

Bachelor of Business Administration (B.B.A)

Semester- V Examination

Sr. No.	Subjects	Course Scheme			No. of Credits	Examination Scheme					
		L	T	P		Maximum Marks				Minimum Passing Marks	
						ESE	P		IA	Total	Total
						E	I				
1.	Service Sector Management -Paper-I	4	-	-	3	80	-	-	20	100	35
2.	Logistic Management- Paper I	4	-	-	3	80	-	-	20	100	35
3.	Retail Sale Management- Paper-I	4	-	-	3	80	-	-	20	100	35
4.	Entrepreneurship Development-Paper-I	4	-	-	3	80	-	-	20	100	35
5.	Income Tax	4	-	-	3	80	-	-	20	100	35
6.	Any one paper from the following Elective Subject										
I.	Financial Management – Paper-I	6	-	-	5	80	-	-	20	100	35
II.	Human Resource Management –Paper -I	6	-	-	5	80	-	-	20	100	35
III.	Marketing Management Paper-I	6	-	-	5	80	-	-	20	100	35

• Note :

1. L- Lecture, T- Tutorial, P- Practical, IA- Internal Assessment, ESE-End Semester Examination, E-External Examiner Marks, I-Internal Examiner Marks

Service Sector Management

BBA V Semester

Paper-I

Objective : 1. To understand and explain utility of services as an essential economic activity.
2. To explain special features of services and issues related with management of services.

Unit-1	Topic Periods
Overview of services – Services Characteristics, Classification of services, differences between goods & services, Role of services in the economy.	12
Unit-2 Classification of services – Different schemes of classification, nature of service act, relationship of service organization with the customer. Scope for customization and its Judgment. Nature of demand and supply of service delivery.	16
Unit-3 Globalization of services Challenges to global service marketing successful global service marketing- specific international services – launching of service in international market- strategic implementations of international service marketing – Global brand dominance in the service industry –globalization and corporate culture.	16
Unit-4 Service forces – Designing the service forces, spectrum of forces, services design options- usage of service, blue prints, degree of process complexity, process flow charts, process layout, bench marking, services productivity, systems approach to improve service productivity, role of technology in improving service productivity.	16
Total	60

Recommended Books

1. Services Marketing – Text and cases- Rajendra Nargoundkar Tata
2. Services Marketing – P.N. Reddy, H.R. Appannaiah, Anil Kumar, Nirmala, Himalaya publication
3. House Services Marketing, Operations and Management, Vinnie Jauhani,

BBA-III Sem V
Paper-I
Logistic Management

Units	Contents	No of Lecturers
Unit - I	Introduction to Logistic Management: Meaning, Definition, Needs & Importance, Objectives, Functions, Logistics roles, Technology Utilization in Logistics.	12
Unit - II	Ware housing: Definition, Importance, Concept, functions, Selection of site, Types of Ware housing, Ware housing Costing, Role of Logistic Management.	16
Unit - III	Material Handling: Nature & Importance of Material Handling, Material Handling Objectives, Roles of Material Handling, Types of Equipments in Material Handling, Logistics Packaging.	16
Unit - IV	Material Storage: Importance of Material Storage, Role of Material Storage, Types/Methods of Material Storage, Principles of Material Storage, Storage design.	16
Reference Books:	<ul style="list-style-type: none"> • Raghuram, G/ Rangaraj, N. - Logistics & Supply Chain Management: Cases & Concepts. Publication “Macmillan” • Jhamb, L. C. Everest - Materials & Logistics Management. Publication “Everest” • Kasande, S. P Materials & Logistics Management Publication “Nirali” • Sople, V. V. - Logistics Management: Supply Chain Imperative Publication “Pearson” 	

RETAIL SALES MANAGEMENT

BBA III SEMESTER V (Paper-I)

Units	Contents	No of Lecturers
Unit - I	Introduction to Retail- What is Retail? Retail-The industry, function of a Retailer, the changing Retail Landscape-Reason for the changing Retail Landscape ,the Marketing- Retail Equation, Manufacturer’s perspective , Retail Industry Perspective, Retail in India, The growth of Retail in India, Classification of the Retail Sector, Road Blocks to Retail Development ,Future Prospects.	12
Unit - II	Retail Formats & Theories – Evolution of Retail Formats, Social Developments and Their Impacts ,Industrial Revolution, Emergence Of Self-Service, Super markets, Specialty Stores, Malls and other formats ,rise of the webs, theories of retails of developments, the retails life cycle, phases of growth of retail markets, classification of Retails Store, Franchising –type of Franchising ,Franchising in India.	16
Unit - III	Understanding The Retail Consumer- Factors Influencing The Retail Shoppers, The Consumer Decision Making Process, Change In India. Market Research- A Tool For Understanding Retail Market And Consumer.	16
Unit - IV	Store Location & Retail Merchandising - Importance Of Stores Location, Types Of Location, Steps Involved In Choosing A Retail Location, Trends In Retail Property Development In India(Mumbai, New Delhi And Nagpur) Concept, Evolution, Factors Affecting Retail Merchandising. Function of Merchandising Manager, Function Of Buyer, Stages In Merchandising Planning.	16

Reference Books:

1. S.A.Sherlekar-Marketing Management, Himalaya Publishing House, Mumbai
2. PhilipKotler-Marketing Management, Prentice Hall of India Ltd,New Delhi
3. Marchannd and Vardharajan-An Introduction to Marketing, Vikas Publishing House,5 Ansari Road, New Delhi
4. Maurice and Mon dell and Larry Rosenberg-Marketing, Prentice Hall of India Ltd,New Delhi
5. Mohammad Amanatuallh-Principles of Modern Marketing. Kalyani Publications New Delhi.
6. Swapna Pradhan : Retailing Management Text & Cases, Tata McGraw Hill Publication.

BBA FINAL Year(Vth SEM.)
ENTREPRENEURSHIP DEVELOPMENT
Paper I

UNIT I

Entrepreneur and Entrepreneurship

Meaning, features, Role and functions of Entrepreneurship, its relationship with the Economic Development, Barriers to Entrepreneurship, Women Entrepreneurship, social entrepreneurship.

UNIT II

Entrepreneur Trends and Idea Generation

Forms of Ownership, Types of Entrepreneurship, Career Planning, Choice of Entrepreneurship as a career , role of creativity and innovation, sources of Business ideas, Entrepreneurial opportunities in contemporary business environment, Business ideas, Generation Process, Evaluation of Business idea, Building the Business Plan.

UNIT III

Entrepreneurship In India

Development of Entrepreneurship in India, Issues and opportunities, social responsibilities of entrepreneurs, entrepreneurial behavior -socio-psychological factors influencing entrepreneurship development, small scale sector in India.

UNIT IV

Ancillarisation in India

The concept and issues in small business marketing, tender marketing, negotiation with principal customer, the Industry and Ancillarisation, Ancillarisation in India, Ancillaries and Industrial Development, Ancillary opportunities in different Economic sectors: Agro industries, logistics, BPO, Banking and Finance.

Recommended Books

1. **Entrepreneurship 6th Edition – Robert D Histrich , Tata Mc Grow –Hill**
2. **Entrepreneurship Development –S.S. Khanka –S.Chand & Co. Delhi**
3. **Entrepreneurship -Roy, Oxford University Press.**
4. **Entrepreneurship -Banrringer & Irland , Pearson Publication**
5. **Entrepreneurship Small Business Enterprises --Pearson Publication**

B.B.A – III year

Semester- V

Financial Management - I

Units	Contents	No of Lecturers
Unit - I	Introduction to Financial analysis and Interpretation of financial statements Financial Analysis and Interpretation of financial statements, Types of financial analysis, Advantages of Financial analysis, Limitations of financial analysis, Techniques of financial analysis.	12
Unit - II	Corporate restructuring (Mergers & Acquisitions) – Reasons & drivers of restructuring, Methods of restructuring- mergers, takeovers, acquisitions, divesting, spin-off, split ups, privatization, buyback & joint ventures. M&A – Exchange ratio, Financial evaluation of mergers, M&A as capital budgeting decision.	16
Unit - III	Cost Of Capital And Capital Structure Decisions- Types Of Cost Of Capital, Computation Of Weighted Average Cost Of Capital, Determining Optimal Capital Structure, Computation Of Leverages.	16
Unit - IV	Capital Budgeting Decisions- Premises Of Capital Budgeting Decisions, Tools In Capital Budgeting, Pay Back Period, Average Rate Of Return On Investments, Net Present Value, IRR	16
Reference Books:	1. Financial Management : Prasanna Chandra 2. Financial Management : Text and Problems : M. Y. Khan and P. K. Jain 3. Financial Management : An Analytical and Conceptual Approach, S. C. Kuchal 4. Financial Management : I. M. Pandey 5. Taxman's Financial Management : Ravi M. Kishore 6. Financial Management : Principles and Practice : S. N. Maheshwari	

B.B.A – III year (Semester- V)

Human Resource Management Paper-I

**Theory Marks 80
20**

Internal Assessment –

Objective:

To develop understanding of the concepts of Human Resource Development To gain and insight of the factors which go into the making of an efficient HRD Manager.

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Unit-I	Periods Allotment
Introduction Scope of HRM Objectives of HRM Importance of HRM Role of A HR Manager.	12
Unit-II	16
Job Description, Job Specification, Job Design, Factors affecting Job Design, Techniques of Job Design.	
Unit-III	16
Selection Methods of selection Interviews, Tests and assessment of effectiveness of selection tools. New tools.	
Unit-IV	16
Induction Programme, Problems in Induction, Requisites of effective Induction, Typical Induction Programme – Do's & Don'ts,	
BOOKS RECOMMENDED Human Resource Management – C. B. Mamoria & S. V. Gankar. Publication - HPH Personnel and human Resource management - Text & cases, P Subba Rao, Publication -HPH3. Human resource Management – P. Jyothi, Publication – Oxford University Press. Human Resource Management , Ninth Edition, R.Wayne Mondy, Robert M, Noe, Publication- Pearson	

T.Y. B.B.A.
Semester V
Marketing Management (Paper –I)

Periods Allotment

Unit-I: **12**

Introduction to marketing, basic concepts of marketing, evolution of marketing in the Indian context, Difference between selling and marketing.

Unit-II:
16

Introduction to segmentation, targeting and positioning, repositioning, marketing mix(4p's), marketing environment, etc.

Unit-III: **16**

Product mix, classification of products, PLC. Consumer buying behavior, factors influencing in buying decision making process, consumer adoption process, etc.

Unit-IV: **16**

Basics of marketing strategy preparation, need, importance and benefits of strategy preparation.

Reference Books:

1. Philip Kotlar- Marketing management Analysis Planning and Control, 11th Ed,(Prentice Hall of India).
2. R.S.N. Pillia & V. Bhagwati-Modern Management-(S. Chand & Co.)
3. Woodruff-service Marketing (Macmillan).
4. Chatterjee & Basak, Marketing Management- Concepts and Strategy.
5. L.G. Schiffman, L.L. Kanuk, Consumer behavior, 8th edition, Pearson Education, 2004.

B. B. A. IIIrd Year Semester - V
INCOME TAX

Theory -80 Marks
Internal Assessment – 20 Marks

Objective :- To impart basic Income tax knowledge

Unit- I

1. Introductory

- A) Previous Year and Assessment Year
- B) Definition, concept of Income
- C) Agricultural Income
- D) Residential States. (Theory)
- E) Distinction between capital and Revenue receipts
- F) Introduction of Five Income Heads of Income Tax (Theory)
- G) Deduction under chapter VI-

A;U/80C,80CCC,80CCD,80D,80DD,80DDB,80E,80G,80GG,80U.

Unit-II

2. Computation of taxable Income from salary

Unit III

- 3. Income from House Property
- 4. Income Exempt from Tax

Unit-IV

- 5. Income from other sources
- 6. PAN and TAN (Meaning)

B. B. A. IIIrd Year Semester - V
INCOME TAX
EXAMINATION SCHEME

Question -1 On Unit – I

- | | | |
|----|--------|---------|
| A) | Theory | 8 Marks |
| B) | Theory | 8 Marks |
| OR | | |
| C) | Theory | 8 Marks |
| D) | Theory | 8 Marks |

Question -2 On Unit – II

- | | | |
|----|-------------------|----------|
| A) | Practical problem | 8 Marks |
| B) | Practical problem | 8 Marks |
| OR | | |
| C) | Practical problem | 16 Marks |

Question -3 On Unit – III

- | | | |
|----|-------------------|---------|
| A) | Practical problem | 8 Marks |
| B) | Practical problem | 8 Marks |
| OR | | |
| C) | Practical problem | 8 Marks |
| D) | Practical problem | 8 Marks |

Question -4 On Unit – IV

- | | | |
|----|-------------------|---------|
| A) | Practical problem | 8 Marks |
| B) | Practical problem | 8 Marks |
| OR | | |
| C) | Practical problem | 8 Marks |
| D) | Practical problem | 8 Marks |

Question -5

- | | | |
|----|---------------------|---------|
| A) | Theory on Unit- I | 4 Marks |
| B) | Theory on Unit- II | 4 Marks |
| C) | Theory on Unit- III | 4 Marks |
| D) | Theory on Unit- IV | 4 Marks |