

# **TRIPURA UNIVERSITY**

**Department of Business Management**

## **BBA CBCS Syllabus**

**Session 2020-21**

**Bachelor of Business Administration (BBA)**

**3 year Full Time Programme**

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C.	TITLE OF THE PROJECT REPORT .....
D.	WRITING THE SUMMER PROJECT REPORT .....
E.	STUDENT DECLARATION.....
F.	CERTIFICATE FROM THE INSTITUTE GUIDE.....
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A.	FORMAT OF PROJECT REPORT.....
B.	INSTRUCTIONS FOR TYPING/ PRINTING .....
C.	TITLE OF THE PROJECT REPORT .....
D.	WRITING THE SUMMER PROJECT REPORT .....
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A.	FORMAT OF PROJECT REPORT.....
B.	INSTRUCTIONS FOR TYPING/ PRINTING .....
C.	TITLE OF THE PROJECT REPORT .....
D.	WRITING THE SUMMER PROJECT REPORT .....
E.	STUDENT DECLARATION.....

- F. CERTIFICATE FROM THE INSTITUTE GUIDE.....
- G. BIBLIOGRAPHY .....
- H. ATTENDANCE SHEET .....

**BBA (6th Semester) Marketing Management**

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- BMGT 604C INTERNATIONAL MARKETING
- BMGT 605C PROJECT REPORT - II (EXTERNAL)

- A. FORMAT OF PROJECT REPORT.....
- B. INSTRUCTIONS FOR TYPING/ PRINTING .....
- C. TITLE OF THE PROJECT REPORT .....
- D. WRITING THE SUMMER PROJECT REPORT .....
- E. STUDENT DECLARATION.....
- F. CERTIFICATE FROM THE INSTITUTE GUIDE.....
- G. BIBLIOGRAPHY .....
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**BBA (6th Semester) Financial Management**

- BMGT 606C MANAGEMENT ACCOUNTING
- BMGT 607C INSURANCE MANAGEMENT
- BMGT 608C INTERNATIONAL BUSINESS FINANCE
- BMGT 609C FINANCIAL STATEMENT ANALYSIS II
- BMGT 610C PROJECT REPORT - II (EXTERNAL)

- A. FORMAT OF PROJECT REPORT.....
- B. INSTRUCTIONS FOR TYPING/ PRINTING .....
- C. TITLE OF THE PROJECT REPORT .....
- D. WRITING THE SUMMER PROJECT REPORT .....
- E. STUDENT DECLARATION.....
- F. CERTIFICATE FROM THE INSTITUTE GUIDE.....
- G. BIBLIOGRAPHY .....
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BMGT 614C	PROJECT REPORT - II (EXTERNAL)
A.	FORMAT OF PROJECT REPORT.....
B.	INSTRUCTIONS FOR TYPING/ PRINTING .....
C.	TITLE OF THE PROJECT REPORT .....
D.	WRITING THE SUMMER PROJECT REPORT .....
E.	STUDENT DECLARATION.....
F.	CERTIFICATE FROM THE INSTITUTE GUIDE.....
G.	BIBLIOGRAPHY .....
H.	ATTENDANCE SHEET .....

# Programme Outcomes (POs)

**On successful completion of the programme the student will be able to**

- PO1: Demonstrate the importance of management discipline.
- PO2: Build a strong foundation of knowledge in different areas of management.
- PO3: Develop the necessary professional skills of applying concepts and techniques used in management for real life problems.
- PO4: Develop reading, writing, speaking skills and Business correspondence.
- PO5: Demonstrate ethical factors in the business environment.
- PO6: Discuss and evaluate economic environment of country as well as world.
- PO7: Prepare professional presentations by using technology.
- PO8: Create opportunities for self-employment, incubate new ideas and start their own start-ups.
- PO9: Discover emerging opportunities in the Management Profession.

# Programme Specific Outcomes (PSOs)

**On successful completion of the Marketing Management Specialization programme the student will be able to**

- PSO1: Apply the basic concepts of marketing.
- PSO2: Develop basics and essential skills related to marketing and recent trends in marketing.
- PSO3: Comprehends advanced skills in the areas of interpersonal communications, Motivational techniques essential for a successful sales person.
- PSO4: Comprehends insights into the functional areas of retailing.
- PSO5: Apply the tools and techniques of retailing business with increasing scope of technology and e-business.
- PSO6: Comprehends the knowledge and understanding of importance and functions of advertising.
- PSO7: Demonstrate the features of Sales Promotion techniques.
- PSO8: Face the practical problems in marketing with case studies
- PSO9: Analyse real marketing problems with case study or research

**On successful completion of the Financial Management Specialization programme the student Will be able to**

- PSO1: Describe the finance related areas like Shares, Debentures, Financial Instruments, Financial Services and Markets etc.
- PSO2: Reproduce the sources of short & long term finance for a business and management of these sources.
- PSO3: Interpret the financial statements effectively & finance structures.
- PSO4: Evaluate the current financial practices followed in the corporate world.
- PSO5: Apply the practical aspects of finance function with case studies.

PSO6: Write an analytical report on finance related topic

PSO7: Subdivide different complications in finance decision making and skills required to deal with them.

**On successful completion of the Human Resource Management Specialization programme the student will be able to**

PSO1: Apply the theory into practice.

PSO2: Analyze the HR problems and solve it skillfully with case studies.

PSO3: Acquaint with important legal provisions governing the industrial employees.

PSO4: Describe the legal aspects of HR function of a company.

PSO5: Comprehend HRM functions & practices like promotion, appraisal, wages administration etc.

PSO6: Comprehend the HR relations with exposure to cases, events etc.

PSO7: Describe the basic and advanced functions of human resource department.

PSO8: Comprehend human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.

**Mapping of CO with PO for BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

BBA I Semester										BBA VI Semester (Elective) Marketing Management									
COURSES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	COURSES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P
BMGT 101C	√	√	√						√	BMGT 601C	√		√				√	√	√
BMGT 102C	√	√	√	√		√	√			BMGT 602C			√				√	√	√
BMGT 103C	√	√	√	√	√	√	√	√	√	BMGT 603C	√		√			√	√	√	√
BMGT 104C	√	√	√		√	√			√	BMGT 604C			√	√	√	√	√	√	√
BMGT 105C		√	√		√	√		√	√	BMGT 605C	√	√	√				√	√	√
BBA II Semester										BBA VI Semester (Elective) Financial Management									
BMGT 201C	√	√	√			√			√	BMGT 606C			√					√	√
BMGT 202C	√	√	√		√	√			√	BMGT 607C		√	√	√			√	√	√
BMGT 203C	√	√	√		√	√		√	√	BMGT 608C	√	√	√		√	√		√	√
BMGT 204C	√		√		√	√		√	√	BMGT 609C	√		√			√	√	√	√
CSKI	Outside the purview of the Department									BMGT 610C	√	√	√				√	√	√
BBA III Semester										BBA VI Semester (Elective) Human Resource Management									
BMGT 301C	√	√	√		√	√			√	BMGT 611C		√	√	√	√				√
BMGT 302C	√	√	√		√	√			√	BMGT 612C		√	√	√	√				√
BMGT 303C	√	√	√		√	√			√	BMGT 613C	√		√		√				√
BMGT 304C	√	√	√		√	√			√	BMGT 614C		√	√					√	
BMGT 305C	√	√	√	√	√	√			√	BMGT 615C	√	√	√				√	√	√
BBA IV Semester																			
BMGT 401C	√	√	√		√	√			√										
BMGT 402C	√	√	√		√	√	√		√										
BMGT 403C	√	√	√		√	√			√										
BMGT 404C	√	√	√		√	√			√										
BMGT 405C	√	√	√		√	√		√	√										
BBA V Semester (Elective) Marketing Management																			
BMGT 501C			√	√				√	√										
BMGT 502C			√	√				√	√										
BMGT 503C			√					√	√										
BMGT 504C			√				√	√											
BMGT 505C	√	√	√				√	√	√										
BBA V Semester (Elective) Financial Management																			
BMGT 506C			√	√		√	√	√	√										
BMGT 507C		√	√				√	√	√										
BMGT 508C			√		√	√		√	√										
BMGT 509C			√					√	√										
BMGT 510C	√	√	√				√	√	√										
BBA V Semester (Elective) Human Resource Management																			
BMGT 511C			√		√	√		√	√										
BMGT 512C			√		√	√		√	√										
BMGT 513C			√		√			√	√										
BMGT 514C			√	√	√		√	√											
BMGT 515C	√	√	√				√	√	√										



# BBA (1<sup>st</sup> Semester)

BMGT 101C

PRINCIPLES AND PRACTICES OF MANAGEMENT

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## 1. FRAMEWORK OF MANAGEMENT:

- A. Nature of management: management & administration, management science or art, management as a profession, applying management theories in practice, effective management and different managerial effectiveness approaches.
- B. Development of management thoughts: early thinking about management, importance to study management theories, evolution of management theory, scientific management school (Frederick W. Taylor, Henry) classical organization theory school, the behavioral school, relation theories, management science school, the system approach.
- C. Management process & skills: management functions, management roles, levels of management, management skills, and functional areas of management.
- D. Managers & environment: concept of environmental, changing Indian business environment, challenges before Indian managers.
- E. Social & ethical issues in management: social responsibility of managers, social responsibility & business, social responsibility in India, ethical issues in management, values, value system of Indian managers.

## 2. PLANNING:

- A. Fundamentals of planning: concept, nature, importance, steps, types of planning, barriers in effective planning, planning in Indian organizations.
- B. planning premises & forecasting: concept of planning premises, forecasting, sales & demand forecasting.
- C. Strategic & operational plans: formulation of strategy, strategy implementation, policy procedures, methods, rules, project, budget.
- D. Missions & objectives: formulation of mission statement, hierarchy of objectives, role of objectives, management by objectives, MBO in Indian organizations.
- E. Decision making: types of decisions, decisions making process, individual VS group decision, problem solving, problem solving approaches.

## 3. ORGANISING:

- A. Fundamentals of organizing: various organization theories, steps in organizing, factors affecting organization structures.

B. Design of organization structure: formal organization informal relationship in formal organization structure, departmentation, span of management & chain of command & decentralisation.

C. Forms of organization structure: line organization structure, line & staff organization, matrix organization structure, team based organization structure (committee organization).

D. Delegation of authority: concept of authority, sources of authority, limits of authority, authority & responsibility, delegation of authority.

#### **4. STAFFING:**

A. Fundamentals of staffing: traditional view of staffing, staffing concepts, manpower planning, job analysis, changing human resources management scenario.

B. Recruitment & selection: job & position descriptions, sources of recruitment, legal considerations in selection process, selection tests, interview.

C. Training & development: concept of training & development, training programs, management development programme.

D. Performance appraisal & compensation: informal appraisals, formal systematic appraisals & promotion.

#### **5. DIRECTING AND CONTROLLING:**

A. Fundamentals of directing: concept of direction, direction & supervision, directing & human factor.

B. Motivation: concept, theories of motivation, generation gaps & motivational aspects, motivation & small business, motivational applications.

C. Leadership: defining leadership, traits, behavioral & contingency approach to leadership, leadership styles, situational leaderships, leadership development.

D. Fundamentals of controlling: concept, steps & types of controlling, design of effective control system, controlling & management by exception.

E. Operations control techniques: financial control (budgetary control, control through costing, break-even analysis), quality control, inventory control (economic order quantity, selective inventory control techniques).

F. Overall control techniques: management information systems, management audit, management control system an introduction.

## Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Conceptualize the role that management plays in the decision-making process today

CO2: Provide a decision framework to various business problems

CO3: Apply various managerial skills

CO4: Establish the linkages between business analytics and problem statements in various industrial settings.

CO5: Perform logical analysis and apply analytical techniques to study the behavior of people in the system of organization.

### SUGGESTED BOOKS:

1. Management- tasks, responsibilities, practices	by C. B. Gupta	TATA McGraw Hill
2. Management- text & cases	by L.M. Prasad	Sultan Chand Publishers
3. Management- text & cases	by V.S.P. Rao	Himalaya Publication
4. Management Tasks, Responsibilities & Practices	by Peter F. Drucker	Allied Publishers
5. Essentials of Management- An Internationals Perspective	by Harold Koontz, Hein Weihrich	TATA McGraw Hill

**1. NATURE & PROCESS OF COMMUNICATION:**

Defining communication and its nature, Role or purpose of communication, Classification of communication, Process of communication, General problems in communication, Barriers to communication, Conditions for effective communication, Characteristics of successful communication.

**2. FUNCTIONAL COMMUNICATION:**

a. Effective listening: Meaning & Concept of listening, Contributors to poor listening, Profile of a good listener, how to increase listening efficiency.

b. Effective Presentation: Meaning & Importance of presentation, why presentation is a difficult job, steps towards mastering the art of Oral Presentation.

c. Non-Verbal Communication: Personal Appearance, Posture, Gestures, Facial Expression, Eye-Contact, Space Distancing etc.

**3. BUSINESS CORRESPONDENCE I:**

a. Meaning & Need for Business Correspondence, Meaning of Business Letter-Purpose, Qualities, Structure, Layout and form. Types of Business Letter, Concept, Principles and Drafting.

b. Notice, Agenda & Minutes: Concept & Meaning, Rules, Principles, Drafting of different types of Notice, Agenda & Minutes.

**4. BUSINESS CORRESPONDENCE II:**

c. Circulars: Meaning, Principles, difference between Notice and Circular, different purposes of writing Circulars, Drafting of different Circulars.

d. Report Writing: Definition, Principles, Objectives, Importance, Types, Drafting of Letter Reports.

e. Press Release: Meaning, Concept & Rules, Drafting Press Release.

**5. ENGLISH PROFICIENCY:**

a. English Composition: Editorial Letters/ Paragraph/ Précis Writing.

b. English Comprehension: Answering short/ multiple type questions after perusal of a given passage.

c. General Grammar: Using of Articles, Prepositions, Verbs etc. (to fill in the blanks), Correction of faulty sentences, Selection of appropriate words or its form, selection of wrong Phrase etc.

### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Apply the business-related communications role in a virtual or traditional environment

CO2: Draft clear, concise, audience centric business documents

CO3: Communicate with confidence in the modern workplace and improve their range and accuracy in communication.

CO4: Integrate both business and communication in a global context

CO5: Improve reading and comprehension skills

<b>SUGGESTED BOOKS:</b>		
1. Business Correspondence & Report Writing	Sharma & Mohan	TATA McGraw Hill
2. Developing Communication Skills	Krishna Mohan & Meera Banerjee	Mc Millan
3. Business Communication Today	Bovee & Hill	Pearson Education
4. Business Communication	C.S.G. Krishnamacharyulu & R. Lalitha	Himalaya Publications

**1. STATISTICS: AN OVERVIEW**

Reasons for Learning Statistics, Growth and development of statistics, statistics defined, Types of statistical methods, importance and scope of statistics, statistics in business management, limitations of statistics, need for data and sources of data, Classification of data, organizing data using data array, Tabulation of data, graphical representation of data, Types of diagrams,

**2. MEASURES OF CENTRAL TENDENCY**

Objectives of averaging, Requisites of a measures of a central tendency, Measures of Central Tendency, Mathematical averages, Geometric mean, Harmonic mean, Relationship among AM, GM and HM, Average of position, Partition values-quartiles, deciles and percentiles, Mode, Relationship between mean median and mode, comparison between measures of central tendency

Significance of measuring dispersion, classification of measures of dispersion, distance measures, average deviation measures, Measures of skewness, Kurtosis.

**3. FUNDAMENTALS OF PROBABILITY:**

Concepts of probability, combinations and permutations, Types of probability, Probability rules, probability under statistical independence, probability under statistical dependence, Point estimates of Probabilities, Bayes' Theorem,

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Develop the ability to extract meaningful information from raw data to make better decisions

CO2: Apply statistical techniques in decision-making situations

CO3: Logically model and analyze diverse decision making scenarios through solving various statistical based problems.

CO4: Conceptualize the fundamental quantitative methods to evaluate various decision alternatives in order to arrive at an optimal decision

CO5: Demonstrate statistical techniques to interpret the results to use it in your personal and professional life

**SUGGESTED BOOKS:**

1. Fundamentals of Business Statistics	J. K Sharma	1 <sup>st</sup> Edition, 2010, Pearson
2. Statistics for Management	Richard L Levin & David S. Rubin	PHI
3. Statistical Methods	N. G. Das	M. Das & Co.

**UNIT 1: Introduction-** Meaning, scope, Merits and limitations of accounting; accounting cycle; double entry book keeping –meaning, merits and demerits, journal, ledger; Distinction between books of original entry and ledger; concept of accounting terminologies Viz. Assets, liabilities, transactions, entity, debtor, and creditor.

**UNIT 2: Cash book-** Meaning; Problems on Petty cash book; problems on triple column cash book; concept of trade discount and cash discount and their difference.

**Unit 3: Preparation of Trial Balance-** Concepts, merits and demerits of Trial Balance; errors-disclosed and not-disclosed by trial balance; problems on trial balance.

**Unit 4: Bank Reconciliation Statement-** Concept; objective and problems on bank reconciliation statement.

**UNIT 5: Preparation of Final Accounts-**Concept of Final account; preparation of Trading account (concept, objectives and problems), Profit and loss account (concept, objectives and problems), Balance Sheet(concept, objectives and problems); Differentiation between trading and Profit & Loss a/c.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Identify and analyze the contemporary issues in Management Accounting

CO2: Solve specific problems on cost accounting and also guides in decision making

CO3: Apply various management accounting and cost accounting techniques for planning and decision making

CO4: Illustrate the application of various management accounting techniques to all types of organizations for planning, decision making and control purposes in practical situations

**Suggested Books:**

1. Financial Accounting by Hanif & Mukherjee, Tata McGraw Hill.
2. Financial Accounting for Manager by A.K. Bhattacharya, PHI.
3. Financial Accounting for Manager by A. Gupta, PHI.
4. Financial Accounting by P.C. Tulsian, Pearson Higher Education.

**1. BASIC CONCEPTS AND ISSUES IN ECONOMIC THEORY:**

Central problems of an economy, elasticity of demand – price, income and cross elasticities, Concept of supply equilibrium.

**2. THEORY OF PRODUCTION AND COSTS:**

Production function, short-run and long-run production function, different types of cost and shapes of different cost curves.

**3. MARKET STRUCTURE:**

Perfect, monopoly, monopolistic and oligopoly-determination of price and output, Concept of tax, market failure, New Markets: Scope and Challenges.

**4. ANALYSIS AND MEASUREMENTS OF AGGREGATE OUTPUT:**

Circular flow of income-concept and measurement of national income-problems of measurement – GDP and welfare (including problems).

**5. KEYNESIAN THEORY, BANKING STRUCTURE IN INDIA, INFLATION,**

**TRADE CYCLE:** Classical and Keynesian theory of output and employment determination and their related concepts, banking structure in India and its functions causes and policies to control inflation, nature and characteristics of trade cycles.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Explore how markets work; supply, demand and market equilibrium

CO2: Conceptualize production of goods and services, measures of productivity

CO3: Demonstrate pricing and selling decisions with different types of competitive pressures

CO4: Analyze opportunity costs, different cost concepts, planning for the future

CO5: Articulate investment decisions.

**SUGGESTED BOOKS:**

1.	Advanced Economic Theory	H.L.Ahuja	S.Chand
2.	Micro Economic Theory & Macro Economic Theory	Joydeb Sarkhel	Dey Book Concern



# BBA (2<sup>nd</sup> Semester)

BMGT 201C

COST ACCOUNTING

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## 1. INTRODUCTION TO COST ACCOUNTING

Meaning, nature and scope of Cost Accounting, Advantages and disadvantages of Cost Accounting, Difference between Cost Accounting and Financial Accounting.

## 2. COST CONCEPTS, CLASSIFICATION and COST SHEET

Meaning of cost, Nature of cost. Importance of classification of cost. Various types of costs, Meaning, Importance of cost sheet, Items of cost sheet, Method of cost sheet,

## 3. MARGINAL COSTING AND CVP ANALYSIS.

Marginal costing and CVP analysis, Meaning, nature, advantages and disadvantages of Marginal costing, difference between marginal costing and absorption costing. Marginal cost statements, Relation between cost volume and profit, importance of CVP and BEP analysis, Determination of Contribution, profit volume ratio, margin of safety, angle of incidence.

## 4. ACCOUNTING FOR MATERIALS AND LABOUR COST.

Meaning of materials cost, Importance of inventory control, ABC analysis, determination of various Stock levels and EOQ, Methods of pricing the issue of materials, Bin cards and Double bin system, meaning of labour cost and structure of wages, Computation of wage with bonus, Labour turn over, causes of Labour turn over, Costing of Labour turn over.

## 5. CONTRACT COSTING.

Meaning and various terms used in contract costing, Accounting for contract profit or loss of complete and incomplete contracts.

### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Conceptualize the contemporary issues in Cost Accounting

CO2: Apply various management accounting and cost accounting techniques to for planning and decision making

CO3: Solve specific problems on cost accounting and also guides them in decision making

CO4: Demonstrate the application of various management accounting techniques to all types of organizations for planning, decision making and control purposes in practical situations.

**SUGGESTED BOOKS:**

1. Cost and Management accounting	Jawaharlal	Tata McGraw Hill
2. Cost Accounting	Asish K. Bhattacharya	PHI
3. Cost Accounting	Jain and Narang	Kalyani Publishers
4. Cost and Management Accounting	M.N. Arora	Himalaya Publishing House

**1. PROBABILITY DISTRIBUTION**

Probability distribution, Binomial distribution, Poisson distribution, Normal distribution, choosing correct probability distribution.

**2. CORRELATION ANALYSIS**

Significance of measuring Correlation, Correlation and Causation, Types of Correlations, Methods of Correlation analysis.

**3. REGRESSION ANALYSIS**

Advantages of Regression analysis, Parameters of simple linear regression model, Methods to determine regression coefficients.

**4. TIME SERIES AND FORECASTING**

Meaning, Trend analysis, Variation in time series (Cyclical, seasonal, irregular), Forecasting and types.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Perform data analysis and interpretation

CO2: Use computer software to solve statistical problems and management science problems

CO3: Demonstrate the application of tools in real life situations

**SUGGESTED BOOKS:**

1. Fundamentals of Business Statistics	J. K Sharma	1 <sup>st</sup> Edition, 2010, Pearson
2. Statistics for Management	Richard L Levin & David S. Rubin	PHI
3. Statistical Methods	N. G. Das	M. Das & Co.

**1. INTRODUCTION TO O.B.:**

Definition, Elements, Nature, Scope, Contributing Disciplines to O.B., Challenges & Opportunities for O.B.

**2. PERSONALITY WITH EMPHASIS ON EMOTION & MOODS:**

a. Concept of Personality, Determinants, Types, (Introvert, Extrovert, Type A, Type B), Theories, (Trait, Self, Psychoanalytical, Social theories, Job-Fit), b. Emotion & Moods – Definition, Functions, Sources, Emotional Intelligence, OB Applications of Emotion & Mood.

**3. PERCEPTION & MOTIVATION:**

a. Concept, Influencing Factors, Process, The link between perception and Individual Decision Making in the organization. b. Motivation – Concept, Contemporary Theories (Vroom's Expectancy, Porter & Lawler theories), Application of Motivation (Employee Involvement).

**4. ATTITUDES AND VALUES:**

Definition, Importance, Attitude Formation, Major Job Attitudes – Job Satisfaction, Job Involvement, Organisational Commitment with emphasis on Job Satisfaction, Formation of Values; Types (Terminal versus Instrumental)

**5. LEARNING:**

Concept, Theories (Classical Conditioning, Operant Conditioning, Social Learning), Reinforcement Concept

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Apply the concepts of human behavior in organizations.

CO2: Apply the organizational behavior principles for motivating all the members of an organization to do their best.

CO3: Develop a good team and group cohesion.

CO4: Predict who among the employees have the potential to become leaders.

CO5: Set visions and goals of any organization.

**SUGGESTED BOOKS:**

1. Organisational Behaviour	S. P. Robbins	Pearson Publication
2. Organisational Behaviour-Text & Cases	Shekharan	Tata Mcgraw Hill
3. Organisational Behaviour	K.Aswathapa	Himalaya Publications

**1. INDIAN BUSINESS ENVIRONMENT:**

Concepts, Components, Significance of the study of Business Environment, Economic Environment and Economic System.

**2. TECHNOLOGICAL, SOCIAL AND NATURAL ENVIRONMENT:**

Meaning, Technological factors influencing business, Technology policy of the government, Meaning and Impact of society and culture on Business, Meaning an Impact of natural environment on Business.

**3. ECONOMIC TRENDS:**

Income, Savings and Investment, Industry, Money, Finance, Price (an overall idea)

**4. PROBLEMS OF GROWTH:**

Unemployment, Poverty Regional Imbalances, Social Inequality, Inflation, Industrial Sickness.

**5. ROLE OF GOVERNMENT:**

Monetary and Fiscal Policy, Industrial Policy, Industrial Licensing, Trade Policy Privatization Disinvestment, NITI Aayog.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Analyze the factors which can affect the business decision making and to identify the stakeholders and analyze their behaviour

CO2: Critically analyze situations for forward thinking through innovation

CO3: Identify the nature and complexity of the competitive environment, the technological environment, the dynamic and multifaceted social environment, the legal environment and the political issues that may have a potential impact on business organizations.

CO4: Conceptualize the theories and models that provides a fundamental building block of business as well as blending theory with practical scenarios

CO5: Develop creativity and innovative thinking to make good decisions in a complex global environment by correctly identifying problems and opportunities, analyzing alternatives properly, and making the best choices in a given condition.

**SUGGESTED BOOKS:**

1. Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
2. Economic Environment of Business	M. Adhikary	Sultan Chand & Sons
3. Business Environment	Shaikh Saleem	Pearson
4. Business Ethics & Professional Values	A. B. Rao	Excel Books

Basic Computer Skill I	CSK I
3 - 0 - 1: 4 Credits	Prerequisites: None

**Course Outcomes:**

On successful completion of the course students will be able to

CO1: Apply the knowledge of computer architecture and its functioning

CO2: Apply the knowledge of Hardware, Software, Programming languages, Peripheral devices, Internet and utilization of computes in our modern society.

CO3: Apply the knowledge of computer network and networking devices.

CO4: Use Office Packages to organize, compute, manage and present data and information in academic as well as commercial purpose.

**Course Content:**

- a. History of Computers, evaluation of computers, Generations of computers
- b. Structure of computers (H/w and S/w), types
- c. Applications of computers
- d. Idea of algorithm
- e. Basics of Programming language
- f. Internet
- g. Office Package (Word/Excel/Power point):
  - i. Word - Features, word menu, table, page setup, background, font, paragraph, formatting, symbol, equation, formatting of numbers, Mail-merge, protected document.
  - ii. Excel- Features, cell, worksheet, workbook, excel menu, simple formulas with basic functions - avg, sum, min, max, if, sqrt, mod etc, sorting, chart.
  - iii. Power point - Features, ppt menu, creation of slides, animation, slide transition, auto presentation and mouse click presentation.
- h. Introduction to open-source software

**Text book:** 1. 'Introduction to Computer Science', IITL Education Solutions Limited, 2nd Edition, Pearson publication

2. 'Fundamentals of Computers' by P.K. Sinha, BPB publication

# BBA (3<sup>rd</sup> Semester)

**BMGT 301C**

**ORGANIZATIONAL BEHAVIOR 2**

## **1. STUDY OF GROUP BEHAVIOUR:**

Definition of Group, Classification, Importance, Stages of Group Development, Group Properties, Group Decision Making.

## **2. COMMUNICATION & LEADERSHIP:**

a. Communication: Concept, Functions, Process, Direction of Communication, Interpersonal and Organizational Communication. b. Leadership: Concept, Styles, Theories (Trait and Behavioral Ohio State Studies, Michigan Studies), Concept of Managerial Grid.

## **3. STUDY OF ORGANIZATION:**

Concept, Types, Importance, Organizational Designs (Simple, Bureaucracy and Matrix), New Designs (Team Structure, Virtual Organization)

## **4. ORGANISATIONAL CHANGE AND DEVELOPMENT:**

An Overview of Organizational Effectiveness, Change and Development, Approaches to Manage Organizational Change and Development (Lewin 3 Stage Model, Action Research, OD), organizational Change and Development in Indian Scenario.

## **5. SOME WELL KNOWN STUDIES:**

Hawthorn study, Lippit and White, Coch and French and practicing few case studies from Indian perspective.

## **Course outcome and learning objectives:**

At the end of the course student will be able to

CO1. Apply the concepts of human behavior in organizations.

CO2. Apply organizational behavior principles for motivating all the members of an organization to do their best.

CO3. Apply organizational behavior in developing a good team.

CO4. Interpret the organizational behavior patterns predicting who among the employees have the potential to become leaders.

CO5. Apply the expertise of achieving highest productivity in realizing the visions and goals of any organization.

## **SUGGESTED BOOKS:**

1. Organisational Behaviour	S. P. Robbins	Pearson Publication
2. Organisational Behaviour	Robbins, Judge, Sangchi	Pearson Publication
3. Organisational Behaviour-Text & Cases	Shekharan	Tata Mcgraww Hill
4. Organisational Behaviour	K. Aswathapa	Himalaya Publications
5. Understanding Organisational Behaviour	Udai Pareek	Oxford University Press

**1. INDIAN CONTRACT ACT, 1872:**

Introduction, essentials of a valid contract, classification of contract according to their enforceability, Formation and Performance, offer and Acceptance, consideration, capacity to contract, Free consent - Coercion, Undue influence, void voidable unenforceable and illegal Agreements', discharge of contract termination of contract, Breach of contract - Remedies, Damages, Indemnity, guarantee.

**2. SALE OF GOODS ACT, 1930:**

Formation of contracts of sale, goods and their classification, price, conditions and warranties, transfer of property in goods, performance of the contract of sale, unpaid seller and his rights, sale by auction, hire purchase agreement, Sales & Agreement to Sale.

**3. NEGOTIABLE INSTRUMENTS ACT, 1881:**

Definitions and features of different types of negotiable instruments (promissory note, bill of exchange and cheque), parties to a negotiable instrument and their capacity, holder and holder in Due course, crossing of a cheque, types of crossing, Banker and Customer, negotiation, Dishonour and discharge of negotiable instrument.

**4. COMPANIES ACT, 2013:**

Nature and kind of companies, formation, Memorandum and Articles of Association - contents, procedures for allegation, prospectus, capital shares, debentures, borrowing powers, minimum subscription, etc.

**5. LAWS RELATING TO PATENTS, TRADEMARKS AND COPYRIGHTS:**

A general idea

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Conceptualize the India Legal System.

CO2: Devise the important business laws, the knowledge of which is essential for modern Business.

CO3: Apply the expertise of law on different business decisions and situations.

CO4: Apply legal knowledge that will help business leaders attain a competitive edge and promote long-term success.

CO6: Evaluate the legal system that may affect a business setting, particularly in the areas of

Contract law, Sales of goods act, Company act and government regulation of business.



**SUGGESTED BOOKS:**

1. Commercial and Industrial Law	Dr. N. D. Kapoor	S. Chand and Sons
2. Company Law		Taxman
3. Business Law	P.S.H Pillai, Bagavathi	S.Chand and Co. Ltd
4. Business Law	Bulchandani	Himalaya Publishing House
5. Business Law	S.N.Maheshwari	Himalaya Publishing House

**UNIT 1: Introduction to Financial Management-** Meaning, Need and ;objectives of Financial Management; Goal of a Firm; Profit Maximization V/s Wealth Maximization; Concept of Valuation; Valuation of Equity Share; Valuation of Preference; Valuation of Debenture. **Time Value of Money-** Basic concept viz. compounding, discounting; Present Value of a Single Amount; present Value of an annuity; Future value of a Single Amount; Future value of an annuity.

**UNIT 2: Capital Structure-** Meaning and Importance of Capital Structure; Factors determining capital structure; Theories of Capital Structure viz. Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani and Miller Approach; Factors influencing capital structure; EBIT& EPS analysis; Leverages (Operating Leverage, Financial Leverage, Combined Leverage).

**UNIT 3: Cost of Capital and Capital Budgeting-**Meaning and significance of cost of capital; Calculating cost of debt, Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital; Capital expenditure decisions; Pay-back period; return on investment; discounted cash flow.

**UNIT 4: Working Capital Management-** Nature, Significance and classification of Working Capital; operating cycle and factors determining of working capital requirements (including problems); Management of working capital – cash, receivables, and inventories (Problems).

**UNIT 5: Dividend Policies-** Meaning and concept, Determination of dividend policy, Dividend Policy Models viz. Walter’s model, M.M. Hypothesis, Gordon’s Model (Problems).

### **Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Apply finance related skills in business enterprises.

CO2: Apply optimal strategies for the management of working capital and satisfaction of long term financing requirements.

CO3: Apply the tools and techniques which help in making financial decisions of the business and there by lead to achieving the goal of business-‘Wealth Maximisation’.

CO4: Evaluate valuation, investment decisions, leverage and dividend decisions, and working capital management.

CO5: Identify and analyze financial sources, instruments, and markets.

CO6: Apply the tools and techniques for capital budgeting, capital structure, time value of money, valuation of shares, working capital, and capital asset pricing models.

### **Suggested Books:**

- i. Financial Management: I.M.Pandey, Vikas Publications.
- ii. Basic Financial Management: Khan & Jain, Tata McGraw Hill.
- iii. Financial Management (Text and cases): Khan & Jain, Tata McGraw Hill.

**1. MARKETING PRINCIPLES AND SOCIETY:**

Definition of Marketing, Importance, Scope, Core Marketing Concepts – Needs, Wants and Demands, Various concepts of Marketing, Integrated Marketing, Analyzing Macro Marketing Environment, Environmental Scanning.

**2. MARKETING RESEARCH AND MARKETING INFORMATION SYSTEMS:**

Meaning of Marketing Research, Process, Barrier in Marketing Research, Marketing Information System.

**3. MARKETING PSYCHOLOGY & CONSUMER BUYING BEHAVIOUR:**

Creating customer value, Satisfaction & Loyalty, Model of Consumer Behavior, Consumers use or Disposal of Products, Business Buying Process.

**4. IDENTIFYING MARKET SEGMENTS AND TARGETS:**

Segment Marketing, Niche Marketing, Local Marketing, Individual Marketing, Consumer Market Segmentation Bases, Business Market Segmentation Bases, Market Targeting, Market Fragmentation and Consolidation.

**5. DEALING WITH COMPETITION:**

Identifying Competitors, Analyzing Competitors, Competitive Strategies for Market Leaders, Other Competitive Strategies.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Identify and analyze marketing problems.

CO2: Apply critical judgement in solving marketing related problems.

CO3: Identify and apply new ideas, methods and ways of thinking.

CO4: Analyze marketing information and research to identify marketing opportunities and/or solve marketing problems.

CO5: Identify consumer behaviour, buying decision process and factors affecting the process and apply this knowledge for finding the factors to boost sales for the organizations.

CO6: deal with competitive challenges.

CO7: Demonstrate and apply marketing management tools and techniques.

**SUGGESTED BOOKS:**

1. Marketing Management	Kotler, Keller, Koshi and Jha
2. Marketing	Paul Baines, Chris Fill, Kelly Page
3. Marketing Management	Ramaswamy, Namakumari
4. Marketing Management	Tapan K. Panda
5. Marketing 3.0	Kotler, Kartajaya, and Setiawan

**1. CONCEPT OF HUMAN RESOURCE MANAGEMENT:**

Meaning, Definition, Nature, Scope, Objectives, Importance, Functions, Qualities and Role of HR Manager, HRM- A Line or Staff Function, Difference between Personnel Management & Human Resource Management.

**2. HUMAN RESOURCE PLANNING:**

Meaning, Definition, Objectives, Importance, Levels of HRP, Process, Barriers to HRP, Requisites for successful HRP.

**3. JOB ANALYSIS AND DESIGN:**

Meaning, Uses, Process, Methods of Data collection, Concept of Job Design, Techniques.

**4. RECRUITMENT AND SELECTION:**

Recruitment: Definition, Factors affecting Recruitment, Sources, Process; Selection: Meaning, Definition, Process.

**5. TRAINING & DEVELOPMENT:**

Placement, Induction, Socialization, Training and Development: Concept, Objectives, Benefits, Need, Steps, Methods.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Apply the knowledge of human resource management in various organizations.

CO2: Apply various HR tools and techniques to solve HR related issues.

CO3: Analyze the strategic issues related to HR

CO4: Apply the strategies to select and develop manpower resources.

**SUGGESTED BOOKS:**

1.	Human Resource Management (Text & Cases)	K.Asathappa	Tata Mcgraw Hill
2.	Human Resource Management	N.K.Singh	Excel Books
3.	Human Resource Management	P.Subba Rao	Himalaya Publications
4.	Human Resource Management	Saiyadain	Tata Mcgraw Hill

# BBA (4<sup>th</sup> Semester)

**BMGT 401C**

**RESEARCH METHODOLOGY**

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## **1. INTRODUCTION TO RESEARCH METHODOLOGY:**

Meaning, Objectives, Types of Research, Importance, Approaches, Research Process, criteria of a good Research.

Features of a good Design, Different Research, Designs, and Basic Principles of Experimental Designs.

## **2. SAMPLING DESIGN:**

Census Vs Sample survey, steps in sampling Design, Criteria for selecting a sampling procedure, Types of Sample Design, Simple Vs Complex Random sampling Designs & Techniques.

## **3. MEASUREMENT & SCALING TECHNIQUES:**

Measurement in Research, Measurement Scales, Errors in Measurement, Measurement Tools, Meaning of Scaling, Scale classification Bases, Scale Construction Techniques.

## **4. METHODS OF DATA COLLECTION:**

Types of data, Collection of Primary Data, Difference between questionnaires & schedules, some other methods of data collection, Collection of Secondary data, Selecting Appropriate data collection method, Guideline for Constructing questionnaire/ Schedule, Guideline for successful interviewing, Difference between survey & Experiment.

## **5. TESTING OF HYPOTHESES AND REPORT WRITING:**

Definition Hypotheses, Testing of Hypotheses, Procedure for hypothesis Testing, Measuring the Power of a Hypothesis Test, Important Parametric Test: Student's T test, ANOVA, Chi-Square test.

Meaning of Interpretation, Technique of interpretation, Precaution in Interpretation, Significance of Report writing, Different steps for Report writing, layout of the Research Report, Precautions for writing Research Report, Role of Computer in Research.

### **Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Determine the basic research techniques, which are expected to be implemented during on the job training (OJT).

CO2: Analyze business problems, identify and develop appropriate research designs, and use appropriate statistical techniques.

CO3: Identify a business problem and solve a business research problem using qualitative and quantitative techniques.

CO4: Analyze the problems using various statistical tools and techniques with the help of statistical softwares such as Statistical Package for the Social Science (SPSS).

CO5: Write reports and present effectively.

**SUGGESTED BOOKS:**

1. Research Methodology	C.R. Kothari	New Age
2. International Business Research Methods	Zikmund, Berry, Babin	South Western
3. Statistics for Management	Richard L Levin, David S Rubin	PHI

**1. PRODUCTS, SERVICES AND BRANDING DECISIONS:**

Product Levels, Classifications of Product, Product Life-Cycles and Marketing Strategies, New Product Development Process, New Product Adoption Process, Product Mix and Product Mix Decisions Branding: Definition of Brand, Types of Brands, Branding Strategies, Brand Equity, Brand Equity Models, Building Brand Equity, Managing Brand Equity, Packaging, Labelling, Brand Positioning.

**2. DEVELOPING PRICING STRATEGIES AND PROGRAMS:**

Pricing and Product Costs, Relationship between them. Setting Price, Adopting the Price, Responding to Price Changes.

**3. DESIGNING AND MANAGING INTEGRATED MARKETING CHANNELS:**

Definition of Marketing Channel, Importance, Hybrid Marketing Channel, Channel Functions and Flows, Channel Levels, Channel Design Decisions, Channel Management, Channel Integration, Retailing, Wholesaling, Market Logistics.

**4. DESIGNING AND MANAGING INTEGRATED MARKETING COMMUNICATIONS:**

IMC to Build Brand Equity, Communication Process Models, Developing Effective Communication, Marketing Communications Mix and Implementation of IMC Tools.

**5. MARKETING ETHICS:**

Ethics and Marketing, Ethical Decision Making Process, Distribution Management and Ethics, Promotion and Ethics, Products and Ethics, Pricing and Ethics.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Demonstrate the consumer behavior, buying decision process and factors affecting the process and apply this knowledge for finding the factors to boost sales for the organizations.

CO2: Deal with competitive challenges.

CO3. Evaluate the 4 Ps Product, Price, Place and Promotion (marketing mix)

CO4: Apply various marketing management tools and techniques.

**SUGGESTED BOOKS:**

1. Marketing Management	Kotler, Keller, Koshi and Jha
2. Marketing	Paul Baines, Chris Fill, Kelly Page
3. Marketing Management	Ramaswamy, Namakumari
4. Marketing Management	Tapan K. Panda
5. Marketing 3.0	Kotler, Kartajaya, and Setiawan

**1. PERFORMANCE AND POTENTIAL APPRAISAL:**

Meaning, Objectives, Process, Methods, Problems, Making Performance Appraisal Effective, Steps to Appraise Potential.

**2. WORKERS PARTICIPATION IN MANAGEMENT (WPM):**

Definition, Meaning, Objectives, Levels, Forms, Why WPM fails? Making WPM Effective.

**3. EMPLOYEE GRIEVANCES MANAGEMENT:**

Employee Discipline: Concept, Features, Objectives, Types, Causes of Indiscipline, Approaches, Disciplinary Actions, Code of Discipline. Employee Grievances: Concept, Form, Causes, Effects, Model Grievance Procedure, Guideline for handling Grievances, Absenteeism; Causes and Control.

**4. INDUSTRIAL DISPUTES MANAGEMENT:**

Industrial Relations: Concept, Scope, Objectives, Importance, Causes for Poor Industrial Relations, Developing Sound Industrial Relations; Industrial Disputes: Concept, Forms, Causes, Prevention, Settlement.

**5. JOB STRESS, COUNSELLING MENTORING:**

Meaning, Nature, Symptoms, Causes & Management of Stress, Introduction, Objectives, Benefits of Counselling, Mentoring.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Deal with competitive challenges.

CO2. Apply the knowledge of human resource management in the organization.

CO3. Solve the issues of disputes and grievances among the employees.

**SUGGESTED BOOKS:**

1.	Human Resource Management (Text & Cases)	K.Asathappa	Tata Mcgraw Hill
2.	Human Resource Management	N.K.Singh	Excel Books
3.	Human Resource Management	P.Subba Rao	Himalaya Publications
4.	Human Resource Management	Saiyadain	Tata Mcgraw Hill



**1. OPERATIONS MANAGEMENT: TRENDS AND ISSUES**

Manufacturing trends in India, Services as part of Operations Management, Operations management: A system perspective, challenges in operations management  
Determinants of Process Characteristics in Operations, Types of Processes and operations Systems, Layout Planning, Implications of layout planning, Types of layouts, Design of Process Layout, Design of product layouts.

**2. TOTAL QUALITY MANAGEMENT**

The quality revolution, Quality Gurus, Definitions of quality, Total Quality Management, Quality management tools, Quality certifications and Awards, Design of quality assurance systems.

**3. FACILITIES LOCATION**

Globalization of operations, Factors Affecting Location Decisions, Location Planning Methods.

**4. INVENTORY PLANNING AND SIX-SIGMA**

Inventory Planning for independent Demand Items, Types of inventory, Inventory Costs, Inventory Control for Deterministic Demand Items, Handling uncertainty in Demand, Inventory control systems, Selective control inventory, Inventory Planning for Single-period Demand.

The Six-Sigma approach to Quality Control Management, Defects Per million Opportunities (DPMO), Organizations for Six-Sigma Quality, Process Control Fundamentals, Setting up a process Control System, Process improvement in the Long run, Six sigma and the process capability.

**5. SCHEDULING OF OPERATIONS**

The Need for Scheduling, Scheduling : Alternative Terms, The Loading of Machines, The Scheduling Context, Scheduling of Flow shops, Scheduling of Job shops, Input-Output Control.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Articulate the analysis, decision making and implementation issues of managing the operational aspects of any organization.

CO2: Apply the tools necessary to effectively manage manufacturing operations of an organization.

CO3: Design strategies for managing and executing the operational aspects of an organization.

CO4: Apply the techniques of Total Quality Management (TQM), Six Sigma, Lean and Maintenance Management.

CO5: Design manufacturing processes and service systems and carry out the inventory planning & control.

CO6: Perform production planning and carry out forecasting, capacity management.

**SUGGESTED BOOKS:**

1.	Operations Management: Theory & Practice	B. Mahadevan	Pearson Education
2.	Operations Management	Heizer	Dorling Kindersley
3.	Operations Management for Competitive Advantage	Chase-Jacobs-Aquilano	TMH

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**BMGT 405C ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS FUNDAMENTALS**

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**ENTREPRENEURSHIP DEVELOPMENT:****1. ENTREPRENEURSHIP:**

Concept, Entrepreneurial qualities and desirable characteristics of an effective Entrepreneur, Types of Entrepreneur, Significance of Entrepreneur in economic growth, Functions of an Entrepreneur, Scope and Importance of Entrepreneurship as career, Theories of Entrepreneurship,

**2. ENTREPRENEURIAL SYSTEM:**

Search for business ideas, Idea processing, Role of Innovation in Entrepreneurship, Entrepreneurial motivation, factors determining entrepreneurial growth

**SMALL BUSINESS FUNDAMENTALS:****3. SMALL BUSINESS:**

Introduction, Definition as per MSMED Act, 2006, Characteristics, Objectives, Significance, Problems and Present position, Sickness in Small Business.

**4. LEGAL AND TAX CONSIDERATIONS:**

Registration, Provisional Registrations, Permanent Registrations, Licensing. Tax Benefits under Different Act with Special reference to North East Industrial Investment Promotion Policy (NEIIPP), 2007

**5. GOVERNMENT AND NON-GOVERNMENT ASSISTANCE AND POLICIES:**

National Policies and Incentives including subsidies by Central and State Governments; Role of IDBI, IFCI, SFC, NABARD, KVIC, SIDBI, SIDO, NSIC, DIC, IIE.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Develop and apply working knowledge of the principles of entrepreneurship to analyze and solve the problems.

CO2: Start, create, manage a venture or Business.

CO3: Identify and apply the elements of entrepreneurship and entrepreneurial processes.

CO4: Write a business plan that involves creating and starting a new venture.

**SUGGESTED BOOKS:**

1.	Management and Entrepreneurship, 1/e	Kanishka Bedi	Oxford University Press
2.	Competing through innovation: Essential Strategies for Small and Medium – sized firms.	Bertrand Bellon, Graham Whittington	PHI
3.	Exploring Entrepreneurship: Practices and Perspective, 1/e	Richard Blundel & Nigel Lockett	Oxford University Press
4.	Small scale Industries and Entrepreneurship	Vasant Desai	Himalaya Publishing

# BBA (5<sup>th</sup> Semester) MARKETING MANAGEMENT

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BMGT 501C

CONSUMER BEHAVIOR

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## 1. INTRODUCTION TO CONSUMER BEHAVIOUR:

Introduction, Evolution of Consumer Behaviour, Factors affecting Consumer Behaviour, Scope & Application, Models of Consumer Behaviour (Nicosia, Howard-Sheth Model), Communication & Consumer Behaviour.

## 2. THE INFLUENCING FACTORS ON CONSUMER:

**Personality:** Nature, Theories (Freudian, Neo- Freudian, Trait), Brand Personality.

**Motivation:** Introduction, Dynamics of Motivation, Hierarchy of Need Theory, Motivational Research.

**Learning:** Elements, Theories (Classical Conditioning, Operant Conditioning, Observational Learning), Measurement of Consumer Learning.

**Perception:** Elements, Dynamics, Product Positioning, Perceived Price - Quality Relationship, Perceived Risk.

**Attitude:** Introduction, Models (Tri-component Attitude Model, Attitude – Towards - The – Ad – Model), Attitude Formation.

## 3. CONSUMER IN THEIR SOCIAL & CULTURAL SETTING:

**Culture:** Introduction, How Cultures are learned, Measurement of Culture.

**Social:** Introduction, Different Social classes in India, Measurement of Culture.

**Situational:** Introduction, Types of Situation (Purchase, Consumption, Communication), Situational influences on Consumer Behavior.

## 4. CONSUMER DECISION MAKING PROCESS:

Introduction, Levels, Model of Consumer Decision Making, Gifting Behavior, Post Purchase Behavior.

## 5. CURRENT & RELATED ISSUES:

Organisational Buying Behavior: Introduction, organizational Buyer Characteristics, Process; Consumerism; e-Commerce & Consumer Behavior.

### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Evaluate and analyze various psychological factors in shaping consumers purchase behavior

CO2: Evaluate and analyze socio-logical factors in shaping consumer behavior

CO3: Evaluate and analyze factors affect consumer's purchase decision making process

CO4: Evaluate and analyze the sequential process a consumer undergoes while purchasing various goods and

services based on their level of involvement in a purchase process

5. Evaluate and analyze latest changes in technological space that is affecting consumer decision making process

<b>SUGGESTED BOOKS:</b>
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1. Consumer Behaviour	Schiffman and Kanuk	PHI
2. Consumer Behaviour and Marketing Action	Henry Assael	Cengage Learning
3. Consumer Behaviour in Indian Context	P.C.Jain and Monika Bhatt	S.Chand
4. Consumer Behaviour-Text & Cases	Satish K. Batra & S. H. H. Kazmi	Excel Books

**ADVERTISING**

1. Introduction, Nature and Importance, Different Advertising Functions, Types of Advertising, Economic Aspects of Advertising, Legal and Ethical Aspects of Advertising, Criticism of Advertising, Setting Advertising Objectives and Budget.  
Advertising and Communication (Communication Model – Basic and Advertising Communication Model), Role of Source, Encoding & Decoding of Messages, Media, Audience, Feedback, Noise.
2. Creative aspects of Advertising: Introduction, The Planning and Managing Creative Strategy, Copy (Concept, How to Write Copy for Print and Broadcast Media), Advertising Appeals, Layout Planning.
3. Advertising Media and Planning: Introduction, Different Types of Media, Media Planning and Scheduling, Advertising Campaign Planning.  
Roles of Advertising Agency: Introduction, Types, Function, Layout, Advertising Agency and Client Relationship  
Impact of Advertising: Consumer Behavior and Advertisement: Introduction, Cultural, Social and Behavioral Influence on Consumer Decision

**SALES PROMOTION**

1. Introduction, Concept, Nature, Function, Limitations of Sales Promotion, Reasons for Rapid Growth, Types of Sales Promotion Schemes.  
Sales Promotion Objectives, Pull and Push Strategies, Sales Promotion and Consumer Behavior: Theories (Classical Conditioning, Instrumental Conditioning, Dissonance Theory), Consumer Decision Making Related to Sales Promotion
2. Sales Promotion Design: Promotion Choice, Approaches, Product Choice, Market Areas, Timing, Duration and Frequency;  
Sales Promotion Budget: Concept, Various Techniques of Fund Allocation; Characteristics Successful Sales Promotion; Sales Promotion Effectiveness  
Sales Promotion Schemes: Sample, Coupon, Price Off, Premium, Contests, POP, Trade Fairs and Exhibitions, Internet Promotion

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Demonstrate persuasive communication and influence consumer buying decision making

CO2: Apply the role of various communication sources in shaping consumers purchase decision making

CO3: Apply and design persuasive communication to lure consumers

CO5: Evaluate latest changes in technological space that is affecting consumer decision making process

<b>SUGGESTED BOOKS:</b>	
1. Advertising Principles and Practice	Wells, Moriarty, Burnett Pearson Publication
2. Advertising Management	Jethwaney and Jain Oxford University Press
3. Advertising and Sales Promotion	Kazmi and Batra Excel Books
4. Advertising and Promotion	Belch and Belch Tata McGraw Hill

**1. INTRODUCTION TO RETAILING:**

Definition, An overview of Indian Retail Industry, Global Concept, Functions performed by the Retailers, Changing Retail Land space, Growth of Retail in India, Opportunities & Challenges ahead.

Evolution of Retail Formats, Theories of Retail Development, Retail Lifecycle, Classification of Retail Stores, Franchising – A dynamic Retail opportunity

**2. RETAIL STORE LOCATION:**

Importance of Store Locations, Types of Locations, Steps in choosing a Retail Location, Legal considerations in Location Decisions, Trade Area Analysis.

**3. RETAIL MERCHANDISING AND MERCHANDISE BUYING:**

Definition, Evolution, Factors affecting Merchandising function, Functions of Merchandise Manager, Functions of a Buyer, Merchandise Planning.

Merchandise Buying process, Branding strategies, Category Management.

**4. RETAIL PRICING & MERCHANDISE PERFORMANCE:**

Considerations in setting Retail Price, Developing a Pricing Strategy, Price Adjustments, Pricing to increase sales, Analyzing Merchandise Performance, Gross Margin Return on Investment (RMROI)

**5. STORE LAYOUT, DESIGN AND VISUAL MERCHANDISING:**

Importance of Store design, Objectives of Store design, Store Layouts, Space Management, Visual Merchandising, Atmospherics, and Website Design Considerations.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Apply various formats in which the business of retailing can be conceptualized

CO2: Evaluate operational nuisance involved in managing multiple formats of retail business

CO3: Demonstrate the role of retail tools (e.g., visual merchandising, atmospherics, display, space management, in-store promotion etc.) play in shaping consumers retail purchase decision.

CO4: Evaluate the skills a retail professional must possess to become an entrepreneur in various store/non-store based retail formats

CO5: Apply technology for shaping retail business in the changing consumer behavior

**SUGGESTED BOOKS:**

1. Retailing Management	Michael Levy, Barton A Weitz, Ajay Pandit	The McGraw Hill
2. Retailing Management – Text & Cases	Swapna Pradhan	Tata McGraw Hill
3. Retail Management – A Strategic Approach	Barry Berman, Joel R. Evans	Pearson Education

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## BMGT 504C    MARKETING RESEARCH

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### 1. MARKETING RESEARCH FUNDAMENTALS:

Introduction to Marketing Research, Overview of Research, Application and Limitations of Marketing Research, Threats of Marketing Research, Marketing Information System, Marketing Decision Support System

### 2. MARKETING RESEARCH MANAGEMENT:

Importance of Research Management, Qualities of a Marketing Research Manager, Organizing Marketing Research Function, Evaluation and Control of Marketing Research, Market Research versus Marketing Research, Marketing Research and Marketing Management

### 3. DATA COLLECTION, SAMPLING AND INTERVIEWING:

a. Secondary Data (Evaluating Secondary Data, Sources of Secondary Data) b. Collection of Primary Data (Observation, Methods of Observation, Questionnaire, Designing questionnaire, Choice of Survey Method) c. Sampling Designs (Some Basic Terms, Estimation and Testing of Hypothesis, Advantages & Limitations of Sampling. The Sampling Process, Types of Sample Design, Characteristics of a Good Sample Design) d. Interviewing: Conditions for a successful Interview, Selection for Interviewers, Training of Interviewers, Qualitative Research

### 4. DATA PROCESSING, RESEARCH ANALYSIS AND REPORTING:

Data Processing, Data Analysis – Measures of Central Tendency, Testing of Hypothesis, Factor Analysis

### 5. SELECTED APPLICATIONS OF MARKETING RESEARCH:

a. Sales Analysis and Forecasting: Sales Analysis, the Concept of Market Potentials, Methods of Estimating Current Demand b. New Product Development and Test Marketing: New Product Development, Process and Test Marketing c. Advertising Research: Importance of Advertising, Need for Advertising Research

#### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Apply the meaning and significance of marketing research.

CO2: Identify and evaluate the significance of marketing research in the firm's overall marketing and strategic planning process.

CO3: Examine the process of designing marketing research, and use of a variety of techniques for analyzing data and its use for managerial decision making.

CO4: Present research findings to key stakeholders.

<b>SUGGESTED BOOKS:</b>
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1. Marketing Research	G. C. Berry	Tata McGraw Hill
2. Marketing Research	Luck, D. J. & Rubin, R. S.	Prentice Hall
3. Marketing Research	Naresh K. Malhotra	Prentice Hall



**A. FORMAT OF PROJECT REPORT****With general guidelines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for the next step.
- Do take the signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

**Note:** For any query contact your respective Project Guide / Class coordinator

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Solve any issue existing in an industry/sector by applying various scientific rigor

CO2: Analyze and interpret various problem specific data with a meaningful recommendation

CO3: Apply various statistical tools and techniques for data analysis

CO4: Apply various scientific methods (e.g., qualitative, empirical, experimental) through which a problem can be solved

CO5: Write the overall report of an enquired problem

**Schedule for Project Completion  
Department of Business  
Management Summer Training  
Project Report**

<b>S. No.</b>	<b>Activities to be Completed.</b>	<b>Signature with Date</b>
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1 & 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

## **B. INSTRUCTIONS FOR TYPING/ PRINTING**

**The project report should be strictly prepared according to the following guidelines.**

- **Finalization of the Project Report**  
Student should obtain clearance from their respective guide before final printing of the final project report.
- **Paper**  
The size of the paper sheet: A4  
Typing should be done on one side of the paper.
- **Font**  
Type: Times New Roman  
Size: 12
- **Line Spacing**  
Body of the text: 1.5 lines  
List of tables/ graphs/ charts/ bibliography: Single Line
- **Alignment**  
Title page: Centre  
Chapter heading: Centre  
Subheading: Left  
Body of Text: Justify
- **Margins**  
At the binding edge (Left): not less than 3 cm  
Other margins (Right, Top, Bottom): not less than 2 cm.
- **Titles**  
All titles and subtitles should be printed in BOLD.  
All the Tables/ Graphs/ Charts/ should have appropriate titles.
- **Numbering of the Tables/Graphs/Charts**  
Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.
- **Pagination**  
The title page should not carry any page number.  
For initial pages (i.e. from student's declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc.)  
Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.

Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.

Page numbers are to be given at the center of bottom of the page.

Pages separating Chapters should not be numbered but be counted.

- **Binding of the report**

The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

**C. TITLE OF THE PROJECT REPORT**

**Title of the Project Report** (14, Title Case, Bold)

**Submitted in Partial Fulfilment for the Award of the**

**Degree of Bachelor in Business Administration YYYY-YYYY** (14, Bold)

**Under the Guidance of:** (14, Bold)

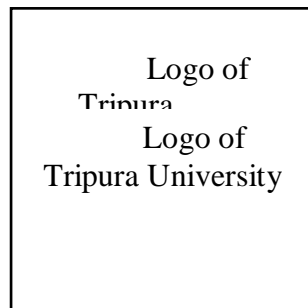
Name of the Guide from Institute (14 size)

Designation (14 size)

**Submitted By:** (14, Bold)

Name of the Student (14 size)

University Enrolment No. (14 size)



**Department of Business Management** (14, Bold)

Tripura University (A Central University) (14 size)

Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

## **D. WRITING THE SUMMER PROJECT REPORT**

- Student's Declaration
- Certificate from the Company  
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organization/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
- List of Graphs

### **Table of Contents**

#### **Chapter 1 - Introduction to the topic**

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

#### **Chapter 2 - Methodology**

**Research Design** (Exploratory, Analytical etc.)

##### **Data Collection**

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

#### **Chapter 3**

#### **Findings & Analysis Chapter 4**

#### **Conclusions**

#### **Chapter 5 Recommendations / Suggestions**

#### **Chapter 6 Limitations of the Study**

- Bibliography
- Annexure
  - 1. Questionnaire (If Applicable)
  - 2. Miscellaneous :
- Schedule for Project completion.

## **E. STUDENT DECLARATION**

### **STUDENT DECLARATION**

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

**Date:**

**Signature:**

**Place:**

**Name:**

**University Enrollment No.:**

## **F. CERTIFICATE FROM THE INSTITUTE GUIDE**

### **CERTIFICATE FROM THE INSTITUTE GUIDE**

This is to certify that the summer project titled “\_\_\_\_\_” is an academic work done by “\_\_\_\_\_” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

**Signature:**

**Name of the Faculty:**

**Designation:**

## **G. BIBLIOGRAPHY**

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

### **For books**

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

### **Example:**

Kothari, C.R. Research methodology, 3<sup>rd</sup> edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) “Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field”, *Journal of Management*, Vol.13 (2), 1967, pp 259-279.

### **Online published material on World Wide Web (Alphabetically arranged Webliography)**

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic



## H. ATTENDANCE SHEET

### DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

#### Attendance Sheet

Name of the Student : \_\_\_\_\_

University Enrolment No. : \_\_\_\_\_

Name of the Supervisor from the Industry : \_\_\_\_\_

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

**\*Minimum (8 out of 10) 80% attendance compulsory.**

# BBA (5<sup>th</sup> Semester) FINANCIAL MANAGEMENT

**BMGT 506C**

**FINANCIAL STATEMENT ANALYSIS 1**

## **1. INTRODUCTION:**

Nature and Components of Financial Statement; Meaning and need for Financial Statement Analysis (FSA), Traditional and Modern Approaches to FSA, Parties interested in FSA, Limitations of Financial Statements

## **2. ANNUAL REPORT:**

Contents and Structure, Additional Discussion and Analysis, Environment Report, Social Report, Shareholders' Information, Stock Market Data.

## **3. DISCLOSURE REQUIREMENTS AND NOTES TO FINANCIAL STATEMENTS:-**

Regulatory framework of Corporate Financial Reporting, Director's Report, Auditor's Report, Notes to Accounts, Full Disclosure.

## **4. TECHNIQUES OF FINANCIAL STATEMENT ANALYSIS:**

Income Analysis, Expenses Analysis, Comparative Statements, Common Size Statements, Trend Analysis, Accounting Ratios for FSA (Preparation and Interpretation).

## **5. FUNDS FLOW & CASH FLOW ANALYSIS:**

Funds Flow Analysis: Different concepts of Fund, whether Depreciation is a Source of Funds or not, Preparation and Interpretation; Cash Flow Analysis: Meaning, Objectives, Merits and Limitations, Preparation and Interpretation of Cash Flow Statements (as per AS-3).

### **Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Review and analyze company's financial statements and accounts to make better economic decision  
CO2: Interpret income statement, statement of cash flows and fund flows for appropriate company decision towards profitability and sustainability

CO3: Evaluate organizational risks, performance and financial health.

CO4: Present financial situation of a firm in front of various stakeholders like investors, the government, the public and other decision makers.

CO5: Identify ethical issues in preparing and maintaining standards of various financial health analysis tools like balance sheet, cash and funds flow etc.

### **SUGGESTED BOOKS:**

1.	Financial Statement Analysis	S.K.Paul	New Central Book Agency
2.	Financial Statement Analysis	G. Foster	PHI
3.	Financial Statement Analysis and reporting	.K.Gupta and R.K.Sharma	Kalyani Publishers.
4.	Students guide to Accounting Standards	R.S.Rawat	Taxmann Publication.

**1. INDIAN FINANCIAL SYSTEM:**

Meaning, nature and functions of financial system, Structure of Indian financial system, Components of Indian financial system

**2. BASICS OF MONEY MARKET :**

Meaning and Feature of money market, Participants in money market operations, Function of money market, Money market instruments: C-Paper, T-Bill, C-Deposits.

**3. BASICS OF CAPITAL MARKET:**

Meaning and feature and function of capital market, Instruments of capital market, Types of capital market and issue procedure, Stock exchange operations in India, Currents issues.

**4. REGULATORS OF FINANCIAL MARKETS.**

Role of RBI in promoting money market, Current scenario and issues.

Role of SEBI in promoting capital market and protecting the interests of investors, Current issues.

**5. BASICS OF MUTUAL FUNDS OPERATIONS (MF).**

Meaning, feature and importance of mutual funds, Organisation structure of mutual fund, Classification of mutual funds, Mutual fund operations in India, Current issues.

**Course outcome and Objectives:**

At the end of the course student will be able to

CO1: Analyze Indian financial markets including money markets and capital markets

CO2: Evaluate various money market avenues (organised and unorganised) like indigenous money lenders, RBI, commercial banks, and cooperative banking systems

CO3: Identify and evaluate various money market instruments like securities and insurance

CO4: Explore and evaluate the primary and secondary capital market avenues

CO5: Apply various means to raise finance

**SUGGESTED BOOKS:**

1.	Indian Financial System	M. Y. Khan	Tata McGrawHill
2.	The Indian Financial System	Bharti V. Pathak	Pearson Education
3.	Financial Institutions and Markets,	Meir Kohn	Oxford University Press
4.	Chanakya Niti - A Perspective to Investing in Shares	B L Mittal Ravi Kant Sharma	Taxmann Publication.

**UNIT 1: Basic Concept and Definitions:** Meaning and purpose of Income Tax; Nature of Income Tax; Assessee; Person; Assessment Year; Previous Year; Sources of Income; Heads of Income; Earned Income; Unearned Income; Gross Total Income; Total Income; Tax Evasion; Tax Avoidance; Rebate Relief.

**UNIT 2: Residential Status, Tax incidence and Exempted Income:** Residential status of all persons except company; Incidence of Tax; Exempted Income [U/S 10(11), 10(12), 10(11A), 10(12A), 10(13A), 10(23B), 10(23AAB), 10(23D), 10(25)].

**UNIT 3: Profits and Gains of Business or Profession including Depreciation:** Meaning of Business and Profession; Depreciation of Block of Assets as per IT rules; Computation of Business Income; Computation of Professional Income; Valuation of stock.

**UNIT 4: Capital Gains:** Meaning; Capital Assets; Types of Capital Assets; Period of holding of capital assets; Transfer not regarded as transfer; Computation of short term capital Gain and computation of long term capital gain (including exemption us 54).

**UNIT 5: Introduction to Goods and Service Tax:** Meaning of GST; Advantages and limitation of VAT-GST as preferred tax structure; salient features of GST model; Major advantages of IGST Model; Interstate Goods and Service Tax with illustration.

*Note: The assessment year immediately prior to the current assessment year will be considered (e.g. if the examination is held on 2019-20, the assessment year to be considered for the purpose is 2018-19).*

**Course outcome and learning objectives:**

At the end of the course student will be able to

- CO1: Evaluate the taxes business must pay in performing a business operation.
- CO2: Analyze business taxes like gross-receipts tax, excise tax, goods and services tax etc.
- CO3: Calculate and analyze Income Tax
- CO4: Evaluate tax evasion and possible consequences
- CO5: Analyze the availing of various tax concessions

**Suggested Readings:**

1. Direct Tax & Law, Singhania and Singhania, Taxman.
2. Direct and Indirect Taxes, S.K.Roy, ABS publishing House.
3. GST Ready Reckoner, V.S. Datey, Taxman's.

**1. Introduction:**

Evolution, Meaning and Definition of Banking, Features, Classification of Banks, Banking System.

**2. Reserve Bank of India:**

Management and Administration, Functions, Monetary Policy, Credit Control and Methods of Credit Control

**3. Nationalization of Banks in India:**

Nationalization of major Commercial Banks, Reasons for Nationalization, Criticism and Achievements

**4. Banking system in India: Commercial Banks:**

Functions, Balance Sheet, Off Balance Sheet Items, Window Dressing, Investment Policy; Private and Foreign Banks: Importance, Recent Trends; Cooperative Banking, Regional Rural Banks (RRBs): Structure and Sponsorship, Objectives, Difficulties, Suggested Measures

**5. Banking Functions:**

Debit Card and Credit Card, Fund Management, Deposits and Liquidity Management, Management of Bank Loans, Non-Performing Assets (NPA)

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Analyze the role of regulators in functioning of Indian banking and insurance sector

CO2: Analyze the varied aspects of bank operations

CO3: Solve various ethical issues in banking and insurance operations including sales and marketing

CO4: Analyze the role of banking and Insurance sector in Indian economy

**Suggested Readings:**

1. Bank Management Vasant Desai Himalaya Publishing
2. Indian Banking S.Natatrajan & R. Parneswaram S.Chand & Sons

**A. FORMAT OF PROJECT REPORT****With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
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**Schedule for Project Completion**  
**Department of Business**  
**Management Summer Training**  
**Project Report**

<b>S. No.</b>	<b>Activities to be Completed.</b>	<b>Signature with Date</b>
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2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1& 2	
4.	Finalization of chapter 3	
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8.	Final submission of report	

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- Finalization of the Project Report**  
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- Font**  
Type: Times New Roman  
Size: 12
- Line Spacing**  
Body of the text: 1.5 lines  
List of tables/ graphs/ charts/ bibliography: Single Line
- Alignment**  
Title page: Centre  
Chapter heading: Centre  
Subheading: Left  
Body of Text: Justify
- Margins**  
At the binding edge (Left): not less than 3 cm  
Other margins (Right, Top, Bottom): not less than 2 cm.
- Titles**  
All titles and subtitles should be printed in BOLD.  
All the Tables/ Graphs/ Charts/ should have appropriate titles.
- Numbering of the Tables/Graphs/Charts**  
Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.
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The title page should not carry any page number.  
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**Binding of the report**

The project should be hard bound with golden embossing as per the standard format

**Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

**Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.



**C. TITLE OF THE PROJECT REPORT**

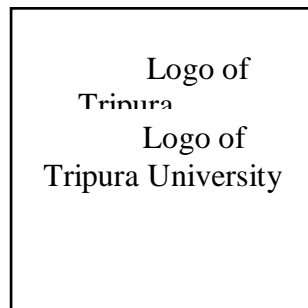
**Title of the Project Report** (14, Title Case, Bold)

**Submitted in Partial Fulfilment for the Award of the**

**Degree of Bachelor in Business Administration YYYY-YYYY** (14, Bold)

**Under the Guidance of:** (14, Bold)  
Name of the Guide from Institute (14 size)  
Designation (14 size)

**Submitted By:** (14, Bold)  
Name of the Student (14 size)  
University Enrolment No. (14 size)



**Department of Business Management** (14, Bold)  
Tripura University (A Central University) (14 size)  
Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

## **D. WRITING THE SUMMER PROJECT REPORT**

- Student's Declaration
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(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organization/ Company)
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- List of Charts
- List of Graphs

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**Data Collection**

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

#### **Chapter 3**

#### **Findings & Analysis Chapter 4**

#### **Conclusions**

#### **Chapter 5 Recommendations / Suggestions**

#### **Chapter 6 Limitations of the Study**

- Bibliography
- Annexure
  - 1. Questionnaire (If Applicable)

○ 2. Miscellaneous :

➤ Schedule for Project completion.

## **E. STUDENT DECLARATION**

### **STUDENT DECLARATION**

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

**Date:**

**Signature:**

**Place:**

**Name:**

**University Enrolment No.:**

## **F. CERTIFICATE FROM THE INSTITUTE GUIDE**

### **CERTIFICATE FROM THE INSTITUTE GUIDE**

This is to certify that the summer project titled “\_\_\_\_\_” is an academic work done by “\_\_\_\_\_” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

**Signature:**

**Name of the Faculty:**

**Designation:**

## **G. BIBLIOGRAPHY**

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

### **For books**

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

### **Example:**

Kothari, C.R. Research methodology, 3<sup>rd</sup> edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) “Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field”, *Journal of Management*, Vol.13(2), 1967,pp 259-279.

### **Online published material on World Wide Web (Alphabetically arranged Webliography)**

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

## H. ATTENDANCE SHEET

### DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

#### Attendance Sheet

Name of the Student : \_\_\_\_\_

University Enrolment No. : \_\_\_\_\_

Name of the Supervisor from the Industry : \_\_\_\_\_

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

**\*Minimum (8 out of 10) 80% attendance compulsory.**

# BBA (5<sup>th</sup> Semester) Human Resource Management

## BMGT 511C – Human Resource Planning

- 1. Human Resource Planning:** Introduction, Definition, Objectives, Need, Importance, Barriers, Suggestions.  
Strategic Human Resource Planning: Concept, Characteristics, Levels, Process, Requirements, and Benefits.
- 2. Job Analysis and Design:** Job Analysis – Meaning, Need, Process, Factors, Techniques of Data Collection, Uses & Limitations, Job Description & Job Specification, Job Design – Approaches, Process, Job Enrichment.  
Job Evolution: Concept, Objectives, Procedure, Advantages, Drawback, Methods, Essentials of successful Job Evaluation Programme.
- 3. Recruitment and Selection:** Definition, Factors affecting Recruitment, Sources, Process. Selection-Meaning, Definition, Process, Methods of Recruitment and Selection.
- 4. Placement, Induction, Socialization, Dislocation, Relocation:** Meaning, Definition, Different Phases, Causes, Problems, solutions in regard to dislocation and relocation.
- 5. Internal Mobility and Separation:** Promotion, Transfer, Demotion, Separations.

### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Nurture and fit challenging organizational positions and judge and enhance competency in a human

CO2: Apply integration of character with competence for organizational success.

CO3: Apply the skill of various on-the-job and off-the-job training.

CO4: Play the role of leadership in nurturing future talents.

CO5: Analyze live cases on successful talent moulding initiatives in various firms.

### SUGGESTED BOOKS:

1. Manpower Management	Dwivedi, R. S.	PHI
2. Human Resource Planning	D.K.Bhattacharya	Excel Books



# BMGT 512C – Human Resource Development - 1

- 1. Human Resource Development - An Introduction:** Historical Development, Concept, Characteristics, Objectives, Need, Functions of HRD, HRD & Personnel Management.
- 2. HRD System:** Process of Designing HRD System, Principles in Designing HRD Systems, Factors Affecting HRD System Designing.
- 3. HRD Mechanism:** Prerequisite for HRD, Variable in HRD Mechanism, HRD Process, HRD Outcomes, Organisational Effectiveness.
- 4. HRD Climate & Culture:** Concept of Climate, Factors Affecting HRD Climate, Indian Culture and HRD, The Development Dimensions.
- 5. Behavioural Factors:** Personality, Attitudes, Values, Perception, Job Satisfaction, Frustration, Helping Behaviour, Co-operation, Competition, Conflict, HRD/ OD Interventions.

## Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Nurture talent to fit challenging organizational positions.

CO2: Judge and enhance competency in a human.

CO3: Integrate character with competence for organizational success.

CO4: Apply the skills of various on-the-job and off-the-job training.

CO5: Play the role of leadership in nurturing future talents.

CO6: Analyze live cases on successful talent moulding initiatives in various firms.

## Suggested Books:

1.	Human Resource Development	D.K Bhattacharya	Himalaya Publishing House
2.	Successful Application to HRD	IswarDayal	New Concept
3.	Management of change through HRD	Maheshwari, B.L. &Sinha, Dharni P.	Tata Mcgraw Hill

# BMGT 513C - Wages and Salary Administration

1. **Wages Concepts:** Definition, Piece Rates, Cash a Kind; Salary, Earning, Compensation, Fringe Benefits, Dearness Allowance, Real Wages, Basic Wages, Labour Cost.
2. **Wage Administration:** Composition of Wages, Minimum Wages, Wage Structure, Wage Differentials
3. **National Income:** National Wage Structure
4. **Labour Economics:** Wage Theories, Supply, Demand and Wages; Labour Institutions and their effects on National Income
5. **Wage Fixation:** Criteria of Wage Fixation, Committees on Wages (Minimum Wage, Fare Wages and Living Wages)– need based minimum Wage Formula. Productivity Cost of Living, Capacity to Pay, Wage Comparison.
6. **Wage Machinery:** Employee Role; Tribunal Wage Board, Collective Bargaining

## Course outcome and learning objectives:

At the end of the course student will be able to

- CO1: Evaluate the constituents of wage and salary and how these two are conceptually different.
- CO2: Perform salary fixation for deserving talents to ensure minimum turnover and attract more talents.
- CO3: Apply laws and regulations governing fixation of Wages and Salary.
- CO4: Fix salary for various positions in an organization based on skill required and challenges involved.
- CO5: Analyze ethical issues which need to be taken into account while fixing salaries of deserving talents.

## Suggested Books:

1.	Understanding Waging System	A.M.Sharma	Himalaya Publishing House
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# BMGT 514C –Labour Laws – 1

## 1. Introduction to Labour Legislation:

- a. Philosophy of Labour Law
- b. Labour Laws – Concept, Origin, Objectives
- c. International Labour Organisation
- d. Indian Constitution & Labour Legislation

## 2. The Factories Act 1948

## 3. Industrial Dispute Act 1947

## 4. Shops and Establishment Act

## 5. The Employee’s State Insurance Act 1948, Employee’s Provident Fund and Miscellaneous Provisions Act 1952

### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Correct the imbalance of power between the worker and the employer;

CO2: Prevent the employer from dismissing the worker without good cause;

CO3: Set up and preserve the processes by which workers are recognized as 'equal' partners in negotiations about their working conditions.

CO4: Evaluate the judicial setup of Labour Laws.

CO5: Apply the salient features of welfare and wage Legislations.

CO6: Apply the laws relating to Industrial Relations, Social Security and Working conditions.

CO7: Apply the laws related to working conditions in different settings.

### Suggested Books:

1.	Handbook of Industrial Law	Dr. N. D. Kapoor	Sultan Chand & Sons
2.	Industrial & Labour Law	S. N. Mishra	
3.	Industrial Laws (Bare Acts)		Taxmann Publication
4.	Industrial Relations & Labour Laws	B. D. Singh	

# BMGT 515C – Project Report-I (Internal)

## A. FORMAT OF PROJECT REPORT

### With general guide lines on how to write a Project Report

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

**Note:** For any query contact your respective Project Guide / Class coordinator

### Course outcome and learning objectives:

At the end of the course student will be able to

CO1: Solve any issue existing in an industry/sector by applying various scientific rigour

CO2: Analyze and interpret various problem specific data with a meaningful recommendation

CO3: Apply various statistical tools and techniques for data analysis

CO4: Apply various scientific methods (e.g., qualitative, empirical, experimental) through which a problem can be solved

CO5: Write the overall report of an enquired problem

### Schedule for Project Completion Department of Business Management Summer Training Project Report

S. No.	Activities to be Completed.	Signature with Date
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1 & 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

## **B. INSTRUCTIONS FOR TYPING/PRINTING**

**The project report should be strictly prepared according to the following guidelines.**

- Finalization of the Project Report**  
Student should obtain clearance from their respective guide before final printing of the final project report.
- Paper**  
The size of the paper sheet: A4  
Typing should be done on one side of the paper.
- Font**  
Type: Times New Roman  
Size:12
- Line Spacing**  
Body of the text:1.5 lines  
List of tables/graphs/charts/bibliography: Single Line
- Alignment**  
Title page: Centre Chapter  
heading: Centre  
Subheading: Left  
Body of Text: Justify
- Margins**  
At the binding edge (Left): not less than 3 cm  
Other margins (Right, Top, Bottom): not less than 2 cm.
- Titles**  
All titles and subtitles should be printed in BOLD.  
All the Tables/Graphs/Charts/ should have appropriate titles.
- Numbering of the Tables/Graphs/Charts**  
Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.
- Pagination**  
The title page should not carry any page number.  
For initial pages (i.e. from student's declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc.)  
Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.  
Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.  
Page numbers are to be given at the centre of bottom of the page. Pages separating Chapters should not be numbered but be counted.

**Binding of the report**

The project should be hard bound with golden embossing as per the standard format

**Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

**Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

**C. TITLE OF THE PROJECT REPORT**

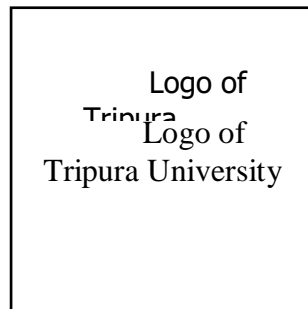
**Title of the Project Report** (14, Title Case, Bold)

**Submitted in Partial Fulfilment for the Award of the**

**Degree of Bachelor in Business Administration YYYY-YYYY** (14, Bold)

**Under the Guidance of:** (14, Bold)  
of the Guide from Institute (14 size)  
Designation (14 size)

**Submitted By:** (14, Bold) Name  
Name of the Student (14 size)  
University Enrolment No. (14 size)



**Department of Business Management** (14, Bold) Tripura  
University (A Central University) (14 size) Suryamaninagar,  
Agartala, Tripura (W), Pin-799022 (14 size)

## **D. WRITING THE SUMMER PROJECT REPORT**

- Student's Declaration
- Certificate from the Company  
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organization/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
- List of Graphs

### **Table of Contents**

#### **Chapter 1 - Introduction to the topic**

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

#### **Chapter 2 - Methodology**

**Research Design** (Exploratory, Analytical etc.)

##### **Data Collection**

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

#### **Chapter 3**

#### **Findings & Analysis Chapter 4**

#### **Conclusions**

#### **Chapter 5 Recommendations / Suggestions**

#### **Chapter 6 Limitations of the Study**

- Bibliography
- Annexure
  - 1. Questionnaire (If Applicable)
  - 2. Miscellaneous :
- Schedule for Project completion.



## **E. STUDENT DECLARATION**

### **STUDENT DECLARATION**

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

**Date:**

**Signature:**

**Place:**

**Name:**

**University Enrolment No.:**

## **F. CERTIFICATE FROM THE INSTITUTE GUIDE**

### **CERTIFICATE FROM THE INSTITUTE GUIDE**

This is to certify that the summer project titled “\_\_\_\_\_” is an academic work done by “\_\_\_\_\_” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

**Signature:**

**Name of the Faculty:**

**Designation:**

## **G. BIBLIOGRAPHY**

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

### **For books**

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

### **Example:**

Kothari, C.R. Research methodology, 3<sup>rd</sup> edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/Periodicals/ Magazines etc. in italics, Volume number, year, Page numbers.

Example: Wortman,Maxs (Jr.) “Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field”, *Journal of Management*, Vol.13(2), 1967,pp 259-279.

### **Online published material on World Wide Web (Alphabetically arranged Webliography)**

Name of the Website, Date and time of referring the Website, Name of the Author, Title/Topic

## H. ATTENDANCE SHEET

### DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

#### Attendance Sheet

Name of the Student : \_\_\_\_\_

University Enrolment No. : \_\_\_\_\_

Name of the Supervisor from the Industry : \_\_\_\_\_

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
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4					
5					
6					
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8					
9					
10					

**\*Minimum (8 out of 10) 80% attendance compulsory.**

# BBA (6th Semester) Marketing Management

**BMGT 601C**

**SERVICES MARKETING**

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## **1. INTRODUCTION TO SERVICE INDUSTRY:**

Concept, Nature, Types, Importance, Difference between Goods & Service, Factors responsible for growth of service sector, Service Marketing Triangle, Service Marketing Environment, Service Market Segmentation, Problem areas in Segmentation, Targeting & Positioning.

## **2. UNDERSTANDING SERVICE INDUSTRY:**

Current Trends in Service Industry, Customer Relationship Marketing, Service Quality: Concept, Dimensions, GAP model of service quality delivery, Measurement of service quality, Total Quality Management & Quality Circle, Consumer Behaviour: concept, models of Consumer Behaviour in Service Industry (EKB & GAP model), Customer Expectation & Perception, Factors affecting customer expectation & perception.

## **3. SERVICES MARKETING MIX–I:**

- a. The Service Product: Introduction, New Service Development, Service Life Cycle
- b. Pricing Strategies: Introduction, Pricing Objectives, Methods of Pricing Services
- c. Managing Distribution Channels: Introduction, Factors Affecting Choice of Distribution Channel, Managing Distribution Channels
- d. Promotional Strategies: Introduction, promotion Objectives, Promotion Planning & Strategy.

## **4. SERVICES MARKETING MIX –II:**

- a. People: Introduction, Challenges of Managing People, Measuring Productivity of people in Service Organization
- b. Physical Evidence: Introduction, Servicescape, Managing Physical Evidence
- c. Process: Introduction, Service Blueprinting, Managing Demand & Supply.

## **5. APPLICATIONS OF SERVICE MARKETING:**

Marketing of Financial, Hospitality, Medicare, Educational Sectors and Tourism

### **Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Evaluate the current issues in services marketing and customer service strategies

CO2: Apply the effective customer relationship management and key service delivery elements

CO3: Evaluate service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses

CO4: Interpret service behavior and service consumption in the light of service-dominant marketing logic and apply this knowledge to in designing and developing services

CO5: Analyze practical problems which come in delivery of services, and to apply the understanding of the strategies in overcoming these problems

**SUGGESTED BOOKS:**

1. Service Marketing-Text and Cases	Rajendra Nargundkar	Tata Mcgraw Hill
2. Service Marketing	Govind Apte	Oxford University Press
3. Service Marketing-The Indian Perspective	Ravishankar	Excel Books
4. Service Marketing-Text and Cases	Verma	Pearson
5. Service Marketing	S.N.Jha	Himalaya Publishing

**1. RURAL MARKETING: INTRODUCTION**

Defining rural markets, rural myths, The rural marketing mix: challenges, the evolving rural consumer, The evolution of rural marketing, the rural environment, the rural economic environment, the rural infrastructure, The rural Boom, The way forward, Rural Dividend

Telecommunication in Rural India, Information and Telecommunication technology (ICT) in rural areas, Financial Services in Rural India, Cloud Computing for Rural banking, Rural Healthcare services.

**2. RURAL CONSUMER BEHAVIOR**

The Consumer buying behavior model, the buyer decision Process, The product adoption process.

**3. SEGMENTING AND TARGETING RURAL MARKETS**

Segmentation, Targeting, Positioning.

**4. PRODUCT AND PRICING STRATEGIES FOR RURAL MARKET**

The product concept and the classification of Rural Products, Product decision and strategies, Product branding in rural markets, Packaging for rural markets, Product warranty and after sales service, New product development in rural markets.

Pricing for Rural India, Setting the price for rural products and services, price setting strategies.

**5. DISTRIBUTION AND COMMUNICATION STRATEGIES FOR RURAL MARKETS**

Availability: The Challenge and the Dilemma, Distribution channels, the rural retail environment. Channel behavior in rural areas.

Challenges for Rural Communication, The communication process: An overview, developing effective rural Communication

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Identify the rural consumer and rural market opportunities

CO2: Take decision relating to rural marketing mix and communication strategy

CO3: Identify the consumption habits of people in rural region

CO4: Identify the characteristics of rural market and evaluate the requirement of rural consumers

CO5: Develop specific approaches of marketing to the rural consumers

**SUGGESTED BOOKS:**

1. Rural Marketing	Pradeep Kashyap	PEARSON
2. Rural Marketing (Text and Cases)	C.S.J Krishnamacharyulu, lalitha Ramakrishnan	PEARSON
3. Introduction to Rural Marketing	R. Krishnamurthy	Himalaya Publishing House

**1. DEVELOPMENT & ROLE OF SELLING IN MARKETING:**

Nature & Role of Selling, Characteristics of Modern Selling, Success factor for Professional Sales People, Types of Selling, Nature & Role of Sales Management, Relationship between Sales & Marketing.

Environmental & Managerial Force Imparting Sales, Sales Channel, Selling for Resale, Selling Services, Sales Promotion, Exhibitions, Public Relations

**2. SALES RESPONSIBILITIES & PERSONAL SELLING SKILLS:**

Prospecting, Database & Knowledge Management, Self Management, Handling Complaints, Providing Service, Sales Preparation.

The Opening, Needs & Problem Identification, Presentation & Demonstration, Dealing Objection, Negotiation, Closing Sales, Follow-up

**3. SALES FORCE MANAGEMENT:**

Organisation for Recruitment & Selection, Sources of Sales Force Recruits, Pre Interview Screening, Formal Application Form, The Interview, Supplementary Selection Aids.

Motivation, Leadership, Training, Conclusions, Designing Sales Compensation Plan, Types of Compensation Plans, Fringe Benefits.

**4. SALES QUOTAS:**

Objectives in using Quotas, Types of Sales Quota & Procedure for Quota Setting, Administering the Quota Systems.

**5. SALES FORCE EVALUATION:**

Sales Force Evaluation Process, Purpose of Evaluation, Setting Performance Standards, Gathering Information, Measures of Performance, Appraisal Interviewing.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Apply the selling skills

CO2: Apply effective sales and distribution strategy

CO3: Manage marketing channels, and sales force

CO4: Manage delivery and intermediaries and planning territory

CO5: Analyze the sales budget, Sales quota and forecasting of sales

**SUGGESTED BOOKS:**

1. Selling & Sales Management	David Jobber, Geoffrey Lancaster	Pearson Education
2. Sales & Distribution Management - An Indian Perspective	Pingali Venugopal	Response Sage Publications Ltd
3. Sales Management Decisions, Strategies & Cases	Richard R. Still, Adward W. Cundiff, Norman A. P. Govoni	Prentice Hall



**1. INTERNATIONAL MARKETING:**

Definitions, Natures, Scope, Significance Transition from Domestic Marketing to International Marketing, International Marketing Environment (Internal and External).

**2. IDENTIFICATION AND SELECTION OF ORIGIN MARKETS:**

Global Market Segmentation, Decisions Relating Foreign Market Entry Mode, Barriers to Entry, International Positioning.

**3. PRODUCT PLANNING FOR INTERNATIONAL MARKETS:**

Product Design, Standardization vs. Adaptation, New Product Development, Branding, Packaging.

**4. INTERNATIONAL PRICING:**

Factors determining International Pricing Process, Pricing Methods, Pricing Policies and Strategies International Quotation and Terms of Payments.

**5. PROMOTION OF PRODUCTS/ SERVICES ABROAD:**

Direct Mail and Sales Literature, Advertising and Sales Promotion, Trade Fairs and Exhibitions, Personal Selling.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Analyze the issues involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing mix.

CO2: Analyze the differences in global economic, cultural, social, political, and legal environments influence marketing decisions

CO3: Apply strategic thinking in the context of complex problems and challenges faced by executives and managers taking decisions in global and international marketing context

CO4: Identify and analyze various sources of information for research and evaluation of international markets.

CO5: Effectively communicate marketing issues in group discussions, oral presentations and written reports in a cross and multi-cultural environment

**Suggested Readings:**

1. International Marketing Management Bhattacharya and Varshney Sultan Chand
2. International Marketing Kripalini Prentice Hall
3. Ten Essence of International Marketing Paliwode Prentice Hall
4. Principle of Marketing Kotler & Armstrong Prentice Hall

**A. FORMAT OF PROJECT REPORT****With general guidelines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

**Note:** For any query contact your respective Project Guide / Class coordinator

**Course outcome and learning objectives:**

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CO1: Solve any issue existing in an industry/sector by applying various scientific rigor

CO2: Analyse and interpret various problem specific data with a meaningful recommendation

CO3: Apply various statistical tools and techniques for data analysis

CO4: Apply various scientific methods (e.g., qualitative, empirical, experimental) through which a problem can be solved

CO5: Write the overall report of an enquired problem

**Schedule for Project Completion  
Department of Business  
Management Summer Training  
Project Report**

<b>S. No.</b>	<b>Activities to be Completed.</b>	<b>Signature with Date</b>
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1& 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

## **B. INSTRUCTIONS FOR TYPING/ PRINTING**

**The project report should be strictly prepared according to the following guidelines.**

- **Finalization of the Project Report**

Student should obtain clearance from their respective guide before final printing of the final project report.

- **Paper**

The size of the paper sheet: A4

Typing should be done on one side of the paper.

- **Font**

Type: Times New Roman

Size: 12

- **Line Spacing**

Body of the text: 1.5 lines

List of tables/ graphs/ charts/ bibliography: Single Line

- **Alignment**

Title page: Centre

Chapter heading: Centre

Subheading: Left

Body of Text: Justify

- **Margins**

At the binding edge (Left): not less than 3 cm

Other margins (Right, Top, Bottom): not less than 2 cm.

- **Titles**

All titles and subtitles should be printed in BOLD.

All the Tables/ Graphs/ Charts/ should have appropriate titles.

- **Numbering of the Tables/Graphs/Charts**

Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.

- **Pagination**

The title page should not carry any page number.

For initial pages (i.e. from students declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc,)

Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.

Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.

Page numbers are to be given at the center of bottom of the page.

Pages separating Chapters should not be numbered but be counted.

- **Binding of the report**

The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

**C. TITLE OF THE PROJECT REPORT**

**Title of the Project Report** (14, Title Case, Bold)

**Submitted in Partial Fulfilment for the Award of the**

**Degree of Bachelor in Business Administration YYYY-YYYY** (14, Bold)

**Under the Guidance of:** (14, Bold)

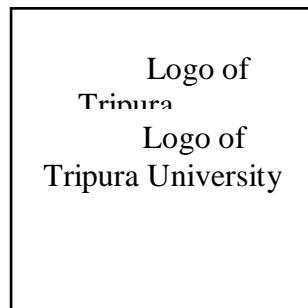
Name of the Guide from Institute (14 size)

Designation (14 size)

**Submitted By:** (14, Bold)

Name of the Student (14 size)

University Enrolment No. (14 size)



**Department of Business Management** (14, Bold)

Tripura University (A Central University) (14 size)

Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

## **D. WRITING THE SUMMER PROJECT REPORT**

- Student's Declaration
- Certificate from the Company  
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organization/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
- List of Graphs

### **Table of Contents**

#### **Chapter 1 - Introduction to the topic**

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

#### **Chapter 2 - Methodology**

**Research Design** (Exploratory, Analytical etc.)

**Data Collection**

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

#### **Chapter 3**

#### **Findings & Analysis Chapter 4**

#### **Conclusions**

#### **Chapter 5 Recommendations / Suggestions**

#### **Chapter 6 Limitations of the Study**

- Bibliography
- Annexure
  - 1. Questionnaire (If Applicable)

○ 2. Miscellaneous :

➤ Schedule for Project completion.

## **E. STUDENT DECLARATION**

### **STUDENT DECLARATION**

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

**Date:**

**Signature:**

**Place:**

**Name:**

**University Enrolment No.:**



## **F. CERTIFICATE FROM THE INSTITUTE GUIDE**

### **CERTIFICATE FROM THE INSTITUTE GUIDE**

This is to certify that the summer project titled “\_\_\_\_\_” is an academic work done by “\_\_\_\_\_” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

**Signature:**

**Name of the Faculty:**

**Designation:**

## **G. BIBLIOGRAPHY**

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

### **For books**

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

### **Example:**

Kothari, C.R. Research methodology, 3<sup>rd</sup> edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) “Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field”, *Journal of Management*, Vol.13(2), 1967,pp 259-279.

### **Online published material on World Wide Web (Alphabetically arranged Webliography)**

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

## H. ATTENDANCE SHEET

### DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

#### Attendance Sheet

Name of the Student : \_\_\_\_\_

University Enrolment No. : \_\_\_\_\_

Name of the Supervisor from the Industry : \_\_\_\_\_

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
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**\*Minimum (8 out of 10) 80% attendance compulsory.**

# BBA (6th Semester) Financial Management

BMGT 606C

MANAGEMENT ACCOUNTING

## 1. USE OF MARGINAL COSTING IN DECISION MAKING:

Decision Making Process in various situations (areas), viz. make or buy provisions, accept or reject business proposals (local market+ foreign markets), Export Order, Shut-Down or Continue, Stop or further Process, Selection of Optimum Product Mix, Key factors influencing decisions, Optimum level Production

## 2. STANDARD COSTING:

Meaning advantages and disadvantages of standard costing, Techniques of standard costing, Variance analysis and reporting.

## 3. BUDGETARY CONTROL SYSTEM:

Meaning advantages and disadvantages of Budgetary control system, the Concept of Budget factor (Key or limiting factor) and the Budget Period, Types of Budgets, functional (or operational) Budgets, Sales, Production, Purchase, Cash Budget, Flexible Budgets, Zero-Based Budgets, Performance Budgets, Master Budget.

## 4. ACCOUNTING FOR OVERHEADS

Meaning of overhead costs, importance of overhead costing.

Methods of overhead costing – primary distribution and secondary distribution, Problems.

## 5. ACTIVITY-BASED COSTING(ABC)

Meaning, feature and importance of ABC, Various term used in ABC system, Advantages and disadvantages of ABC. Difference with traditional costing system, Technique of ABC, Problems on Absorption Costing and Variable Costing.

### Course outcome and Objectives:

At the end of the course student will be able to

CO1: Apply the basic concepts of cost accounting

CO2: Apply various tools of accounting for analyzing business situation and take decision

CO3: Analyze the budgetary control system of a business organization

CO4: Apply various cost accounting techniques to all types of organizations for planning, decision making and control purposes in practical situations

CO5: Identify and analyze contemporary Issues in Cost Accounting

### SUGGESTED BOOKS:

1. Management Accounting	Paresh Shah	Oxford University Press
2. Advanced Cost Accounting	S. P. Jain, K. L. Narang, S. Aggarwal	Kalyani Publishers

**1. NATURE, SCOPE AND TYPE:**

Meaning, origin and development, essential elements, nature, functions and importance, Classification- scope of life, fire, marine, motor and other insurances.

**2. Indian insurance market:**

Insurance organizations in public and private sectors, organization structure of LIC, GIC, Insurance ombudsman.

**3. Insurance Intermediaries:**

Insurance agent – procedure for becoming insurance agent- rights, termination of an insurance agent- essentials for successful insurance salesman- surveyor and loss assessor- brokers- third party administrators, Privatization of Indian insurance sector.

**4. Risk and fund management:**

Meaning, difference between risk and uncertainty, characteristics- classification of risk and risk management- corporate risk management, personal risk management; Principles of insurance contract : under insurance- over insurance, insurance fund management: significance, characteristics, process and strategies.

**5. Insurance Regulatory and Development authority:**

Meaning, important terms, organizing body, functions of IRDA- eligibility, registration and capital requirements, recent regulations.

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Manage the personal finance of individuals

CO2: Evaluate their own worth

CO3: Protect their wealth from risks and hazards

CO4: Convince others on protecting them through insurance

CO5: Enhance return of investment

**SUGGESTED BOOKS:**

1. . Insurance Management	Inderjit Singh, Rakesh Katiyal, Surjit Kaur	Kalyani Publishers
2. Insurance : Theory and Practice	Pal Prabir, Tripathy, Nalini Prava	PHI
3. Fundamentals of Insurance	P.K Gupta	Himalaya Publishing House

**1. INTERNATIONAL FINANCIAL ENVIRONMENT:**

Evolution of the International Financial System, The Gold Standard, The Bretton Wood System and the IMF, The World Bank, WTO, Euro Bonds, Recent Pattern of International Banking Activities, Balance of Payment

**2. FOREIGN EXCHANGE RISK MANAGEMENT:**

Exchange Rate, Interest Rate, Inflation Rate and Exposure, Nature & Exposure of Risk, Exchange Rate and Interest Rate Volatility, Problems.

**3. THEORIES ON EXCHANGE RATE MOVEMENTS:**

Purchasing Power Parity, Fischer effect, International Fischer Effect.

**4. GLOBAL FINANCIAL MARKETS AND INTEREST RATES:**

The Global Financial Markets, Domestic & Offshore Markets, Euro Markets, Interest Rate in the Global Money Markets and an Overview of Money Market Instrument

**5. FOREIGN EXCHANGE MARKET:**

Structure, Types of Transaction and Settlements Rates, Exchange Rate Quotation, Forward Quotation, Exchange Rate Regimes and Foreign Exchange Market in India

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: Interpret the relationship between general management and finance in international setting

CO2: Identify and analyze various issues of international finance like exchange rates, inflation comparison, idea about investing in international debt securities

CO3: Analyze the capital markets across tech world

CO4: Identify various sources of international finance like commercial banks, international agencies and development banks, international capital markets etc.

CO5: Analyze various legal and ethical issues in assessing international markets for financial arrangement

**SUGGESTED BOOKS:**

1. International Financial Management	Madhu Viz	Excel Books
2. International Financial Management	V.K. Bhalla	Anmol Publications
3. International Financial Management	H.R.Machiraju	Himalaya Publications
4. International Financial Management	V.A. Avdhani	Himalaya Publications
5. International Financial Management	Shashi K. Gupta & Praneet Rangi	Kalyani Publishers

**1. DIFFERENT FORMS OF COMPANY BALANCE SHEET-**

Vertical, Horizontal, As per Revised Schedule VI of Companies Act 1956

**2. CONTENTS AND ANALYSIS OF CORPORATE INCOME STATEMENT****3. ECONOMIC VALUE ADDED (EVA) AND MARKET VALUE ADDED (MVA) REPORTING****4. ACCOUNTING STANDARDS:-**

Meaning, Objectives, Merits and Limitations, Different Accounting Standards- Disclosure of Accounting Policies (AS-1), Segment Reporting (AS-17), Related Party Disclosure (AS-18), Earnings Per Share (AS-20), Accounting for Taxes on Income (AS-22), Interim Financial Reporting (AS-25), Intangible Assets (AS26), Impairment of Assets (AS-28).

**5. DISTRESS ANALYSIS:**

Indicators of Financial Distress, Distress Prediction

**Course outcome and learning objectives:**

At the end of the course student will be able to

CO1: analyze a company's financial statements and accounts to make better economic decision

CO2: Interpret income statement, statement of cash flows and fund flows for appropriate company decision towards profitability and sustainability

CO3: Evaluate organizational risks, performance and financial health.

CO4: Demonstrate financial situation of a firm in front of various stakeholders like investors, the government, the public and other decision makers.

CO5: Prepare and maintain standards of various financial health analysis tools like balance sheet, cash and funds flow etc.

**Suggested Readings:**

1. Financial Statement Analysis & Reporting Shashi K. Gupta and R. K. Sharma Kalyani Publishers
2. Student's Guide to Accounting Standards R. S. Rawat Taxmann

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Department of Business  
Management Summer Training  
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## **B. INSTRUCTIONS FOR TYPING/ PRINTING**

**The project report should be strictly prepared according to the following guidelines.**

- **Finalization of the Project Report**

Student should obtain clearance from their respective guide before final printing of the final project report.

- **Paper**

The size of the paper sheet: A4

Typing should be done on one side of the paper.

- **Font**

Type: Times New Roman

Size: 12

- **Line Spacing**

Body of the text: 1.5 lines

List of tables/ graphs/ charts/ bibliography: Single Line

- **Alignment**

Title page: Centre

Chapter heading: Centre

Subheading: Left

Body of Text: Justify

- **Margins**

At the binding edge (Left): not less than 3 cm

Other margins (Right, Top, Bottom): not less than 2 cm.

- **Titles**

All titles and subtitles should be printed in BOLD.

All the Tables/ Graphs/ Charts/ should have appropriate titles.

- **Numbering of the Tables/Graphs/Charts**

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2 Hard copies and 1 soft copy (C.D.)

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**C. TITLE OF THE PROJECT REPORT**

**Title of the Project Report** (14, Title Case, Bold)

**Submitted in Partial Fulfilment for the Award of the**

**Degree of Bachelor in Business Administration YYYY-YYYY** (14, Bold)

**Under the Guidance of:** (14, Bold)

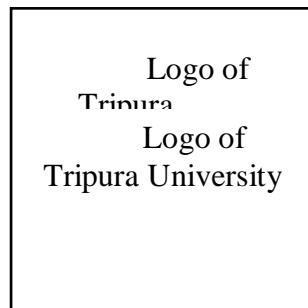
Name of the Guide from Institute (14 size)

Designation (14 size)

**Submitted By:** (14, Bold)

Name of the Student (14 size)

University Enrolment No. (14 size)



**Department of Business Management** (14, Bold)

Tripura University (A Central University) (14 size)

Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

## **D. WRITING THE SUMMER PROJECT REPORT**

- Student's Declaration
- Certificate from the Company  
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organization/ Company)
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- Executive Summary
- List of Tables
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**Data Collection**

Primary and Secondary data

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#### **Chapter 3**

#### **Findings & Analysis Chapter 4**

#### **Conclusions**

#### **Chapter 5 Recommendations / Suggestions**

#### **Chapter 6 Limitations of the Study**

- Bibliography
- Annexure
  - 1. Questionnaire (If Applicable)

○ 2. Miscellaneous :

➤ Schedule for Project completion.

## **E. STUDENT DECLARATION**

### **STUDENT DECLARATION**

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

**Date:**

**Signature:**

**Place:**

**Name:**

**University Enrolment No.:**

## **F. CERTIFICATE FROM THE INSTITUTE GUIDE**

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To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

**Signature:**

**Name of the Faculty:**

**Designation:**

## **G. BIBLIOGRAPHY**

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

### **For books**

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

### **Example:**

Kothari, C.R. Research methodology, 3<sup>rd</sup> edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) “Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field”, *Journal of Management*, Vol.13(2), 1967,pp 259-279.

### **Online published material on World Wide Web (Alphabetically arranged Webliography)**

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic



## H. ATTENDANCE SHEET

### DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

#### Attendance Sheet

Name of the Student : \_\_\_\_\_

University Enrolment No. : \_\_\_\_\_

Name of the Supervisor from the Industry : \_\_\_\_\_

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

**\*Minimum (8 out of 10) 80% attendance compulsory.**

# BBA (6th Semester) Human Resource Management

## BMGT 611C – Industrial Relations

### 1. GROWTH OF INDUSTRIAL RELATIONS IN INDIA:

Meaning, Nature, Significance, Cause and effect for poor Industrial Relations in India, Suggestions to improve I.R.

### 2. INDUSTRIAL DISPUTES IN INDIA:

Meaning, forms of disputes, History of Labor disputes in India, Causes of Disputes, Results of Disputes, Trade Union and relevant Acts.

### 3. NATIONAL COMMISSION ON LABOUR AND I.R.:

Collective Bargaining, Discipline and Disciplinary Procedure.

### 4. METHODS FOR PREVENTION AND SETTLEMENT OF I.D.:

Voluntary Level, Statutory Level, Authorities for the Settlement of I.D. Voluntary Level, Statutory Level, Authorities for the Settlement of I.D. Users Committees, Conciliation Officer, Board of Conciliation, Court of Equity, Labour Court, Industrial Tribunal and National Tribunal. Central Industrial Relations Machinery in India, Central Implementation and Evaluation Machinery, Industrial Disputes (Amendment) Bill Ramaswamy Committee on I.R.

### 5. ACTS:

Trade Union Act 1926. Standing Order Act 1946, Industrial Disputes Act, 1947. Dynamics of I.R.C. B. Memoria, Himalayan Publication.

### Course Background and Learning Objectives:

At the end of the course student will be able to:

CO1: Make systematic study of both regulated as well as institutionalized industrial relations.

CO2: Analyze the issues of Industrial Relations so that they do not give rise to industrial disputes and grievances.

CO3: Apply the skills of negotiations and collective bargaining as a successful tactic to achieve successful and responsible industrial relations.

CO4: Analyze the issues that relate to industrial relations that have an impact on successful industrial relations and sensitize towards handling the issues.

CO5: Apply the theoretical as well as practical knowledge of industrial relations.

### Suggested Books:

1.	Industrial Relations	A.M. Sharma	Himalaya Publishing House
2.	Dynamics of Industrial Relations	C.B. Memoria	Himalaya Publishing House
3.	Personnel Management & Industrial Relations	R.S. Davar	Vikas Publishing House

# BMGT 612C Organizational Development

- 1. Introduction to Organization Development:** Concept, nature & scope of organizational development, history of organizational development underlying assumptions & values, Operational components diagnostic, action & process- maintenance component.
- 2. Action Research As A Process:** An approach- history. Use & varieties of action research- when & how to use action research in organizational development.
- 3. Organization Development Interventions:** Team interventions- inter- group interventions- personal, interpersonal & group process interventions- comprehensive interventions- structural interventions.
- 4. Implementation & Assessment of Organisational Development:** Conditions for success & failure- ethical standards in organizational development- organizational development & organizational performance- its implications.
- 5. Key Considerations & Issues in Organizational Development:** The future of organizational development – Indian experiences in organizational development.

## Course Background and Learning Objectives:

At the end of the course student will be able to:

CO1: Apply and impart the knowledge and techniques of behavioral sciences, including resistance to change (individual & organization).

CO2: Manage organizational change, organizational effectiveness, power and politics, create and sustain a positive culture.

CO3: Apply the techniques of organizational diagnosis.

CO4: Apply the various concepts of resistance to organizational change which may help them become change agents.

CO5: Apply the concepts of organization development

## Suggested Books:

1. Organizational Development	French & Bell
2. Organizational Development: Theory Practice & Research	French Bell & Zawach
3. Organizational Development: Strategies & models	Richard Beckhard
4. Organizational Development for Excellence	Kesho Prasad
5. Organizational Development	J. Jayasankar

# BMGT 613C - Labour Law II

1. **Payment of Bonus Act, 1965**
2. **Payment of Gratuity Act, 1972**
3. **Payment of wages Act, 1936**
4. **Industrial Employment (Standing Order) Act, 1946**
5. **The Maternity Benefit Act, 1961**

## **Course Background and Learning Objectives:**

At the end of the course student will be able to:

CO1: Demonstrate the relationship between workers, employing entities, government and trade unions.

CO2: Apply the labor laws that have an impact on successful industrial relations and sensitize towards handling the issues.

CO3: Apply theoretical as well as practical knowledge of labor legislations.

CO4: Implement the Labor Laws in the industry.

CO5: Apply the labor laws in the organization and manage the grievances of the labor.

## **Suggested Books:**

1.	Industrial & Labour Laws	S.N.Mishra	
2.	Handbook of Industrial Law	N.D.Kapoor	
3.	Industrial Laws(Bare Acts)		Taxman Publication
4.	Case Laws on Industrial Relations	L.Mishra	

# BMGT 614C – Human Resource Development II

- 1. Training & Executive Development:** Concept, Meaning, Definition, Features, Principles, Need & Importance, Methods, Evolution, Steps to Training & Development, Drawbacks, Suggestive System
- 2. Job Design and Career Planning:** Job Design: Job Description, Job Specification, Approaches, Job Enrichment, Succession Planning, Individual & Organisational Career Development Steps, HRD & Career Planning.
- 3. Performance & Potential Appraisal:** Concept, Purpose, Factors, Process, Methods, Limitations, Essentials of good Appraisal System, Assumptions of Performance Appraisal System, Main Components, Potential Appraisal; Steps to Develop Potential Appraisal.
- 4. Competency Mapping and Counselling:** Introduction, Definition, Needs, Types, Applications & Uses, Benefits, Methods, Competence versus Competency; **Counselling:** Concept, Characteristics, Need, Functions, Types, Objectives, Conditions for Effective Counselling, Process.
- 5. Participation & Empowerment:** Meaning, Forms, Objectives, Advantages, Evaluation, Effective WPM, Empowerment – Meaning, Process, Merits, Demerits, Requisites for the success of Empowerment.

## Course Background and Learning Objectives:

At the end of the course student will be able to:

CO1: Manage people in the organizations from the stage of acquisition to development and retention.

CO2: Prepare the manpower Plan of a business enterprise and subsequent plans of actions.

CO3: Apply the principles and techniques as professionals for developing human resources in an organization.

CO4: Apply the concepts and techniques for developing employees' better productivity.

CO5: Develop the skills for designing strategy for employees so that they can adapt to organization's culture and to do their jobs effectively.

## Suggested Books:

1.	Human Resource Development	D.K Bhattacharya	Himalaya Publishing
2.	Successful Application to HRD	IswarDayal	New Concept
3.	Management of change through HRD	Maheshwari, B.L. &Sinha, Dharni P.	Tata Mcgraw Hill

**A. FORMAT OF PROJECT REPORT****With general guide lines on how to write a Project Report**

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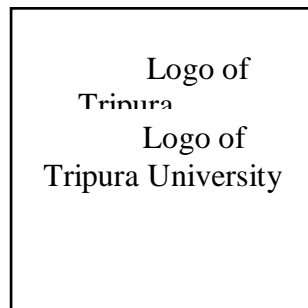
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For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) “Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field”, *Journal of Management*, Vol.13(2), 1967,pp 259-279.

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