

Bachelor of Business Administration (B.B.A)

Semester- VI 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-II	4	-	-	---	80	-	-	20	100	35
2.	Logistic Management- Paper II	4	-	-	---	80	-	-	20	100	35
3.	Retail Sale Management- Paper-II	4	-	-	---	80	-	-	20	100	35
4.	Entrepreneurship Development- Paper-II	4	-	-	---	80	-	-	20	100	35
5.	Project	8	-	-	---	--	50	50	--	100	35
6.	Any one paper from the following Elective Subject										
I.	Financial Management – Paper-II	6	-	-	---	80	-	-	20	100	35
II.	Human Resource Management –Paper -II	6	-	-	---	80	-	-	20	100	35
III.	Marketing Management Paper-II	6	-	-	---	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 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 Periods	Topic
The new Indian service market.	
Service sector in India, reasons of growth of service sector in India.	12
Unit - 2	
Marketing of Bank services—	
Bank marketing services, users of banking services, marketing information systems, Bank marketing in Indian perspective	16
Unit - 3	
Marketing of insurances services-	
Insurances mattering services insurance predict planning & development, promotions, price, place mix Insurances marketing in Indian entrapment	16
Unit – 4	
Marketing of Educational and other services	
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.	16
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, Delhi.

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. Chand” • Seema Gupta, Kumar Krishnan - Logistics Management. Publication “Knowledge Books Distributor” 	

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.

Gondwana University
B.B.A.3rd YR. VI Semester
Entrepreneurial 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 a social security tool. Insurance and economic development, Procedure for becoming an Insurance agent. Pre- requisites for obtaining licence, 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 an 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—ChughPublication, Allahbad.

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:	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	

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.)