

**RANI CHANNAMMA UNIVERSITY
BELAGAVI**



REGULATIONS, COURSE STRUCTURE AND SYLLABUS

FOR

BACHULOR OF BUSINESS ADMINISTRATION

(BBA)

VI SEMESTER

FROM

2017 - 18 ONWARDS

Post Graduate Department of Business Administration
Rani Channamma University, Belagavi-591156
Web Site: www.rcub.ac.in E-mail: rcudba@gmail.com

BBA V SEMESTER

Sl. No.	Name of Subject	Sub Code	Internal Marks	Sem End Marks	Total Marks	Teaching Hours/ Week	Credits
1	Business Law	501	20	80	100	4	4
2	Market Research	502	20	80	100	4	4
3	Production and Operation Management	503	20	80	100	4	4
4	Business Taxation	504	20	80	100	4	4
5	Specialization-I (General Management)	505	20	80	100	4	4
6	Specialization-II a. Finance b. Marketing c. Human Resource	506 507 508	20	80	100	4	4
	Total				600	24	24

BBA VI SEMESTER

Sl. No.	Name of Subject	Sub Code	Internal Marks	Sem End Marks	Total Marks	Teaching Hours/ Week	Credits
1	Company Law and Secretarial Practice	601	20	80	100	4	4
2	International Business Management	602	20	80	100	4	4
3	Services Management	603	20	80	100	4	4
4	Specialization-III (General Management)	604	20	80	100	4	4
5	Specialization-IV a. Finance b. Marketing c. Human Resource	605 606 607	20	80	100	4	4
6	Project Work (1 Month)	608	20	80	100	--	4
	Total				600	20	24

Specialization I of V Semester & III of VI Semester are compulsory and student can opt any one subject from Specialization II & IV.

Specialization-I General Management (Event Management)

Specialization-II a. Finance (Working Capital Management)

b. Marketing (Advertising and Brand Management)

c. Human Resource (Performance appraisal, Training & Development)

Specialization-I General Management (Tourism and Hospitality Management)

Specialization-II a. Finance (Investment Decision and Project Management)

b. Marketing (Sales and Retail Management)

c. Human Resource (Labor Legislation)

BBA 6th SEMESTER SYLLABUS

Subject: COMPANY LAW AND SECRETARIAL PRACTICE Subject Code: 601

Work load: 4 hours per week

Total Contact Hours: 60 hrs

Internal Marks: 20

External Marks: 80

Objective:

1. To acquaint student of management studies the laws applicable to company administration and management and role of company secretary.

Module I- Introduction to company (8 hours)

- Company – definition, features, types of companies.
- Difference between public company and private company.
- Conversion of private companies into public company and vice versa.

Module II- Formation of a company (14 hours)

- Formation of a company- steps in the formation.
- Promoter-meaning and legal position of a promoter.,
- Basic Documents- Prospectus meaning and contents, types of prospectus, Memorandum of association, articles of association, Table-A:- meaning, contents and alteration. Certification of incorporation-meaning and importance.
- Basic Concept: Doctrine of Ultra Vires , constructive notice, Indoor Management and lifting of corporate veil.

Module III- Company secretary (10 hours)

- Company secretary-meaning, qualifications, appointment, role of secretary.
- Company secretary – rights, duties and liabilities of company secretary.

Module IV- company management (12 hours)

- Director –meaning, qualifications and disqualifications, appointment, remuneration and Removal.
- Director – legal position of directors (agent, trustee, managing partners)
- Types of directors- full time, part time, independent, interested directors, minimum and maximum number of directors. Women directors on the Board, managing director and key personnel.
- Directors- Powers, duties and liabilities.

Module V – Company Meetings (16 hours)

- Meetings- Meaning , requisites of a valid meetings,
- Kinds of meetings-Annual general meetings, extra ordinary general meetings, Board Meetings, class meetings, creditors.
- Notice Agenda, sense of meetings , Resolutions, Types of Resolutions, Drafting of notice, agenda.
- Minutes- meaning, types. precautions to be taken while drafting the minutes, Drafting of minutes.
- Chairman – meaning, qualifications and qualities, and role in conducting companies meetings.

Activity: Inviting company secretary to explain court cases on company law and secretarial practice to the students of BBA.

Reference Books –

1. Company Act 2013- Govt of India.
2. Taxmann’s Company Law and practice(A comprehensive text book of company act 2013) by G.K.Kapoor and Sanjay Dhamija
3. Secretarial Practice by Dr S.G.Kulkarni and others.
4. Secretarial practice by M.C.Kuchal.
5. Company law by Avatar Singh

Subject: INTERNATIONAL BUSINESS MANAGEMENT Subject Code: 602

Work load: 4 hours per week

Total Contact Hours: 60 hrs

Internal Marks: 20

External Marks: 80

Objectives

- To enable students to acquaint with the concepts and principles of international business
- To understand globalization and international trade
- To know the procedure of operating business internationally
- To evaluate the opportunities in respect to different countries

Module – 1: International Business & Trade (12hours)

International Business: An overview – Introduction – Meaning – Definition – Characteristics – Evolution of International Business – Differences between Domestic Business and International Business – Advantages & Disadvantages – Problems of International Business – Modes of entering International Business – Ethical issues in international business.

International trade: Protectionism, Barriers – Tariff & Non - Tariff - Quotas (only meaning)

Module – 2: Balance of Payments, FOREX Market & Exchange Control (12hours)

Balance of Payments: Introduction, Meaning and Significance, Structure of BOP – Disequilibrium in BOP – Causes and Remedial Measures.

FOREX Market: Meaning – Importance – Types: Spot, Forward, Fixed & Flexible – Determinants of foreign exchange. Exchange control: Meaning, Objective and Methods – Merits and Demerits.

Module – 3: Procedure, Documentation & Promotion (12hours)

Procedure & Documentation: Export Procedure – Export documents related to Goods, Shipment, Payment, and Inspection. Import Procedure – Import Documents.

Inco terms 2010 (C, D, E, F group) – Meaning – terms related to all modes of shipment.

Export Promotion: EXIM Policy (latest) – Export incentives (SEZ, EOU, EPZ, TPZ, BTPI, STPI) – Export Promotion Councils – Commodity Boards

Module – 4: WTO & Trade Block (12hours)

WTO: Objectives – Functions – Organizational Structure – Advantages and Disadvantages to its member countries.

Trade Block: Meaning, Merits and demerits of Trade Blocks – Various trade blocks of the world – SAARC – ASEAN – NAFTA – CARICOM – APEC – EU – MERCOSUR (Member countries, Objectives & trading commodities (Brief)).

Module – 5: Contemporaries of International Business (12hours)

MNC's – Multinational Corporations: Meaning & Definition – Features – Merits & Demerits.

International Marketing – Definition and Meaning – Characteristics – Scopes and challenges.

International HRM – Meaning – HR in Global Scenario.

International Finance – IFRS and Importance of IFRS in Global, FDI – Meaning, Types.

International Economic Institution – IMF, WB, ADB (Objectives & Functions)

Recommended Books:

1. Charles W L Hill – International Business: Competing in the Global Market Place, Mc Graw Hill
2. John D. Daniels, Lee H Radebaugh, International Business: Environments and Operations. Addison Wesley
3. Francis Cherunilam: International Business Texts and Cases
4. International Business, P. Subba Rao, HPI
5. International Trade & Export Management, Francis Cherunilam, HPI
6. Black and Sundaram: International Business Environment, Prentice Hall

Subject SERVICES MARKETING**Work load: 4 hours per week****Internal Marks: 20****Subject Code: 603****Total Contact Hours: 60 hrs****External Marks: 80**

Objective: To teach the importance of services and elements of service marketing.

Module – 1

Introductions to services, role of services in an economy, importance of service growth in service sector, Services in Indian scenario, types of services, difference between goods and service, nature and characteristics of services, service marketing-meaning and definition, need for service marketing and obstacles in service marketing.

Module – 2**(8hrs)**

Service Marketing Management: Marketing management process for services organizing, marketing planning, analyzing marketing opportunities, selecting target market developing the service marketing mix, managing and controlling marketing efforts.

Module – 3**(8hrs)**

Introduction elements of service on marketing mix, service product, price, place, promotion, people, process, physical evidence.

Module – 4**(10 hrs)**

- a. Customer expectations of service: Factors influencing customer expectation of service, issues involving customer service expectations, gaps model of service quality.
- b. Customer perception of service: Customer perception, customer satisfaction, service quality, strategies for influencing customer perception.
- c. Service recovery: The impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee.

Module – 5**(12hrs)**

- a. Service development and design: Challenges of service design, stages in new service development, service blue printing.
- b. Customer defined service standards: Factors necessary for appropriate service standard, customer defined standards.
- c. Marketing of Services: Financial service marketing- Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, hotel service marketing.

Suggested Books:

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata McGraw HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.

Specialization-III (General Management)

Subject : TOURISM AND HOSPITALITY MANAGEMENT Subject Code: 604

Work load: 4 hours per week

Total Contact Hours: 60 hrs

Internal Marks: 20

External Marks: 80

OBJECTIVE

1. To prepare the learners with knowledge and skills essential to know what is tourism, its types and the Nations contribution to the industry
2. Gain an overview about the hospitality and tourism industry.
3. Identify the major areas of coverage of hospitality industry
4. Describe the hospitality industry from various perspectives of hotel, tourism, travel and transport.

Module I

12 hours

INTRODUCTION Tourism - Definitions and Concepts – Components of tourism, Geographic components of tourism - Types of Tourists, Visitor, Traveler, and Excursionist – Differentiation Tourism, recreation and leisure, their inter–relationships – Tourism organization / Institutions – Role and functions of International agencies in Hospitality industry.

Module II

12 hours

TOUR PLANNING Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies

Module III

12 hours

TOURISM MANAGEMENT Tourism infrastructure- Tourism organizations-Travel motivators- Leisure or holiday Tourism Visiting friends and Relatives (VFR)- Cultural Tourism-Adventure Tourism-Sports Tourism, Religious Tourism-Business Tourism-Medical Tourism-Alternative Forms of tourism-Tourism Products and types.

Part B

Module IV

12 hours

The Hospitality Industry – Origin and Growth – Tourism Industry – Importance of Tourism. Factors Affecting Hospitality and Tourism Industry – Definition of Tourism – Features –Types of Tourists – Tourism Activities – Components of Tourism Infrastructure. Employment Opportunities in Hospitality.

Hotel Industry: Classifications of Hotels – Major Departments of a Hotel – Star Ratings of Hotels – Global Standards for Hotels

Module V

12 hours

Travel & Transport: History growth and present status of travel agency – Travel formalities – Linkages and arrangements with hotels, airlines and transport agencies – Transport system – Different types of transport – Impact of Science and Technology.

Hospitality and its Related Sectors: Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century

Activity:

1. Visit any local Tourism/Travel agency and prepare a report on its tour plan
2. Visit to a hotels and study on their working.
3. Visit to a tourist place and studying the environment.
4. Studying the map and creating a tour plan with a budget

a. Essential Reading:

1. Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa, Hospitality and Tourism, Vikas Publishing House Pvt Ltd.
2. Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993) Macmillan/ McGraw, Singapore
3. Tourism Operations and Management, SunetraRoday, ArchanaBiwal&Vandana Joshi, Oxford University Press
4. Clayton W. Barrows, Tom Powers and Dennis Reynolds. (2012) Introduction to Management in the Hospitality industry. Tenth Edition. John Wiley and Sons, Inc.
5. Lockwood.A & Medlik.S, Tourism and Hospitality in the 21st Century, Elsevier, 2001
6. Jha S.M. (2008) Hospital Management. Himalaya Publishing House

b. References:

1. Tourism principles and practices, Sampad Kumar Swain &Jitendra Mohan Mishra, Oxford University Press

Specialization-IV (FINANCE)

Subject : INVESTMENT DECISION AND PROJECT MANAGEMENT

Subject Code: 605

Work load: 4 hours per week

Total Contact Hours: 60 hrs

Internal Marks: 20

External Marks: 80

Objectives

1. To make the student understand importance & difficulties associated with capital investment.
2. To help maximising the value of firm.
3. To understand common facts of project analysis.

MODULE – 1

Planning Project Management

Meaning, scope and objectives, peculiarities, Types of projects

Capital Budgeting Decision

Importance and Difficulties – Phases of Capital Budgeting – Objectives of Capital Budgeting – steps in capital budgeting.

Generation and screening of Ideas – Generation of Ideas – Monitoring the Environment – Corporate Appraisal – preliminary screening.

MODULE – 2

Analysis of Project Proposal

Market demand analysis – Situational Analysis – collection of Secondary Information – Conduct of market Survey, Characterization of markets – Demand Forecasting – Different methods in demand forecasting.

Technical Analysis – material input – manufacturing process – technology – product mix – location and site – machinery and equipment – project chart and layout.

Financial Analysis – Cost of Project – Means of Finance – Estimation of Sales and Production.

Working Capital Requirement and its financing – Profitability Projections – Break Even Point – Projected Cash Flow Statements – Projected Balance sheet.

MODULE – 3

Basic Concept of Appraisal Criteria Time value of money :meaning Techniques , future value of money and present value of money (Simple problems)

Net Present Value – Internal Rate of Return – Pay Back Period – Accounting Rate of Return – Benefit Cost Ratio

MODULE – 4

Implementation

Forms of Project Organization – Project Planning – Project Control

MODULE – 5

Human Aspects of Project Management – Pre requisites for Successful Project implementation

REFERENCE BOOKS

1. Prasanna Chandra – Project –Planning – Analysis – selection – Implementation and Review ‘TATA Mc Graw Hill Publishing Co.
2. Indian Capital Market by V.A. Avadhani, Himalaya Publishing.

Note: Importance should be given to Practical Knowledge and Applications.

Specialization-IV (MARKETING)

Subject : SALES AND RETAIL MANAGEMENT

Work load: 4 hours per week

Internal Marks: 20

Subject Code: 606

Total Contact Hours: 60 hrs

External Marks: 80

Pedagogy: Lecturers, Assignments, Cases, Field work etc.

Objective: This course will be providing an understanding of retailing as an Economic and Social process, as well as dynamics of sales management.

PART-A

Module – 1

World of Retailing, Retail Management, Introduction, Meaning, Characteristics, Emergence of organizations of retailing-Types of Retailers-Multi-channel Retailing-Customers Buying Behaviour

Retailing Environment : Indian perspective :

Trends in retailing-Problems of Indian Retailing Current Scenario

(10hrs)

Module – 2

Merchandise Management :

Planning Merchandise Assortments-Buying Systems-Buying Merchandise-Pricing – Retail Communication Mix

Store Management: Managing the store Layout, design, and visual Merchandising.

(10hrs)

Module – 3

Relationship Marketing in retailing:

Management of relationship, evaluation of relationship marketing, relationship marketing in organized and unorganized retail sector, retail research and retail audits.

(10hrs)

PART –B

Module – 4

- a. Nature and scope of Sales management: Meaning and scope of sales management objective of sales management, functions of sales management.
- b. Sales Organization: Meaning and importance of sales organization.
- c. Sales Personnel Planning: Nature of sales personnel planning and its importance. sales job analysis and job description. Qualities of a successful salesman.
- d. Training and Development of sales personnel- meaning of training, methods of sales training.

(10hrs)

Module – 5

Compensating sales personnel:

- a. Requirements of sound compensating plan: Reimbursement of sales expenses.
- b. Sales incentives: Meaning of sales incentives, types of incentives, sales meeting, sales meeting and conventions, types of meeting and conventions.
- c. Personal selling: Importance of personal selling, difference between advertising, personal selling, and sales promotion, objectives of personal selling, personal selling strategy. Various steps in personel selling process.
- d. Sales Quotas: Meaning of quotas, objectives of sales quotas, various types of sales quotas as used by Indian sales managers.

(10hrs)

Reference Books:

1. Retail Management, Barry Berman-PHI, 9/E,2005
2. Retail Marketing Management, David Gillbert-Pearson Education 1/e,1999 Retail Biz, Maganize,
3. Sales Management: Decision strategies and cases by Richard R. Still Edward, Candiff Norma, A.P. Govani
4. Marketing management by Philip Kotler, Published by PHT.
5. Sales management by Chunawalla, Kumar and others; Pub. by Himalaya Publishing House.

Specialization-IV (HUMAN RESOURCE)

Subject : LABOUR LEGISLATION
Work load: 4 hours per week
Internal Marks: 20

Subject Code: 607
Total Contact Hours: 60 hrs
External Marks: 80

Objectives:- To understand the various facts of Industrial relations and make the students aware about the Labour Legislation

MODULE I: LABOUR LEGISLATION (12 Hrs)

Factories Act 1948 Salient Features,
Industrial Dispute Act 1947, Salient features
The Industrial Employment Standing Order Act 1946, Salient features

MODULE II: COMPENSATION & WELFARE (12 Hrs)

Employee State Insurance Act, Bonus Act, Gratuity Act, Workmen compensation Act, Provident fund Act. Minimum Wage Act (Brief introduction and implication)

MODULE III: INDUSTRIAL RELATIONS (12 Hrs)

Industrial relations – meaning definition, Importance, objectives and scope
Industrial Disputes- Introduction, Types, Causes and Settlement procedure,
Employee Discipline & Grievance Redressal procedure

MODULE IV: TRADE UNION (12 Hrs)

Principles of Trade unionism, Objectives, Functions of Trade union, Factors affecting its growth, essentials of successful Trade union.

Module V: PARTICIPATIVE MANAGEMENT (12 Hrs)

Meaning, objective of Participative Management, workers participation in management, and it's objectives, levels of participation,
Collective bargaining-Features , importance, Principles of Collective bargaining.
International Labour Organization (ILO) Recommendations and conventions.

References:

- 1. Industrial Relations By Subbarao Himalaya Publishing**
- 2. Labour & Industrial Law- Central Law Publications Allahabad.**
- 3. Trade unions and Industrial Relations – by Punekar, Shankaran and Shridhar Himalaya Publishing**
- 4. Bare Acts- Govt. of India**