

**BACHELOR OF BUSINESS ADMINISTRATION (BBA 3rd Year)
(2018-19)
(SEMESTER-V)**

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
Core 1	BBA-501	Business Laws	3	-	2	5	40	60	100	4
Core 2	BBA- 502	Financial Management	3	-	2	5	40	60	100	4
Core 3	BBA- 503	Punjabi	3	-	2	5	40	60	100	4
SEC	BBA-504	Seminar & Report on Summer Training		-	2	2	50	-	50	1
DSE	BBA-505	Any one from the List of Discipline Specific Electives	3	-	2	5	40	60	100	4
DSE	BBA-506	Any one from the List of Discipline Specific Electives	3	-	2	5	40	60	100	4
		Total					250	300	550	21

(SEMESTER VI)

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credit
			L	T	P	Total	Internal	External	Total	
Core 1	BBA-601	Punjabi	3	-	2	5	40	60	100	4
Core 2	BBA- 602	Financial Institution and Services	3	-	2	5	40	60	100	4
DSE	BBA-603	Any one from the List of Discipline Specific Electives	3	-	2	5	40	60	100	4
DSE	BBA- 604	Project Report	-	-	-	-	-	200	200	6
DSE	BBA- 605	Viva on Project Report	-	-	-	-	-	100	100	1
		Total					120	480	600	19

The minimum number of marks required to pass each semester examination will be 35% in each paper and 40 % in the aggregate of the semester examination

(2018-19)

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSE					
DSE – I (Finance)	DSE - II (Marketing)	DSE - III (Human Resource Management)	DSE – IV (Information Technology)	DSE – V (Event Management)	DSE – VI (Media Management)
Management Accounting	Advertisement and Sales Management	Career Planning & Management	Search Engine Optimisation	Event Planning & Management	Principles of Mass Communication
Income Tax Law & Practice	Services Marketing	Training & Development	E Commerce	Financial Management of Events	Public Relations Management
Stock Market Operations	Rural Marketing	Management of Change	Database Management Systems	Event Resource Management	Media Management
Investment Management	Brand & Product Management	Management of Industrial Relations	Software Engineering	Event Proposal & Marketing	Corporate Communication

List of Generic Elective / Interdisciplinary Course

Subject Code	Subject Name
BBA-GE (I)	Professional Ethics
BBA-GE (II)	Entrepreneurship Development
BBA-GE (III)	Corporate Communication
BBA-GE (IV)	Managing small and Medium Business Enterprises
BBA-GE (V)	Organizational Behavior
BBA-GE (VI)	Insurance Management
BBA-GE (VII)	Business Mathematics & Statistics
BBA-GE (VIII)	India's Diversity & Business

(2018-19)

BBA-501 Business Laws

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-4

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

UNIT-I

Law of Contract (1872): Definition, Essential elements and Kinds of Contract, Offer and acceptance, Consideration, Capacity of parties to contract, Free consent; Legality of object, Agreement declared void. Performance of contract: Offer of performance or tender, Time and Place of performance. Discharge of contract, Remedies for breach of contract.

The Consumer Protection Act 1986; Salient features, Definition of consumer; Grievance redressal machinery.

UNIT-II

Sale of Goods Act 1930: Formation of contracts of Sale; Goods and their classification, price; conditions, and warranties, Transfer of ownership; Performance of the contract of sales; unpaid seller and his rights.

Negotiable Instruments Act 1881: Definition of negotiable instruments; Features; Promissory note, Bill of Exchange, cheque, Holder and holder in the due course; crossing of a cheque, types of crossing. Dishonor of negotiable instrument.

Recommended Texts:

1. Desai, T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala: The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh, Actar L.: The Principles of Mercantile Law, Eastern Book Company, Lucknow.
4. Kuchal, M.C.: Business Law, Vikas Publishing House, New Delhi.
5. Kapoor, N.D.: Business Law, Sultan Chand & Sons, New Delhi.
6. Chanda, P.R.: Business Law, Galgotra, New Delhi.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks.

(2018-19)

BBA-502 Financial Management

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise.

Course Syllabus

UNIT – I

Meaning of Business Finance, Aims, Scope of financial management and significance of finance function, profit versus wealth maximization, Financial Planning. Sources of Company Finance- Long–Term and Short–Term. Cost of capital concept and significance. Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay- back period; Accounting rate of return method; Net Present value method; Internal rate of return method; Profitability index method.

UNIT - II

Working capital Management- Meaning and types of working capital, factors determining working capital requirements, Approaches to working capital finance. Capital Structure: Determinants of Capital structure. Theories of capital structure: NI approach, NOI approach, MM approach and Traditional approach. Dividend Policy: Walter model, Gordon Model & Modigliani & Miller Approach.

Recommended Texts:

1. Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N, Financial Management – Principles & Practice, Sultan Chand & Sons.
3. Prasanna, Chandra, Financial Management: Theory and Practice, Tata McGraw Hill.
4. Sheeba Kapil, Financial Management, Pearson Education.
5. Bhalla. V. K. Financial Management and Policy: Text and Cases, Anmol Publications Pvt. Ltd.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester0 Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

BBA-503 Punjabi

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

(2018-19)

BBA- 504 Seminar & Report on Summer Training

Total: 50 Marks

Internal Evaluation: 50 Marks

Total L/T/P: 22

Total Pass marks: 18 Marks

Pass marks in internal: 18 Marks

Total Credits-1

Course Syllabus

Each student is required to undergo an industrial training in specific organization and is required to prepare a report. The Prepared report should be presented.

(2018-19)

BBA- 601

Punjabi

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - The basic objective of this course is to acquaint the students of finance with the working, performance and regulations of commercial banking, development finance, and investment finance and about the various risks faced by financial institutions.

Course Syllabus

UNIT-I

Financial Services: Concepts and Meaning, Characteristics and various kinds of financial services. Concepts of financial market their types and function. Fixed and variable Interest bearing Security i.e. Equity, Preference, Debenture Bonds. Concepts of Mutual funds: Meaning, Features and Types.

UNIT-II

Merchant Banking: Concepts, Function, Regulation, General obligation and responsibilities. Venture capital: Concepts, Features, Modes of finance by venture capitalists and stages of finance. Leasing: Meaning, Essential elements, Features types and advantages and disadvantages. Hire purchase: Meaning, Features and difference between leasing and hire purchase. Factoring: Meaning, Nature and Types, Advantages and limitation.

Recommended Texts:

1. Dr. S. Gurusamy, Merchant Banking and Financial Services (Thomson)
2. Depository Operations (Module) workbook by National Stock Exchange of India Limited
3. B.S.Bodla, M.C.garg, K.P.Singh, Insurance – Fundamentals, Environment and Procedures (Deep and Deep Publications)
4. Tripathy Nalini Prava, Financial Instruments and Services
5. M.Y. Khan, Indian Financial System TMH
6. L.M. Bhole, Financial Institutions and Markets, TMH

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

(2018-19)

BBA-604 Project Report

Total: 200 Marks
External Evaluation: 200 Marks
Total Credits:-5

Total Pass marks: 70 Marks
Pass marks in external: 70 Marks

Course Syllabus

The report will be prepared by the student under the guidance of respective project guide allocated by the college. Prepared report will be sent for external evaluation.

BBA-605 Viva on Project Report

Total: 100 Marks
External Evaluation: 100 Marks
Total Credits:-1

Total Pass marks: 35 Marks
Pass marks in external: 35 Marks

Every student will have to appear for Viva at the end of the semester. This Viva-Voce examination is based on the project report where each student is required to face a board composed of one external examiner, one internal examiner & the principal/director of the college or his nominee

(2018-19)

BBA-DSE I (A) MANAGEMENT ACCOUNTING

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The course is designed to provide professional managers, not involved in accounting and finance, with an introduction to the concepts and issues in accounting and finance, Managers virtually need to acquire such knowledge for application in their day-to-day managerial decision making.

Course Syllabus

UNIT – I

Management Accounting: Concept, Nature and Scope of management accounting, relationship among management, financial and cost accounting. Management accounting as an information system. Management accounting system. Financial Statements: Concept, Nature, objectives, types, importance and limitations of financial statements. Financial Statement Analysis: Comparative, Common Size and Trend Analysis

UNIT – II

Fund Flow Analysis: Concept, Nature, objectives, types, importance, limitations and preparation of Fund Flow statements. Cash Flow Analysis: Concept, Nature, objectives, types, importance, limitations and preparation of Cash Flow statements. Ratio Analysis: Concept, Nature, objectives, importance, limitations and Classification on the basis of Profitability, Liquidity, Solvency and Activity.

Recommended Texts:

1. Shashi Gupta and R.K. Sharma, Management Accounting.
2. S.N. Maheshwari, Management Accounting and Financial Control.
3. Khan, M.Y. and Jain, P.K., Management Accounting.
4. Charles T. Horngren, Introduction to Management Accounting.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - The objective of Income Tax Act as a subject will be to make students comfortable with the basic provisions of income tax so that they should have understanding of some of the practical aspects of taxation.

Course Syllabus

UNIT – I

Income tax – Definition, Distinction between capital and revenue basis of charge (Residential Status), Incidence of tax. Exempted Income, Computation of Income from Salaries and House Property. Income from Business and Profession, Capital Gains, Income from other sources. Depreciation, Carry Forward and Set-off of losses, Income of other persons to be included in Assessee's total Income. Deduction of Gross total Income.

UNIT – II

Computation of total income in regard to Income of individual, HUF and Partnership firm and Association of Persons (AOP). Advance payment of tax, Deduction of tax at source, Income tax authorities and administration of the Act. Assessment Procedure, Appeals, refunds and Penalties. Basic Concept of GST in India.

Recommended Texts:

1. Lal, Income tax, Pearson Education
2. Hariharan, Income tax, Tata McGraw Hill Education
3. V. K. Singahnia, Direct taxes: Law & practice, Taxmann

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

BBA-DSE I (C)

STOCK MARKET OPERATIONS

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- This course provide basic understanding of stock market's structure and operations in India.

Course Syllabus

UNIT-I

Indian Stock Markets: Introduction, Evolution and Growth of Stock markets in India, Functions of Stock Exchange, Intermediaries in the Secondary market, Secondary market, Secondary Market Mechanism. An overview of Major Stock Exchange in India- N.S.E., B.S.E. and O.T.C.E.I. Stock Market INDEXES: Concept, types, Brief overview of BSE SENSEX and S & P CNX Nifty. Legal Framework for Stock Exchanges: The Securities Exchange Board of India Act 1992 – Definition, Powers and Functions of SEBI.

UNIT-II

Trading Mechanism at N.S.E.: Introduction, Market Types, Market Phases, Order Management, Trade Management. Clearing and Settlement: Introduction- Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, settlement Cycle, Dematerialization and Electronic Transfer of Securities, Investors Protection Fund. Depository Operations: Introduction to Depository system, Definition of Depository and Depository Participant, Salient Features of Depository Act 1996, Benefits of Depository System. Future Market Operations: Introduction to Future (Stock Futures and Index Futures) and Options (Stock options and Index options).

Recommended Texts:

1. Capital Market Dealers (Module) workbook by national Stock Exchange of India Ltd.
2. Depository Operations (Module) workbook by national Stock Exchange of India Ltd.
3. Financial Markets: A Beginners (Module) workbook by national Stock Exchange of India Ltd.
4. Derivative Market Dealers (Module) workbook by national Stock Exchange of India Ltd.
5. Outlines of Indian Capital Market by H.S. Sidhu (Ludhiana Stock Exchange)

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - The course has been designed to develop understanding of different concepts relating to analysis of investment and portfolio management and to provide exposure to derivatives market, its working and inputs on strategies used in derivatives market.

Course Syllabus

UNIT-I

Introduction to Investment Management: Concept and objectives of investment, Difference between Investment and Speculation, Investment and Gambling, Meaning of Investment Management, Investment Management Process, Investment Alternatives, Features of Investment Avenues. Risk and Return: Concept of Risk, Components of Investment Risk, Measurement of Risk through Standard Deviation, Covariance, Relationship between Risk and Return. Economic and Industry Analysis: Macro-Economic Analysis, Industry Analysis, Industry Life Cycle Analysis, and Company Analysis: Meaning of Company Analysis.

UNIT-II

Technical Analysis: Meaning, Difference between Technical and Fundamental Analysis, Assumptions, Tools, Dow Theory, Charting Techniques. Efficient Market Theory: Random walk, Weak form, semi-strong and strong form of market, Empirical tests. Portfolio Management: Concept of Portfolio, Diversification of Risk, Portfolio Analysis: Concept of Traditional and Modern Portfolio Analysis, Markowitz Theory Risk, Capital Asset Pricing Model – Assumptions, CML and SML, Portfolio Revision: Meaning, Need, Techniques of Portfolio Revision, Formula Plans, Rules Regarding Formula Plans, Constant Rupee Value Plan, Constant Ratio Plan.

Recommended Texts:

1. Stephen Lofthouse, Jane Raybould: Investment Management, John Wiley & Sons Publications.
2. Amling Fredrick: Investment- An Introduction to Analysis and Management, Prentice Hall India.
3. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, Pearson Education.
4. William F. Sharpe, Gordon J. Alexander, Jeffrey W. Bailey: Investments, Prentice Hall India.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks.

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. The course will help students learn rules and techniques of effective advertising and to understand the sales management process and sales force management.

Course Syllabus

UNIT-I

Advertisement; Definition, Features & Importance of advertisement. Advertising research: Nature scope & Importance of advertising research. USP: objective and importance. Advertising Budget; methods of advertisement budget,. Advertisement Media: Different types of media, Advertisement agencies, Copy writing: its elements, requirement of an effective copy writing, types of advertising copies. Measuring Advertising Effectiveness: Pre and Post Techniques for testing advertisement effectiveness. AIDA Model. Social, Ethical and Legal Aspect of Advertising.

UNIT-II

Sales Management: Nature, Scope and Importance. Sales Manager: Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Recruitment and Selection of sales personnel. Training and development of sales personnel. Selling Theories; buyers point of view, seller point of view and selling process, sales quotes, sales territories, sales forecasting: factors governing sales forecasting, quantitative and qualitative methods.

Recommended Texts:

1. Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
2. Border, W.H, Advertising, John Wiley N.Y.
3. Ogilvy D. Ogilvy on Advertising, Longman publication
4. Chunnawala : Advertising Management, Himalya Publishing.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

BBA-DSE II (B) SERVICE MARKETING

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:-The objective of this course is to introduce the learner to the service sector management in an organization and to the process providing the service.

Course Syllabus

UNIT – I

Services marketing management: Concept, features, need, significance, difference between goods and services. Services marketing triangle, service marketing mix. Consumer behavior in services: meaning, importance and process. Market segmentation, Targeting and Positioning, Service quality: Meaning, Components, measurement. Service quality gaps: Concept, Meaning, Gap Model.

UNIT-II

Services marketing in a specific context. Banking marketing, Hotel marketing, Tourism marketing, hospitality management, Duties of Hospitality Manager, healthcare, types of hazards do workers face, Healthcare Trends and Challenges, personal care marketing, Hospital marketing, Education marketing, and Consultancy marketing.

Recommended Texts:

1. Zeithmal, V. A. and Bitner, M. J: Services Marketing, Tata McGraw-Hill Publishing Company Ltd., New Delhi
2. Lovelock, Christopher H., Services Marketing : People, Technology, Strategy, Pearson Education, New Delhi
3. Shankar Ravi, Service Marketing, Excel Books, New Delhi
4. S.m jha, Marketing of services, Himalaya publishers.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- To learn about the strategies and paradigms changes in the rural market structure .

Course Syllabus

UNIT-I

Rural Marketing; introduction, nature and scope of rural marketing with special reference to India. Buying behavior in rural markets, Consumer buying behavior model. Rural Marketing information System. Rural Market communication; introduction, process and role of IT in rural communication. Segmentation, targeting and Positioning for rural marketing.

UNIT-II

Rural marketing mix; concept and relevance . Rural product strategy; concept and strategies for goods and services. Pricing strategies and objectives. Promotion strategies. Distribution in rural marketing; introduction and channels of distribution (Haats, Mandis, Cooperative societies).New development models for rural marketing (ITC, HUL etc.) .Rural Market research.

Recommended Texts:

1. Ballou, Ronald H., Business Logistics management
2. Buxton, Graham, Effective Marketing Logistics
3. Coyle, John J. & Edward J. Bardi, The Management of Distribution System
4. Shankar, Ravi, Managing Distribution
5. Sherlock, Jim, Principles of International Physical Distribution.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - To introduce to the students the various fundamental and basic aspects of the brand, branding and product management.

Course Syllabus

UNIT-I

The concept of Brand , brand name, brand values; brand planning ; managing brand systems; brand roles; anti-brand thinking; brand loyalty; brand image; brand extensions; brand's life script; brand identity; and brand personality. Brand positioning ; brand culture and brand rituals; brand equity; brand building; service brands; experiential brands; types of brand; product and brand failures.

UNIT-II

Product Management: concept, FMCG, product mix and line decisions; Branding: name, creation, principles, brand image, etc; Market segmentation; promotion and differentiation; new product planning; Distribution channels; advertising planning; pricing: concept and strategies.

Recommended Texts:

1. Lehmann & Winner , Product Management, Tata McGraw Hill
2. Kevin Lane Keller, Strategic Brand Management, Pearson Education
3. Aaker, David, A. Managing Brand Equity. New York, Free Press
4. Cowley, Don. Understanding Brands, London, Kogan Page

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II

comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

BBA-DSA III (A) CAREER PLANNING & MANAGEMENT

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- To make students capable to draw, implement and construct more effective career developmental policies.

Course Syllabus:-

UNIT-I

Concept of Career: Meaning and Definition, career stages, factors effecting career choices, career anchors, types of career anchors and Importance of career anchors. Managing Career: Meaning, Principles for effective career management, career management activities, Importance of career management.

UNIT-II

Career Planning: Definition, Characteristics, career planning process, importance of career planning. Role of counseling and mentoring in career management of the employees. Role of IT in career planning, Career Development: Definition, Characteristics, Importance, Performance planning and career management of the employees.

Recommended Texts:

1. C.B. Gupta, Human Resource Management, Sultan Chand & Sons.
2. Robbins, Organization Behaviour, Prentice Hall.
3. Fred Luthans, Organization Behaviour, Mc Graw Hill.
4. L.M. Prasad, Organization Behaviour, Sultan Chand & Sons.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks.

(2018-19)

BBA-DSA III (B) TRAINING AND DEVELOPMENT

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The course designed will appraise the students regarding the new trends in training methods and their effectiveness and HR practices .

Course Syllabus

UNIT-I

Training process: An overview; role, responsibilities and challenges to training managers; organization and management of training function; training needs assessment of training need. Action research: Instructional objectives and lesson planning. Evaluation of training programs. The induction process: Methods and evaluation of induction training.

UNIT-II

The role of training and development: Identification of training needs, Designing and developing training programs. Training evaluation and the training cycle. Evaluation process, Evaluation design: Data collection, designing questionnaire and tests. Qualitative and quantitative evaluation methods. Evaluation report.

Recommended Texts:

1. Morgain C.T., King A.R., Weisz J.R.: Introduction to Psychology.
2. Hall C.S., Lindzey G.: Theories of Personality
3. Rae,L., how to measure training effectiveness.
4. Freman F.S: Psychological Testing
5. Bower G.R., Hilgar T.R.: Theories of Learning

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The course works from a strong theoretical foothold and apply behavioral science knowledge to the development of organizational structures, strategies, and processes.

Course Syllabus:-

UNIT-I

Organisational Change: meaning, factors, Significance and importance of change, Nature of change, Process of organisational change, Models of Change and Approaches to Problem Diagnosis, Major Techniques of Planned Change, Managing Resistance to Change. Coping strategies for change, Resistance to change, managerial options for implementing change, guidelines facilitating change, Change and its impact.

UNIT-II

Organizational culture and change, a systematic approach to making change, Traditional Assumption, The Culture Gap, Organisational Development: Definition, Need, Assumptions, Historical development. Models and theories of planned change, process of Organisational Development, Issues and future of Organisational Development, Issues in consultant-client relationship.

Recommended Texts:

1. Abad, Ahmed, Developing Effective Organization, Sri Ram Centre for Industrial Relations, New Delhi
2. French. Wendell L., Bell. Cecil., Organization Development, Pearsons Education, New Delhi
3. S.K. Bhatia , Dr. Abad Ahmad., Management of Change and Organization Development, Deep & Deep Publications Pvt. Ltd, New Delhi
4. Burke Warner, Organization Change, Sage Publications, South Asia

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - The course has been designed to make the students aware of the sensitivity of employer-employee relationship.

Course Syllabus

UNIT-I

Industrial Relations and its concept and models; Industrial Relation and Role of the State; Present status and future of Trade Unionism with special reference to India; Industrial Relations and Technological Change.

UNIT-II

Causes, Forms and effects of Industrial conflict; Preventive and settlement measures of Industrial Disputes in India; Comparative Study of Industrial Relations in developed and developing economics; Role of ILO and significance of Social Clause of WTO.

Recommended Texts:

1. Venkataratnam Industrial Relations, Oxford University Press
2. Sinha, P.R.N. et. al Industrial Relations, Trade Unions, and Labour Legislation.
3. Pearson Education
4. Blyton, P. & Turnbull, P. The Dynamics of Employee Relations. Palgrave Macmillan
5. Ackers, P. & Wilkinson, A. Understanding Work & Employment: Industrial Relations in Transition. Oxford: Oxford University Press
6. Padhi, P.K. Labor and Industrial Laws. Prentice Hall of India

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

UNIT-I

Programmer and Search Engine Marketer : SEO and the Site Architecture, Installing XAMPP, Preparing the Working Folder, Preparing the Database.

Primer in Basic SEO: Introduction to SEO, Search Engine Ranking Factors, Potential Search Engine Penalties, Resources and Tools,

Provocative SE-Friendly URLs: Static URLs and Dynamic URLs, URLs of the Real World, URL Rewriting, Installing mod_rewrite, Testing mod_rewrite, Introducing Regular Expressions, URL Rewriting

Content Relocation and HTTP Status Codes: HTTP Status Codes, Redirect Using 301 and 302, Removing Deleted Pages Using 404, Avoiding Indexing Error Pages Using 500, Redirecting with PHP and mod_rewrite

UNIT-II

Duplicate Content: Causes and Effects of Duplicate Content, Excluding Duplicate Content, Solutions for Commonly Duplicated Pages

SE-Friendly HTML and JavaScript: Overall Architecture, Search Engine-Friendly JavaScript, Search Engine-Friendly HTML, Using a Custom Markup Language to Generate SE-Friendly HTML, Flash and AJAX

Black Hat SEO: Technical Analysis of Black-Hat Techniques

Cloaking, Geo-Targeting, and IP Delivery : A Few Words on JavaScript Redirect Cloaking, Implementing Cloaking, Cloaking Case Studies, Implementing Geo-Targeting

Foreign Language SEO: Foreign Language Optimization Tips, Foreign Language Tips

Text Books: 1: Professional Search Engine Optimization with PHP: A Developer's Guide to SEO by Cristian Darie, Jaimie Sirovich.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: To explain the students about information systems being used in business and management. To assess the impact of the Internet and Internet technology on business, electronic commerce and electronic business.

UNIT-I

Overview of Electronic Commerce: Concept, features, and functions of e-commerce, e-commerce practices, Concerns for E-commerce Growth, Inter-organizational E-commerce, Intra-organizational E-commerce, Consumer-to-Business E-commerce.

Introduction to Internet: Internet and its role in E-commerce, procedure of registering internet domain, establishing connectivity to Internet, tools and services of Internet, procedure of opening e-mail accounts on Internet.

UNIT-II

Firewalls and Network Security: Types of Firewalls, Firewall Security policies, Emerging Firewall Management Issues.

Security of e-commerce: Setting up Internet Security, maintaining secure information, encryption, digital signature and other security measures.

E-payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.

Text Books:

1. Bharat Bhasker, Electronic Commerce – Framework technologies and Applications, Tata McGraw Hill Publications.

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Objective: To provide a formal foundation in database concepts and technology. Upon completion, the students should be able to understand different issues involved in design and implementation of a database system.

Unit-I

Database Management System : Definition, Characteristic advantages over traditional file processing system, Uses of database, DBA and its responsibilities Database schema, instance. DBMS architecture, data independence, mapping between different levels.

Database language : DDL, DML, DCL.

Data Models: hierarchical, network, relational.

Keys : Super, candidate, primary, unique, foreign.

constraints: types of constraints, Integrity constraints,

Unit -II

Entity relationship model : concepts, mapping cardinalities, entity relationship diagram, weak sets, strong entity sets, aggregation, generalization, converting ER diagram to tables.

Relational Algebra : Basic operations, additional operations.

Database design : Functional dependency, decomposition, Normalization, multi valued dependency. Database design process, database protection, database integrity,

Transaction management and Concurrency control: Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks), Time stamping methods, optimistic methods, database recovery management.

Text Book:

1. Siberscharts, Korth and Sudarshan, "Database Concepts", Mcgraw Hill Publication.

References:

1. Ivan Bayross, "Oracle 7 The complete reference", BPB Publications.
2. C..J. Date, "An Introduction to Database Systems", 3rd Ed., Narosa Publishers, (Reprint).
3. Jeffrey D. Ulliman, "Principles of Database Systems", 2nd Ed., Galgotia Publications.
4. D. Kroenke, "Database Processing", Galgotia Publications.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Objective: To build an understanding about the software development life cycle and to provide a professional guidance to apply current theories, models and necessary techniques of software engineering. Upon completion, the students should be able to understand ethical and professional issues important for software engineers.

Unit-I

Introduction: Evolution Software Engineering, Software Crisis, Trends in Software Engineering.

Software Life Cycle Models: Use of models, Waterfall Model, Iterative Waterfall model, Prototype Model, Evolutionary Model, Spiral model, Comparison of models

Software Project Management: Project Planning, Project size estimation and Technique, COCOMO Model, Scheduling, Staffing, Risk management.

Requirements Analysis and Specification: Requirement Gathering and Analysis , Software requirement Specification Document, Functional requirement, Non Functional requirement, Organization of SRS Document.

Software Design: characteristics of Good software design, Design Principles:- Modularity, Cohesion, coupling.

Function Oriented design: Structured Analysis, Data Flow Diagram, Structure Charts

Unit -II

Object Oriented Design using UML: Object oriented concepts, Unified Modeling Language, UML Diagrams, Class diagrams, State diagrams, Interaction Diagram

User Interface Design: Characteristics of Good User interface, Types of User interface, GUI Development.

Coding: Coding Standards and Guidelines, Code Review, Software Documentation

Testing: Error, Failure, Test case, Test Suite, Levels of Testing, Unit testing, Black Box testing, White Box Testing, Integration Testing, System Testing.

Text Book:

1. Rajib Mall, "Software Engineering", PHI Publication.

References:

1. P. Jalote, "An Integrated Approach to Software Engineering", Narosa Publications.
2. Shari Lawrence Pfleeger, " Software Engineering : Theory and Practice", 2nd edition, Pearson Education, 2003.
3. Roger.S.Pressman," Software Engineering-A practitioner's Approach", 3rd edition,McGraw-Hill.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

DSE- V (A) EVENT PLANNING AND MANAGEMENT

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The course has been designed to make the students aware event management and its applications for marketing.

Course Syllabus

UNIT – I

Introduction to planning and management of events, Size of events, Types of events, Roles & Responsibilities of Event Manager in Different Events, the event team, advantages of events, code of ethics for event. Creative Visualization: definition, creativity methods, participation planning in events, event charges. Event proposal: definition, proposal request, approval meeting.

UNIT- II

Event Sponsorship: concept, identifying the sponsor, sports sponsorships, evaluation of the sponsorship, key principles of evaluation. Event Marketing: definition, nature, process of event marketing. Event Promotion: definition, elements in promotion, role of media in event promotion.

Recommended Texts:

1. Goldblatt-, John Wiley & Sons: Best Practices in Modern Event Management.
2. Sanjaya Singh Gaur, Sanjay V. Saggere: Event marketing & Management.
3. Devesh Kishore, Ganga Sagar Singh: Event Management

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

DSE -V (B) FINANCIAL MANAGEMENT OF EVENTS

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: - The course has been designed to make the students aware Financial management applications in event management.

Course Syllabus:-

UNIT – I

The need and frill of event financial management , Events and Objects, Events and Facts, Managing Events, the budget, Break- even point.Financial appraisal of events: Cash flow analysis, Profit and loss statement, Balance-sheet, Financial control systems, Panic payments. Ratio Analysis for Events. Sources of raising short and long term finance and its cost.

UNIT - II

Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, Advertising, Print, Hoardings, Buses, Public Relations, Performers. Use of Cost Centers in Event Management, Event Management Fees and Percentage of the total event cost, flat fees, package price.
Feasibility and SWOT analysis of events.

Recommended Texts:

1. Silvers, Julia Rutherford: Risk Management for Meetings and Events.
2. Silvers, Julia Rutherford and Kathy Nelson: Introduction to Financial Management for Meetings & Events

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

DSE-V (C) EVENT RESOURCE MANAGEMENT

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:-The course has been designed to make the students aware Material resources management and its importance in event management.

Course Syllabus

UNIT – I

Entertainment: Defining Entertainment Forms in Entertainment, purpose of Entertainment, Content in Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings.
Working with Performers – Mindset, Creature Comforts, Unique Preparations and Performance Needs, Communications.

UNIT - II

Décor - Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics, Banners and Signs, People and Other Creatures As Decor, Floral Décor, Setup Considerations for Décor - Prior to the Event and At the Event.
Miscellaneous Technical Resources - Electrical Power, Determining Electrical Service Requirements, Electrical Distribution, Portable Power, Electrical Safety Considerations, Safety, Other Temporary Structures – Scaffolding, Bleachers, Fencing and Barriers, Sanitary Facilities.

Recommended Texts:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Human Resource Management for Events - Lynn Van der Wagen (Author)

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks.

(2018-19)

DSE-V (D)

EVENT PROPOSAL & MARKETING

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-4

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

Objective:- To explore the methods of event marketing in current market situations.

Course Syllabus:-

UNIT I

Proposal request: approval meeting; study of the proposal: destination review, itinerary, transportation requirements, hotel information and cost summary sheet; Proposal report; company profile; back up material.

UNIT II

Promotion of events; print, electronic and display media; planning Participation; event charges; package price; nature and process of marketing events; marketing mix; document design; and sponsorship.

Recommended Texts:

1. Thomas C. O'Guinn, Chris T. Allen and Richard J. Semenik, Advertising and Integrated Brand Promotion
2. Jeremy T. Miner and Lynn E. Miner, Proposal Planning and Writing, Greenwood Publishing Group
3. Barbara L. Cicone and Jeanne G. Jacob, Fundraising Basics: A Complete Guide, Jones and Bartlett Publishers
4. Leonard H. Hoyle, Event marketing: How to successfully promote events, festivals, conventions and expositions, John Wiley and Sons
5. Allison Sage, The Event Marketing Handbook: Beyond Logistics and Planning, Dearborn Trade Publishing Co

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks**External Evaluation: 60 Marks****Internal Evaluation: 40 Marks****Total Credits:-4****Total Pass marks: 35 Marks****Pass marks in external: 21 Marks****Pass marks in internal: 14 Marks****Total L/T/P: 55**

Objective:- The objective of this course is to acquaint the students of management with the basic knowledge of mass communication in business.

Course Syllabus**UNIT- I**

Communication: Meaning & Concept; Elements and process of communication; Functions of human communication and mass communication; 7c's of communication; various forms of communication: Intrapersonal, Interpersonal, Group, Public and Mass communication, Verbal and Non Verbal Communication; barriers to communication

Tools of Mass Communication:

Word of mouth

Newspapers, Magazines, Radio, TV, Films, Records, Internet

(c) Advertising, Public Relations & Public Opinion

(c) Traditional & Folk Media

UNIT- II

Models of mass communication: Lasswell model, Schramm model, Shannon and weaver model, Gerbner's model, Levin, Westley and MacLean's conceptual model.

Theories of communication: Bullet theory, Cognitive theory, two step flow theory, Uses & Gratification theory, Cultivation theory and agenda setting theory.

Recommended Texts:

1. Ralph E. Hanson, Mass Communication: Living in a Media World, CQ Press.
2. Stanley J. Baran and Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Cengage Learning.
3. Joseph R. Dominick, Dynamics of mass communication: Media in transition, McGraw-Hill Higher Education.
4. Mary B. Cassata and Molefi K. Asante, Mass communication: Principles and Practices, Macmillan Publishing Co.
5. Jan R. Hakemulder, Principles and Functions of Mass communication.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The course has been designed to make the students aware of the changing role of PR in business.

Course Syllabus:

UNIT- I

Public Relations: Meaning & concept; PR and allied disciplines (Publicity, Propaganda, Advertising, Lobbying); Functions of P.R.; Qualities of PRO; PR Public Public Relations tools: Internal public (house journals, bulletin boards, open houses, suggestion boxes, video magazine etc.); Writing for media (Press conference, press release, rejoinder, backgrounder, press brief)

UNIT -II

Public Relations in government and Private sector; Public Relations in India at central & state government; Public Relations campaign; Role of Public Relations in crisis management. Public Relations & new media; Integrated Public Relations; Ethics of Public Relations - IPRA code - professionalism, PRSI

Recommended Texts:

1. Edward J. Lordan, Essentials of Public Relations Management, Burnham Inc., Publishers.
2. Dr. AjitPathak, Public Relations Management: A Comprehensive Insight, Ocean Books (P) Ltd., New Delhi
3. Frank Jefkins, Public Relations for Management Success
4. Jan R.Hakemulder, Principles and Functions of Public Relations
5. Handbook of Public relations in India, D.S. Mehta
6. Public relations Handbook, Dilenschneider Robert L.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective:- The course has been designed to make the students aware of the emergence of media and its importance in business.

Course Syllabus:-

UNIT- I

Media planning: The function of media planning in advertising, Role of media planner, Challenges in media planning, Media planning process, Media planning for consumer goods, Management- Definitions and Concept; Principles and functions of Management; Role of management in media; Media as an industry and profession

The concept and context of Mass media; forms of mass media: Print, Electronic: Audio and audio-visual communication, Multimedia

UNIT- II

Ownership patterns of mass media—Sole proprietorship, Partnership, Private limited companies, Public limited companies, Trust, Chain, cross media, conglomerate and vertical integration.

Media audiences; Effects and uses of mass media; Mass media research; Transnational media ownership and issues of sovereignty and security.

Recommended Texts:

1. James R Adams, Media Planning-Business books 1977
2. Jim Surmanek, Media Planning: A Practical Guide, NTC/Contemporary Publishing Group
3. John R. Rossiter and Peter J. Danaher, Advanced Media Planning, Kluwer Academic Publishers
4. Jack Z. Sissors and Roger B. Baron, Advertising Media Planning, Tata McGraw-Hill, New Delhi
5. Media for Managers:Frank M. Corrado

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: To aware the students about the importance of sound corporate communication in an organistaion.

Course Syllabus

UNIT I

Communication process, Elements of an effective communication strategy, Definition and importance of Business Communication, concept of integrated marketing communication, communication objectives. Preparing for communication message development, selecting communication channels, promotion mix advertising, sales promotion, public relations and direct marketing.

UNIT II

Communication budget, measuring communication effectiveness, Interpersonal/ interapersonal business communication, Ethical issues in corporate communication, managing and co-coordinating integrated marketing communication. New guidelines for Corporate communication.

Recommended Texts:

1. Michael B. Goodman, Corporate communication: Theory and practice, State University of New York Press, Albany
2. Paul A. Argenti and Janis Forman, The power of corporate communication: Crafting the voice and image of your business, McGraw-Hill Publishers
3. Paul A. Argenti, Corporate Communication, McGraw-Hill / Irwin
4. Alan T. Belasen, The Theory and Practice of Corporate Communication: A Competing Values Perspective, Sage Publications

Instructions :

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks