

APPENDIX - V

GONDAWANA UNIVERSITY, GADCHIROLI
BACHELOR OF BUSINESS ADMINISTRATIVE
(THREE YEARS UG COURSE IN THE FACULTY OF COMMERCE AND MANAGEMENT) COURSE
AND EXAMINATION SCHEME WITH CHOICE BASED CREDIT SYTSEM
(Semester – V)

Sr. No.	Area	Unique Subject Code	Subject	Course Scheme			No. of Credits	Examination Scheme (Maximum Marks)				Examination Scheme (Minimum Marks)			
				L	T	P		ESE	I A	P	Total	ES E	IA	P	Total
01	Core Course	UCB5C01	Income Tax	4	-	-	4	80	20	-	100	40	-	40	
		UCB4C02	SSM-I	4	-	-	3	80	20	-	100	40	-	40	
02	GE-I	UCB5E03	Logistics Management - I	4	-	-	3	80	20	-	100	40	-	40	
	GE-II	UCB5E04	ED - I	4	-	-	3	80	20	-	100	40	-	40	
03	DSE	UCB5E05	RSM - I	4	-	-	4	80	20	-	100	40	-	40	
			Anyoneformfollowing electives												
		UCB5EF1	FM - I	6	-	-	6	80	20	-	100	40	-	40	
		UCB5EH1	HRM -I	6	-	-	6	80	20	-	100	40	-	40	
		UCB5EM1	MM -I	6	-	-	6	80	20	-	100	40	-	40	

Codes for various programs under the faculty of Commerce and Management: - B.Com. – A, BBA- B, BCCA - C

FM – F

HRM – H

MM– M

B. B. A. IIIrd Year
Semester – V (CBCS)
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 Status. (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/S/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 (CBCS)
INCOME TAX
Question Paper Pattern

Max.80 Marks

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 |

Service Sector Management

BBA V Semester

Paper-I

Theory - 80 Marks

Internal Assessment – 20 Marks

Objective : 1. To understand and explain utility of services as an essential economic activity.

1. To explain special features of services and issues related with management of services.

Unit-1

Topic Periods

Overview of services –

12

Services Characteristics, Classification of services, differences between goods & services, Role of services in the economy.

Unit-2

Classification of services –

16

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.

Unit-3

Globalization of services

16

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.

Unit-4

Service forces –

16

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.

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

Theory - 80 Marks
Internal Assessment – 20 Marks

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”	

GONDWANA UNIVERSITY
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 SEMESTER – V
QUESTION PAPER PATTERN
ENTREPRENEURSHIP DEVELOPMENT- I

Time : 3 Hours

Total Marks: 80
Internal Assessment- 20 marks

Que. No. 1-Unit I	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 2-Unit II	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 3-Unit III	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 4-Unit IV	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 5		
	A) Theory(Unit I)	4
	B) Theory(Unit II)	4
	C) Theory (Unit III)	4
	D) Theory (Unit IV)	4

RETAIL SALES MANAGEMENT
BBA III SEMESTER V (Paper-I)

Theory - 80 Marks

Internal Assessment – 20 Marks

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.

B.B.A – III year
Semester- V
Financial Management – I

Theory - 80 Marks

Internal Assessment – 20 Marks

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–Exchangeratio, 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

Internal Assessment – 20
Theory Marks - 80

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. Semester-V
Marketing Management (Paper –I)

Theory – 80 Marks
Internal Assessment – 20 Marks

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.

APPENDIX - VI
GONDAWANA UNIVERSITY, GADCHIROLI
BACHELOR OF BUSINESS ADMINISTRATIVE
(THREE YEARS UG COURSE IN THE FACULTY OF COMMERCE AND MANAGEMENT) COURSE
AND EXAMINATION SCHEME WITH CHOICE BASED CREDIT SYSTEM
(Semester – VI)

Sr. No.	Area	Unique Subject Code	Subject	Course Scheme			No. of Credits	Examination Scheme (Maximum Marks)				Examination Scheme (Minimum Marks)			
				L	T	P		ES	E	I	P	Total	ES	IA	P
01	Core Course	UCB4C04	SSM-II	4	-	-	3	80	20	-	100	40	-	40	
02	GE-III	UCB6E01	Logistics Management - II	4	-	-	3	80	20	-	100	40	-	40	
	GE-IV	UCB6E02	ED - II	4	-	-	3	80	20	-	100	40	-	40	
03	DSE	UCB6E04	RSM - II	4	-	-	4	80	20	-	100	40	-	40	
		UCB6E0P	Project	4	-	-	4	-	-	50	50	100	40	-	40
			Anyone form following electives												
		UCB6EF2	FM - II	6	-	-	6	80	20	-	100	40	-	40	
		UCB6EH2	HRM -II	6	-	-	6	80	20	-	100	40	-	40	
		UCB6EM2	MM-II	6	-	-	6	80	20	-	100	40	-	40	

Codes for various programs under the faculty of Commerce and Management: - B.Com. – A, BBA- B, BCCA - C

FM - F
 HRM–H
 MM - M

Service Sector Management

BBA VI Semester

Paper-II

Objective -:

1. To create a right understanding about nature of right services in India
2. To develop a right approach towards marketing of services in India.

Unit -1

Topic Periods

The new Indian service market.

12

Service sector in India, reasons of growth of service sector in India.

Unit - 2

Marketing of Bank services—

16

Bank marketing services, users of banking services, marketing information systems, Bank marketing in Indian perspective

Unit - 3

Marketing of insurances services-

16

Insurances mattering services insurance predict planning & development, promotions, price, place mix Insurances marketing in Indian entrapment

Unit 4

Marketing of Educational and other services

16

Emerging trends in Educational Marketing mix for higher education, Services marketing for higher education special features of marketing of education political marketing in India promotional techniques for marketing, strategies marketing in politics. Marketing of entertainment services entertainment of marketing in India perspective.

Total

60

Recommended Books

1. Services Marketing – S.M. Jha, Himalaya Publication House
2. Services Marketing – P.K. Sinha, S.C. Sahoo, Himalaya Publication House
3. Marketing of Services – An India perspective – Text & Cases Dr. S.L. Gupta, V.V.Ratna, Wisdom publications, Delh

BBA_III Yr Sem VI
Logistic Management Paper -II

Units	Contents	No of Lecturers
Unit - I	SCM & Transportation: Definition, Objectives, Components of Supply Chain Management, Role of Logistics in SCM. Objectives of transportation, Modes of transportation, Evolution of transportation, Freight Management.	16
Unit - II	Inventory Management: Meaning, Definition, Needs, Importance of Inventory, Functions of Inventory, Various costs in Inventory, Purchasing Decisions in Inventory, Policies & Guide Lines of Inventory.	16
Unit - III	Logistics Strategy: Creating Competitive Network, Logistic strategies, Government policies & regulations: Ware housing, Transportation, Packaging, and Inventory Valuation.	16
Unit - IV	Logistics Performance Measurement: Need, Objectives, Levels of Logistics Performances, Logistic Audit, Logistic Performance Control.	12
Reference Books:	<ul style="list-style-type: none"> • Sople, V. V. - Logistics Management: Supply Chain Imperative • D. J/ Closs - Logistical Management: Integrated Supply Chain Process Bowersox, • S. K. Bhattacharya - Logistics Management. Publication –S. Chandl • Seema Gupta, Kumar Krishnan - Logistics Management. Publication –Knowledge Books Distributorl 	

Gondwana University
BBA 3rd YR. VI Semester
Entrepreneurship Development
Paper – II

(Insurance, Transport and Foreign Trade)

Objectives: To gain an insight into the various aspects of entrepreneurship development.
To Study the practical aspects of Insurance, Transport and Foreign Trade.

Unit-I: Role of Entrepreneur:

Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries

Role in export promotion and import substitution. Foreign exchange earnings, supply chain management, logistics transport, insurance and augmenting and meeting local demand.

Unit-II: Introduction to Insurance:

Purpose and Need of Insurance. Insurance as social security tool. Insurance and economic development, Procedure for becoming an Insurance agent. Pre- requisites for obtaining license, functions of an agent, proposal form and other forms for grant of cover, nomination and assignment: procedure regarding settlement of policy claims:

Unit-III: Transportation: warehousing: inventory control; order processing:

Supply chain management, distribution channels and physical distribution. Logistics industry. Structure of global logistic industry, intermediaries in global supply chain, custom house agents, shipping line agents etc.

Unit-IV: Export Policy and Practices in India:

Exim policy-an overview: trends in India's foreign trade: steps in starting and export business: product selection: market selection: export pricing, Export finance: documentation and export-import procedures.

Recommended Books:

1. Entrepreneurial Development: S.S. Khanka – S.Chand & Co. New Delhi.
2. Entrepreneurial Development Theory and Practice: J.S. Saini- WheelerPublishing
3. Insurance Principles and Practices: M.N. Mishra:- S.Chand & Co. New Delhi
4. International Marketing Management: R.L. Bhattacharya – S. Chand & Co.
5. Environment and Entrepreneur: B.C. Tandon – Chugh Publication, Allahabad.

B B A SEMESTER – VI
QUESTION PAPER PATTERN
ENTREPRENEURSHIP DEVELOPMENT- II

Time : 3 Hours

Total Marks - 80
Internal Assessment- 20 marks

Que. No. 1-Unit I	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 2-Unit II	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 3-Unit III	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 4-Unit IV	A) Theory	8
	B) Theory	8
	OR	
	C) Theory	16
Que. No. 5		
	A) Theory(Unit I)	4
	B) Theory(Unit II)	4
	C) Theory (Unit III)	4
	D) Theory (Unit IV)	4

B. B. A. III Year SEMESTER VI
RETAIL SALES MANAGEMENT
Paper-II

Units	Contents	No of Lecturers
Unit - I	Merchandising Buying- Steps In Merchandising Buying, Branding Strategies -Manufactures Brands, Licensed Brands, Private Label Brands Category Management	12
Unit - II	Retail Pricing And Merchandise Performance- The Concept Of Retail Price, Elements Of Retail Price, Developing A Pricing Strategy, Various Approaches To A Pricing Strategy ,Adjustments To Retail Price ,A Comparison Of Marks Ups And Markdowns, Merchandise Allocation , Analyzing Merchandise Performance , Gross Margin Return On Investment.	16
Unit - III	Retail Operations –Elements /Components Of Retail Operations- Store Administration And Management Of The Premises, Managing Inventory And Display, Managing Receipts, Customer Service, Management Promotions, Events, Alliances And Partnerships	16
Unit - IV	Retail Marketing And Communication – The Retail Marketing Mix, The STP Approach, The Retail Image, The Retail Communication Mix, Point Of Purchase (POP) Displays, Concept Of Integrated Marketing Communications. Retail Store Design And Visual Merchandising – Importance Of Store Design, Store Layouts, Space Planning, Visual Merchandising.	16

BOOKS RECOMMENDED

1. Arun Kumar and N. Meenakshi-Marketing Management Vikas Publishing House Pvt. Ltd. Ed. 2007
2. Bipplab S. Bose- Marketing Management Himalaya Publishing House, Edition-2009.
3. Marketing- N.R.Nair, S.R.Nair, Sultan Chand and Sons
4. Modern Marketing- R.S.N.Pillai and V.Bhagavati,S.Chand and Company
5. Marketing Management- RajanSaxena
6. Marketing Management, 11th Edition, Philips Kotler, Pearson Education. Delhi.
7. Swapna Pradhan : Retailing Management Text & Cases, Tata McGraw Hill Publication.

BCCA Sem -VI
Paper 5
Project (On Specialization Subject)

Gondwana University
Gadchiroli Syllabus B.B.A – III
year Semester- VI
Financial Management - II

Units	Contents	No of Lecturers
Unit - I	Indian Financial System:- Overview of Indian Financial System and Market development since 1991, Role of Financial Intermediaries in Financial System, Role of SEBI and RBI as a Regulatory Authority. Insurance Development Regulatory Authority.	12
Unit - II	Dividend Decision and Management of Earnings- Relevance and Irrelevance Approach, dividend valuation models – Gordon, Walter and Modigliani-Miller models. Stability of dividends – concept and significance.	16
Unit - III	Cash & Receivables Management - Motives of holding cash, factors determining the cash balance, Managing the cash flow, Cash Management Models- The Baumol model, The Miller-Orr Model. Receivables Management - Credit policies, Evaluating the debtors, Credit analysis & decision, Credit terms & collection policies, Control of accounts receivables, Heuristic approach	16
Unit - IV	Risk, Return and Market Indices- Types of Risk; Significance of Beta, Beta versus Standard Deviation; Risk – Return Trade-Off, Understanding Interest rates, Construction and composition - Sensex and Nifty, Calculation of indices. Free float Market capitalization.	16
Reference Books:	<ol style="list-style-type: none"> 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 	

Gondwana University Gadchiroli
B.B.A – III rd year
Semester-VI
Human Resource Management
Paper-II

Theory Marks – 80
Internal Assessment – 20

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
Job Evaluation Purpose & Methods of job Evaluation Ranking Systems, Job Classification / Grading method, Points System	12
Unit-II Compensation Planning Concepts, Nature and objectives of Compensation, Introduction to international compensation and its methods.	16
Unit-III Wages – Variable Compensation and Supplementary Compensation – Perks, Fringe Benefits, Pay for Performance – Incentives.	16
Unit-IV Recent trends In HRM, Recent HR policies Introduction to Global HRM New trends in HRM	16
BOOKS RECOMMENDED Human Resource Management, by Snell / Bohlander Publication – Thomson Compensation by Milkovich & Neman, 8 th edition. Publication – McGraw –Hill Human Resource Management, by Gary Dessler Publication – Thomson	

T.Y. B.B.A.(Semester VI)
Marketing Management (Paper II)

Periods Allotment

Unit-I: **16**

Price Mix: Pricing Methods, types and strategies, factors influencing in deciding pricing policies.

Unit-II: **12**

Distribution channels: Types, characteristics, importance and strategies for formulation of distribution channels. Concept- Retailing and Wholesaling .

Unit-III: **16**

Promotion: Elements of Promotion-Mix, Types, methods, importance and characteristics of advertising, sales promotion, personal selling and Publicity/ Public relation.

Unit-IV: **16**

Extended 3 P's of Marketing Mix: Concept of Other P's of Marketing Mix and their impact and relevance in Marketing Mix.

Reference Books:

1. Philip Kotlar- Marketing management Analysis Planning and Control, 11th Ed,(Prentice Hall of India).
2. Woodruff-service Marketing(Macmillan).
- 3.R.S. Davar, Modern Marketing Management in Indian Context.(PCPL).
4. Chatterjee & Basak, Marketing Management- Concepts and Strategy.
- 5.R.S.N. Pillia & V. Bhagwati-Modern Management-(S.Chand & Co.)