

Class : S.Y.B.B.A.(Semester-IV)

Paper Code :UBBA241

Paper : 1 Title of Paper : Production and Operations Management.

Credit : 3 No. of Lectures: 48

C) Learning Objectives:

- a. To focus on basic terms related to production and operations management.
- b. Analyzing product design concepts, Production layouts , Plant locations.
- c. To elaborate the concepts of production planning, productivity and ergonomics.
- d. To identify the concepts of quality management.

D) Learning Outcome:

The course will help the students to understand the all concepts related to production functions in industry. It will also focus on products, Production process, productivity and quality management concepts.

Unit No 1: Introduction

No of Lectures: 10

- a) Nature, Meaning, Scope of production management.
- b) Objectives and functions of production management.
- c) Qualities , responsibilities of production manager.
- d) Plant location : Importance and factors responsible for Plant location decision.
- e) Classification of production system.
- f) Plant Layout: Definition, Objectives and types, Factors affecting plant layout.
- g) Challenges before production management
 - a. Impact of globalization.
 - b. Workforce diversity.
 - c. Business process outsourcing.
 - d. Global competition.

Unit No 2 : Product Design and product Development

No of Lectures: 8

- a) Definition of product design , Factors affecting product design.
- b) Product development :
 - a. Meaning of product design.
 - b. Product development stages.
 - c. Techniques or tools of product development.
 - d. Factors responsible for product development.
 - e. Business process reengineering.
 - f. **Cycle time reduction.**
 - g. **Use of technology in product designing.**

Unit No 3: Production planning and control:

No of Lectures: 10

- a) Meaning ,Nature ,Objectives ,Functions Importance and problems of production planning and control.
- b) Production procedure, Factors determining production planning and control.
- c) Techniques and tools of production planning and control.
- d) New Concepts in production planning and control:

- i. Supply chain management.**
- ii. Worker's involvement.**
- iii. Green manufacturing.**

Unit No 4 : Productivity and Ergonomics

No of Lectures: 8

- a) Productivity :
 - a. Concept and definition.
 - b. Importance of productivity.
 - c. Measurement of productivity.
 - d. Techniques to improve productivity.
 - e. Factors affecting productivity.
- b) Ergonomics :
 - a. Introduction and definition.
 - b. Objectives of ergonomics.
 - c. Components of ergonomics.

Unit No 5 : Quality Management :

No of Lectures: 12

- a) Six sigma : Introduction, steps in implementation of six sigma.
- b) Kaizen : Introduction, Principles, Procedure for implementation, Benefits.
- c) Just –In –Time : Introduction ,objectives, benefits, methodology in implementation.
- d) Quality Circles: Introduction, organization of quality circle, Reasons of failure.
- e) Total Quality Management : Introduction, major ingredients in TQM, need and importance ,TQM models, Key issues for achieving TQM objectives.
- f) ISO 9000: Introduction, ISO Standards for quality system, factors for selecting ISO model, Essentials steps in implementation of an ISO.

Evaluation -

Internal Evaluation	External Evaluation
Unit Test – 20 Marks	Fill in the blanks- 12 Marks
	Short Notes 12 Marks
	Short Question Answer 24 Marks
	Long Question Answer 12 Marks
Power Point Presentation / Assignment / Mini Project/ 20 Marks	
Total – 40 Marks	Total-60 Marks

Recommended Books :

1. Plant Layout and Material Handling James Apple & John Wileysons
2. Work Study IZO Publication
3. Production & Operations Management R S Goel
4. A Key to Production Management Kalyani Publicaion, Ludhiyana
5. Production & Operation Management S N Chavy, TMH Delhi
6. Modern Production and Operation Management Elwood S Butta

Class : S.Y.B.B.A.(Semester-IV)

Paper Code : UBBA242

Paper : 1

Title of Paper : Decision Making and Risk Management-

Credit : 3

No. of Lectures: 48

A Learning Objectives:

1. To learn the key topics in decision making and risk management so that they can improve
2. decision making and reduce risk in their management activities and organizations.
3. 2. Find the best alternative in a decision with multiple objectives and uncertainty.
4. 3. Describe the process of making a decision.

B Learning Outcome:

1. The outcome of this course is to create an awareness of the role of information systems in business and also give the knowledge of concepts of Information system, System analysis and Design to the students.

Unit No 1 :Conceptual Background of Decision making and Risk Management

- 1.1 Decision Making and Risk Management –
- 1.2 Introduction, Concept, Problem definition and framing.
- 1.3 Rational Models of decision making, other models - Myers Briggs,
- 1.4 Bounded Rationality model, Retrospective decision model, OODA Loop
- 1.5 Model, Ladder of Inference etc.
- 1.6 Types of Decisions, Steps in Decision making process, Creative decision-making process.

Unit No 2: Decision making Tools and Models decision-making traps.

- 2.1 Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis.
- 2.2 EQ (Emotional Intelligence) versus IQ as essential decision-making traits to manage risks
- 2.3 Dealing with conflict and Risk - Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision-making leadership and brain chemistry
- 2.4 Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept.
- 2.5 Decision Models in strategic management, Decision making systems.

Unit No 3: Role of Decision Making and leadership

- 3.1 Definitions of leadership and followership, Motivational theory; common motives of leaders and followers.
- 3.2 Identifying resources that affect your power and influence; use and misuse of power, Role of competition and conflict in leadership roles.
- 3.3 Charisma, heroes, bullies and jerks – aspects to be considered in decision making and leadership.
- 3.4 Decision making and Leadership - Values as underpinnings of leadership.

Suggested References:

- 1 Decision and Risk Analysis for Construction Management Melvin W. Lifson, Edward F. Shaifer John Wiley & Sons 1st.U.S.
- 2 Credit appraisal, risk analysis and decision making D.D. Mukherjee, Snowwhite Publications 9th Edition. India
- 3 Managing Project Risk and Uncertainty Chris Chapman and Stephen Ward, Wiley Publications. New York
- 4 Process Systems Risk management Ian Cameron, Raghu Raman Elsevier Academic Press
- 5 Fundamentals of Risk Measurements Chris Marrison Tata McGraw Hill New Delhi
- 6 Hand book of Environmental Risk Assessment and Management Calow P Blackwell Science Ltd Oxford, UK

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Class : S.Y.B.B.A.(Semester-IV)

Paper Code:U BBA2404

Paper :IV

Title of Paper: Management Information System

Credit : 3

No. of Lectures: 48

A Learning Objectives:

1. To understand the concepts of information system.
2. To study the concepts of system analysis and design.
3. To understand the issues in MIS.

B Learning Outcome:

The outcome of this course is to create an awareness of the role of information systems in business and also give the knowledge of concepts of Information system, System analysis and Design to the students.

Unit No. 1: Management Information System

- 1.1 Need and Objectives of MIS
- 1.2 Contemporary approaches to Management Information System (MIS)
- 1.3 Use of information for competitive advantage
- 1.4 Challenges in the development of MIS
- 1.5 Management information systems as an instrument for the organizational change

No. of Lectures- 10

Unit No. 2: Information, Management and Decision making

- 2.1 Models of Decision making- Classical, Administrative and Herbert Simon's Models
- 2.2 Attributes of information and its relevance to decision making
- 2.3 Types of Information.

Total No. of Lectures- 09

Unit No. 3: Systems Analysis and Design

- 3.1 System- Meaning, Types of System
- 3.2 Systems Development Life Cycle
- 3.3 Alternative System building approaches- Prototyping model, Spiral Model, Rapid Development Tools, CASE Tools
- 3.4 Case studies on Alternative approaches to build Systems

Total No. of Lectures- 10

Unit No. 4: Decision Support Systems

- 4.1 Group Decision Support Systems
- 4.2 Executive Information Systems
- 4.3 Expert systems and Knowledge Based Expert Systems
- 4.4 Artificial Intelligence
- 4.5 Case studies on Information systems
- 4.6 Case studies on Decision Support System

Total No. of Lectures- 10

Unit No. 5: Management issues in MIS

- 5.1 Information Security and Control
- 5.2 Quality Assurance
- 5.3 Intellectual Property Rights as related to IT Services/ Product
- 5.4 Managing Global Information Systems.

Total No. of Lectures- 09

Reference Books:

1. Management Information System: Jawadekar W.S, Tata McGraw Hill
2. Management Information System: James A O'Brien, Tata McGraw Hill
3. Management Information System: Davis Olson, Mac Graw Hill
4. Management Information System: GordenDevis, Margareth H. Oison
5. Decision Support and Expert Systems- Efraim Turban
6. Information Systems for Modern Management- Robert Murdick, Joel E. Ross

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Class : S.Y.B.B.A.(Semester-IV)

Paper Code :

Paper : IV

Title of Paper: International Business

Credit : 3

No. of Lectures: 48

E) Learning Objectives:

4. To acquaint the students with emerging issues in international business.
5. To study the impact of international business environment on foreign market operations of a firm.
6. To understand the importance of foreign trade for Indian economy

F) Learning Outcome:

The outcome of this course is to make students understand the importance of foreign trade for Indian economy.

Unit No. 1: Introduction

- 1.1 Nature
- 1.2 Theories of International Trade
- 1.3 Ricardo's Theory
- 1.4 Heckser-Ohlin Theory

Total No. of Lectures- 10

Unit No. 2: Multinational Enterprises

- 2.1 Meaning of International Corporations
- 2.2 Features of Multinational Corporations (MNCs)
- 2.3 Role and Importance of Multi-national corporations in international business
- 2.4 Reasons for the Growth of MNCs

Total No. of Lectures- 06

Unit No. 3: International Finance

- 3.1 Meaning of Exchange Rate
- 3.2 Determination of Exchange Rate- Fixed, Flexible and Managed
- 3.3 Concept of Spot Rate, Forward Rate and Futures
- 3.4 Balance of Trade and Balance of Payments
- 3.5 International Monetary Fund (IMF)- Objectives and Functions
- 3.6 World Bank- Objectives and Functions
- 3.7 General Agreement on Tariffs and Trade(GATT)
- 3.8 Foreign Direct Investment

Total No. of Lectures- 14

Unit No. 4: Regional Economic Grouping

- 4.1 WTO- Structure and Functions
- 4.2 European Union (EU)
- 4.3 North American Free Trade Agreement (NAFTA)
- 4.4 Association of South East Asian Nations (ASEAN)
- 4.5 South Asian Association for Regional Cooperation (SAARC)

Total No. of Lectures- 08

Unit No. 5: India's Foreign Trade

5.1 Composition and Direction of India's Foreign Trade since 2000

5.2 Case studies in International Business with Reference to Indian Economy on-

- a. International Marketing
- b. International Finance
- c. International Human Resource Management

Total No. of Lectures- 10

Reference Books:

1. International Business- P. Subbarao, Himalayaa Publishing
2. International Business- VyuptakeshSharan, Pearson
3. International Business- Francis, PHI Publication
4. International Business- Daniels, Radebaugh, Pearson Education
5. Charles Hill and Arun Jain, International Business
6. International Business- Roger Bennett, Pearson Education

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Human Resource Management Specialization Paper 1

Class: SYBBA (Semester IV)

Paper Code:UBBA245

Paper: 5 Title of Paper: Human Resource Management

Functions & Practices

Credit: 3 No. of Lectures: 48

Learning Objectives:

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.

Learning Outcome:

Outcome of this course is that students should be able to remember the key concepts in Human resource Management, Student should be able to understand Effectively manage and plan key human resource functions within organizations. At the end of Course student should able to examine current issues, trends, practices, and processes in HRM.

Unit No.1. Introduction to HRM Functions, Performance Appraisal, Training and Executive Development

Introduction to HRM Functions,

1. Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal.
2. Promotion, Demotion, Transfer and Separation.
3. Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training
4. Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development.

No.of. Lecture 10

Unit No.2 Employee Compensation and Other Functions of HRM

1. Employee Compensation: Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits.
2. Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management

Lecture 14

Unit No.3 Introduction to HRM Practices, Workers Participation in Management

1. Introduction to HRM Practices,

2. Workers Participation in Management: Definitions, objectives, Importance,
3. Forms,
4. Worker's participation in Management practices in India.

No.of. Lecture 14

Unit No.4 Organisational Development

1. Organisational Development: Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD –
2. Organizational learning organizational Development Interventions.

No.of. Lecture 10

Suggested Text Books;

1. Human Resource Management L. M. Prasad Sultan Chand & Company Ltd. New Delhi
2. Human Resource Management K. Ashwathappa Tata McGraw Hill New Delhi
3. Personnel Management C. B. Mamoria Himalaya Publishing House Mumbai
4. Personnel & Human Resource Management A. M. Sharma Himalaya Publishing House Mumbai
5. Human Resource Management S. S. Khanka Sultan Chand & Company Ltd. New Delhi

Evaluation

Internal Evaluation	External Evaluation
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12) Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Mini Project, Assignment, Presentation -20 Marks	
Total -40 Marks	

Human Resource Management Specialization Paper 2

Class: SYBBA (Semester IV)

Paper Code:UBBA246

Paper: 6Title of Paper: Employee Recruitment &Record Management +Dissertation

Credit: 3 No. of Lectures: 48

Learning Objectives:

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.

Learning Outcome:

Outcome of this course is that students should be able to remember the key concepts in Employee Recruitment & Record Management, Student should be able to understand Effectively manage and plan key human resource functions within organizations. At the end of Course student should able to conduct a records inventory and appraisal&implement a records retention and disposition policy.

Unit No.1. Manpower Planning and Forecasting

1. Manpower planning, Meaning, Definition, Need, Objectives, Levels, Importance,
2. Process, Techniques of Manpower Forecasting,
3. Factors influencing estimation of Manpower,
4. Barriers to Manpower Planning

No. of Lectures10

Unit No.2 Recruitment and Selection

1. Recruitment: Meaning, Definition, Need,
2. Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages,
3. Traditional and New Methods of Recruitment- E-Recruitment, Talent Acquisition,
4. Difference between Recruitment and Talent Acquisition.
5. Selection: Meaning, Definition, Process, Difference between Recruitment and Selection,

No.of Lectures14

Unit No.3 Employee Record Management

1. Meaning, Definition
2. Essentials of a Good Record Principles of Record Keeping,
3. Precautions in Maintaining Records,
4. Importance of Employee records,
5. Types of Employee records.

No.of Lectures14

Unit No.4

Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list.

No. of Lectures 10

Suggested Text Books;

1. Human Resource Management L. M. Prasad Sultan Chand & Company Ltd. New Delhi
2. Human Resource Management K. Ashwathappa Tata McGraw Hill New Delhi
3. Personnel Management C. B. Mamoria Himalaya Publishing House Mumbai
4. Personnel & Human Resource Management A. M. Sharma Himalaya Publishing House Mumbai
5. Human Resource Management S. S. Khanka Sultan Chand & Company Ltd. New Delhi

Evaluation

Internal Evaluation	External Evaluation
Dissertation -	Fill in Blanks, One Sentence Questions (12)
Project - 20 Marks	Short Notes (12)
Viva-20 Marks	Short Answer Question (24)
	Long Answer Question (12)
Total -40 Marks	60 Marks

Dissertation Guide Lines-

1. Student Should Collect the Primary Data for Dissertation relevant to their topic.
2. Minimum 30 Sample size is Required
3. Minimum 10 Questions Questionnaire is Required
4. Student Should Prepared Spiral Binding Project Report

Class : S.Y. B. B. A. (Semester- IV)

Paper Code: UBBA245[B]

Paper : Title of Paper: Business Taxation Credit: 3

No. of lectures: 48

A) Learning Objectives:

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
5. To prepare students Competent enough to take up to employment in Tax planner.
6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.

B) Learning Outcomes

The outcome of this course is to enable the students to acquire sound knowledge of calculation of Direct and Indirect Tax.

Unit No 1:Income Tax Act -1961

- 1.1 IncomeTaxAct-1961(Meaning,ConceptsandDefinitions)
- 1.2 HistoryofIncomeTaxinIndia,FundamentalconceptsanddefinitionsunderIncomeTaxAct1961,
- 1.3 Canons of Taxation,
- 1.4 ObjectivesofIncome Tax,
- 1.5 TaxationstructureinIndia,
- 1.6 Concept and definitions- Income, Person, Assessee,Assessmentyear,Previousyear,ResidentialStatusofanAssessee.PermanentAccountNumber(PAN)-Uses& Benefits. **No. of Lectures 10**

Unit No2:Computation of Taxable Income under the different heads of Income

- 2.1 Income From Salary: Definition and meaning of salary, Allowances- fully exempt, fully taxable, partially taxable, Perquisites - meaning, valuation and taxability, Concept and taxability of Gratuity, Provident Fund,Calculation of income from salary (Theory and Problems)
- 2.2 Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems).
- 2.3 Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed (Theory and Problems). Chargeability- Meaning and concept of Short term and long-term capital gains-permissible deductions (Theory and problems).
- 2.4 CapitalGains:Chargeability-MeaningandconceptofShorttermandlong-term capitalgains-permissible deductions(OnlyTheory).
- 2.5 Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction, Bond Washing Transactions and Dividend Stripping (Sec.94). (Theory only).

No. of Lectures 14

Unit No3:Computation ofTotal TaxableIncome&FilingofOnlineITR.

- 3.1 Meaningandconcept,GrossTotalIncome-deductionu/s-80andTaxLiabilityforrespectiveAssessmentyear.
- 3.2 Form26 AS-Uses
- 3.3 VarioustypesofITR,
- 3.4 Proceduretofilevariousonline ITRs.
- 3.5 Refund ofTax.**No. of Lectures 12**

Unit No 4:Introduction of GST

- 4.1 An Overview of Indirect Tax before GST
- 4.2 Concept of Goods and Service Tax ,Applicability of GST
- 4.3 Registration of GST
- 4.4 Concepts of SGST, UTGST, CGST &IGST
- 4.5 GST Rate Structure
- 4.6 Point of Taxation, Value of Supply
- 4.7 Input Credit Mechanism in GST
- 4.8 Calculation of SGST, UTGST, CGST &IGST.
- 4.9 Payment of Goods and Service Tax.**No. of Lectures 12**

Notes:

1. Amendments made prior to commencement of Academic Year in the above act should be considered.
2. Theory questions will carry 50% marks.
3. Problems will carry 50 % marks.

Evaluation -

Internal Evaluation	External Evaluation	
Unit Test – 20 Marks	Fill in the blanks-	12 Marks
	Short Notes	12 Marks
	Short Question Answer	24 Marks
	Long Question Answer	12 Marks
Power Point Presentation / Assignment / Mini Project/ 20 Marks		
Total – 40 Marks	Total-60 Marks	

Recommended books:

1. Indian Income Tax Act--H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.GirishAhuja andDr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhotia
4. Students guide to Income Tax.--Dr.VinodSinghnia./ Dr. Monica Singhnia.
5. Income Tax.--Dr.GirishAhuja and Dr.RaviGupta , -Bharat Prakashan.
6. Indian Income Tax Act.--Dr.VinodSinghnia.

Class : T.Y.B.B.A. (Semester-IV)

Paper Code: UBBA246[B]

Paper : Title of Paper: Financial Services

Credit : 3 No. of Lectures: 48

A) Learning Objectives:

1. To study in detail various financial services in India
2. To make the students well acquainted regarding financial markets
3. To make the student well-acquainted regarding capital budgeting techniques
4. To give a perspective of the Indian banking & insurance system
5. To understand recent trend in accounting & finance

Learning Outcome:

The outcome of this course is to aware students about the financial system & financial services and also makes them aware about the financial market or Recent trend in accounting & finance

Unit No. 1 Indian Financial System: An Overview

- 1.1 Introduction to Financial System
- 1.2 Structure of Financial System - Financial Institutions, Financial Markets, Financial Instruments and Financial Services
- 1.3 Overview of Indian Financial System since 1991
- 1.4 Financial Intermediaries in Financial System: - Merchant Bankers, Underwriters, Depositories, Brokers, Sub brokers, Bankers etc

Total No. of Lectures- 12

Unit No. 2 Introduction to Financial Markets

- 2.1 Capital Market- Primary Market, Secondary Market
Stock Exchanges in India – Introduction, NSE, BSE, OTCEI
- 2.2 Role of SEBI as a regulatory authority
- 2.3 Introduction to Derivatives, Futures and Options
- 2.4 Money Market – Introduction, Money Market instruments – Call and Notice money market, Treasury Bill, Commercial Papers, Certificate of Deposits, Money Market Mutual Fund,
- 2.5 Difference between Money Market and Capital Market

Total No. of Lectures- 12

Unit No. 3: Financial Services in India

- 3.1 Mutual Fund
- 3.2 Factoring & Forfeiting
- 3.3 Credit rating, Venture Capital

Total No. of Lectures- 08

Unit No. 4 Insurance Sector in India: -

- 4.1 Introduction Insurance Sector in India
- 4.2 Structure of Insurance Sector in India.
- 4.3 Role of IRDA as a Regulatory Authority

Total No. of Lectures- 06**Unit No. 5 Recent Trends in Accounting and Finance**

- 5.1 Zero Base Budgeting
- 5.2 Inflation Accounting
- 5.3 Human Resource Accounting
- 5.4 Activity Based Costing
- 5.5 Mergers and Acquisition

Total No. of Lectures- 10**Evaluation -**

Internal Evaluation	External Evaluation
Project 20 Marks Computers in Banking and Financial Institutes Concept of Core Banking Details, standalone system and new integrated system <ul style="list-style-type: none"> • Basics of Banking Software, Web server technology, Standards for Core Banking Software • General Guidelines for using software, Cloud Security • Online banking, internet banking UPI payments and Payment gateways, Security aspects for the same. • Demo on free online banking software by using Projects For Example - Collect information There are three core banking software/systems used by different banks in India.	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12 Marks
Project Viva 20 Marks	
Total – 40 Marks	Total-60 Marks

Reference Books:

1. Kohak MA :- Financial Services
2. L M Bhole and Jitendra Mahakut – Financial Institutions and Markets
3. G. M. Dumbre – Modern Banking, Success Publications, Pune.
4. S. S. Shete – Financial Marketing and Institutions in India, Success Publications, Pune.
5. Dr. S Gurusamy :- Essentials of Financial Services
6. M Y Khan:- Indian Financial System
7. Rajesh Kothari:- Financial Services in India, Concept and Application

Marketing Specialization paper 2(M2)

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA246(C)

Paper : 5 Title of Paper: Digital Marketing + Dissertation

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To provide insights into all functional digital marketing.
2. To give a perspective of the Indian digital scenario.
3. To identify the paradigm shifts in digital business with increasing scope of technology and e-business.

Learning Outcome:

The outcome of this course is to give the knowledge of digital and digital practices in business to the students.

Unit No.1. Introduction to Digital Marketing

- 1.1 Concept and meaning of Digital Marketing, Digital Marketing Process
- 1.2 Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility.
- 1.3 Concept of Engagement, Visitors Engagement, its
- 1.4 Importance and examples of engagement. Bringing Targeted Traffic
- 1.5 Inbound and outbound marketing
- 1.6 Converting Traffic into Leads, Types of Conversion,
- 1.7 Understanding Conversion Process Tools of Digital Marketing

Total No. of Lectures- 12

Unit No2.Digital Marketing Planning and Structure:

- 2.1 Inbound vs. Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.
- 2.2 WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing Word Press Website.

Total No. of Lectures-`12

Unit No3.Social Media Marketing

- 3.1 Introduction of Social Media Marketing, Procedure and Fundamentals
- 3.2 face book Marketing
- 3.3 Google Ad Words
- 3.4 YouTube Marketing
- 3.5 Email Marketing
- 3.6 Content Writing

Unit No4.Computer Laboratory Work

- 4.1 Creating Search Engine Campaign Ads Creating Display Campaign
- 4.2 Optimizing Display Campaign
- 4.3 Creating Face book Advertising Campaign and other social
- 4.4 media campaign Create Remarketing Campaign
- 4.5 PR, Digital Marketing, Event Management, Advertising
- 4.6 Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience Use of Marketing Communication tools effectively
- 4.7 Prepare the MARCOM strategy

Total No. of Lectures- 12

Reference Books:

1. Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,
2. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With
Email Marketing, Ian Brodie
3. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Debora

Evaluation

Internal Evaluation	External Evaluation
DissertationProject(20) Viva(20)	Fill in the blanks, True and False(12) short notes(12) Short answer question(24) Long answer questions(12)
40	60

Instruction for Dissertationproject:-

1. Dissertation project must be on Primary Data
2. Minimum Sample Size Required for this Dissertation project is 30
3. Questioner is required for this Dissertation project

SYLLABUS FOR SYBBA (W.e. From June 2023)

Academic Year 2023-2024

Service Sector Management Specialization Paper 1

Class: SYBBA (Semester IV)

Paper Code: UBBA245D

Paper: 5 Title of Paper: Banking and Insurance Management

Credit: 3 No. of Lectures: 48

Learning Objectives:

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enable students to understand the various services & other developments in the Indian banking and Insurance service sector.
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

Learning Outcome:

Outcome of this course is that students should be able to remember the key concepts in Banking and insurance Management, Student should be able to understand various policies offered, risks faced by insurance companies and also will understand insurance product cost and pricing, marketing, and distribution. Student will also understand various principles, provisions that govern insurance companies.

Unit No.1. Customer Relationship Management in Banking and Insurance Sector

1. Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.
2. Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.
3. Customer Relationship Management through Call Centre's in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market.
4. Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.

No. of Lectures 10

Unit No.2 Retail Banking Services

1. Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.
2. E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.

- Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.

No. of Lectures 14

Unit No.3 Universal Banking Services

- Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.
- Mobile Banking, App based Banking, point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.
- Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector

No. of Lectures 14

Unit No.4 Insurance Services and Types

- Introduction, emerging trends, Need and Importance, Purpose.
- Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.
- Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.

No. of Lectures 10

Suggested Text Books;

- Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest).
- Commercial Bank Management Kanhaiya Singh and Vinay Dutta. McGraw Hill
- Bank management and financial services. Rose, Peter, and Sylvia Hudgins the McGraw
- Bank management: text and cases Hempel, George H., Donald G. Simonson, and Alan B. Coleman, Taxmann Publication. 5
- E-Banking in India: Challenges and Opportunities RimpiJatana, R. K. Uppal.
- Frontiers of E-Commerce Ravi Kalakota, Andrew B. Whinston Pearson Education
- E-CRM – Concepts and Cases Madhavi Garikaparathi, The ICFAI University Press.

Evaluation

Internal Evaluation	External Evaluation
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12)
Mini Project, Assignment, Presentation -20 Marks	Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Total -40 Marks	60 Marks

SYLLABUS FOR SYBBA (W.e.f From June 2023)

Academic Year 2023-2024

Service Sector Management Specialization Paper 1

Class: SYBBA (Semester IV)

Paper Code:UBBA246 D

Paper: Title of Paper: Social Service and NGO Management

Credit: 03 No. of Lectures: 48

Course Objectives:

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

Unit No 1 : Introduction to Professional Social Work

- 1.1 Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.
- 1.2 Contexts of social work practice – Social service, social welfare, social reform, social policy, social security, Social justice and Social development.
- 1.3 Social Work as a Profession – Qualities of EQ and Ethics in social services, Philosophy, values, principles and code of ethics of professional social work –
- 1.4 Knowledge and Skills base of social work – Tenets of the social work profession.
Registration Process for entering in the social work field. [14 Hrs]

Unit No 2 : Social Casework as a method of Social Work –

- 2.1 Concept & Definition – Historical development of Social Casework – Distinctions between needs and wants,
- 2.2 Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose.
- 2.3 Tools and Techniques - listening, observation, Interview , home visits, collateral contacts, emotional support, advocacy, role
- 2.4 playing, confrontation.
- 2.5 CSR Management – Purpose, Need and Role of Industry.
- 2.6 Fieldwork – Nature and objectives – Importance of field work supervision Professional Associations of social work
- 2.7 Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership
- 2.8 Community organization with vulnerable communities – Migrants, Refugees,

[12 Hrs]

Unit No 3 :

Development and Importance of NGOS and Fundraising and Grant Proposals - Institutional Readiness

- 3.1 Concept of Volunteerism, Charity, Welfare and Development, Historical perspective of Volunteerism in India
- 3.2 NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries.
- 3.3 Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mindset.
- 3.4 National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO.
- 3.5 Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy
- 3.6 .Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals
- 3.7 Elaboration of a grant proposal, with good examples and exercises
- 3.8 NGOs, coordinating agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations.
- 3.9 Schemes for NGOs under various ministries of Government of India

[14 Hrs]

Unit No 4 : Case Studies

[8 Hrs]

Internal Evaluation	External Evaluation
DissertationProject (20) Viva (20)	Fill in the blanks, True and False (12) short notes (12) Short answer question (24) Long answer questions (12)
40	60

Instruction for Dissertationproject:-

1. Dissertation project must be on Primary Data
2. Minimum Sample Size Required for this Dissertation project is 30
3. Questioner is required for this Dissertation project