

BBA- V SEM 2024-25

Year	Sem	Subject	Course Code	Paper Title	Theory/ Practical/ Project	Credits
3	V	Core 13	F030525T	Sales Management	Theory	5
		Core 14	F030526T	Entrepreneurship and Small Business Management	Theory	5
		Core 15	F030527T	Marketing Communication	Theory	5
		Core 16	F030528T	Industrial Relations & Labour Laws	Theory	5
		AECC 5	F030529T	Analytic Ability and Digital Awareness	Theory	0
		Industrial Training	F030530P	Industrial Training	Theory	0
Total Credit						20

Programme / Class: Degree	Year: Third	Semester: Fifth
Core Compulsory – 13		
Course Code: F030525T	Course Title: Sales Management	
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 11+30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		
Unit	Topics	No. of Lectures Total=75
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	19
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	18
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	19
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middlemen and their characteristics, Concept of physical distribution system.	19
Course Outcomes		Bloom's Taxonomy
CO1: To provide knowledge about sales personnel and salesmanship.		Remember (K1)/ Understand (K2)
CO2: To provide knowledge about personal selling and focus light on the different perspectives of managing sales force.		Remember (K1)/ Understand (K2)

CO3: To give an overview about importance of sales force in organization.	Remember (K1)/ Understand (K2)
CO4: To give an overview about concept of distribution channels.	Remember (K1)/ Understand (K2)

Suggested Readings:

1. Cundiff, Still, Govoni (2008), Sales Management, Phi Learning Pvt Ltd, New Delhi.
2. R. S. Davar (2009, 16th edition) Salesmanship & Publicity, Vikas Publishing House Pvt Ltd, New Delhi.
3. S.A. Chunawalla (2011), Sales Management, Himalaya Publishing House, New Delhi

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

https://onlinecourses.nptel.ac.in/noc20_mg13/preview

Further Suggestions / E-Content Links:

<https://www.ignouhelp.in/ignou-mppm-02-study-material/>

<https://egyankosh.ac.in/handle/123456789/38388>

Programme / Class: Degree	Year: Third	Semester: Fifth
Core Compulsory – 14		
Course Code: F030526T	Course Title: Entrepreneurship and Small Business Management	
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: : 11+30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		
Unit	Topics	No. of Lectures Total=75
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	19
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	18
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	19
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	19
Course Outcomes		Bloom's Taxonomy

CO1: To provide knowledge about entrepreneurial concept.	Remember (K1)/ Understand (K2)
CO2: To provide knowledge about entrepreneurship development, EDPs and support system	Remember (K1)/ Understand (K2)
CO3: To give an overview about project and project report preparation	Remember (K1)/ Understand (K2)/ Apply (K3)
CO4: To give an overview about the small businesses	Remember (K1)/ Understand (K2)

Suggested Readings:

1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill.
2. Khanka, S.S.(Revised Edition 2020) Entrepreneurial Development; S. Chand and Co.
3. Kumar, Arya (2012); Entrepreneurship: Creating and leading an entrepreneurial organization, Pearson Education.
4. Desai, Vasant (2018, Sixth Edition); Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
5. Blundel, R. and Lockett, N. (2017); Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

<https://nptel.ac.in/courses/110106141>

<https://nptel.ac.in/courses/110101167>

Further Suggestions / E-Content Links:

<http://www.ignouhelp.in/ignou-ms-93-study-material/>

<https://epgp.inflibnet.ac.in/>

<https://egyankosh.ac.in/handle/123456789/79259>

Programme/Class: BBA	Year: Third	Semester: Fifth
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Core Compulsory 3

Course Code: F030527T	Course Title: Marketing Communication
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Credits: 5	Compulsory
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Max. Marks: 25+75	Min. Passing Marks: 11+30
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Total No. of Lectures-Tutorials-Practical (in hours per week): L- T-P: 5-1-0

Course Outcomes :

S. No.	Course Outcomes	Bloom Taxonomy
CO1	To build knowledge, understanding and skills in marketing communication among the student	Remember (K1) Understand(K2)
CO2	To give detailed knowledge about advertising and their role in overall promotion strategies of the firm.	Remember (K1) Understand(K2)
CO3	To enhance creativity of students by providing them detailed knowledge about advertising appeal and advertising creativity.	Remember (K1) Create (K6) Apply (K3)
CO4	To build knowledge about media planning and advertising effectiveness among students.	Remember (K1) Understand(K2)

Unit	Topics	No. of Lectures Total=75
I	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,	19

II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	19
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copy writing: Meaning and Definition of Copy writing, The Copywriter, Copy writing for Print, Copy writing guidelines, Radio Copy writing, TV Copy writing, Writing for the Web, Tips for writing good web content	18
IV	Media Planning and Strategy: Media Types and their characteristics , Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.	19

Suggested Readings:

1. George E Belch & Michael A Belch: Advertising and promotion - An integrated Marketing Communication Perspective -McGraw Hill Education, 13Edition.
2. Chunawala & Sethia: Foundations of Advertising Theory & Practice; Himalaya Publishing House, 9th Edition,2022.
3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication, 2nd Edition, 2017.
4. Aaker, David A. et al., Advertising Management, PHI

Online E-content

<https://egyankosh.ac.in/>

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

Programme/Class: BBA	Year: Third	Semester: Fifth
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Core Compulsory 3

Course Code: F030528T	Course Title: Industrial Relation and Labour Laws
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Credits: 5	Compulsory
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Max. Marks: 25+75	Min. Passing Marks: 11+30
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Total No. of Lectures-Tutorials-Practical (in hours per week): L- T-P: 5-1-0

Course Outcomes :

S. No.	Course Outcomes	Bloom Taxonomy
CO1	To build knowledge, and understanding Knowledge of Industrial Relation, Trade Unions and Industrial Dispute among the student	Remember (K1) Understand (K2)
CO2	Competency to understand the importance of Employee Participative Management and use Collective Bargaining in organisations.	Remember (K1) Understand (K2)
CO3	Competency to use and apply Grievance redress Mechanism for the betterment of organization.	Remember (K1) Understand (K2) Apply (K3)
CO4	To build Knowledge about relevant Laws of Factories act and competency to interpreted and implement the Labour Laws within organization	Remember (K1) Undertsand (K2)

Unit	Topics	No. of Lectures Total=75
I	Industrial Relations: Role - Importance - Trade Unions – Industrial disputes and their Resolutions.	19

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II	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	18
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	19
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen’s Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	19

Suggested Readings:

1. Sreenivasan M.R - Industrial Relations & Labor legislations.
2. Aswathappa K - Human Resource and Personnel Management.
3. Subba Rao P - Human Resource Management and Industrial Relations.
4. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.

Online E-content

<https://egyankosh.ac.in>

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<https://epgp.inflibnet.ac.in/>

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

Programme/Class: BBA	Year: Third	Semester: Fifth
Ability Enhancement Compulsory Course – 5		
Course Code: F030529T	Course Title: Analytic Ability and Digital Awareness	
Course outcomes : Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:11+30
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures =30
I	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers	6L+2T+0P
II	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making	5L+2T+0P
III	Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software), MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph,	2T+3P+3P

	<p>Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.</p> <p>MS-Excel:Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts</p> <p>Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc</p>	
<p>IV</p>	<p>Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines like Google, DuckDuckGo etc, Visiting web sites: Downloading.</p> <p>Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.</p>	<p>3P+ 4T</p>
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Sharma, A., “How to prepare for Data Interpretation and Logical Reasoning for the CAT” McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481 • Aggarwal, R.S., “A Modern Approach to Verbal and Non-verbal Reasoning” S. ChandPublishers New Delhi, India, 2010, ISBN 10: 8121905516 • Madan , Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed.. • Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012 • Michael E. Whitman and Herbert J. Mattord, "Principle s of Information Security," Sixth Edition, Cengage Learning, 2017 		

- **Note: Course Books published in Hindi may be prescribed by the Universities.**

Suggested Continuous Evaluation Methods: **Max. Marks: 25**

- **Assessment Type: Class Tests (Max. Marks 14)**
Suggested Usage:

Include all types of questions -essay, short answer, objective; Design to test all levels of domain; Exam Blue Print be prepared to ensure inclusion of all types & levels of questions and proper sampling of content; Marking Criteria made known to students; Teacher should provide written feedback selectively and discuss answers in the class; Only Role/Code numbers , not names be written to avoid bias in marking; Display of model answer copies.

After Completion of Unit I and Unit II, a first class test of max. marks of 7 shall be conducted. After Completion of Unit III and IV, a second class test of max. marks of 7 shall be conducted.

If any student does not appear in any one or both class test, a makeup test shall be conducted of max. marks of 5 instead of total 14 marks.

- **Assessment Type: Quizzes/ Objective Tests / Recognition Type (such as MCQs; True or False; Matching; Classifying) /Recall Type -Filling Blanks; One word / PhraseAnswers (Max Marks: 5)**

Suggested Usage: Teachers be trained in construction, advantages, disadvantages and precautions while preparing different types of objective items; Go beyond factual information to High Order Thinking (HOT) Skills. It shall be “End of the class quiz”.

- **Assessment Type: Assignments (Max Marks: 4)**

Suggested Usage: Some class assignments shall be given to students at the end of each Unit. Note making techniques be taught to students; Not just direct questions from notes, but application analysis and synthesis of that knowledge.

- **Assessment Type: Group Discussion (Max. marks: 2)Final exam (75)**

Suggested equivalent online courses:

Further Suggestions:

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