

# BBA (Marketing & Human Resource)

UNIVERSAL INSTITUTE FOR PRIVATE TRAINING, KUWAIT

## **BBA (MARKETING & HUMAN RESOURCE)**

Under Choice Based Credits System

(With effect from the academic year 2020-2021)

### **Proposed CBCS Regulations for 3-Year Semester Course Leading to**

#### **BBA (Marketing & Human Resource)**

#### **Regulations – 2020**

#### **NOTE:**

1. These regulations are applicable to students taking admission to I semester BBA (MARKETING & HUMAN RESOURCE) from the academic year 2020-21
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of SIXTEEN weeks of teaching duration.

- **NAME OF THE COURSE AND DURATION OF THE COURSE.**

Bachelor of Business Administration (B B A(MARKETING & HUMAN RESOURCE))

The duration of the BBA (MARKETING & HUMAN RESOURCE) course shall be of 03 years of 6 semesters. A candidate shall complete his/her degree within 06 academic years from the date of admission to the course

- **ELIGIBILITY FOR ADMISSION**

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

### 3.0 SCHEME OF INSTRUCTIONS:

In the first four semesters, there shall be 19 subjects from Discipline Specific Courses and 10 subjects from Ability Enhancement Compulsory Courses. In the last two semesters, there shall be 6 subjects each Discipline Specific Elective. For each subject, there shall be lecture classes, tutorials/practicals. The credits for each subject vary between 3 and 5 per subject per week as prescribed in the curriculum.

#### Credits Matrix :

Course		Total credits
Discipline-Specific Course	19 Papers	84
Discipline-Specific Elective	06 Papers X 5 Credits	30
Ability Enhancement Compulsory Courses	10 Papers X 3 Credits	30
TOTAL (36 Papers)		144

### 4.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be a university examination at the end of each semester for maximum marks of 70 for the Theory Examination and the Internal Assessment will be for 30 marks.

All papers of this course except papers that are common to all other graduate courses of the University of Mysore shall be set/valued/reviewed by BOE for a maximum of 70 marks. The pattern of the question paper will be as follows:

Part- A: Answer any two out of four questions.  $2*15=30$

Part- B: Answer any two out of four questions.  $2*10=20$

Part- C: Answer any four out of six questions.  $4*05=\underline{20}$

**TOTAL** **70**

Evaluation of each subject is divided into internal assessment (IA) and end-term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2 The end of term examination designated as C3 will be held between the eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that includes announced and surprise tests, term papers/seminars/quizzes/case discussions, viva, and practicals.

The breakup of marks will be as follows:

- |  |            |
|--|------------|
| 1. C1 (Covering the first half of the syllabus)  | – 15 Marks |
| 2. C2 (Covering the second half of the syllabus) | – 15 Marks |
| 3. C3 (Covering entire syllabus)                 | – 70 Marks |

**Total –100 Marks**

**Term-end examination (C3) will be of 3 hours duration for each subject.**

#### **Scheme of Assessment**

<b>Course Type</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>Total</b>

	Marks	Marks	Marks	Duration (Hrs)	
AECC	15	15	70	3	100
DSE	15	15	70	3	100
DSC	15	15	70	3	100

**Courses in the program are of three types: Ability Enhancement Compulsory Courses, Discipline Specific Elective and Discipline Specific Course**

#### **5.0 ATTENDANCE:**

- Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University.

#### **6.0 MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English.

#### **7.0 APPEARANCE FOR THE EXAMINATION:**

A candidate shall apply for all the papers of a semester when he appears for the examination of each semester for the first time.

#### **8.0 BOARD OF EXAMINERS, VALUATION:**

- There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- There will be a single valuation for all the papers.

## 9.0 DECLARATION OF RESULT:

- The minimum for a pass in each paper shall be 35%, and for all the papers in the semester, the average shall be 40%. However, a candidate has to score a minimum of 35% of the theory component of the semester-end examination i.e. 25(rounded off) marks out of 70 marks.
- There shall be no minimum marks for C1 and C2.

Classification of successful candidates and Gradation of results shall be as per the University regulations as shown below;

<b>Letter grade</b>	<b>Grade point</b>
<b>O (Outstanding)</b>	<b>10</b>
<b>A+(Excellent)</b>	<b>9</b>
<b>A (Very Good)</b>	<b>8</b>
<b>B+(Good)</b>	<b>7</b>
<b>B (Above Average)</b>	<b>6</b>
<b>C (Average)</b>	<b>5</b>
<b>P (Pass)</b>	<b>4</b>
<b>F (Fail)</b>	<b>0</b>
<b>Ab (Absent)</b>	<b>0</b>

## 10.0 PROVISION FOR REPEATERS:

- A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.
- **PROVISION FOR RE-ADMISSION:**
- Such of those candidates who have discontinued the course/failed to take admission to the next semester shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- **Any other issue not envisaged above** shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- Wherever the regulation is silent, the provisions of University regulations shall be applicable.

SI No.	Subject	COURSES	Credits	L: T:P Pattern
	<b>I Semester</b>			
1.1	Kannada-1/Sanskrit/Urdu/Tamil/ Telugu//Marathi/Hindi	<b>AECC</b>	<b>3</b>	<b>2:1:0</b>
1.2	English-1	<b>AECC</b>	<b>3</b>	<b>2:1:0</b>
1.3	Financial Accounting	DSC-1	5	<b>4:1:0</b>
1.4	Principles of Management	DSC-2	4	<b>3:1:0</b>
1.5	Managerial Economics	DSC-3	4	<b>3:1:0</b>
1.6	Environmental Studies	<b>AECC</b>	2	<b>2:0:0</b>

	<b>II Semester</b>		<b>21</b>	
2.1	Kannada-2/Sanskrit/Urdu/Tamil/Telugu /Marathi/Hindi	<b>AECC</b>	3	2:1:0
2.2	English-2	<b>AECC</b>	3	2:1:0
2.3	Indian Business Environment	DSC-4	4	3:1:0
2.4	Organizational Behaviour	DSC-5	4	<b>3:1:0</b>
2.5	Statistics for Management	DSC-6	5	<b>4:1:0</b>
2.6	Constitution of India	<b>AECC</b>	2	2:0:0
	<b>III Semester</b>		<b>21</b>	
3.1	Kannada-3/Sanskrit/Urdu/Tamil/ Telugu/ /Marathi/Hindi	<b>AECC</b>	3	2:1:0
3.2	Business Communication-I(English – 3)	<b>AECC</b>	3	2:1:0
3.3	Business Regulatory Framework	DSC-7	3	2;1:0
3.4	Quantitative Techniques for Business	DSC-8	5	<b>4:1:0</b>
3.5	Business Decisions	DSC-9	4	<b>3:1:0</b>

3.6	Cost Accounting	<b>AECC</b>	4	3:1:0
	<b>IV Semester</b>		<b>22</b>	
4.1	Kannad-4/Sanskrit/Urdu/Tamil/ Telugu//Marathi/Hindi	<b>AECC</b>	3	2:1:0
4.2	Business Communication-II (English – 4)	<b>AECC</b>	3	2:1:0
4.3	Management of Banking Operations	DSC-10	4	<b>3:1:0</b>
4.4	Financial Management	DSC-11	5	4:1:0
4.5	International Business	DSC-12	5	4:1:0
4.6	Small Business Management and Entrepreneurship	DSC-13	4	<b>3:1:0</b>
	<b>V Semester</b>		<b>24</b>	
5.1	Accounting for Management	DSC-14	5	4:1:0
5.2	Entrepreneurship Development	DSC-15	5	4:1:0
5.3	Human Resource Management	DSC-16	4	3:1:0



5.4	Principles of Marketing	DSC-17	4	3:1:0
5.5	Advertisement and Salesmanship	DSE-1	5	<b>4:1:0</b>
5.6	Industrial Relations	DSE-2	5	<b>4:1:0</b>
			28	

<b>VI Semester</b>				
6.1	Research Methodology	DSC-18	4	3:1:0
6.2	E-Commerce	DSC-19	4	3:1:0
6.3	Human Resource Planning & Development	DSE-3	5	4:1:0
6.4	Management of Training & Development	DSE-4	5	4:1:0
6.5	Services Marketing	DSE-5	5	<b>4:1:0</b>
6.6	Retail Management	DSE-6	5	<b>4:1:0</b>
			<b>28</b>	

**DSC = Discipline Specific Course**

**DSE = Discipline Specific Elective**

## **AECC = Ability Enhancement Compulsory Courses**

\* Anyone of the languages from  
Kannada/Sanskrit/Urdu/Tamil/Telugu//Marathi//Hindi/French/German/Persian/Arabic

## **1.LANGUAGE**

## **2. English-1**

## **3.FINANCIAL ACCOUNTING – I**

### **Unit 1**

Meaning of Accounting, Accounting Principles – Concepts & Conventions. Systems of Bookkeeping– rules of double-entry – Preparation of Journal and Ledger (Personal Accounts only). Subsidiary books – Purchases, purchase Returns, Sales, Sales returns, Cash Book, Petty Cash Book, Journal Proper, Bills Receivable, and Bills Payable book (Format & Theory only). Problems on three column cash book.

### **Unit 2**

Bill of Exchange – Meaning, Characteristics, Parties to Bill of Exchange (Drawer, Drawee, payee, Endorsee & Endorser) – Noting & Protest – Discounting – Endorsement – Renewals of Bills – Dishonor of Bills. Simple problems on Trade bills.

### **Unit 3**

Preparation of Trial Balance, Preparation of Final Accounts of Sole-Trading Concern – Trading Account, Profit & Loss Account, and Balance Sheet.

### **Unit 4**

Depreciation – Meaning, Causes, Depreciation V/s Fluctuations, Methods of Depreciation – Problems on Straight line method, written down value method, and Depreciation fund Method.

### **Unit 5**

Consignment – Meaning – Difference between Sales and Consignment – Pro-forma invoice – Account Sale. Problems on Consignment (at cost and Invoice price) – Normal loss and abnormal loss.

## **References:**

1. Advanced Accountancy – R.L. Gupta
2. Advanced Accountancy – S.N. Maheshwari

## **4.PRINCIPLES OF MANAGEMENT**

### **Unit 1**

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Evolution of Management.

### **Unit 2**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Decision – making – Process of Decision – making – Types of Decision.

### **Unit 3**

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees-Authority – Delegation –Forecasting.

### **Unit 4**

Management by Objectives, Policy And Strategy. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process-Control Techniques.

### **Unit 5**

Definition of Business ethics – importance, characteristics, Principles of Business Ethics and relevance of Values in Business – – Ethical Management, Structure of Ethic Management

### **Recommended Texts**

1. B.Gupta, Management Theory & Practice – Sultan Chand & Sons – New Delhi.
2. M.Prasad, Principles & Practice of Management – Sultan Chand & Sons – New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements – Tata Mc.Graw Hill – New Delhi.

## **5.MANAGERIAL ECONOMICS**

## **Unit 1**

Managerial economics: Definition, nature and scope. Roles and responsibilities of a managerial economist. Relationship to economic theory, decision sciences, statistics, accounting and functional areas of business.

## **Unit 2**

Theory of the firm: objectives, alternative objectives, and value of the firm. Constraints to the operation of the firm, limitations of the theory of the firm, the nature and functions of profits, business sources of economic profits, theory and functions of profits.

## **Unit 3**

Individual demand v. market demand. Elasticity: price elasticity of demand, and income elasticity of demand

## **Unit 4**

Production and cost analysis. Production function, ridge lines, expansion path. Law of variable proportion. Types of costs. Short-run and long-run costs.

## **Unit 5**

Importance of prices. Pricing and profit analysis. Pricing under perfect competition, monopoly, monopolistic competition and oligopoly. Different pricing strategies. Price discrimination.

# **References:**

1. Managerial economics- Gupta
2. Managerial Economics- concepts and cases- V L Mote, S Paul and G S
3. Managerial Economics- M Craig Peterson and W C Luis
4. Managerial Economics- Mithani
5. Managerial Economics by Dominic Salvatore
6. Managerial Economics- Varshney & Maheshwari

## **6.ENVIRONMENTAL STUDIES**

### **Unit 1**

: Definition of Environmental studies, Relationship to other branches (Multidisciplinary nature), scope, and importance. Need for public awareness.

### **Unit 2**

Renewable and Non-renewable Resources.

**Forest Resources:** Use and over exploitation, deforestation, timber logging, Mining, Dams and their effects on Forest and tribals.

**Water Resources:** use and over utilization of surface and ground water, floods, droughts, dams, benefits and problems

**Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources.

**Food Resources:** Definition, use, changes caused by agriculture and overgrazing effects of modern agriculture, fertilizer-pesticide, water logging, salinity.

**Energy Resources:** Growing energy needs renewable and nonrenewable energy sources, use of alternate energy sources.

**Land Resources:** Land as a resource, land degradation, man induced landslides, soil erosion and decertification. Roll of an individual in conversation of natural resources.

### Unit 3

- concept of an ecosystem.
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following
  1. forest ecosystem
  2. Grassland ecosystem
  3. Desert ecosystem
  4. Aquatic ecosystem: ponds, streams, lakes, rivers, oceans, estuaries

### Unit 4:

- Introduction – Definition, genetic species and ecosystem diversity
- Biogeographical classification of India
- Value of Biodiversity: Consumptive use, production use, social, ethical, aesthetic and option value
- Hotspots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man- wildlife conflicts.

- Endangered and endemic species of India
- Conservation of biodiversity In-situ and ex-situ conservation of biodiversity

## Unit 5

### Definition

- Causes, effects and control measures of
- Air pollution
- Water pollution
- Soil pollution
- Marine pollution
- Noise pollution
- Thermal pollution
- Nuclear hazards
- Solid waste management and control measures of urban and industrial
- Pollution case studies
- Disaster Management: Flood, earthquake, cyclone and landslides.

## SEMESTER II

### 1.LANGUAGE

### 2.ENGLISH

## 3.INDIAN BUSINESS ENVIRONMENT

1. Objectives of business, business, as an organ of society, the internal and external environment of business; business, society and government-interface.

2. Forms of Business Organisations -Sole Proprietorship, Partnership, joint-stock company. Private and public, government companies, co-operatives, public sector companies, corporatization of departmental undertakings, utilities, boards, port trusts, statutory corporations( a study of salient features)

3. External factors- Social, cultural, political, and technological factors influencing business in India.

4. Economic environment – salient features of Indian economy – sectoral developments – agriculture, industry and service sectors – sectoral and regional imbalance.

5. Business Ethics and Corporate Social Responsibility.

### **References:**

1. Essential of Business environment – Bisht and Sharma
2. Business Environment – Francis Cherunilam
3. Business policy -Bomel
4. Business Environment – Ashwathappa

## **4.ORGANISATIONAL BEHAVIOUR**

### **Unit 1**

Organizational behavior—concepts, meaning, nature, scope features of OB.OB and other disciplines.

### **Unit 2**

Individual behavior—basic psychological process—personality, determinants of personality—personality traits—perception, factors affecting perception—learning, theories of learning—social learning. Motivation—theories of motivation (Maslow's, Hertzberg, Mc Greger, X and Y theory) financial and non-financial motivation.

### **Unit 3**

Group—concept of group dynamics—features of group—types of group behavior—formal and informal group behavior—stages of group development— group moral—group norms—group cohesiveness.

### **Unit 4**

Leaderships- types—theories of leadership ( Trait theory, Michigan studies and Fiedler'scontingency model) modern approach to leadership theories—leadership styles.

### **Unit 5**

Stress management—meaning, types of stress—consequences of work stress—causes of

stress—Conflict, types of conflicts, conflict resolution— Organisational development—meaning,

need, benefits, and limitations of OD—steps in OD. Organizational changes.

### **References:**

1. Fred Luthans: Organisational behavior
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behavior in

organization

3. Henry Mintzberg: The structure of the organization
4. Edwin Gerlof: Organization theory and design

## **5. STATISTICS FOR MANAGEMENT**

### **Unit 1:**

Meaning and Scope of Statistics in Business and Industry. Sources of Statistical data – Methods of Data Collection, Summerization and Presentation.

### **Unit 2**

Measures of Central Tendency – Mean, Median & Mode. G M & H M (Individual Series only). Partition Values – Quartiles and Percentiles.

### **Unit 3**

Measures of Dispersion – Quartiles Deviation & Standard Deviation (Absolute and Relative Measures) – Skewness, Coefficient of Variation.

### **Unit 4**

Correlation – Meaning – Types – Methods – Karlpearson's & Charles Spearman's Probable Error, Linear Regression Analysis – Regression Co-efficient -Regression equations, Estimation using the Regression Equation. Properties of Correlation and Regression Co-efficient between two variables.

### **Unit 5**

Time Series Analysis – Meaning – Components – Moving average Method – Method of least squares.

### **References:**

1. Business Statistics – D.N. Ethance



2. Business Statistics – Sancheti & Kapoor
3. Business Statistics – P.Gupta
4. Business Statistics – K.Sharma

## **6.CONSTITUTION OF INDIA**

### **Unit 1**

: Constitution – Structure and Principles 3 hours – Meaning and importance of Constitution – Making of Indian Constitution – Sources – Salient features of Indian Constitution

### **Unit 2:**

Fundamental Rights and Directive Principles – Fundamental Rights – Fundamental Duties – Directive Principles

### **Unit 3:**

Government of the Union – President of India – Election and Powers – Prime Minister and Council of Ministers – Lok Sabha – Composition and Powers: Rajya Sabha – Composition and Powers

**Unit 4:** Government of the States-Governor – Powers -Chief Minister and Council of Ministers -Legislative Assembly – Composition and powers-Legislative Council – Composition and powers

### **Unit 5:**

The Judiciary – Features of judicial system in India -Supreme Court –Structure and jurisdiction -: High Court – Structure and jurisdiction

### **Unit 6:**

Administrative organisation and constitution – Federalism in India – Features Local Government -Panchayats –Powers and functions; 73rd and 74th amendments Election Commission – Organisation and functions -Citizen oriented measures – RTI and PIL – Provisions and significance .

**Reference:** 1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)

2. M.V.Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)
3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)

4. Constitution of India (Full Text), India.gov.in., National Portal of India, [https://www.india.gov.in/sites/upload\\_files/npi/files/coi\\_part\\_full.pdf](https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf)
5. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; LexisNexis Butterworths Wadhwa, 2015
6. Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015

## **SEMESTER III**

### **1.Language**

### **2.English**

## **3.BUSINESS REGULATORY FRAMEWORK**

### **.Unit- 1**

#### **General Principle of Law of Contract(Indian Contract act, 1872)**

Definition – Essential elements of availed contract classification – capacity to contract – Free consent

#### **General Principles of contract & contract based on Interact**

### **Unit- 2**

Legality of object and consideration – Performance and discharge of contracts  
-Remedies for breach of contract – contracts based on Internet – Originator -address – Digital signature ( I.T. Act 2000)

### **Unit- 3**

#### **Contracts of Indemnity, Guarantee, Bailment and pledge**

Definitions of Indemnity – Rights of indemnity holder – Guarantee – Kinds of guarantee – Rights and liabilities of sureties – Discharge of surety – Bailment -Rights and duties of bailor and bailee – General of particular lien – pledge-Rights and duties of pawnor and Pawnee.

### **Unit 4**

#### **Contract of Agency**

Definition of Agent and principle – creation of agency – classification of agents- Rights duties and liabilities of agents and principles sub agent and substituted agents – Authority of an Agent -Personal liability of an agent Termination of agency.

## **Unit -5**

### **Contract of sale of Goods (Sale of Goods Act, 1930)**

Sale and Agreement to sell – kinds of goods conditions and warranties – caveat Emplere Transfer of property – Performance – sale by non – owners – unpaid seller – Rights of unpaid seller – Action sales.

## **4.QUANTITATIVE TECHNIQUES FOR BUSINESS**

### **Unit 1**

Research-Meaning-Definition-Business Research-Types of Research (Pure,Applied, Exploratory, Descriptive, Empirical, Analytical, Qualitative and Quantitative)-Research process- Primary and Secondary Data-Methods of data Collection- Census and Sampling-methods (Probability sampling and non-probability sampling) Cross tabulation-

Analysis of data.

### **Unit 2**

Correlation (*Un grouped data Only*)- Concept-Types of Correlation-methods- Karl Pearson s Co-efficient of correlation-Spearman's Rank correlation co-efficientprobabl error-Regression analysis (*Un grouped data Only*)

### **.Unit 3**

Probability-Meaning-Definition- Basic terms-concepts-Approaches to assigning probability-Permutation and combination-Theorems of Probability-

Addition Theorem-Multiplicationtheorem.

### **Unit 4**

Testing of Hypotheses-Procedure-Null hypotheses-Alternative Hypotheses-Level of significance-Degrees of freedom-Type 1 Error-Type 11 Error

(*theory only*)-Chi-square test-Condition for validity of Chi-square test-Test for goodness of fit-test for independence (*both theory and problems*)

### **Unit 5**

Report writing-Integral part of report-Characteristics of a good report-Contents of a report.

## **5.BUSINESS DECISIONS**

### **Unit 1**

– Introduction-meaning of decisions-importance-Basic concepts of business decisions factors influencing business decisions.

### **Unit 2**

Time value of Money-present value and future value concepts-present value of an annuity, application of present and future value to investment decisions, preparation of amortization table.

### **Unit 3**

-Pricing policies and practices-cost plus pricing or mark up pricing-marginal cost pricing-illustration with problems, multiple product pricing-competitive bidding prices.

### **Unit 4**

-Linear programming-Meaning, concepts and assumptions of linear programming problems, methods of solving linear programming problems, application of linear programming problems[Graphical method].

### **Unit 5**

-CALCULUS-Meaning of functions and calculus, application of calculus to compute cost, revenue and profit functions.

## **6.COST ACCOUNTING**

### **Unit 1**

**Cost Accounting:** Meaning, Definition, Objectives, Advantages & limitations of Cost Accounting – Differences between Cost Accounting & Financial Accounting – Cost Centre and Cost Unit – Elements of Cost – Cost Classifications – Cost Sheet and Cost Estimations.

### **Unit 2**

**Materials:** Procurement Procedure, Stores Procedures – Bin Card and Stores ledger. Inventory Control – Stock levels. Methods of Pricing Materials Issues – Problems on FIFO & LIFO Methods.

### **Unit 3**

**Labour:** Time-keeping and Time-booking – Methods of remunerating labour – Time Rate – Piece Rate – Treatment of Idle Time & Overtime – Methods of Incentive Plans – Halsey and Rowan Plan.

### **Unit 4**

**Overheads:** Meaning, Classifications, Allocation – Apportionment and Absorption of Overheads – Problems on Primary Distribution of Overheads and Machine Hour Rate-Concept of Activity Based Costing.

### **Unit 5**

**Methods of Costing:** Contract Costing – Process Costing (Excluding inter process profits and valuation of Work-in-progress).

## **References:**

1. Cost Accountancy – Agarwal
2. Cost Accountancy – S.N. Maheshwari
3. Cost Accountancy – Nigam and Sharma
4. Accounting Principles – Anthony and Reece
5. Cost and Management Accounting – Duncan Williamson

### **SEMESTER –IV**

#### **1.Language**

#### **2.English**

#### **3.MANAGEMENT OF BANKING OPERATIONS**

##### **\_Unit 1:**

Banking – Meaning and Definition – Role of Banks – Types of Banks–Banking Structure– Unit and Branch Banking, Pure and Mixed Banking.

##### **Unit 2**

Commercial Banks – Functions including Modern Services and High-Tech Banking: Internet Banking, ATM, Debit Card and Credit Card.

### **Unit 3**

Central Banking – Evolution of Central Bank, Functions of Central Bank, Monetary Policy – Objectives, Credit Control Methods.

### **Unit 4**

Banker and Customer – Meaning, Relationship: General and Special, Special Relationship: Obligation to Honor Cheques on demand, Secrecy of Accounts. Bankers Right to combine Accounts and Bankers General Lien – Types of Accounts & Procedure to open a Bank Account.

### **Unit 5**

Cheques – Definitions, Essentials, Crossing, Endorsements. Paying Banker – Payment of Customers' Cheques, Precautions to be taken by the Banker. Collecting Banker – Duties.

## **Books for Reference:**

1. **Central Banking** H. De kock
2. **Modern Banking** C. Vaishya
3. **Banking Theory & Practice** S. Raman
4. **Banking Theory & Practice** Shekhar and Shekhar
5. **Banking Theory & Practice in India** Varshney and Radhaswamy

## **5.FINANCIAL MANAGEMENT**

### **Unit 1**

Introduction to financial management, meaning-scope-goals of financialmanagement-sources of finance

### **Unit 2**

Cost of capital, meaning- importance of cost of capital in financial decisionsdetermination of specific costs-cost of debt- cost of preference share capital-cost of equitycost of retained earnings-weighted average cost of capital-Leverages- meaning- types -problems on Leverages.

### **Unit 3**

-Capital structure-meaning-optimum capital structure-features of appropriate capital structure-factors influencing capital structure-theories of capital structure-NI approach-NOI approach, MM approach, traditional approach, determination of optimal debt-equity mix.

### **Unit 4**

– Capital budgeting: Meaning-features, role of capital budgeting, techniques of capital budgeting-payback period, average rate of return, net present value, profitability index, internal rate of return, discounted pay back method.

### **Unit 5**

-Dividend decisions-meaning, Dividend decisions, Dividend policies-objectives of dividend policy-determinants of dividend policy-dividend relevance- Walter's model,Gordon model-Dividend irrelevance-MM hypothesis.

### **BOOKS FOR REFERENCE**

1. **Financial Management** I.M.Pandey.
2. **Financial Management** Ravi Kishore
3. **Financial Management** Dr.V.R.Palanivelu
4. **Financial Management** Kulkarni

5.Financial Management Tulsian P C

### **5.INTERNATIONAL BUSINESS**

#### **Unit 1**

International Business: Meaning and Scope – Theories of International trade: classical and modern theories – protectionism vs. free trade – Trade barriers – Tariff and Non-tariff barriers – Terms of trade – Balance of payment – disequilibrium and corrective measures.

#### **Unit 2:**

International Business Analysis: Internal and External environment analysis – Modes of Entry – exporting – Licensing – franchising – contract manufacturing – Management contracts, turnkey projects – Foreign Direct Investments: Greenfield Investments – Mergers & Acquisitions – joint ventures – FDIs in emerging markets: recent trends.

#### **Unit 3**

Stages of Internationalization: International, Multinational, Global and Transnational corporations – strategic orientations – Growth of MNCs – contributing factors – merits and demerits of MNC – transfer of technology – regulation of MNCs – MNCs in India.

#### **Unit 4**

International Traded Agreements: Bilateral, Plurilateral and Multilateral agreements – GATT and WTO – WTO agreements – TRIPs, TRIMs, GATS and AoA – Trade Facilitation Issues – Environmental issues – India and WTO

#### **Unit 5**

Regional Economic Integrations: Meaning and rationale – Forms of integrations – EU, NAFTA, ASEAN, SAFTA, APEC and other groupings – International Financial Institutions – IMF, World Bank and ADB – functions and role in economic development.

References: 1. Francis Cherunilam, International Business: Text and Cases, PHI, New Delhi

2. Shyam Shukla, International Business, Excel Books, New Delhi

3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi.

4. P.Subba Rao, International Business, Himalaya Publishing House, Mumbai.

### **3. Small Business Management & Entrepreneurship**

#### **Unit 1**

Small Business – Definition and Characteristics, Small, Ancillary, Tiny sector, Village industries – Role of Small Scale business in India's economic development.

#### **Unit 2**

Management problems of Small Scale Industry – Production – Finance – Personnel – Marketing. A study of sickness in small scale sectors.

#### **Unit 3**

Role of Central & State Governments in promoting Small Scale Industry – Financial and fiscal Incentives. Institutional Framework for Small Scale Industry – SIDBI – NISIET – SISI – DICs – NSIC – SSICs and commercial banks. Government policy towards small scale sector in the context of economic liberalization.

#### **Unit 4 :**



Concept of Entrepreneurship, Characteristics, Role and Traits of entrepreneurs, Factors influencing entrepreneurship, Classification of Entrepreneurial types —Success factors for entrepreneurs.

### **Unit 5**

Evolution of entrepreneurship in India, a study of business houses – Tatas, Birlas, Thapars, Singhanias, etc. The new generation entrepreneurs –Developing entrepreneurs, Rewards & Hazards in entrepreneurship. Emergence of Women in Small Business. Women entrepreneurs in India – Case studies.

## **References:**

1. Small Business Management & Entrepreneurship : Renu Arora
2. Small Business Management & Entrepreneurship : Vasant Desai
3. Small Business Management & Entrepreneurship : C.B. Gupta & K.L. Srinivasan
4. Entrepreneurship & Small Business : S.P. Singh
5. Business Maharajas : Gita piramal

### **SEMESTER V**

#### **1.ACCOUNTING FOR MANAGEMENT**

##### **Unit 1**

Management Accounting – Nature, Scope, definition and objectives of Management Accounting and Financial Accounting – Differences between Cost Accounting and Management Accounting – Limitations of Management Accounting.

##### **Unit 2**

Marginal Costing – Basic Concepts, Definition, assumptions – Distinguish between Marginal Costing and Absorption Costing – Contribution, P/V ratio, BEP Margin & Safety, Graphical Analysis.

##### **Unit 3**

Relevant Costs – Distribution between Incremental Cost and Opportunity Cost. Simple problems on relevant costs in decision

##### **Unit 4**

Budget and Budgetary Control – Definition, Objectives, Basic Concepts, Key Factors, Types of Budgets- Functional and Behavioral, Zero based Budgeting (Theory only) – Problems on Flexible Budget. Production and Sales Budget.

## **Unit 5**

Standard Costing – Definition, Difference between Standard Costing and Budgetary Control – Advantages – Variance Analysis – Simple Problems on Material and Labour Variances.

## **References:**

1. Management Accountancy – Sharma and Gupta
2. Management Accountancy – S.N. Maheshwari
3. Management Accountancy – Khan and Jain

Management Accountancy – Ravi M. Kishore

## **2. Entrepreneurship Development**

### **Unit 1**

Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship, Characteristics of successful entrepreneur, Functions, Role of entrepreneur in economic development, women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.

### **Unit 2**

Entrepreneurship development program(EDP), meaning, objective, importance, institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE, KVIC, RUDSET, Industrial estate-Meaning and importance.

### **Unit 3**

Financing of small business in India, institutional and non-institutional assistance-SFCs, banks, SIDBI, NBFC-meaning and schemes; venture capital, bills discounting, factoring, state and central government subsidies and incentives for SSI(existing)-recent industrial policy(2011), PM MUDRA yojana- meaning, objectives, procedures for obtaining loan under MUDRA.

### **Unit 4**

Setting up of new business, forms for small business- small proprietorship,partnership, private company, cooperative society-meaning and nature, project formulation,project report-meaning, importance, general format of project report, project appraisal.

### **Unit 5**

Business ethics-meaning, ethics in business, importance, various social responsibility of an entrepreneur towards customers, suppliers, government and society, self-employment-recent trends in the areas of self-employment-event management-meaning and areas of business in event management( party organizing , catering, wedding plan and corporate event plan )

### **BOOKS FOR REFERENCE**

1. Entrepreneurship And Small Business Management- C B Guptha And S S Khanka
2. 2.Entrepreneurship Development – C B Guptha And Srinivasan
3. 3.Entrepreneurship development development –Shankaraiah
4. 4.Entrepreneurship development-S S Khanka
5. Management of small scale business and entrepreneurship- Vasantha Desai

### **3.HUMAN RESOURCE MANAGEMENT**

#### **Unit 1**

Comparison of the Concept and Scope of PM, HRM and HRD, Role of HR managers, Structure of the HR department, HR policies, Objectives of HR function.

#### **Unit 2**

Manpower planning process, job Analysis, job Description, job specification, succession planning and career planning.

#### **Unit 3**

Recruitment and Selection – Sources of recruitment, selection process, methods of selection, types of tests and interviews.

#### **Unit 4**

Training and Development- Identification of Training Needs, Training & Development Methods, Management Development, Training evaluation and training effectiveness.

#### **Unit 5**

Performance appraisal and Compensation – Methods of Appraisal, Potential appraisal, Job evaluation Methods. Objectives of Compensation, factors influencing compensation and Incentive Methods.

## References:

1. Human Resource Management- –T.V. Rao
2. Human Resource Management- -V.S.P. Rao
3. Human Resource Management- Gary Dessler
4. Human Resource Management- K.S. Ashwathappa

### 4.PRINCIPLES OF MARKETING

#### Unit1

Introduction, Meaning and Definition of Market, Marketing- Marketing Concep Marketing Mix, Marketing environment, Functions of Marketing.

#### Unit 2

Product Concept- Meaning of a Product, Product Plan/Strategy-Product life cycle and Marketing strategy –Diffusion (Adoption) of Innovations- New Product idea- New Product Strategy Development -Causes for Failure of a new product.

#### Unit 3

Product-Related Strategy –Branding-Brand Strategy policy-what is a brand?- Importance of Branding- types of brands – Packing and Packaging and Labeling – Functions of packaging.

#### Unit 4

Channels of Distribution – Middlemen and Distribution- Selection of the type of Channel- Retailing –Nature and Importance –Non-store retailing-Wholesaling and Physical Distribution-Nature and Importance of Wholesaling and Physical Distribution

#### Unit 5

Advertising and Publicity- Meaning- Definition- Importance- -Social and Economic effects of advertising, Advertising Media -Advertising Agency-Advertising Copy and Layout

**Books for Reference:**

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<b>Marketing Management</b>	—	Philip Kotler
<b>Marketing Management</b>	—	William J. Stanton
<b>Marketing Management</b>	—	S A Sherlekar
<b>Sales Management</b>	—	Chunnawalia
<b>Marketing and Salesmanship</b>	—	J.C. Sinha

<b>5.ADVVERTISEMENT AND SALESMANSHIP</b>		
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### **Unit 1**

Advertising – definition, objectives.

Types of Advertising – Newspaper, Magazines, Journals. Outdoor Ads ,Theatre Ads.

Radio, TV Advertisement. Product placement

### **Unit 2**

Ad Agencies – Its Types and functions. Ethics in Advertisement. Advertisement Budget

### **Unit 3**

Element of Advertisement -Copy Writing. Advertisement lay out, Proof reading, Typography, Lithography. Use of Symbols, Slogans Caption Catch Phrase.

### **Unit 4**

Salesmanship – Importance of Salesman, Steps in selling- Direct Marketing.

Different Salesman – retailer, wholesaler etc.Negotiation

## **Unit 5**

Knowledge, Skills and Qualities required in salesmanship. Training and supervising the salesman.

Motivating the salesman – perks, commission, incentives, remuneration, awards and reward

## **REFERENCE BOOKS**

Dawar S.R: Salesmanship and Advertisement

Cummins. J: Sales Promotion

Birth and Boyd: New patterns in Sales Management Debbie Gilliland:Marketing

## **6.INDUSTRIAL RELATIONS**

### **Unit-1**

Industrial Relations-Meaning- Requisites- Objectives- Evolution-Functions- Industrial relations perspectives-IR in the emerging socio-economic scenario in India- Causes& Effects of Poor Industrial Relation in India. Trade Unions: Historical Evolution of Trade Unions in India, Role & Functions of Trade union, Essentials for success of Trade Union.

### **Unit-2**

Discipline and Grievance Management: Employee discipline; Causes of indiscipline, essentials of a good disciplinary system, Hot-Stove Rule and kinds of punishment; Grievance procedure: Settlement of grievance in Indian industry; Model grievance procedure, Collective Bargaining–Meaning, Nature, Structure, Functions, Types; Stages and processes, Current Trends in Collective Bargaining in India.

### **Unit-3**

Industrial Disputes & Worker's Participation: Industrial Disputes-Causes, Settlement & Prevention Mechanism, Labor office, Labor Courts and Industrial Tribunals; Conciliation and Mediation. Types of Agreements, and Role of Legal Advisors; Role of Tripartism.; Worker's Participation in Management: Concept, Objectives and Levels. Forms of Worker's Participation in India.

### **Unit-4**

Conflicts and Conflict management – Conflict Management Strategies, Improving group, organizational or team dynamics when conflict occurs– Collaborating, Compromising. Accommodating, Competing, Avoiding, Johari window, Industrial Relations Machinery in India; Forms of industrial conflicts; Labour turnover; workplace practices and cooperation.

## **Unit-5**

Employee Relations and Legislations: Regulations of employee relations- Industrial Disputes Act, 1947 – Regulations of working conditions- Factories Act, 1948, Shops and Establishments Act, 1953 – ESI Act, 1948, Workmen Compensation Act, 1923, Payment of Gratuity Act, 1972. Regulations of wage- Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965.

## **Reference Books:**

1. . Arun Monappa : Industrial Relations, McGraw Hill
2. 2. Pattanayak, Biswajeet: Human Resource Management, PHI.
3. Mamoria, Gankar &Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House.
4. P. Tripathi, Personnel Management, Sultan Chand .
5. VermaPramod -Management of Industrial Relations – Oxford and IBH.

## **SEMESTER VI**

### **1.RESEARCH METHODOLOGY**

#### **Unit -1**

Research methodology- meaning. Research, meaning, objectives, significance.

Research process- different steps, criteria for good research. Types of research-descriptive, analytical, applied, fundamantal, quantitative, qualitative, empirical and conceptual.

#### **Unit -2**

Selection of research problem-sources-technique involved in defining a problem.

#### **Unit -3**

Research design-meaning-need ❖ concepts-elements Sampling design-steps-criteria of selecting a sampling procedure-sampling process

#### **Unit -4**

Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning ❖ advantages-disadvantages-sources.

#### **Unit-5**

Interpretation-meaning-techniques-of interpretation.Report writing-significance-types of reports; (technical and popular) steps-layout-oral presentation.

#### **References:-**

1. Research Methods for management- Dr Shajahan ( Jaico Publishing House)
2. Research Methodology. methods and techniques- R.Kothari( New Age International publishers.)
3. Research Methods- Ram Ahuja (Rawat publications)
4. Research Methodology ❖ R.Sharma (National Publishing House)

### **2.E – COMMERCE MANAGEMENT**

#### **.Unit 1**

Introduction to E- commerce : Meaning and concept – Scope of E-commerce – Features – E- commerce V/s traditional Commerce – E- Business & E- commerce – Brief history of E – commerce – Benefits and significance of E- commerce – Impacts, challenges & limitations of E-commerce – EDI – Importance – Supply Chain Management & E – commerce – E-commerce applications.

#### **Unit 2**

Business Models of E – Commerce: Business to Business (B2B) – Business to customers (B2C)- Customers to customers (C2C) – Customers to business (C2B) – Business to Government (B2G) – Business to employee (B2E) – E- commerce strategy – Factors Influencing successful E- commerce – E-Business infrastructure -Internet – Intranets and Extranets – World Wide Web – Voice over IP (VoIP) – Internet Standards – HTTP Protocol – Audio and Video Standards – Web services – New access devices – Retail Ecommerce – Retailing through internet.

#### **Unit 3**

Marketing strategies & E- commerce : Website – Components of website – Concept & designing website for E- commerce – Corporate Website – Portal – Search Engine –



Internet advertising – Emergence of the internet as a competitive advertising media – Models of internet advertising – Weakness in Internet advertising – Mobile Commerce.

#### **Unit 4**

Electronic Payment System : Introduction – Online payment systems – Prepaid and post paid payment systems – Types of electronic payment systems – E- cash – E- Cheque – Smart Card – Credit Card – Debit Card – Electronic purse – Electronic Fund Transfer – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics.

#### **Unit 5**

Legal and Security Issues in E- Commerce: Security issues in E- Commerce – Need for security – Attacking methods – E-commerce security solutions – E-locking techniques – E-locking product – E-locking services – Net Scape security solutions – Cyber Laws relating to E-commerce – Relevant provisions of Information Technology Act 2000 – Security overview – Secure electronic record and digital signatures – Certifying authorities – Cyber crimes – Offences and Penalties .

#### **Reference Books:**

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
  2. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
  3. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison – Wesley, Delhi.
  4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
  5. Smantha Shurety: E-Business
- 3. HUMAN RESOURCES PLANNING AND DEVELOPMENT**

#### **Unit 1:**

Introduction to HR planning—meaning and definition, objectives of HRP, benefits of HRP, problems of HRP, process of HRP, HR demand forecasting techniques- HR supply forecastingskill inventories-management inventories, Micro level man power planning and labour market analysis, recruitment and succession planning. Macro level manpower planning and labor market analysis; Organizational HR Planning; Stock taking; Workforce flow mapping; Age and grade distribution mapping.

#### **Unit 2**

Job analysis,: meaning and definition; job description and job specifications, steps in job analysis, process of job analysis, Types of information for job analysis -method of collecting job data. Impact of behavioural factors on job analysis,

### **Unit 3 :**

Career Management :Introduction, Career management process, Career dynamics, Career management policies;, Tips for successful career planning, Talent management, Succession planning Career planning: meaning and importance- Career planning process ;Organizational responsibility-Individual responsibility –; Role of employees ,managers and organisation in career planning

### **Unit 4 :**

HRD climate; work culture; Quality of HRD climate; work culture; Quality of work life(QWL) and management of change; TQM and HRD strategies; HRD in strategic organization

### **Unit 5:**

HR Valuation and accounting : HR Valuation and accounting;. Human Resource Accounting: Introduction, Definition of Human Resource Accounting, Need, Significance, Objectives for HRA, Advantages of HRA , Methods of HRA, Objections to HRA, Controlling Manpower Costs, True Costs of Planning and Recruitment, Human Resource Accounting in India

### **Reference Books:**

1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi
2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff,.
3. Belkaoui, A.R. and Belkaoui, JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood,
4. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford,
5. Greenhaus, J.H., Career Management, Dryden, New York.

## **4.MANAGEMENT TRAINING AND DEVELOPMENT**

### **Unit 1**

Training process an overview; Training and development; Learning and skill acquisition; Role, responsibilities and challenges to training managers- Relationship between HRD and business strategies; Skill inventory; Scanning the environment for training areas; Organizational analysis for training.

### **Unit 2**

Organisation and management of training function; Learning process; Learning and Knowledge management; Various tools and models.

### **Unit 3**

Training climate and pedagogy – developing training modules – training methods and techniques facilities planning and training aids.

### **Unit 4**

Technical training – training for TQM – attitudinal training – training for management change – training for productivity – training for creativity and problem solving – training for leadership and training for trainers. Training communication- Training evaluation – evaluation methods – cost benefit analysis.

### **Unit 5**

Management Development (MD): objectives of Management Development; Methods of Management Development; Various models of management development.

### **Reference Books:**

1. Raymond A. Noe and Amitabh Deo Kodwani, Employee Training & development, McGraw Hill
2. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi
3. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot,
4. Reid, M.A., et el., Training Interventions: Managing Employee Development, IPM, London,
5. Rishipal , Training and Development Methods, S Chand
6. B Janaki Ram , Training and Development Indian Text Edition , Dreamtech Press

## **5.SERVICES MARKETING**

### **Unit 1**

Definition of service- nature and characteristics -classification of services- the role of services in the economy- Evolution of services – distinction between goods and services

.

### **Unit 2**

Service mission- developing a service mission- customer oriented service marketing  
-service marketing segmentation -process identifying alternative bases for segmentation  
-identifying and selection target market- positioning and differentiation of services- levels  
of positioning and processes.

### **Unit 3**

The service marketing mix -developing marketing mix strategy -service marketing  
triangle- managing demand- expectation and perception of service quality -service  
encounter -customer retention -CRM -measuring service quality and customer  
satisfaction -SERVQUAL the Gap Model -TQM

### **Unit 4**

Service Marketing planning process- environment- serviceCape- resource allocation  
and Monitoring -distribution- pricing of services- process, types- promotion of services  
advertisement, personal selling, direct marketing, sales promotion ,publicity and public  
relation -service product development and management

### **Unit 5**

Marketing information system MKIS and marketing research -application of services  
marketing in various industries- financial services, healthcare, hospitality IT public  
utilities -recent trends in service marketing- government regulations and policies.

### **References:**

1. Services Marketing Concepts Planning & Interpretation-C Bhattacharjee
2. Services Marketing Concepts & Practices –Ramneek Kapoor, Justin Paul & Biplan Halder
3. Services Marketing Text and Cases – Harsh V.Verma

## **6.RETAIL MARKETING**

### **Unit – 1**

An overview of Retailing – Types of stores – Product Retailing vs. Service Retailing –  
Non store Retailing – Retail strategy – Achieving competitive advantage and positioning  
Retailing environment – Legal, Social, Economic, Technological, issues – Trends in the  
Indian Retailing Industry.

### **Unit – 2**

Retail store location and layout – Country/Region analysis – Trade area analysis – Site  
evaluation and selection – Store design and layout – Comprehensive store planning –  
Exterior design and layout – Interior store design and layout – Interior design elements.

### **Unit – 3**

Planning merchandise needs and merchandise budgets – Methods for determining inventory evaluation – Assortment planning, buying and vendor relations – Merchandise pricing – Price strategies – Psychological pricing – Mark-up and markdown strategies

### **Unit – 4**

Communicating with the retail customer – Retail promotion mix Advertising – Sales promotion – Publicity – Retail selling process – Retail database- In-store customer service.

### **Unit – 5**

Globalization and changing retail formats – Online retailing – International Retailing – Opportunities and Challenges – Market entry formulas – New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk ‘shopping arcades’)

### **References :**

1. .Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.2010 Fernie,
2. PRINCIPLES OF RETAILING, Elsevier Publishing, 2010 Giridhar Joshi,
3. INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.2009 Ron Hasty and James Reardon,
4. RETAIL MANAGEMENT. McGrawHill Publication, International Edition. Swapna Pradhan,
5. RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill PublishingCo, New Delhi, 2008