

**RANI CHANNAMMA UNIVERSITY  
BELAGAVI**



**REGULATIONS, COURSE STRUCTURE AND SYLLABUS**

**FOR**

**BACHULOR OF BUSINESS ADMINISTRATION**

**(BBA)**

**V SEMESTER**

***FROM***

***2017 - 18 ONWARDS***

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Post Graduate Department of Business Administration  
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## 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
	<b>Total</b>				<b>600</b>	<b>24</b>	<b>24</b>

## 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
	<b>Total</b>				<b>600</b>	<b>20</b>	<b>24</b>

**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 5<sup>th</sup> SEMESTER SYLLABUS**

**Subject: BUSINESS LAW**

**Work load: 4 hours per week**

**Internal Marks: 20**

**Subject Code: 501**

**Total Contact Hours: 60 hrs**

**External Marks: 80**

## **Objectives:**

1:-To acquaint the students the basic principles of contract laws and to apply basic principles to solve practical problems.

2:-To acquaint the students with laws like consumer protection, information technology & RTI.

## **MODULE-I GENERAL PRINCIPLES (14 hours)**

- a) General Principles – Definition, Scope and Sources of Business Laws, Law of Contract- Definition of Contract-Valid Contract-Definition & essentials, kinds of contract.
- b) Offer & acceptance – essentials of valid offer & acceptance.
- c) Capacity & contract- rules related to minor's agreement, disqualified persons.
- d) Consideration- rules related to consideration.
- e) Free consent-vitiating elements coercion, undue influence, fraud, misrepresentation & mistake.

## **MODULE –II LEGALITY & DISCHARGE OF CONTRACTS (12 hours)**

- a) Legality of object-agreements opposed to public policy-void agreement- contingent contract-wager.
- b) Discharge of contract, modes of discharge of contracts, performance of contract.
- c) Breach of contract and remedies for breach of contract, quasi contract.

## **MODULE-III SPECIAL CONTRACTS (12 hours)**

- a) Specific Contracts, Contract of Indemnity & Contract of guarantee- kinds of guarantee, modes of discharge of surety.
- b) Contract of bailment, Contract of pledge, Rights and duties of bailor and bailee, finder of lost goods.
- c) Contract of agency-definition, agent, principal, creation of agency, rights and duties of parties.

## **MODULE—IV CONSUMER PROTECTION ACT (10 hours)**

- a) Consumers Protection Act 1986 –Objectives of the Act, Definitions, Consumers councils, Consumers Disputes Redressal agencies.
- b) Rights related to packaged commodities.
- c) Recent Judgment of Consumer disputes.

## **MODULE-V (12 Hrs)**

### **RIGHT TO INFORMATION ACT 2005 & INFORMATION TECHNOLOGY ACT 2000-**

Objectives, general features, powers & functions of both Acts

## **ACTIVITIES—**

Visit of practicing Advocates to the BBA Colleges & to explain judgments of Courts on contract, specific contracts, consumer protection and RTI Act & IT Act.

### **Books for Reference:**

- 1 M.C. Kuchal-- Business Law-- Vikas Publishing House (Pvt;) Ltd; NOIDA-201301 (U.P.)
- 2 Prof. P.K.Goel –Business Law for Managers, “BIZTANTRA” Darya Ganj, New Delhi-
- 3 N.D.Kapoor—Business Laws, Sultan Chand & Sons, New Delhi.
- 4 Autar Singh—Mercantile Law.

**Subject: MARKET RESEARCH**

**Work load: 4 hours per week**

**Internal Marks: 20**

**Subject Code: 502**

**Total Contact Hours: 60 hrs**

**External Marks: 80**

**Objectives:** To teach the students, the fundamentals of the research to introduce the students the applied research techniques.

**Module – I (10 hrs)**

Foundation of Research

- a. Meaning and Definition Scientific Method, Research and Theory, Theoretical models, objectives, functions, applications, limitation of business research.
- b. Types and methods of research : Classification of Research, Pure and applied research, explanatory, research, descriptive research, casual research, diagnostic study, evaluation studies, action research, experimental research, statistical method, historical research, case study, field studies.
- c. Research Process.

**Module – II (10 hrs)**

Sources of research data:

- a. Primary data v/s Secondary data, Sources of secondary data, providing secondary data in India.
- b. Survey research – the nature of survey research, criteria for selection of survey methods.
- c. Experimentation, experimental designs, laboratory experiments, field experiment test marketing.
- d. Sources of secondary data.

**Module – III (12 hrs)**

Measurement Techniques :

- a. Questionnaire design, steps in construction of a questionnaire, with illustration.
- b. Attitude scales, rating scales, Issues in designing attitudes scales, perceptual mapping.
- c. Qualitative Research : Depth interview, projective techniques, observation and physiological measures.

**(12 hrs)**

**Module – IV**

Sampling process, census v/s sample, characteristics of a good sample, the sampling process, sampling distribution, sample size determination methods of determining sample size.

**(12 hrs)**

**Module – V**

Data reduction and analysis, editing, coding. Testing of hypothesis, different types of hypothesis, decision table type I & type II error, level of significance, power of test, testing of mean and proportions for small and large sample (2 and 7) chi square test for goodness of fit and independence of attribute.

**Module – VI (4 hrs)**

Report:- Marketing Research report format, Do's and Don'ts in report writing.

**Suggested books:**

1. Methodology of Research in Social Science by O.R. Krishnaswami, M. Ranganathan; Published by Himalaya Publishing House
2. Research Methodology (methods & technique) by : C.R. Kothari Published by WISHWA PRAKASHAN
3. Marketing Research by : Donald Tull and Hawkins; Published by L Presentice Hall India
4. Marketing Research by : G.C. Beri; Published by : Pretice Hall

**Subject: PRODUCTION & OPERATIONS MANAGEMENT      Subject Code: 503**

**Work load: 4 hours per week**

**Total Contact Hours: 60 hrs**

**Internal Marks: 20**

**External Marks: 80**

**Objectives:**

- 1) To understand a systems view of operations.
- 2) To converse students with basic elements of production and operations management.

**MODULE – 1:**

**INTRODUCTION**

**[12 Hours]**

Production – meaning and features. Production management - meaning, features, objectives, scope, functions and benefits. Production decisions – strategic and tactical. Production management Vs Operations management. Production system – types. Role of production and operations manager.

Automation – meaning, benefits and limitations.

**MODULE – II:**

**FACILITY LOCATION & LAYOUT**

**[12 Hours]**

Plant location – meaning, need for plant location planning, factors affecting location decisions – factors affecting manufactured products and service products. Locating a firm in the global economy.

Plant layout – meaning, objectives, types and their merits and demerits, factors affecting layout, principles of layout, tools and techniques of layout, New approaches to layout design. Services layout. Good layout and productivity.

Organization of physical facilities. Industrial accidents – meaning, causes, preventive measures.

**MODULE – III:**

**PRODUCTION PLANNING & CONTROL**

**[14 Hours]**

Meaning, need and objectives, functions of PPC. Procedure of PPC. Routing - meaning, objectives and route sheet. Scheduling – meaning and types. Sequencing – meaning, objectives, single priority sequencing rules, Problems on Johnson’s Algorithm of sequencing jobs for 2 machines and 3 machines. Pre-requisites for effective production planning and control

Aggregate Planning – meaning. Capacity planning – meaning, types and process. Master production scheduling – meaning, objectives and key functions, Introduction to MRP1, MRP2 & ERP.

**MODULE – IV: PRODUCTIVITY**

**[10 Hours]**

Meaning & definition. Production Vs Productivity. Efficiency Vs Productivity. Total Factor Productivity (TFP). Factors affecting productivity. Benefits of productivity. Tools & techniques for improving productivity.

Work Study, Method Study and Time Study – meaning, objectives and procedure. Advantages and disadvantages. Ergonomics – meaning, objectives and benefits.

**MODULE – V: MANAGING FOR QUALITY**

**[12 Hours]**

Quality-meaning, process capability, steps in managing for quality. Factors affecting quality and introduction to TQM. Quality Control – meaning, objectives and benefits. Quality control techniques. Statistical Quality Control – meaning, objectives, advantages and limitations. Control charts – meaning, types and Construction of control charts.

**ACTIVITIES**

Visit to a local Production Industry and Study

- Type of Industry
- Products Manufactured
- Locational Benefits.
- Layout
- Utilities provided to employees
- Quality improvement initiatives

## **BOOKS FOR REFERENCE**

1. Production and Operations Management  
K.Aswhathappa & K.Shridhara Bhat, Himalaya Publishing House, Mumbai
2. Production & Operations Management  
Everette E. Adam, Jr.Ronald J.Ebert
3. Operations Management:Theory & Problems  
Joseph Monks, McGraw Hills

**Subject: BUSINESS TAXATION**

**Work load: 4 hours per week**

**Internal Marks: 20**

**Subject Code: 504**

**Total Contact Hours: 60 hrs**

**External Marks: 80**

**Objectives:**

1. To introduce the students, basic concepts of Direct Tax and Indirect Tax in Business
2. To provide the knowledge of computation of income for Income Tax and value of goods for Indirect Taxes.
3. To cover selected areas of Direct and Indirect Taxes.

**Activities:**

- (a) Filing of Return of Income and E-Filing
- (b) PAN (Permanent Account Number)
- (c) Income Tax Authorities
- (d) Indirect Tax Authorities

**MODULE 1: Introduction**

**(12 hours)**

Meaning and types of Income Tax, Meaning of Income , Casual Income , Previous Year, Assessment Year, Heads of Income, Person , Agricultural Income, Assessee , Gross Total Income , Total Income & Difference between Direct and Indirect Tax.

Meaning, Types and rules of Residential Status, Determination, Incidence Tax (Tax Liability) in case of an individual (Theory and Problems).

**MODULE 2: Computation of Taxable Income**

**(14 hours)**

- Salaries (Simple Problems)
- House Property (Simple Problems)
- Profits and Gains from Business and Profession (Simple Problems)
- Capital Gains (Only Theory)
- Income from Other Sources (Only Theory)

**MODULE 3: ASSESSMENT**

**(14 Hours)**

Assessment of Individual

**MODULE 4: ASSESSMENT of Partnership Firm**

Meaning and definition of partnership, Simple problems on Partnership firm based on Business and Profession.

**MODULE 5: Indirect Taxes (Only Theory)**

**(10 hours)**

Central Excise: Meaning, Excisable Goods, Types of Excise Duties, Manufacture.

Customs: Meaning, Nature of Customs Duty, Territorial Waters, Customs Waters, Types of Customs Duties & Export Duty.

VAT (Value Added Tax): Meaning.

Service Tax: Meaning & Importance.

GST (Goods and Service Tax): Features and Advantages.

**Recommended Text Books:**

- Direct Tax Laws: Dr. V. K. Singhania, Tax Mann's Publications, New Delhi.
  - Income Tax: Prof. M. B. Kadkol, Renuka Prakashan, Hubli.
  - Indirect Taxes Law and Practice: V. S. Datey, Tax Mann's Publications, New Delhi.
- Business Taxation: Dr. R. V. Diwan, Prin. Gopal Bhat, 14, Ranade Colony, Hindwadi, Belagavi.



## Specialization-I (General Management)

**Subject: EVENT MANAGEMENT**

**Work load: 4 hours per week**

**Internal Marks: 20**

**Subject Code: 505**

**Total Contact Hours: 60 hrs**

**External Marks: 80**

### **OBJECTIVES:**

1. To help the students to gain insights into marketing aspects of Event Management.
2. To equip the students to develop and implement Marketing strategies through events.
3. To prepare students for careers in event management.

### **Module: 1**

**(10 Hours)**

What are Events - Events defined, Event management, Types of events, Key Elements of Events (brief description): Event infrastructure, clients, event organizers, venue, media. Code of ethics. Event marketing, 5 C's of Events, Event designing. Reach and Interaction. Why Events - Event as a marketing tool, the diverse Marketing needs addressed by event.

### **Module: 2**

**(16 Hours)**

Understanding the event market - Concept of market in events, segmentation and targeting of the market for events, positioning in events and the concept of event property. Concept of product in events - Benefit levels, event hierarchy, categories of events and their characteristics, competitive, artistic, cultural, charitable, special business, retail Events, Event variations.

### **MODULE: 3**

**(12 Hours)**

Concept of pricing in events - Risk rating.  
Concept of promotion in events - networking components.

### **MODULE: 4**

**(10 Hours)**

Event management - Planning, organizing, staffing, leading, coordinating and controlling. Strategic market planning: setting objectives, developing plan, assessment, problem analysis, opportunity & resource analysis. Event Life Cycle – Meaning, Process

### **MODULE: 5**

**(12 Hours)**

Evaluation of event performance - Evaluation process, measuring evaluation, correcting deviations, critical evaluation.

### **Activities:**

- 1) Identify a local event or an event broadcasted on TV
  - Study the key elements and Relevant legislations applicable for the event
  - Identify the sponsors and do some research on them to find out their products or services. Follow the event carefully for pre and post-event promotion activity. Attend the event and observe the positioning of the sponsors boards. Interact with the event manager to find out the cost of advertising during the event and what others costs that the sponsors have borne to make a success of their association.

## **RECOMMENDED READINGS:**

### **a) Essential Reading:**

1. Event Marketing Management by Sanjaya Singh Gaur, Sanjay V SaggereVikas Publishing house.

### **b) References:**

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Successful Event Management by Anton Shone & Bryn Parry Cengage publication.
3. Event management, a professional approach By AshutoshChaturvedi
4. Event Management by Lynn Van Der Wagen& Brenda R Carlos.

## Specialization-II (Finance)

**Subject: WORKING CAPITAL MANAGEMENT**

**Work load: 4 hours per week**

**Internal Marks: 20**

**Subject Code: 506**

**Total Contact Hours: 60 hrs**

**External Marks: 80**

### **Objectives:**

1. To acquaint student to the basic concepts of W.C.M.
2. To highlight the importance of working capital for success of firm

### **Module –I**

#### **Working Capital Decisions: Meaning,**

Concepts, components Importance & kinds of working Capital. Working capital Management :Meaning, objectives, Principles, Importance of adequate working capital & consequences of inadequate working capital, Dangers of excessive working capital determinants of working capital operating cycle. Estimation of working capital requirements(problems) important working capital ratios(12hrs)

### **Module –II**

#### **Sources of Working Capital**

Financing of long term working capital & short term working capital.

Factoring –Meaning mechanism, Functions, types, -merits & demerits. (12hrs)

### **Module-III**

#### **Liquidity-Management**

Cash: meaning, nature and motives for holding cash factors determining cash needs, cash management: meaning, objectives and functions. Optimum level of cash balance- baumol model and miller –or model. Management of cash inflows & outflows management marketable securities. Cash-Budget(Problems)

### **Module-IV**

**Receivable Management:** Definition, Objectives, cost and benefits of receivable. Credit policy & its variables. Types of Credit policy & their merits & demerits, Factors influencing the size of investment in receivables. Control of receivables. Framing optimum credit policy & average collection period (Problems) (12hrs)

### **Module-V**

#### **Inventory management**

Inventory Meaning, components and motives for holding inventory management: meaning and objectives. Cost and benefits of holding inventory. Tools & Techniques of inventory management, stock level, E.O.Q perpetual inventory system ABC analysis & other techniques (12hrs)

1. W.C.M. by Prof A.V.Patil & Dr. M.N.Tamhankar (R.A.H Publications)
2. F Mang by Shashi K Gupta & R.K.Sharma
3. F Mang by Dr. S.N.Maheshwari.

## **SPECIALIZATION– II: MARKETING**

**Subject: ADVERTISING AND BRAND MANAGEMENT**

**Subject Code: 507**

**Work load: 4 hours per week**

**Total Contact Hours: 60 hrs**

**Internal Marks: 20**

**External Marks: 80**

**Objectives:** To help the students learn the basics of advertising and also to introduce the students with the knowledge to make good advertising and the decisions involved in taking up of the various tools for the communication of product and company information to the general public.

### **PART-A**

#### **Advertising Management**

##### **Module – 1**

**(10hrs)**

Nature of advertising, definition, role of advertising in the marketing mix, evaluation of advertising in India, role of advertising in economic development of India, consumer protection act in advertising, type of purchase decision, models of behaviour, Howard and Sheth Modl DAGMAR, AIDA Models. Types of advertising, product, service, institutional, public services, financial and industrial, advertising and society ethics, regulation and social responsibility.

##### **Module – 2**

**(10hrs)**

Media Planning: Setting media objective, developing media strategies, media selection procedure, media buying function, change in media buying. Creativity in advertising, writing message design and development message, positioning, presentation, visualization difference, effective style, advertisement copy, types of copy and appeals, copy writing and layout construction of effective advertisement.

##### **Module – 3**

**(10hrs)**

Advertising Budget : The advertising budgeting process different methods of budgeting percentage of scale method, advertising objectives and test method, all you can afford method, Comparative parity method, incremental concept approach to budget, administering the budget. Advertising Research: PACT principles of advertising, types of advertising evaluation, pre testing methods for media message, markets, budgeting and scheduling, post testing methods for media, message.

**PART-B**  
**Brand Management**

**Module-4**

**(10hrs)**

**Introduction to Brand Management**

Concept of Brand and Branding, meaning and definition Evolution of Brand, Brand Hierarchy, Branding in different sectors – customers, industrial, retail, and service brands, Brand Power, Brand-Product Relationships, Brand-Customer Relationships, Brand Loyalty – meaning and types.

**Module-5**

**(10hrs)**

**Brand extension**

Need for Brand Extension, Types of Extensions, Brand Creation, Managing Brands, Brand Portfolio. Brand Equity: Concept and Definitions, Measurement- Cost based Methods, Price based Method .

**Brand Identity, Brand Image & Brand Personality**

Concepts and Perspectives of Brand Identity, Levels & Prism of Brands, Concepts and Dimensions, Building Brand Image and Personality.

**Brand Positioning**

Identifying and Establishing Brand Positioning and Brand Value.

**Suggested Books:**

1. Advertising Management by Wells Burnett Moriarty, Pub : Prentice Hall India
2. Advertising Management by Ravia A. Aakar, John G. Myes PHI
3. Advertising Theory and practice by Chunawalla, Kumar and others; Pub. By Himalaya Publishing House.
4. Building Measuring and Managing Brand Equity- Kevin Lane Keller
5. Brand Management- David Aaker

## **Specialization-II HUMAN RESOURCE**

**Subject: PERFORMANCE APPRAISAL & TRAINING & DEVELOPMENT**

**Subject Code: 508**

**Work load: 4 hours per week**

**Total Contact Hours: 60 hrs**

**Internal Marks: 20**

**External Marks: 80**

**Objectives:- To understand the various concepts of Performance appraisal, Training and development**

**MODULE I : PERFORMANCE APPRAISAL: (10Hrs)**

Meaning , Definition, Objectives of Appraisal needs, Purpose, Mechanism of Performance Appraisal,

**MODULE II: METHODS OF PERFORMANCE APPRAISAL (16 Hrs)**

Traditional Methods ; Straight Ranking method, Man to Man comparison method, Grading, Graphic rating Scale, Forced choice description method, Forced distribution method, Check list Free from essay method, Critical incidents, Group appraisal method, Field review method. Modern methods: MBO ( Management by Objectives), 360 degree Feedback method

**MODULE III : TRAINING (10 Hrs)**

Meaning, Definition, Need and Importance, Objectives, Responsibility for Training Steps in Training Program, Training Policy, Training Period, Training for different employees

**MODULE IV: TRAINING METHODS: (12 Hrs)**

On the Job Training: Vestibule training, Training by supervisors, apprenticeship training, Training by Experienced workman.  
Off the Job Training- Lectures, Conference, Case Studies, Seminars, Audio Visual Aids , Role playing.

**MODULE:V: DEVELOPMENT (12 Hrs)**

Meaning and definition, Importance, Management Development Program, It's need and importance, Objectives, Stages in development program, factors inhibiting the development, Methods - Job Rotation, Coaching Counseling, Sensitivity Training,

**Books For References:**

1. Performance appraisal – by T. V. Rao Excel Books
2. HRM – by C. B. Gupta,
3. Human Resource Management by- C. B. Memoria
4. Personnel Management – By P. Subbarao, Himalaya Publishers, New Edition