

BBA-III YEAR**SEMESTER-V**

Paper Code	Semester	Theory	Tutorial	Credit	
	Semester V				
501	Legal Aspects of Business	5	1	6	Core Discipline
502	Consumer Behaviour	5	1	6	Discipline Specific Elective
503	Personal Selling & Sales Force Management	5	1	6	Discipline Specific Elective
504	Summer Training Report	5	1	6	Discipline Specific Elective
	Total	20	4	24	
	Semester VI				
601	Business Policy & Strategy	5	1	6	Core Discipline
602	Goods & Services Tax (GST)	5	1	6	Core Discipline
603	Retail Management	5	1	6	Discipline Specific Elective
604	Research project	5	1	6	Discipline Specific Elective
	Total	20	4	24	
	Grand Total	118	22	140	

501. LEGAL ASPECTS OF BUSINESS**Maximum Marks: 100****Total Credit: 6****(5Theories+1 Tutorial)****Total: 75 Lectures+15 Tutorials****Unit I:****(19 Lectures)**

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit II:**(19 Lectures)**

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by nonowners, rights of unpaid seller. Negotiable Instruments Act 1881:

Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit III:

(19 Lectures)

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

The Limited Liability Partnership Act 2008:

Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

Unit IV:

(18 Lectures)

Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Readings:

1. M.C.Kucchal: Business Law/Mercantile Law, VikasPublishing.House (P) Ltd.
2. M.C.Kucchal,&VivekKucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company
5. Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers.
6. Maheshwari&Maheshwari: Principle of Mercantile Law, National Publishing Trust

502 CONSUMER BEHAVIOUR

Total: 75 Lectures+15 Tutorial

Unit I

(19 Lectures)

Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour-interdisciplinary approach.

Maximum Marks: 100

Total Credit: 6

(5Theories+1 Tutorial)

Introduction to 'Industrial Buying Behaviour' Market Segmentation: VALS 2 segmentation profile.

Unit II

(19 Lectures)

Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement.

Personality & Consumer Behaviour: Importance of personality, theories of personality-Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self-images; Role of self-consciousness.

Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception: Perceptual Process: selection, organisation & interpretation. Learning & Consumer

Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory.

Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tricomponent model, multi-attribute model, attitude towards advertisement model: attribution theory.

Unit III

(19 Lectures)

Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle.

Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.

Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

Unit IV

(18 Lectures)

Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process.

Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post-purchase evaluation; Situational Influences

Models of Consumer Decision making: Nicosia Model, Howard- Sheth Model, Howard-Sheth Family Decision Making Model, Engel, Kollat & Blackwell Model, Sheth Newman Gross Model of Consumer Values.

NOTE: Cases & application to marketing will be taught with respect to each topic.

Readings

1. Leon G.Schiffman& Leslie L.Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., &Mookerjee, A: Consumer Behaviour – Building Marketing Strategy, Tata McGraw Hill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.

503 PERSONAL SELLING & SALES FORCE MANAGEMENT

Total: 75 Lectures+15 Tutorials

Unit I

(19 Lectures)

Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Personal Selling situations.

Unit II

(19 Lectures)

Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory.

Unit III

(19 Lectures)

The Selling Process: Preapproach – acquiring product knowledge, acquiring competition and market knowledge, Identifying and qualifying prospects – sources of prospecting, conditions for qualification, Opening a sale – methods of approaching, Sales presentation – presentation strategies and methods, Sales demonstration – planning effective demonstration, use of sales tools, Handling objection – types of objections, determining hidden objections, strategies for handling objections, Closing a sale – trial close, closing techniques, Post sales follow up.

Unit IV

(18 Lectures)

Introduction to sales force management: Objectives of Sales management, e of a sales manager; Managing Sales force Recruitment, Selection,

Maximum Marks: 100

Total Credit: 6

(5Theories+1 Tutorial)

ning, mpensation evaluation of sales force; Sales Territory Coverages:
s Territory Concept, reasons for establishing sales territories, procedures for
ng up sales territories.

Readings:

1. Still, Cundiff&Govani: Sales Management, Prentice Hall of India
2. Charles Futrell: Fundamentals of Selling, McGraw Hill

504 SUMMER TRAINING REPORT

Total: 75 Lectures+15

Tutorials

At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The university will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4. The student, after the completion of training will submit a report to the University which will form part of the third semester examination. However, the report must be submitted by the end of September 30.
5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Internship Project. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the University. The report will be typed on A-4 size paper.

6. The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.

7. The Summer Internship Project will carry 100 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce.

The Project Report evaluation will comprise of 30 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 70 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

8. The parameters on which external evaluation would be carried out are as under:

Project Report Evaluation:

Evaluation Criteria	Understanding of objectives with topic (10)	Understanding of reliance of topic (15)	Interpretation & analysis (15)	Presentation (15)	Query handling (15)
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9. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

10. The student shall prepare the Summer Internship Project as per the format given in the Summer Training Manual as prescribed by the University.

BBA Semester-VI

Maximum Marks: 100

Total Credit: 6

(5Theories+1 Tutorial)

601. BUSINESS POLICY AND STRATEGY

Total: 75 Lectures+15 Tutorials

Unit I:

(19 Lectures)

Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.

Unit II:

(19 Lectures)

Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Unit III:

(19 Lectures)

Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

Unit IV:

(18 Lectures)

Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic Leadership: Implementing & operationalizing strategic choice, Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance. **Readings:**

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH

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

Maximum Marks: 100

Total Credit: 6

(5Theories+1 Tutorial)

602 GOODS & SERVICES TAX (GST)

Total: 75 Lectures+15 Tutorials

Unit I:

(19 Lectures)

Constitutional provision in relation to Taxation- Indirect Taxes (Customs. Provisional collection of Taxes Act 1931 & Goods & Services Tax).

Background of GST, GST Structure, Registration.

Unit II:

(19 Lectures)

Levy & Collection of GST- Scope of supply.

Time & Value of Supply- Time of Supply of Goods, Time of Supply of Services, Change in rates of Tax in respect of supply of Goods or Services, Value of Taxable Supply.

Unit III:

(19 Lectures)

Input Tax Credit- Eligibility & conditions for Taxing Input Tax Credit, Appointment of Credit & blocked Credits, Availability of Credit in Special Circumstances. Input Service Distribution- Tax Invoice, Credit & Debit.

Unit IV:

(18 Lectures)

Accounts & Records, Returns, Payment of Tax,

Assessment: Self Assessment, Provisional Assessment, Scrutiny of Returns, Summary Assessment. Audit, Demand, Recovery, Refund, Offences, Penalties, GST Compensation.

Suggested Readings

1. The Central Goods and Services Tax, 2017
2. The Integrated Goods and Services Tax, 2017
3. The Union Territory Goods and Services Tax, 2017
4. The Goods and Services Tax (Compensation to States), 2017
5. The Constitution (One hundred and First Amendment) Act, 2016
6. Gupta, S.S. ,GST- How to meet your obligations (April 2017), Taxmann Publications
7. Halakandhi, S., G.S.T (Vastu and Sevakar) (Hindi) Vol-1, 2017

8. Gupta, S.S., Vastu and Sevakar, Taxmann Publications, 2017
9. Vastu and Sevakar Vidhan by Government of India

603. RETAIL MANAGEMENT

Maximum Marks: 100

Total Credit: 6

(5 Theories + 1 Tutorial)

Total: 75 Lectures + 15 Tutorials

Unit I:

(19 Lectures)

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry, Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non traditional selling.

Unit II:

(19 Lectures)

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management, Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing.

Unit III:

(19 Lectures)

Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management, Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

Unit IV:

(18 Lectures)

Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

Readings

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

604 RESEARCH PROJECT

Maximum Marks: 100

Total Credit: 6

(5Theories+1 Tutorial)

Total: 75 Lectures+15 Tutorials

In Sixth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the department BBA under the supervision of a core faculty member of the department. The Research Project Report will carry 6 credits. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Evaluation of Viva on Project. The evaluation of Project Report will comprise of 60 marks and would be evaluated by internal guide. The evaluation of Viva Voce of Project would comprise of 140 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use, importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of BBA program. The number of pages in the report will be 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of: **The scheme of evaluation for Project Report**

Evaluation Criteria	Relevance of Objectives with Topic (20)	Relevance of Research Methodology(20)	Interpretation & Analysis (20)	Total (60)
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The scheme of evaluation of Viva voce

Evaluation Criteria	Understanding of Objectives with pic (30)	Understanding of Relevance of Research (30)	Interpretation & Analysis (40)	Presentation & Communication skill (30)	Very Handlin (30)	Total (140)
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The student shall prepare the Research Project Report as per the format given in the Research Project Report Manual as prescribed by the University.