

# **SHRI VENKATESHWARA UNIVERSITY GAJRAULA**



## **Syllabus**

**School of Commerce & Management**

**Bachelor of Business Administration (BBA)**

**2019-20 onwards**

**Course Structure**  
**Year: 3 Semesters: V**

S.N.	Subject Code	Subject	EVALUATION SCHEME								
			SESSIONAL EXAMS						ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	BBA-511	<b>Opt any One</b> Research Methodology	5	2	-	20	10	30	70	100	6
	BBA-512	Indian Banking System	5	2	-	20	10	30	70	100	6
2.	BBA-513	<b>Opt any One</b> Sales Management	5	2	-	20	10	30	70	100	6
	BBA-514	Consumer Behavior	5	2	-	20	10	30	70	100	6
3.	BBA-515	<b>Opt any one</b> Travel & Tourism Management	5	2	-	20	10	30	70	100	6
	BBA-516	Sports Management	5	2	-	20	10	30	70	100	6
		<b>Total</b>	<b>15</b>	<b>6</b>	<b>-</b>	<b>60</b>	<b>30</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>18</b>
<b>4</b>	BBA-517	MOOC on Accounting (Non-CGPA)	1	2	-	20	10	30	70	100	2

## Semester V

**Code-BBA-511**

## Research Methodology

### ***Learning Objective***

- 1. To familiarize participants with basic of research and the research process.*
- 2. To enable the participants in conducting research work and formulating research synopsis and report.*

**Unit I-** Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

**Unit II-** The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.

**Unit III-** Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

**Unit IV-** Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, t-test.

**Unit V-** Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.

### ***Learning Outcome***

- 1. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.*
- 2. Have basic knowledge on qualitative research techniques*

### **Reference Books:**

1. Research Methodology C.R. Kothari

***Learning Objective***

- 1. Conversant with banking law's historic development and how it shaped today's bank regulatory regime.*
- 2. Familiar with and able to navigate the various overlapping legal and regulatory regimes applying to banks and bank holding companies.*

**Unit I-** Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.

**Unit II-** State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.

Unit III- Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.

**Unit IV-** Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.

**Unit V-** Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

***Learning Outcomes***

- 1. Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers.*
- 2. Demonstrate an awareness of law and practice in a banking context.*

**Suggested Readings:**

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

## **Code-BBA-513**

## **Sales Management**

***Learning Objective** The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage. The course is designed to familiarize students with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.*

**Unit I-** Sales Management : - Evolution of sales function – Objectives of sales management positions – Functions of Sales executives – Relation with other executives

**Unit II-** Sales Organization and relationship :- Purpose of sales organization – Types of sales organization structures – Sales department external relations – Distributive network relations.

**Unit III-** Salesmanship : - Theories of personal selling – Types of Sales executives – Qualities of sales executives – Prospecting, pre-approach and post-approach – Organizing display, showroom & exhibition

**Unit IV-** Distribution network Management – Types of Marketing Channels – Factors affecting the choice of channel – Types of middleman and their characteristics – Concept of physical distribution system

**Unit V-** Sales Force Management – Recruitment and Selection – Sales Training – Sales Compensation

### ***Learning Outcome***

- 1. Recognise and demonstrate the significant responsibilities of sales person as a KEY individual.*
- 2. Describe and Formulate strategies to effectively manage company's sales operations.*
- 3. Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.*

### **Suggested Books:**

1. Sales Management –Cundiff, Still, Govoni
2. Salesmanship & Publicity –Pradhan, Jakate, Mali
3. Sales Management –S.A. Chunawalla

***Learning Objective***

- 1.The purpose of this course is to introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy. Discussing the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.*
- 2.The course content will also address the importance of subculture and global consumer culture as marketing opportunities*

**Unit I-** Introduction to consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer research process.

**Unit II-** Consumer models : Economic model, Psychoanalytic model, Sociological model.

**Unit III-** Individual determinates: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

**Unit IV-** Influences & Consumer Decision making : Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.

**Unit V-** Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

***Learning Outcome***

- 1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.*
- 2. Identify and explain factors which influence consumer behaviour.*
- 3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.*

**Suggested Books:**

- 1.Consumer Behaviour in Indian Perspective Suja. R. Nair
- 2.Consumer Behaviour Schiffman & Kanuk
- 3.Consumer Behaviour Louden & Bitta
- 4.Consumer Behaviour Bennet & Kasarjian

**Learning Objective** This course introduces the concept of tourism, its, growth and development, motivations for travel, role of tourism as an economic intervention, global nature of tourism, tourism products and emerging trends in tourism industry

**UNIT I**

What is Tourism? Definitions and Concepts, Tourist destination, services and industry, General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR. New Trends of travel, E- Commerce and Online communication in Tourism

**UNIT II**

Natural Resources:Wildlife Sanctuaries, National Parks and Natural Reserves in India,World Heritage Sites of India:Ajanta &Ellora Caves, TajMahal, Agra Fort, Sun Temple, Konark, Monuments at Khajuraho, Monuments at Hampi,Fairs and Festivals: Kumbha, Pushkar,Pongal/Makar-Sankranti, Baishakhi,Holi,Onam, Durga Puja, Diwali, KartikPurnima (DevDeepawali, Guru Parb), Rathyatra, Barawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Ganga Mahotsava, TajMahotsava, KhajurahoMahotsava and Desert Festival. Dance & Music:Classical

**UNIT III**

Origin of Travel Agency. Definition and scope of Travel Agency. Definition of Tour Operator and Tour operation. Differences between Travel Agency and Tour Operator.

Travel Agency: Functions, Organization, Tour operator functions and organizations, client handling; Income sources.

**UNIT IV**

Hotel Cost Centres- Marketing, Engineering, Accounting, Human Resources, Security.

Types of Hotel Rooms, Plans and Rates, Front Office and its coordination with other , Classification of Hotels – as per Location, Size, Target Markets, Levels of Service, Ownership & Affiliation, Other Lodging Establishments departments.

**Learning Outcome** To understand the different physical dimensions of earth and its need in geography of tourism.

To study the different physical and political features of world geography.

**Suggested Readings:**

- 1 Goeldner-Tourism Principles &Philosphy(Wiley Dreamtech)
- 2 Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- 3 Hospitality and Tourism – Kadam R (UDH Publishers edition 2013)
- 4 Tourism Marketing-Devashis Das Gupta-(Pearson)
- 5 Misra & Sadaul- Basic of Tourism Management (Excel Books)
- 6 Walker –Introduction to hospitality Management 2e (Prentice hall)

**Learning Objective:-***This course is designed to introduce the field of Sport Management to a business student in the same nature the Accounting. The course will help prepare students for business programs and introduce them to an area of business with which they may be unfamiliar.*

**Unit I:-** Managing Sport Organizations i. History of Sport in Indian Society and the Sociological Context of Sport ii. History of the Management of Sport Organizations 1. Industry History of Sport Management 2. Academic History of Sport Management.

**Unit II:-** Sport Marketing a. Corporate Sponsorship b. Licensing c. Media's Role d. Advertising e. Promotions g. Career Opportunities.

**Unit III:-** Ethics in Sport:-  
a. Gambling Issues  
b. Fund Raising Issues  
c. Sponsorship of Alcohol and Tobacco Companies

**Unit IV:-** Sport Law Legal Issues Affecting Sport

**Corse Outcomes:-** *1. Develop and hone professional skills through classroom learning and experiential learning through a steady progression of internships with added responsibilities.  
2. Develop an understanding of the sports industry in relationship to the legal sector as well as the broader relationship between the industry and society.  
3. Develop a Marketing Plan specific to a product in the Sport Industry.*



**Code-BBA-517**

**MOOC On Accounting**

