K.Boominathan P.Manoharan

SEMESTER V
OPEN COURSE – OPTION 3
5D01BBA(RTM) : DISASTER
MANAGEMENT

Objectives	To enable the students to gain awareness and competence and for developing an attitude toward Disaster management.		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Open Course	2 Credits	2 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Environmental Hazards and Disasters- Introduction to Disaster management-Environmental Disaster-Approaches to Environmental Disasters.

Module II:

Types of Environmental Hazards and Disasters- Volcanic eruption- Earthquake Hazards- landslides-cyclones-Hailstorms-Floods-Droughts-Cold Waves-Heat Waves-Man induced Hazard and Disasters.

Module III:

Approaches in Disaster Management- Pre Disaster stage (Preparedness)-Emergency-Post Disaster stage (Rehabilitation)-Community Based Disaster Management (CBDM).

Module IV:

Natural Disaster Reduction And Management- Prediction and warning of Hazard and Disasters- Disaster mitigation agencies and Organizations- Contingency Management preparedness-

References:

1. Encyclopedia of Disaster Management :Set in 3 volumes. Goel S.L.
2. Disaster:A Psychological Essay : Wolfensterin, M.
3. People in Crisis, understanding and helping, Haff,A..
4. Management of Disaster, Social Work

SEMESTER VI

6B16 BBA(RTM) : STRATEGIC MANAGEMENT

Objective	The course intends to provide a theoretical frame work of strategic management and to develop an understanding about the strategic processes and their impact on a firm		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Core XVI	4 Credits	4Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Evolution of Business Policy and Strategic Management: - Nature and meaning of strategy - Strategic planning - Tactical planning - Strategic management process - Benefits and relevance of strategic management - Growing relevance of strategic management in India.

Module II:

Strategic formulation: Mission and Purpose - Environmental appraisal - Environmental scanning - Appraising the environment - Organizational appraisal – Tools used for organizational appraisal

Module III:

Classification of strategies - corporate portfolio analysis - industry, competitor and SWOT analysis

Module IV:

Strategy Implementation - Nature of strategy implementation - project implementation

Module V:

Strategy evaluation and control - strategic control - operational control - technique of strategic evaluation and control.

References:

1. Business Policy :Strategy formulation and Management Action.: William Glueck
- 2 Business Policy :Azhar Kasmi
3. The new Corporate Strategy : A.J. Ansoff
4. Strategic Management : Pearce and Robinson
5. Competitive Strategy : Michael E. Porter
6. Competitive Advantage: Michael E. Porter
7. Business Policy and Strategic Management : Donal F Harvey
8. Management policy and strategic Management :R.M. Srivastava

SEMESTER VI
6B17 BBA(RTM) :MALL MANAGEMENT

- Objective :**
1. To give aware about various componants of mall management.
 2. To enable the students to gain awareness about the growth of mall management globally.

Course Contents

Module I

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

Module II

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

Module III

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

Module IV

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

Module V

Field visits of students far on the spot assessment and study of Mall **Management**

Suggested Readings

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

SEMESTER VI
6B18BBA (RTM) : INTERNATIONAL BUSINESS

Objective	To enlighten the students on International Business Environment, which includes international Financial management, International Marketing and international Currency and to study the impact of globalization on Indian Industry.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, Case studies etc.		
Core XVIII	3 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Introduction to International Business : Globalisation and its growing importance in world economy- Impact of globalisation – International business vs. domestic business- complexities of International business- Modes of entry into international business. International Business Environment-Trends in India’s foreign trade.

Module II:

Theories of international trade: Commercial policy instruments-tariff and non-tariff measures- Balance of Payment account and its components. International organisations and arrangements ; WTO, IMF, World Bank – Regional Economic co-operations.

Module III:

International Financial Environment: Foreign exchange Markets and risk management- Foreign investment- types and flows- Financing of foreign trade and payment terms. Organisational structure for international business operations; key issues involved in making international production, finance, Marketing and human resources decisions.

Module IV:

Foreign trade promotion measures and organisations in India; SEZ and EOUs. International business negotiations- international business and outsourcing- international business and ecological consideration.

References:

- 1) International Business : Francis Cherunilam
- 2) International Business Environment : Sundaram and Black
- 3) International Business Environment : Bhalla and Raju
- 4) International Financial Management : P.G. Apte
- 5) International Business : Justin Paul

SEMESTER VI
6B19 BBA (RTM) : EVENT MANAGEMENT

Objective	1. To enable the students to understand the essentials of planning an event 2. To study the concept and significance of event management 3. To expose students to Practical aspects of organizing events of various forms.		
Pedagogy	Lectures, Assignments, Practical exercises, Seminars, etc.		
Core Course XIX	3 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Marks 40

Module.I

Introduction to Event Management: concepts – nature – scope – Evolution of professional event management- significance and components of events – starting and managing event business – event co ordination.

Module.II

Conceptualizing and designing Event: key elements of events – activities in event management – planning – organizing – staffing – leading – co ordination – controlling – event management information system.

Module.III

Event Production – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills and public relations – necessity of human resource management and human relationships.

Module.IV

Celebrity Management: Corporate event management, Experiential Marketing, Event Marketing, Finance Management in events, Statutory requirements for events, Safety and security in event.

Module V

Evaluation of Event Performance: basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations – critical evaluation points. Event management industry: India / international / present – future

Referencess

1. Event Marketing and Management :Sanjaya Singh Gaur & Sanjay.V.Saggere
2. Successful event management : Anton Shorie, Bryn Parry
3. Event Management : A.K.Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co ordination : Julia Rutherford Silvers
6. Event Planning : Judy Allen
7. Hand book of conferences and meetings by David seeking

SEMESTER VI
6B20 BBA(RTM) : Retail Supply Chain Management

Objective : 1. The study the concept and significant of supply chain management, inventory management and distribution network.

2.To enable the students to understand the nature and significants of information technology in supply chain management

Course Contents

Module I

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

Module II

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

Module III

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

Module IV

Distribution Net work-Different distribution channels, channel design decision, Channel Management, Distibution Channel strategy.

Module V

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

Suggesting Readings

- Logistics management -Bowersox and Closs
- Managing the supply- A Strategic perspective -Gattomo arid waiters
- Supply Chain Management for global competitiveness -**B. S. Sahay**

SEMESTER VI
6B21BBA(RTM) : PLACEMENT TRAINING & PROJECT REPORT

Objectives	<ol style="list-style-type: none"> 1. To Practically understand Research Process. 2. To gain experience and confidence in carrying out a research 3. To acquire the quality to collect data, analyze and interpret. 4. To gain experience in writing research reports. 		
Pedagogy	Literature Review, Group discussion, Consultation with faculty, presentations etc.		
Core course XXI	2 credits	3 teaching hours per week	3 Hrs. End Sem. Exam Marks 40

Project Report

During the sixth semester the candidate shall do a research project in an organization for three weeks based on a relevant business/ management topic.

A maximum of four students as group can take up a topic. The students in consultation and with the consent of the assigned guide may identify a topic and do a study on the topic.

The candidates together shall prepare and submit a project report to the Department. The report shall be printed and spiral bound with not less than 50 A4 size pages. The project report should be submitted to the Head of the Department on the last working day of the sixth semester.

Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of Viva -Voce. More copies may be prepared if necessary.

Duration of project work

The duration for project work is 3 weeks.

Structure of the report:

Title page

Certificate from guide countersigned by HOD

Acknowledgments

Contents

Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapters III: and IV: Data Analysis (2 or 3 chapters)

Chapter V: Summary, Findings and Recommendations.

Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (books, journal articles etc. used for the project work).

Evaluation of project report

The project report shall have internal and external evaluation:

Maximum 50 Marks shall be awarded by internal panel of teachers on the basis of the draft report presentation and marks will be awarded by external examiners on the basis of performance in viva voce examination.

III Semester BBA (RTM) Degree Examination

MODELQUESTION PAPER

3B05BBA(RTM)FUNDAMENTALS OF RETAILING

PART A Answer the 4 questions . Each question carries 1/2 mark

- 1.....involves making a personal contact with the end consumer at home.
- 2.....are permanent reduction in price and may be taken as a result of slow selling.
- 3-----will decide where the products are displayed the area for storage of waiting space for customer.
- 4.-----is presenting the merchandise in attractive manner.

Part B Answer four questions. Each carries 1 mark

5. Define Retailing
6. What is retail sales promotion
7. what is tele shopping
8. What is retail method?
9. What is retail publicity
10. What you meant by space planning (4 x 1 =4)

Part C Answer any six questions (Not exceeding one page)

11. Explain interior and exterior design components
12. Explain the role of communication and advertisement in retail marketing
13. What are the factors affecting retail store site selection?
14. Discuss different types of retail location.
15. Explain the role of MIS in retail marketing.
16. What are the elements of merchandise Mix.?
17. What are the factors influencing retail pricing decision?
18. Discuss Various pricing strategies.

Part D Answer any two questions. Each carry 8 mark

19. Explain the types of retail Format.
20. What is retail information system ? Explain its nature and scope
21. Who is vendor ? Explain the process of identification, selection and finalization of vendors .

IV Semester BBA (RTM) Degree Examination

MODELQUESTION PAPER

4BO8BBA(RTM)RETAIL ENVIRONMENT

Part A Answer the 4 questions . Each question carries 1/2 mark

1.Provides opportunities and threats for the organisation
2. size of population is ----- force which influence the retail strategy.
3.retailing is selling retail goods or services through the internet
4. -----is knowledge of product features and benefits.

Part B Answer four questions. Each carries 1 mark

5. What is Franchising?
6. What you mean by cross – Border shopping?
7. What is retail environment?
8. What is licensing
9. What is international sourcing?
10. What is a hyper market?

Part C

Answer any six questions (Not exceeding one page) Each carries 3 Marks

11. What are the laws affecting retailers/
12. How does socio-cultural factors influencing the retail sectors of an economy
13. What are the reasons for the growth of franchising in India?
14. Explain the impact of service sector on Retailing
15. Write a note on the disadvantages of FDI in Indian retailing?
16. What are the major issues in international retailing?
17. Explain the basic components of international retail environment
18. What is target marketing in retail Business

Part D Answer any two questions. Each carry 8 mark

19. Explain different components of macro retail environment.
20. Discuss the contribution of Retail business in major economics.
21. What are the international environmental forces during globalization of Retailing.

V Semester BBA (RTM) Degree Examination

MODEL QUESTION PAPER

5B13BBA(RTM)RETAIL TECHNOLOGY

Part A Answer the 4 questions . Each question carries 1/2 mark

1. is any person or company that sells goods or services to someone else in the economic production chain
2.is the provision of service to customers before, during and after a purchase
3.is a comparison of expectations with performance.
4. refers to a number of procurement practices, aimed at finding, evaluating suppliers of goods and services.

Part B Answer four questions. Each carries 1 mark

5. What is information sharing?
6. What is Tele shopping/
7. What is cross selling?
8. What is warehousing management?
9. What is retail business promotion?
10. What is Branding on web?

Part C Answer any six questions (Not exceeding one page) Each carries 3 Marks

11. Explain operation and management of E-Store
12. What is Data warehousing and Data mining?
13. What are the tools for achieving service quality ?
14. Who is vendor? Explain vendor identification and selection process?
15. What are the use and application of internet in Retail business
16. What is service quality? Discuss the tools for achieving service quality?
17. What are the Role of customer relationship management in Retail business.
18. Explain use and application internet in Retail business.

Part D Answer any two questions. Each carries 8 marks

19. Discuss the use of Technology in procurement and supply?
20. Critically Evaluate the need for application of Retail Marketing technology
21. Discuss Nature, Concept and significance of E-Retailing ?

VI Semester BBA (RTM) Degree Examination

MODEL QUESTION PAPER

6B17BBA(RTM)MALL MANAGEMENT

Part A - Answer the 4 questions . Each question carries 1/2 mark

1.is a combination of many stores designed to serve a large geographic area.
2. ----- is a common tool in the retail industry to create the look of a perfectly stocked store by pulling all of the product on a display.
3. ----- determines the area in which the customer will walk through in a mall
4. -----is a movie theatre complex with multiple screens.

Part B Answer four questions. Each carries 1 mark

5. What is a mall?
6. What is Eating joints?
7. What is facade?
8. What is multiplexes?
9. What is Tenant Mix?
10. What is mall promotion

Part C Answer any six questions (Not exceeding one page)

11. What are the features of Western countries malls
12. Discuss the process of Retail zoning
13. What is event management
14. Explain the growth of mall in India
15. What is the process of Tenant decision
16. Explain mall location
17. How does a mall distinguish from other retail formats
18. Explain the nature of mall management

Part D Answer any two questions. Each carry 8 mark

19. Explain the advantages and Disadvantages of Malls
20. What is Malls architecture and explain its various components
21. What are the components of Mall management.

MODEL QUESTION PAPER

6B20BBA(RTM)RETAIL SUPPLY CHAIN MANAGEMENT

Part A Answer the 4 questions . Each question carries 1/2 mark

1. EOQ stand for
2.logistic is the operations related to the reuse of products and materials
3.is the contracting out of a business process to a third party
4. is the orientation of an organisation towards serving it client's needs

Part B Answer four questions. Each carries 1 mark

5. What is cross docking?
6. What is inventory cost?
7. What is distribution networks?
8. What is reverse logistics?
9. What is ERP?
10. What is channel management

Part C Answer any six questions (Not exceeding one page) Each carries 3 Marks

11. What are the primary transportation documents?
12. Who are the participants in transportation decision?
13. What are the significance of inventory management?
14. What are the advantages of cross docking?
15. Explain the role of IT in supply chain management
16. Discuss the nature of value chain?
17. Explain the factors that influence the choice of transportation mode?
18. What are the activities included in ERP?

Part D Answer any two questions. Each carry 8 mark

19. Explain the process of transportation decision
20. Discuss the economic and service benefits of warehousing
21. What is inventory management? What are the significance of inventory Management?

