

Semester V

BBA- Sem -V (CBCS 2019)

501: INTRODUCTION TO OPERATIONS RESEARCH

Course Code	501	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 70:30

Course Objective

The objective of the course is to familiarize the students with the tools & techniques of Operation Research.

Learning Outcome

Students will be able to understand the practical importance and applications of various operations research techniques.

UNIT 1

Definition of Operations Research (OR), Origin and Development of OR, Scope of Operation Research, Advantages and Limitations of OR.

UNIT 2

Linear Programming Problem-LPP, Formulation of LP Problem, Graphical solution – Procedure of solving LPP by Graphical method. Applications and limitations of LPP

UNIT 3

Transportation Problem, meaning, definition and applications, Applications of Transportation Problem, Types of Transportation problems. Initial Basic Feasible Solution – North West Corner Rule, Least Cost or Matrix Minima Method, Vogel's Approximation method. Checking for optimality, Finding optimal solution by MODI method.

UNIT 4

Assignment Problem- meaning, definition and applications, Types – unbalanced and maximization, assignment problem. Hungarian method for solving assignment problem.

UNIT 5

Network Analysis - importance of network analysis, construction of networks. Critical Path Method (CPM) - calculation of earliest and latest times, types and computation of floats. Program Evaluation and Review Technique (PERT) - 3 time estimates, expected duration.

Reference Books :

1. Operations Research – Hira and Gupta S.Chand
2. Operations Research – Pai, Oxford University Press
3. Operational Research – Dr. P.R.Vital
4. Operational Research – Handy and A.Tata.
5. Statistical Methods and Operation Research – S.P.Gupta

Online Resources:

<https://www.khanacademy.org>

<http://web.itu.edu.tr/topcuil/ya/OR.pdf>

Moocs:

[www:/Alison](#)

[www/SWAYAM](#)

[www/NPTEL](#)

BBA- Sem -V (CBCS 2019)

502: SERVICES MANAGEMENT

Course Code	502	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 70:30

Learning objectives:

- To provide in-depth insight in managing and delivering of quality services
- To create awareness about the services sector, the challenges and opportunities therein.
- To understand the need and importance of people , process and physical evidence in services marketing mix.

Learning outcomes

After studying this course students would be able to

- Understand the challenges and opportunities involved in services sector.
- Understand the aspects of developing new services, promoting the services and making it available in a convenient manner.

Unit 1: Introduction to Services and Service sector

Meaning of Services, Differences between goods and services, Characteristics of Services , Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.

Unit 2:Marketing of Services :

7Ps in Service Marketing –

Service Product – service life cycle,

Pricing the Service- factors involved in pricing the services,

Service Location (Place) and Channels of Services,

Promotion and Communication of Services – promotion mix,

People in Services – role of service employees, training of service employees,

Process in Services – service as a process,

Physical Evidence in Services.

Unit 3: Quality of Services:

Meaning of service quality, Importance of service quality, quality issues in services. Role of information technology in improving service quality.

Unit 4: Management Demand and Supply of Services

Patterns and determinants of demand, strategies for managing demand, service capacity management.

Unit 5: Introduction To Management Of Different Service Sectors

Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services,

Hotel Services: - Concept, Scope and Importance, Profile of Services, H. R.M and Customer Care,

Management of Hotel Services in India.

Management of Insurance Services : Concept, Scope and Importance

Management of Transport Services : Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced.

Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial.

Management of other Services : Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.

Reference Books:

- 1) Service Management & Marketing – Christian Gronroos – Wiley India Edition
- 2) Services Marketing – Text & Cases : Vinnie Jauhari , Kirti Dutta 2nd Edition – Oxford University Press
- 3) Services Marketing – S.M. Jha Himalaya Publishing House
- 4) Services Marketing - Dr. Shahjahan
- 5) Services Marketing – K. Ram Mohan Rao
- 6) Services Marketing - Valarie A, Zeithaml & Mary Joe Bitner, Tata McGraw Hill Publications.

Journals

1. Journal of Service Management- Emerald Insights
2. European Journal of Service Management

Online reference

<https://www.khanacademy.org>

http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf

<https://www.scribd.com>

MOOCs

<https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning>

NPTEL

BBA- Sem -V (CBCS 2019)

503: Consumer Behavior

Course Code	503	Course Type	Discipline Specific Elective
Credits	Four.	Examination Pattern	UE + IA: 70:30

Learning objectives:

- 1 To highlight the importance of understanding consumer behavior in Marketing.
- 2 To study the environmental and individual influences on consumers
- 3 Understand the importance of consumer behaviour in designing marketing strategies.
- 4 To understand consumer behavior in Indian context.

Learning outcomes : After studying this course student are able to

- 1 Understand the consumers' attitude towards a particular product / service in a better manner.
- 2 Use the factors that influence the consumers' buying behaviour in determining the marketing mix strategies.
- 3 Identify new market segments to cater to their needs
- 4 Design effective marketing strategies

Unit 1	INTRODUCTION Meaning of Customers & Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing.	04 Hrs
Unit 2	Individual Determinants of Consumer Behavior Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes	14Hrs
Unit 3	External determinants of consumer behaviour: Culture, subculture, social class & reference group	10 Hrs
Unit 4	Consumers' Buying Decision Making Process, Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior and Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying. Consumer Behavior Models Howard Sheth Model, Nicosia model	12Hrs
Unit 5	Diffusion of innovation: meaning and definition, diffusion process. The adoption process.	05 Hrs

Reference books

- 1 Consumer Behaviour by David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4th Edition

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|---|---|-----------------------------------|
| 2 | Consumer Behavior by Leon Schiffman, Leslie Kanuk,
S.Ramesh Kumar, | Pearson, 10 th Edition |
| 3 | Consumer Behavior - In Indian Perspective by Suja R. Nair, | Himalaya Publishing House. |
| 4 | Consumer Behaviour & Marketing Action : Henry Assael , | Thompson Learning |
| 5 | The Marketing Whitebook | Current year issue |

Journals and E-journals

1. Journal of Consumer Behaviour
2. Journal of consumer Research
<https://onlinelibrary.wiley.com/journal/14791838>

MOOCS:

1. <https://swayam.gov.in/course/3578-consumer-behaviour>
2. <https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content>

BBA- Sem -V (CBCS 2019)

504: ELEMENTS OF FINANCIAL SERVICES

Course Code	504	Course Type	Discipline Specific Elective
Credits	Four.	Examination Pattern	UE + IA: 70:30

- **Learning objectives:**
- To introduce the students about Indian Financial Systems and current developments
- To orient about various financial services available

Learning outcomes : After studying this course student are able to

- 1 • Components of Indian Financial Systems
- 2 • Importance and utility of Financial Services

Unit – I : Introduction to Financial Services. (10 Hrs.)

- Financial systems and Economic Development
- Indian Financial systems and Organization Structure.
- Financial Services – Meaning, Concept and Importance of Financial Services

Unit – II: Types of Financial services: Fund Based and Fee based (15 Hrs.)

- Leasing and Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.
- Concept and Importance of Insurance, Types of Insurance
- Merchant Banking
- Underwriting
- Investment Banking

Unit – III: Mutual Funds and Services. (11 Hrs.)

- Significance of Mutual Funds its Importance, Types and Advantages Current Scenario.
- Parameters for evaluation of Mutual funds Schemes

Unit –IV: Credit Rating. (12 Hrs.)

- Meaning and Importance of Credit Rating.
- Functions and Role of Credit Rating agencies in India

Unit – V: Venture Capital Financing. (12 Hrs.)

- Meaning and features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing, Factors affecting Venture Capital financing.

Reference books :

- 1) Financial Services – M.Y. Khan. Tata Mc. Graw Hill.
- 2) Indian Financial System – M.Y. Khan Tata Mc. Graw Hill.
- 3) Financial Institutions and markets, L.M. Bhole, Tata Mc. Graw Hill.
- 4) Financial Markets and Services, Gordon, Natarajan.

5) Merchant Banking, J.C. Verma, Bharat Publications.

Online references:

MOOCS:

- <https://swayam.gov.in/>
- <https://alison.com/>:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

<https://www.sebi.gov.in>

<https://www.nseindia.com>

<https://www.bseindia.com>

BBA- Sem -V (CBCS 2019)

505: Project Work

Course Code	505	Course Type	SEC
Credits	Four	Examination Pattern	UE + IA: 70:30

Course Objectives:

1. Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.
2. Expose the student to the environment and expectations of performance in private/public companies or government entities.
3. Enhance and/or expand the student's knowledge of a particular area(s).
4. Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

Learning Outcomes:

The internship helps in connecting organizations with student. This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that students continue to benefit from after graduation.

Details:

At the end of Semester IV a student shall be required to prepare a project in any one of the functional areas of business i.e.

- Marketing Management
- Human Resource Management
- Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member. The duration will be for 50 days. The report is to be prepared and submitted to the institute during the semester V.

Reference Books : Follow the Monograph and conduct in coordination with Corporate Resource Center of the Institute

BBA- Sem -V (CBCS 2018)
506: Social Media Management

Course Code	506	Course Type	GE
Credits	Two.	Examination Pattern	IA : 50 marks

Course Objectives:

This Course Teaches students to use social media strategically to create value for a client or organisation..

Learning Outcome:

- a) Students will learn by doing assignments focusing on social media, post writing and publishing, management and measurement tools, a social media audit, editorial calendar and crises management.
- b) Students will master the skills necessary to become successful social media managers.

Unit 1: Introduction To Social Media

Introduction to Social Media, importance of social Media, History and evolution of Social Media, Managing Information, Aggregators. Facebook, Twitter, Instagram, LinkedIn, Youtube, Blogs.

Unit 2: Using Social Media

Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling, Creating Content, Managing Content programmes, Planning Worksheet, Social media campaign.

Unit 3: Evaluating Social Media

- Evaluation of Social Media Platforms
- Tools to manage and measure performance of social media content and campaigns
- Handling critical issues in social media management and legal aspects of social media.

Unit 4: Setting-up own professional site

Content management, design, connectivity with social media

Assignments:

1. Explain at least one social media management tool in detail.
2. Describe social media analytics tool in brief with example.
3. Detailed social media campaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, prepare budget for campaign.
4. Budget for social media plan: Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactics, your proposed social media campaign and social media tools. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media.

5. List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.

Reference Books

1. Guy Kawasaki & Peg Fitzpatrick, "The art of social media: power tips for power users"
2. Social media marketing all in one for dummies, Jan Zimmerman & Deborah N
3. Social media explained by Mark W. Schaefer

Online resources

http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.pdf

<https://www.coursehero.com/file/10513028/Media-Management-Notes/>

BBA- Sem -V (CBCS 2018)

506: Road Safety Management

Course Code	506	Course Type	GE / AECC
Credits	Two.	Examination Pattern	IA : 50 marks

Course Objectives:

The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India.

Learning Outcomes:

Unit 1 : Introduction to Road Safety Management

Importance and need of road safety management.

Unit 2: Management of Traffic and Traffic Rules.

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands ,traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons,women and children, special right of way for ambulance, firefighting vehicles,school bus and V.I.P vehicles

Unit 3 : Management of Road Mishaps and Accidents:

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims,Rehabilitation of persons affected by accidents.

Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

Reference Books :

- 1) Pratibha Shastri Ranade , Road Safety Management, ICFAI University
- 2) Vijay Vinayak Revankar, Road Safety – Vimleshwar Automobile Industry and Road Safety Community Forum

Online Resources:

MOOCs:

Alison

BBA- Sem -V (CBCS 2018)

506: Event Management

Course Code	506	Course Type	GE /AECC
Credits	Two.	Examination Pattern	IA : 50 marks

Course Objectives:

The basic purpose and spirit of this course is to expose the students to hands- on experience of event management.

Learning Outcomes:

The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

Unit 1:

(8 hours)

Introduction to Event Management

The concept of event. need and importance of events.

Unit 2:

(10 hours)

Types of Events

Different types of event in Corporates, Social Programmes and Private Programmes.

Following units are entirely based on practice part of the event management.

Unit 3: Assessment of Events (12 hours)

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher .

Preparation of Learning Value report :

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

Reference Books :

4. S. R. Singh, Event Management, HPH.
5. Alex Genadelik, Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series

Online Resources:

<https://blog.komodoplatfrom.com/notes-on-social-media-and-community-management-for-blockchain-cryptocurrency-and-ico-projects-4d0f328bdfb3>

MOOCs:

Alison

Semester VI

BBA- Sem -VI (CBCS 2019)

601 : INTRODUCTION TO STRATEGIC MANAGEMENT

Course Code	601	Course Type	Core
Credits	Four.	Examination Pattern	UE + IA: 70:30

Course Objectives:

- to understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.
- to identify the opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

Learning Outcomes:

The students will learn the main concepts and thought processes in strategic management. Develops strategically as clear thinking rather than the blind use of other people's concepts.

Unit 1: Introduction to Business Policy and Strategic Management.

10 Hr.

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management. Introduction, Meaning, Components of strategic management process. Vision, Mission, Objectives and Goals, Levels of Strategies.

Unit 2: Internal and Environmental Analysis.

10 Hr.

Environmental Analysis- Competitive analysis, Michael Porters- Five forces model.
Internal Analysis- SWOT analysis, Identification of Distinct competencies.

Unit 3: Strategic Analysis and Choice

12 Hr.

Strategic Analysis and Choice in Business Strategic alternatives
Evaluating and choosing Business strategies BCG matrix, Ansoff Matrix, GE9 Cell.

Unit 4: Corporate and Business Strategies

14 Hr.

Foundations of Business Strategies, Types of business strategies. Levels of strategies, Various Corporate Strategies.

Unit 5: Strategic Implementation and Control.

14 Hr.

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

Books Recommended:

1. Understanding Strategic Management by Anthony Henry, Oxford University Press
1. Strategic Management by Chandrasekaran & Ananthanarayanan, Oxford
2. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
3. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
4. Management Policy and Strategic Management; Prof. R. M. Srivastava; Himalaya Publishing House.
5. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill

series.

Supplementary Readings

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books
3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).

Online Resources: **Web Resources:**

<https://www.strategicmanagementinsight.com/>

http://www.1000ventures.com/bec_bestsites_strategy.html

MOOCs: **MOOCS:**

<https://www.mooc-list.com/>

<https://www.coursera.org/>

<https://swayam.gov.in/>

<https://alison.com/>

BBA - CBCS 2019 SEM V
602: Performance & Compensation Management

Course Code	602	Course Type	Discipline Specific Elective
Credits	Four.	Examination Pattern	UE + IA: 70:30

Objectives of the course:

- To understand the various dimensions of Compensation Management.
- To familiarize with the role of various bodies involved in Compensation Management.

Course Outcomes:

Students will be able to apply the concepts of performance appraisal and compensation management practically.

Unit 1: (12 hours)

Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement

Unit 2

(12 hours)

Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.

Unit 3(12 hours)

Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

Unit 4:(12 hours)

Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.

Unit 5(12 hours)

Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits.- retirement benefits, perquisites, non-monetary benefits.

Books:

1. DewakarGoel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.
2. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD, Prentice Hall India, New Delhi.
3. Richard Thrope& Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.
4. Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEMENT, Crust Publishing House

Online Resources:

<https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=>

MOOCs:

Modern Human Resource Management(Alison).
Principles of Human Resources Management (Swayam).
Managing employee compensation (Coursera)

BBA Semester VI

603 Enterprise Resource Planning (ERP)

Course Code	603	Course Type	SEC
Credits	Four	Examination Pattern	UE + IA: 70:30

Course Objectives:

- To understand the business process of an enterprise
- To grasp the activities of ERP project management cycle
- To understand the emerging trends in ERP developments

Content

Introduction

Overview of enterprise systems – Risks and benefits - Fundamental technology – key elements to be consider in planning design and implementation of multi functional integrated ERP systems

Functional Modules

Basics of ERP software - Small medium and large enterprise vendor solutions, BPR, Basics of ERP modules - Accounting and Finance, sales and Marketing, Materials and Production management etc

Implementation of ERP

Planning for ERP -Implementation life cycle , Methodology and Frame work- Training – Data Migration. People Organization in implementation

Post Implementation of ERP

Organizational and Industrial impact, Maintenance of ERP, Effect on System. Recent Developments in ERP

Developments in IT Technology, Considerations for Customer Relationship Management, Supply Chain Management and Business analytics etc.

Mini Cases citing the ERP in business scenario.

Reference Books

1. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
2. Summer, ERP, Pearson Education, 2008.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008

4. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India, 2006.
5. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.

BBA CBCS 2019

SEM VI

604 : Enhancing Personal & Professional Skills

Course Code	604	Course Type	SEC
Credits	Four	Examination Pattern	UE + IA: 70:30

Course Objectives:

Students will be able

- To understand the importance of soft skills and personality development
- to learn how to build personality
- To stress upon the importance of time management
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Learning Outcomes:

Students will be able

- to identify their strengths and weaknesses and be motivated to work upon them
- to Speak with clarity and confidence, thereby enhancing their employability skills.
- Identify his/her creative self, and express effectively the same

Unit 1:Introduction to Soft Skills

(12 hours)

Skills to Master : Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills.

Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes , Negative attitude and its results.

Exercise: Top 60 soft skills, Measure your soft skills.

Unit 2: Art of Speaking(The Voice) :

(14 hours)

Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking. telephone speaking skills.

Exercise: Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye-contact and consistency.

Unit3: Etiquette and Mannerism:(12 hours)

Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes.

Professionaletiquettes: Etiquettes at meeting, dining.

TechnologyEtiquettes: Phone, Email, Social media, Video conferencing, Web interviews.

Business Correspondence: Writing business letters, Memos, placing orders, Invoice, quotations. Exercise: Writing letters.

Exercise :Analytical questions on etiquettes.

Unit 4: Stress and Time Management: (10 hours)

Stress Management: Identify the stress source, signs of stress, behavior identified

Time Management: The 80:20 rule. Take a good look at the people around you. Sense of time management, Four secrets of time management,

Effective scheduling : Grouping of activities, Five steps to successful time management.Overcoming procrastination and time management tips for students.

Exercise: Test your time management skills.

Unit 5: Team Building and Team work: (12 hours)

Introduction: Aspects of team building- skills needed for teamwork –A model of team building. Team Vs. Group. Characteristics of effective team. Role of team leader, Inter group collaboration, factors shaping inter-group collaboration.

Exercise: Test your teamwork skills.

Reference Books :

1. Dr. K . Alex: Soft skills, S. Chand
2. Gajendrasingh Chauhan, Sangeeta Sharma ,Soft Skills , Wiley.
3. Covey Steven,Seven Habit of Highly Effective Teens , New York, Fireside Publishers, 1998.
4. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
5. Thomas A Harris,I am ok, You are ok, New York - Harper and Row, 1972
6. Daniel Coleman, Emotional Intelligence , Bantam Book, 2006
7. Jack Canfield , The Success Principles.
8. De. Bono E. “Lateral Thinking”.
9. Kelley T, Kelley D. “Creative confidence Unleashing the creative potential within all of us.”

Website for Online courses:

[https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development\(PSPD\).pdf](https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf)

<https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/>

MOOCs:

https://onlinecourses.nptel.ac.in/noc17_hs11/preview

<https://www.coursera.org/specializations/wharton-success>

<https://alison.com/courses/personal-development>

<https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/>

BBA- Sem -VI (CBCS 2019)

605: Disaster Management

Course Code	605	Course Type	GE
Credits	Two.	Examination Pattern	UE + IA: 70:30

Course Objectives:

1. To provide students an exposure to disasters, their significance and types.
2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction
3. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR)

Learning Outcomes:

Students will be able to develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity

- Unit 1:** (6 hours)
Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)
- Unit 2:** (12 hours)
Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters -urban disasters, pandemics, complex emergencies, Climate change
- Unit 3:** (10 hours)
Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.
- Unit 4:** (8 hours)
Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources
- Unit 5:** (12 hours)
Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Project Work: (Field Work, Case Studies) The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

Suggestions For Project Work:

- ask students to explore and map Disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways of addressing these vulnerabilities, preparing plans in consultation with local administration or NGOs.
- Students may conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings)training in first aid. Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

Reference Books:

1. Disaster Management by R Subramanian – Vikas Publishing House
2. R. B. Singh, Disaster Management and Mitigation
3. Satish Modh – Introduction to Disaster Management, Macmillan Publishers India
4. Palaveniel Kathireshan, Disaster Management, Allied Publishers 2015.
5. Larry Collins, Disaster Management and Preparedness, CRC Press

Online Resources:

<https://ndma.gov.in/en/>

<https://www.linkedin.com/pulse/disaster-management-definition-process-various-phases-chatterjee/>

MOOCs:

www/Swayam

www/Alison

BBA- Sem -VI (CBCS 2018)

606: BUSINESS ETHICS

Course Code	606	Course Type	GE /AECC
Credits	Two.	Examination Pattern	IA : 50 marks

Course Objectives:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility

Learning Outcomes:

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability

Unit 1:(12 hours)

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Business Ethics : Meaning, Nature and Importance of ethics in business, meaning of corporate social responsibility, Relation between corporate responsibility & Business Ethics.

Unit 2:(14 hours)

Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

Unit 3:(12 hours)

Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

Reference Books :

1. Management by Values; Chakraborty S.K.; Oxford University Press, Kolkata 2005.
2. Professional Ethics by R. Subramanian, Second Edition, OXFORD
3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
4. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
5. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai 2011.
6. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi
7. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
8. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

Online Resources:

<https://managementhelp.org/businessethics/index.htm>

MOOCs:

<https://www.edx.org/learn/business-ethics>

<p>Course Code : 606</p> <p>BBA- Sem -VI (CBCS 2018)</p> <p>Basics of Hospitality Management</p>	
Credits : 2	IA
Course Type : GE	
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Recognize scope and career in the hospitality industry. 2. Identify the major segments and specialization of the industry and their operations. 	
Learning Outcomes:	
<p>Unit 1:</p> <p>Introduction to the Hospitality Industry:</p> <ol style="list-style-type: none"> a. History and scope of the hospitality industry. b. Economic impact of the hospitality and tourism industries. c. Careers in the industry. d. Link between hospitality and travel and tourism. e. Major segments and specialization of the industry. f. medical tourism 	(8 hours)
<p>Unit 2:</p> <p>Recreation/Travel and Tourism:</p> <ol style="list-style-type: none"> a. Operation of recreational facilities such as resorts, spas, theme parks, and clubs. b. Meetings, conventions, exhibitions, banquets, and other events. c. Travel agencies and concierge desks. d. Gaming entertainment industry. 	(10 hours)
<p>Unit 3:</p> <p>Operations:</p> <ol style="list-style-type: none"> a. Leadership and management in the industry. b. Hospitality marketing. c. Human resources and risk management and safety procedures. 	(12 hours)
Reference Books :	
<ol style="list-style-type: none"> 1. Introduction to Hospitality Management, John R. Walker ,Pearson 2. Food and Beverage Service, D.R. Lillicrap,John A. Cousins & Suzanne Weekes, Book Power. 3. Food and Beverage Management, Bernard Davis , Sally Stone, Butterworth Heineman Ltd. 	

4. Hotel House Keeping and Management, Raghubalan, Oxford University Press.
5. Managing Front Office Operations, Michael Kasavanna, Richard Brooks , Charles Steadmon, AH&LA.

Online Resources:
[www/youtube.com](http://www.youtube.com)

MOOCs:
<https://www.ifitt.org/hospitality-and-tourismmoocs/>

Course Code : 606

BBA- Sem -VI (CBCS 2018)

Meditation & Yoga II

Credits : 2

IA

Course Type : GE

Course Objectives:

This course is aimed at elucidating the core knowledge contained in the science of Meditation.

Learning Outcomes:

Unit 1:

(12 hours)

- Patanjali Yog Shastra Introduction*
- Meditation and its origin
Concentration and Self Discipline
Proper Food and Behaviour
- Omkar Meditation
Omkar and its effects, Omkar
Meditation –Posture, Process, Benefits.

Unit 2:

(14 hours)

- Introduction of Kriya, Bandha and Mudra. ii) Importance of Kriya and its scientific approach. iii) Importance of BANDHA and its scientific approach. iv) Importance of MUDRA and its scientific approach. v) Effect of Asanas on various Systems vi) Difference between Asana and Exercise. vii) Difference between Pranayama and deep breathing. iv) Yogic Diet.

Unit 3:

(12 hours)

- Yogasanas and Pranayam
- Basic Yogasanas for beginners
Bhastrika, bhramari, Anulom Vilom Pranayam –process, practice and its benefits
- Sun salutation
Origin of Suryanamaskara and Yogasanas in India,
- Sun Salutation -Process, Practice and Benefits, Influence of suryanamaskar on health and wellness of individual, impact on weight loss

Reference Books :

1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
2. Yoga – Sivanand Yog Vedanta Center

Online Resources:

<https://www.yogatoday.com/>

<https://www.youtube.com/user/yogatoday>

<https://m.youtube.com/user/yogawithadriene/playlists>

MOOCs:

Swayam