

**GANPAT UNIVERSITY**  
**Faculty of Management Studies**  
**B.B.A.+M.B.A. Dual Degree (5 Years Integrated Program)**  
**B.B.A. (Marketing Management) Program**  
**Semester-1, Syllabus (Effective from June 2010) CBCS**

<b>Course Code: IA01POM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PRINCIPLES OF MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Management.

<b>Unit 1 Overview</b>	20	12	0.8
Nature and Scope, Process, Levels and Skills. Approaches to the Study of Management: Scientific Management, Classical School, Behavioural School, System Approach, and Contingency Approach. Organisational Environment.			
<b>Unit 2 Planning</b>	20	12	0.8
Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making.			
<b>Unit 3 Organising</b>	25	15	1.0
Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization.			
<b>Unit 4 Staffing</b>	10	06	0.4
Meaning, nature and purpose. Concepts of Selection, Training and Performance Appraisal: Objectives, Process and Importance.			
<b>Unit 5 Motivating and Leading</b>	15	09	0.6
Nature and Importance of motivation; Types of motivation; Theories of motivation- Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles.			
<b>Unit 6 Controlling</b>	10	06	0.4
Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.			

**Reference Books:**

- Principles of Management - L. M. Prasad, Sultan Chand & Sons.
- Principles of Management - P. C. Tripathi & P. N. Reddy, Tata McGraw.
- Principles of Management: Theory, Practices & Techniques - Nirmal Shah, Deep & Deep Publications Pvt. Ltd.
- Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House.
- Management Concepts and Practices - Gupta, C.B. Sultan Chand and Sons, New Delhi.
- Principles of Management – R. K. Sharma and S. K. Gupta, Kalyani publications.

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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**Semester-1, Syllabus (Effective from June 2010) CBCS**

<b>Course Code: IA02BUO</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS ORGANISATION</b>		100	60	04

The course aims to provide basic concepts and knowledge with regard to a Business Organisation and its various functional areas.

<b>Unit 1 Nature and Scope of Business</b>	10	06	0.4
Meaning, Understanding and objectives of Business, Industry and Commerce, Branches of Business, Importance of Business, Industry, Commerce and Profession.			
<b>Unit 2 Forms of Business Organisation</b>	15	09	0.6
Meaning, Features, Formation, Merits and Demerits of Sole Proprietorship, Partnership, Joint Stock Company, Co-operative Society. Meaning and characteristics of Public Sector, Private sector and Multinational Corporations.			
<b>Unit 3 Company Formation</b>	20	12	0.8
Meaning and structure of Memorandum of Association, Article of Association and Prospectus, Conversion of Private Ltd. Co. into Public Ltd.			
<b>Unit 4 Share Capital</b>	20	12	0.8
Meaning of Shares, Stock and Debentures, Classification of Share Capital, Calls on Share, Forfeiture of Shares, Transfer and Transmission of shares. Stock Exchange: Importance and Functions and Role of SEBI.			
<b>Unit 5 Company Management and Operations</b>	20	12	0.8
Director, Managing Director, Company Secretary: - Position, Appointment, Powers, Duties and Responsibilities.			
<b>Unit 6 Company Meeting: Types and Procedure</b>	15	09	0.6
Equity Shareholders' Meetings: Statutory General Meeting, Annual General Meeting, Extra Ordinary General Meeting. Meeting of Board of Directors.			

**Reference Books:**

Business Organization and Management - Jallo, Tata McGraw Hill  
 Business Organization and Management - Dr. C. B. Gupta, Publisher Sultan Chand & Co.  
 Modern Business Organization - Gupta, C.B., Mayoor Paper Works, 2001.  
 Business Organisation - T.N.Chabra, Dhanpat Rai & Sons.  
 Modern Business Administration - Robert, McMillan India, 1999.  
 Business Organization and Management - Basu, C. R., Tata McGraw Hill, New Delhi, 1998.  
 Business Organisation and Management - Y. K. Bhushan, Sultan Chand & Sons, New Delhi.  
 Business Organisation and Management- D. P. Jain, Vrinda Publications.

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<b>Course Code: IA03FOA</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>FUNDAMENTALS OF ACCOUNTING</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Accounting and their application in business.

<b>Unit 1 Nature of Accounting</b>	15	09	0.6
Definition, Characteristics, Objectives, advantages of accounting, branches of accounting; Technical terms in double entry book keeping system; Distinction between trade discount and cash discount; Accounting concepts; Types of transaction; Rules of debit and credit.			
<b>Unit 2 Journal, Ledger and Trial Balance</b>	15	09	0.6
Introduction to Journal, Ledger and preparation of trial balance. Characteristics of Journal, Ledger. Difference between Journal and Ledger. Examples based on Journal, Ledger and Trial Balance.			
<b>Unit 3 Subsidiary Books</b>	15	09	0.6
Introduction to various Subsidiary Books, Advantages of Subsidiary Books, Difference between Debit note and Credit note, Examples based on purchase book, sales book, return book, cash book, petty cash book.			
<b>Unit 4 Final Accounts of Sole Proprietorship Firm</b>	20	12	0.8
Specimen of Trading Account, Profit and Loss account, and Balance Sheet of Sole Proprietorship firm, Examples based on final accounts with simple adjustments.			
<b>Unit 5 Depreciation</b>	15	09	0.6
Meaning and Objectives for providing depreciation, Causes of depreciation. Factors determining the rate of depreciation. Examples only on Straight Line Method, Written Down Value Method.			
<b>Unit 6 Issue Forfeiture and Reissue of share</b>	20	12	0.8
Provision relating to issue of share at Par, at Premium and at Discount, calls in arrears and calls in advance, forfeiture and reissue of shares, pro-rata allotment. Examples based on accounting entries (Excluding pro-rata calculation forfeiture and reissue of shares)			

**Reference Books:**

Principles & Practice of Accountancy - R.L.Gupta and V.K.Gupta, Sultan Chand & Sons.  
Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.  
An Introduction to Financial Accounting - Monga,J.R., Mayoor Paperbooks,2005.  
Financial Accounting - Monga, J.R.& Ahuja,Girish, Mayoor Paperbooks, 2003.  
Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.  
Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill.

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<b>Course Code: IA04BAS</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BASIC STATISTICS</b>		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the decision making.

<b>Unit 1</b>	<b>Introduction</b>	10	06	0.4
	<b>Statistics:</b> Definition, Importance & Limitation. Collection of data, Classification of data, Class interval, Types of Classes, Class frequency, Class mark, Class Boundaries, Width of a class, Frequency density, Relative frequency, Percentage frequency, Cumulative frequency, and formation of frequency distribution.			
<b>Unit 2</b>	<b>Measures of Central Tendency</b>	15	09	0.6
	Introduction, Arithmetic Mean, Median and Mode, Quartiles - Properties, Merits & Demerits.			
<b>Unit 3</b>	<b>Measures of Dispersion</b>	20	12	0.8
	Introduction, Range, Coefficient of range, , Quartile deviation, Coefficient of quartile deviation, Mean deviation and coefficient of mean deviation, Variance and Standard Deviation for all types of frequency distribution, Coefficient of Dispersion, Coefficient of variation.			
<b>Unit 4</b>	<b>Correlation Analysis</b>	20	12	0.8
	Introduction, Definition of Correlation, Types of Correlation, Scatter Diagram Method, Karl Person's Correlation Coefficients, Correlation Coefficients for Bivariate frequency distribution, Probable error for Correlation Coefficients, Properties of Correlation Co-efficient.			
<b>Unit 5</b>	<b>Regression Analysis</b>	20	12	0.8
	Introduction, Definition of Regression, Regression lines, Regression Coefficients, Properties of regression Coefficients, and Fitting of regression lines and estimation for Bivariate Regression			
<b>Unit 6</b>	<b>Time Series Analysis</b>	15	09	0.6
	Meaning of time series, Utility of study of time series, Analysis of time series, components of time series: Trend, Seasonal variations, Cyclical variations, Irregular variations, Methods of determining Trend: Graphical method, Method of moving averages, Least squares method			

**Reference Books:**

- Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)
- Statistics for Management - Levin Rubin (Prentice Hall India)
- Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)
- Mathematical Statistics - Saxena and Kapoor.
- Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)
- Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.
- Business Mathematics - Sancheti and Kapoor, SultanChand & Sons.

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<b>Course Code: IB05BCS</b>	<b>Course Type: Common</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BASIC COMMUNICATION SKILLS</b>		100	60	04

This course aims at developing the Basic Communication skills to enhance the ability of proper self-expression, spoken English and correct pronunciation in routine communication.

<b>Unit 1 Basic Language Components</b>	10	06	0.4
Fundamentals of Grammar: Noun, Verb, Adjective, Adverb, Prepositions and Conjunctions. Vocabulary building. Derivations of words using 'Prefixes' and 'Suffixes', Synonyms Antonyms and Phrases.			
<b>Unit 2 Basic Communication</b>	20	12	0.8
Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 Cs. of Effective Business Communication, Media of Communication, Barriers of Communication. (Developing Reading Skills: Intermediate Level-1)			
<b>Unit 3 Basic Written Communication</b>	20	12	0.8
Need, Functions and Kinds of letter. Essentials of business letter. Importance of clarity, conciseness, courtesy and correctness in business letter, importance of You -attitude, Layout of letter writing, Basic and optional parts of letter. (Developing Writing Skills: Intermediate Level-1)			
<b>Unit 4 Official Correspondence</b>	10	06	0.4
Meaning, Need and Types: Interview letters, Promotion Letters, Resignation Letters, Office Circulars, Leave application.			
<b>Unit 5 Presentation</b>	20	12	0.8
How to Make Presentation, Presentation Tools along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them. (Developing Speaking Skills: Intermediate Level-1)			
<b>Unit 6 Business Etiquettes and Manners</b>	20	12	0.8
Business manners, Self Introduction, Business introduction, Etiquette of Telephonic Talk, Expressing thanks and appreciation, personal behaviour, greetings, conversation. (Developing Listening Skills: Intermediate Level-1)			

**Reference Books:**

- Wren & Martin; English grammar and composition, 2003.  
 Sinha, K. K.; Business Communication, Galgotia Publishers, 2003.  
 Robinson, David; Business Etiquette, Kogan Page.  
 Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.  
 Kaul, Asha; Business Communication, 1998, Prentice-Hall of India Ltd, New Delhi  
 Essentials of Business Communication - Rajendra Paul, Sultan Chand & Sons Publisher.  
 Business Communication - D.D.Sehgal, V.K.Mittal and N.C.Garg, Ramesh Book Depot.  
 Communication Today: Understanding Creating Skills - Reuben Ray, Himalaya Pub.House.  
 Basic Managerial Skills for All - E H McGraw, S J, Fourth Edition, P H I Pvt. Ltd.  
 Improve Your Communication Skills - Barker, Alan, 2007, Kagan Page (I) Pvt. Ltd.  
 The Handbook of interviewing - Taylor, Poul J & O'Driscoll Michael P.,2001, Infinity Books.  
 Technical Communication - Raman, Meenakshi & Sharma Sangeeta, 2006, OUP, New Delhi  
 How to Write First Class Letters - Baugh, Sue, 1998, Viva Books Pvt. Ltd, New Delhi  
 Business Communication - Lesikar, Raymond V & Pettit John D, 1999, AIIBS Publishers, New Delhi.  
 Rai Urmila, English Language Communication Skills, Himalaya Publishing House.  
 Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.  
 Business Communication, R C Bhatia, Ane Book India, New Delhi, 2006.  
 Successful Presentation Skills, Andrew Bradbury, Kogan Page India Pvt Ltd, New Delhi, 2006.

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<b>Course Code: IIA01ORB</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ORGANISATIONAL BEHAVIOUR</b>		100	60	04

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

<b>Unit 1 Introduction</b>	15	09	0.6
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Concept of Organisational Behaviour (OB); Understanding of OB - Definition, Goals; Various schools of thought – Classical, Neoclassical & Modern, Approaches of OB - Supportive, Contingency, Productivity & System; Contributing discipline to OB.

<b>Unit 2 Values, Attitudes and Job Satisfaction</b>	15	09	0.6
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Values: Importance of Values, Types of Values, Values, Loyalty and Ethical Behavior.  
Attitudes: Types of Attitudes, Cognitive Dissonance Theory  
Job Satisfaction: What determine Job Satisfaction, The Effect of Job Satisfaction on Employee Performance

<b>Unit 3 Understanding Work Team</b>	15	09	0.6
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Why have team become so popular, Team Vs Group: What the Difference? Types of team, Turning Individuals into Team Players, Contemporary Issues in Managing Teams.

<b>Unit 4 Perception and Individual Decision Making</b>	15	09	0.6
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What is perception? Factors Influencing Perception, Personal Perception: Making Judgment about Others (Attribution Theory, Frequently used shortcuts in judging others), How should decisions be Made? How are decisions actually made in Organizations?

<b>Unit 5 Organizational Culture and Conflict Management</b>	20	12	0.8
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Concept, Functions, Socialization, Creating & Sustaining culture, Managing Conflict: Sources, Types, Process & Resolution of Conflict

<b>Unit 6 Power And Politics</b>	20	12	0.8
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Definition of Power, Contrasting Leadership & Power, Bases of Power, Dependency: The key of Power.  
 Politics: Power in Action, Definition, Factors contributing to Political Behavior, How do people respond to organizational politics? The Ethics of Behaving Politically.

**Reference Books:**

- Organizational Behaviour - Prasad, L.M., Sultan Chand & Sons, 2003.
- Organizational Behaviour - Stephen P., Robbins;P H I Pvt. Ltd.", New Delhi, 2003.
- Organizational Behaviour - Luthans, Fred, Tata McGraw Hill, New Delhi, 2003.
- Organization Behavior - Chabbra,T.N. & Singh,B.P., Sultan Chand & Sons.
- Organizational Behaviour - Khanka, S.S., Sultan Chand and Sons, New Delhi.
- Organization Behaviour and Change - Joseph, Weiss, Vikas Publishing house, 2004.

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<b>Course Code: IIA02POE</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PRINCIPLES OF ECONOMICS</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Economics and their application in business.

<b>Unit 1</b>	<b>Introduction</b>	15	09	0.6
	Definitions of Economics, Nature of Economics and Subject matter of Economics, Basic Concepts: Micro Economics, Macro Economics, Goods, Utility, Value, Price, Wealth, Consumption, Production, Types of Economies, Unemployment, Poverty, Inflation, Deflation, Business Cycle.			
<b>Unit 2</b>	<b>Theory of Demand</b>	15	09	0.6
	Meaning of Demand, Factors affecting Demand, Law of Demand, Exceptions to the law of Demand, Extension and Contraction of Demand, Increase and Decrease in Demand.			
<b>Unit 3</b>	<b>Theory of Supply</b>	15	09	0.6
	Meaning of Supply, Factors affecting Supply, Law of Supply, Extension and Contraction of Supply, Increase and Decrease in Supply. Determination of Equilibrium Price, Price Determination with the help of Demand & Supply			
<b>Unit 4</b>	<b>National Income</b>	15	09	0.6
	Definition of National Income, National Income Concepts, Methods of measuring National Income, Problems in measurement of national income and precautions in estimation of national income. Circular flow of National Income.			
<b>Unit 5</b>	<b>Money and Macro Market Analysis</b>	20	12	0.8
	Functions of Money, The Quantity Theories of Money (Fisher's Approach and Cambridge's Approach), Consumption Function, Investment Multiplier, and Accelerator Principle.			
<b>Unit 6</b>	<b>Theories of Interest Rate and International Trade</b>	20	12	0.8
	Theories of Interest Rate: Classical theory of Interest Rate, Loanable Fund Theory of Interest rate, Liquidity Preference Theory of Interest Rate. Theories of International Trade: Theory of Absolute Cost Advantage, Theory of Comparative Cost Advantage.			

**Reference Books:**

Elementary Economic Theory - K.K. Dewett and J.D.Varma  
 Modern Economic Theory - H.L.Ahuja, S. Chand & Co. Ltd  
 Advanced Economic Theory - H.L.Ahuja, S. Chand & Co. Ltd  
 Principles of Economics - H.K.Trivedi and R.C.Joshi:  
 Business Economics - Chaturvedi, D.D. and Gupta,S.L., Brijwasi Publishers.  
 Modern Modern Micro Economics - Koutsoyiannis, A., Macmillan Press Ltd.  
 Macro Economics - Dwivedi D. N., Tata McGraw Hill, 2005.  
 Modern Macro Economics Theory - Mishra S. K. & Puri V.K., Himalaya Publishing House, 2003.  
 Macro Economics Analysis - Edward Shapiro, Tata McGraw Hill, 2003.  
 Introduction to Macro Economics - H. L. Ahuja, S. Chand Publication, 2008  
 Macro Economics: Theory & Policy - H. L. Ahuja, S. Chand Publication, 2004  
 Monetary Economics - Gupta S. B., S. Chand and Company, 1994

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<b>Course Code: IIA03AIB</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ACCOUNTS IN BUSINESS</b>		100	60	04

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

<b>Unit 1 Bank Reconciliation Statement</b>	10	06	0.4
Need for bank reconciliation, Causes of difference, Advantages of bank reconciliation statement, Examples based on preparation of bank reconciliation statement.			
<b>Unit 2 Rectification of Errors</b>	15	09	0.6
Types of errors, Errors affecting the trial balance, Errors not affecting the trial balance, Why suspense account is created?, Examples based on rectification of errors.			
<b>Unit 3 Partnership – Admission of New Partners</b>	25	15	1.0
Reasons for admitting new partners in partnership firm, New profit sharing ratio and sacrificing ratio, Treatment of goodwill – 1. Premium method & 2. Revaluation method, Revaluation of assets and liabilities, Adjustment for reserves and accumulated profits / losses, Adjustment of capital.			
<b>Unit 4 Partnership – Retirement / Death of Partner</b>	25	15	1.0
Calculation of ratios, Revaluation of assets and liabilities, Disposal of accumulated profits and losses, Valuation of goodwill, Calculation of outgoing partner's share in profits earned by the firm from the date of previous balance sheet to the date of retirement / death, Payment to the outgoing partners, Payment to the outgoing partners in equal installments.			
<b>Unit 5 Ratio Analysis</b>	15	09	0.6
Meaning, Importance and Limitation of ratio Analysis, DuPont chart, Examples based on calculation of different ratios – Liquidity, Profitability, Turnover & Leverage Ratio.			
<b>Unit 6 Accounting in Computerized Environment</b>	10	06	0.4
Meaning and features of computerized accounting, Difference between computerized and manual accounting, Computerization – Scope and experiences in banking, Tally – Meaning, Features, Advantages and Disadvantages, Mechanism. (Theory Only)			

**Reference Books:**

Principles & practice of accountancy - R. L. Gupta & V. K. Gupta, Sultan Chand & Sons  
 Cost Accounting - P. C. Tulsian, Tata Mcgraw-Hill Publications  
 Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.  
 Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.  
 Financial Accounting - Jane Reimers, Pearson Education  
 Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill  
 Financial Accounting For Management - Amrish Gupta, Pearson Education  
 Financial Accounting For Management - Dr. S. N. Maheshwari, Vikas Publishing House.

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**Semester–2, Syllabus (Effective from December 2010) CBCS**

<b>Course Code: IIA04BUS</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS STATISTICS</b>		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the business decision making.

<b>Unit 1 Probability Theory</b>	20	12	0.8
Introduction, Random Experiment, Sample Space, Events, Complementary Events, Union and Intersection of Two Events, Difference Events, Exhaustive Events, Mutually Exclusive Events, Equally Likely Events, Independent Events, Mathematical & Statistical definition of Probability, Axiomatic definition of probability, Addition Theorem, Multiplication Theorem, Theorems of Probability, Conditional Probability			
<b>Unit 2 Mathematical Expectation</b>	10	06	0.4
Variable, Discrete and Continuous random variable, Probability distribution of a random variables, Mathematical Expectation of random variables, Variance of a random variables			
<b>Unit 3 Probability Distributions</b>	20	12	0.8
<u>Binomial Distribution</u> : Introduction, Probability mass function of Binomial distribution, Mean and Variance of Binomial distribution, Properties of Binomial Distribution, Uses of Binomial Distribution. <u>Poisson Distribution</u> : Introduction, Probability mass function of Poisson distribution, Mean and Variance of Poisson distribution, Properties of Poisson Distribution, Applications of Poisson Distribution. <u>Normal Distribution</u> : Introduction, Probability density function of Normal distribution, Properties of Normal distribution, Importance of Normal Distribution.			
<b>Unit 4 Sampling Methods</b>	15	09	0.6
Population survey and sample survey, Characteristics of good sample, Advantages of sampling, Size of a sample, Difference between population study and sample study, Sampling methods: Simple random sampling, Stratified random sampling.			
<b>Unit 5 Statistical Quality Control</b>	20	12	0.8
Quality and quality control, Variations in quality, Theory of control charts, Theory of runs, Specification Limits, Process Limits and Revised Limits, Uses of SQC, Charts for variable and attributes: $\bar{x}$ bar chart, $R$ chart, $p$ and $np$ chart, C chart, Constructions of all these charts, conclusions from all these charts, Uses of all these charts.			
<b>Unit 6 Test of Hypothesis (Large Sample Test)</b>	15	09	0.6
Hypothesis, Test of significance of mean, Test of significance of difference between two means, Test of significance of difference between two standard deviations, Test of significance of proportion of successes, Test of significance of a sample proportion, Test of significance of difference between two proportions			

**Reference Books:**

Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)  
 Statistics for Management - Levin Rubin (Prentice Hall India)  
 Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)  
 Mathematical Statistics - Saxena and Kapoor.  
 Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)  
 Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.

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<b>Course Code: IIB05BUC</b>	<b>Course Type: Common</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS COMMUNICATION</b>		100	60	04

This course aims at developing the written and oral Business Communication skills to enhance the ability to act with confidence, develop the overall personality of the student and its application in real business situation.

<b>Unit 1</b>	<b>Usage of Grammar</b>	10	06	0.4
	Types of Sentences: Sentence structure, negative and interrogative sentences formation, Tense, Sentence error.			
<b>Unit 2</b>	<b>Business Letter writing</b>	20	12	0.8
	Need, Functions and Kinds. Types of Business Letters - Inquiry Letters, Reply to Inquiry, Complaint & Adjustment. Invitation of Quotation, Cancellation and Acknowledgement of an order, Sales Promotion. (Developing Writing Skills: Intermediate Level-2)			
<b>Unit 3</b>	<b>Business Report Writing</b>	20	12	0.8
	How to Write an Effective Report, Basics of Project Report Writing, Characteristics of good report, Committee report and Business report. (Developing Reading Skills: Intermediate Level-2)			
<b>Unit 4</b>	<b>Meetings</b>	20	12	0.8
	Types of Meetings, Purpose of Meeting, Planning and conducting meeting. Checklist for meeting arrangement. Writing Notice, Agenda and Minutes of meeting. (Developing Listening Skills: Intermediate Level-2)			
<b>Unit 5</b>	<b>Resume Writing and Interview</b>	10	06	0.4
	Drafting of Job Application. Guidelines for Writing an Impressive Resume, How to face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews, Self introduction – highlighting positive and negative traits and Face to Face Communication.			
<b>Unit 6</b>	<b>Interpersonal Skills</b>	20	12	0.8
	Quality of a Leader, Knowing Your Skills and Abilities. Introduction to Group Discussion on Current Topics related to Economy, Education System, Environment, Politics etc. Delivery of Public Speech. Debate and Elocution techniques to increase self confidence and professionalism. (Developing Speaking Skills: Intermediate Level-2)			

**Reference Books:**

- Barker, Alan, Improve Your Communication Skills, 2007, Kagan Page (I) Pvt. Ltd. New Delhi  
 Baugh, Sue, How to Write First Class Letters, 1998, Viva Books Pvt. Ltd, New Delhi  
 D.D.Sehgal, V.K.Mittal and N.C.Garg, 'Business Communication' Ramesh Book Depot.  
 E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd. Lesikar,  
 Raymond V & Pettit John D, Business Communication, 1999, AIBS Publishers & Distributors, New Delhi  
 Raman, Meenakshi & Sharma Sangeeta, Technical Communication, 2006, OUP, New Delhi  
 Rajendra Paul, 'Essentials of Business Communication', Sultan Chand & Sons Publisher.  
 Reuben, Ray; 'Communication today – understanding creating skills', Himalaya Publishing House.  
 Rogets Thesaurus  
 Stephen R. Covey; The seven habits of highly effective people.  
 Taylor, Poul J & O'Driscoll Michael P., The Handbook of interviewing, 2001, Infinity Books.  
 Wren & Martin; English grammar and composition, 2003.  
 Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.  
 R C Sharma, Krishnamohan, Bussiness Correspondance and report writing, Tata Mcgraw Hill Pub. Co. Ltd.  
 Subhash Jagota, Succeeding in Interviews, Excel Books, 2001, New Delhi.  
 Rai Urmila, English Language Communication Skills, Himalaya Publishing House.

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<b>Course Code: IIIA01MAM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>MARKETING MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories, essential elements and practices in the field of Marketing Management.

<b>Unit 1 Conceptual Foundation</b>	20	12	0.8
What is marketing? - Core concepts of marketing – markets, marketing management – production concept, product concept, selling concept, marketing concept – difference between selling and marketing – consumerism – causes of consumerism – consumer movements.			
<b>Unit 2 Buying Behavior</b>	20	12	0.8
7 O's model of consumer behavior, major factors influencing buying behavior, buying process, business markets Vs consumer markets, systems buying and selling, major factors influencing business buying – purchase process.			
<b>Unit 3 Target Marketing</b>	15	09	0.6
Levels of market segmentation – bases for segmenting consumer markets – base for segmenting business markets – requirements for effective segmentation.			
<b>Unit 4 Marketing Mix I</b>	15	09	0.6
<b>Product:</b> Concept of product, Product item, Product line and Product mix, Concept of Product Life Cycle, stages of PLC and Marketing strategy, Meaning of Brand & Brand equity. <b>Pricing:</b> Objectives, Factors affecting pricing decision, Orientation (methods)-cost, demand and competition, Discriminatory pricing.			
<b>Unit 5 Marketing Mix II</b>	15	09	0.6
<b>Place:</b> Functions of Channels of Distribution, Levels of Channels of Distribution, Factors affecting choice of Channels of distribution, Retailing & Whole selling. <b>Promotion:</b> Definition, consumer promotions, trade promotions, business promotions – purpose of sales promotion – major decisions in sales promotion – pitfalls of sales promotion.			
<b>Unit 6 Personal Selling</b>	15	09	0.6
Approaches in sales training – major steps in personal selling – factors contributing to the growth of direct marketing in India – products more suitable for direct marketing – strategies for direct marketing – determining sales targets.			

**Reference Books:**

Marketing Management, By : Philip Kotler (Prentice Hall)  
 Modern Marketing Management, By: K.C.Nair, Paul and others (Himalaya)  
 Modern Marketing Management , By : R.S.N.Bhagavati and Pillai (S.Chand)  
 Marketing Management, By : Varshney & Gupta, (Sultan Chand & Sons)

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<b>Course Code: IIIA02MAE</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>MANAGERIAL ECONOMICS</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Managerial Economics and their application in business.

<b>Unit 1 Introduction</b>	15	09	0.6
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Meaning, Nature and Scope of Managerial Economics, Relationship between Managerial Economics Forward Planning and Decision-making.

<b>Unit 2 Demand Forecasting</b>	20	12	0.8
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Meaning of Demand Forecasting. Objectives of Short Run and Long Run Forecasting. Criteria of good forecasting technique. Demand Forecasting Methods: Survey Methods, Experts' Opinion (Simple and Delphi), Consumer Interaction (Complete Enumeration, Sample Survey Method), Statistical Methods (Trend Analysis, Regression).

<b>Unit 3 Production Analysis</b>	15	09	0.6
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Production Function, Long Run and Short Run Production Functions. Concepts and properties of Isoquants and Iso cost lines. Law of variable proportion. Return to scale with Iso-quanta and Iso cost lines. Maximization of output, given cost constraints. Minimization of cost, given the output. Expansion path (long run and short run).

<b>Unit 4 Cost Concepts and Relationships</b>	20	12	0.8
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Cost Concepts: Accounting cost, Economics cost, Opportunity cost, Incremental cost, Sunk cost, Implicit cost, Explicit cost, Fixed Cost, Variable cost, Total cost, Average fixed cost, Average variable cost, Average cost, Marginal cost. Relationship between Average fixed cost, Average variable cost, Average cost, Marginal cost curves. Shapes of various cost curves in short run and long run.

<b>Unit 5 Market Structure 1</b>	15	09	0.6
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Concepts: Total Revenue, Average Revenue, Marginal Revenue and their relationship. Perfect Competition: Determination of equilibrium price and output in short run and long run. Monopoly: Determination of equilibrium price and output in short run and long run.

<b>Unit 6 Market Structure 2</b>	15	09	0.6
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Monopolistic Competition: Duopoly and Oligopoly Models for Determination of equilibrium price and output. Baumal's Sales Revenue Maximization Model.

**Reference Books:**

- Managerial Economics, By Dwivedi, D N (Vikas Publishing House)
- Advanced Economic Theory, By H L Ahuja (S. Chand & Co. Ltd)
- Business Economics, By Chaturvedi D D and Gupta, S L (Brijwasi Publishers)
- Managerial Economics, By Mehta P L (Sultan Chand & Sons)
- Modern Micro Economics, By Koutsoyiannis A (Macmillan Press Ltd)
- Managerial Economics, By Salvator Dominick (McGraw-Hill Book Company)

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<b>Course Code: IIIA03SDM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>SALES AND DISTRIBUTION MANAGEMENT</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Sales & Distribution Management to the students and their application in business.

**Unit 1 Introduction to Sales Management** 15 | 9 | 0.6

Sales Management -Scope, Importance, process- Selling Skills and Strategies-Qualities of good sales personnel-Personal- Selling.

**Unit 2 Sales Force Management** 20 | 12 | 0.8

Job Analysis- Recruitment – Selection- Training-Compensation- Motivation of Sales Force-Monitoring- Performance Evaluation.

**Unit 3 Planning and Control of Sales Effort** 15 | 9 | 0.6

Sales Planning- Territory Management-Sales Program Planning-Sales Organization-Need-Types-Role of Sales Executive-Sales Forecasting- Sales Quotas- Sales Budgeting and Control.

**Unit 4 Channels of Distribution** 15 | 9 | 0.6

Role and Function of Distribution Channel-Objectives of Distribution Channel-Different Modes of Transport in India-Channel Management & Channel Strategy- Types of Channels-Channel Strategy

**Unit 5 Designing Channel System** 20 | 12 | 0.8

Introduction –Channel Design and Planning Process- Selecting Channel Partners-Channel Design Comparison Factors-Channel Design Implementation.

**Unit 6 Distribution System & Logistics** 15 | 9 | 0.6

Distribution Cost, Analysis, Control & Management- Allocation of Distribution Cost-Elements of Total Cost in Physical Distribution System-Scope of Control-Standards of Performance-Tools for Control-Kinds of Control Device. Logistics: Introduction and Functional Area.

**Reference Books:**

Sales and Distribution Management -Tapan Panda & Sunil Sachdev, Oxford University Press.  
 Sales and Distribution Management -S.L.Gupta, , Excel Books.  
 Sales and Distribution Management S.L.Gupta, , Text and Cases, Indian Perspective.

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<b>Course Code: IIIA04COL</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>CORPORATE LAW</b>		100	60	04

The basic objective of this course is to acquaint the students about insight into formation and winding up of companies besides corporate administration.

**Unit 1 Evolution and Administration of Company Law in India** 15 09 0.6

Company Act, 1956, Companies (Amendment) Act, 1996, Machinery for Administration of Companies Act, 1956, Company Law Board, Registrars of Companies.

**Unit 2 Forms and Formation of Company** 15 09 0.6

Definition of Company, Characteristics of Company, Advantages and Disadvantages of Incorporation, Lifting the Corporate Veil, Promotion, Legal Position of a Promoter, Duties and Liabilities of Promoters, Incorporation or Registration and Certificate of Incorporation.

**Unit 3 Memorandum of Association, Articles of Association and Prospectus** 20 12 0.8

Meaning and Definition of Memorandum, Articles and Prospectus, Contents of Memorandum and Articles, Doctrine of Ultra Vires, Alteration of Memorandum and Articles, Doctrine of Indoor Management, Issue of Prospectus to Public, Part -I, II & III of Schedule II, Liability for Misstatement.

**Unit 4 Contracts, Deeds and Investments** 15 09 0.6

Contracts, Forms of Contracts, Contracts by Agents, Execution of Deeds, Service of Documents, Investments & Curbs on Aggregate Amount of Investments, Register of Investments.

**Unit 5 Company Meetings, Proceedings and Directors** 15 09 0.6

Importance of Meetings, Statutory Meeting, Annual General Meeting, Extra-ordinary General Meeting, The Requisites of Valid Meeting, Definition of Directors, Positions of Direct, Appointments of Directors, Removal of Directors, Resignation by Directors, Assignment of Office by Directors.

**Unit 6 Winding Up** 20 12 0.8

Winding up, Modes of Winding Up, Parties Entitled to Present Winding Up Petition, Consequences of Winding Up Order, Appointment of Official Liquidators in Winding Up by Court, Duties of Liquidators, Powers of Liquidators, General Powers of Court in Winding Up, Voluntary Winding Up, Winding Up Subject to the Supervision of the Court.

**Reference Books:**

Singh Harpal, "Indian Company Law", Galgotia Publishing Company,  
 Singh Avtar : Indian Company Law,  
 Shah S.M : Lectures on Company Law,  
 Palmer - Company Law,  
 Ramiaya: Guide to Companies Act,  
 Gower: Principles of Modern Company

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<b>Course Code: IIIB05CAM</b>	<b>Course Type: Common</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>COMPUTER APPLICATIONS IN MANAGEMENT</b>		100	60	04

The course aims to familiarize the students with the basics of computer and its applications in the relevant fields.

**Unit 1 Introduction to Computers** 20 12 0.8

Introduction, Characteristics, History, Generations, Classification, Application, Computer Architecture and Organisation, Personal Computers and Other devices, Hardware and Software, Operating Systems, Networking Concepts, Computer virus, Prevention from virus.

**Unit 2 Windows** 10 06 0.4

Windows Basics: Start Menu, Control Menu commands with mouse and keyboard, Control Panel, Managing Multiple Windows, Scroll Bar, Creating New Folder, Logging Off and Shutting down Windows. My computer, Windows Explorer, Recycle Bin, Managing Fonts, Finding Files and Folders, Notepad, Calculator, Using Paint, Taskbar Properties, Creating shortcuts, Display Properties.

**Unit 3 Microsoft Word** 20 12 0.8

Introduction to Word, Editing Document, Move and Copy text and Help system, Formatting Text and Paragraph, Finding and Replacing text and Check Spelling, Using Tabs, Enhancing a Document, Columns, Tables and other features, Using Graphics, Templates and Wizards, Mail Merge.

**Unit 4 Microsoft Excel** 15 09 0.6

Introduction to worksheet and Excel, Getting started with Excel, Editing cells and using commands and functions, Moving and Copying, Inserting and Deleting Rows and Columns, Getting Help and Formatting Worksheet, Creating Charts, Using Date and Time and Addressing Modes, Naming Ranges, Using Statistical/Mathematical, Database in Worksheet, Additional Formatting commands and Drawing toolbar, Multiple Workbooks, Pivot Table.

**Unit 5 Microsoft PowerPoint** 15 09 0.6

Introduction to PowerPoint, Using Auto content Wizard, Creating a presentation, Adding objects, Applying Transitions, Animation Effects, PowerPoint views, Running Slide Show, Setting Slide Timings, Miscellaneous Features of PowerPoint.

**Unit 6 Tally** 20 12 0.8

Basics of tally, Creation of Company, creation of ledger, Accounts information, Transaction Entry, Voucher, Receipts, Payment, Drawings, Capital, Cash Transaction, Credit Transaction, Contra Transactions, Profit and loss account, Balance Sheet, Ratio Analysis.

**Reference Books:**

- Computer Application In Management By Riternder Goel
- PC Software for windows Made Simple By R.K.Taxali
- Computer Fundamentals By Arora Ashok and Bansal Shefali (Excel Books)
- Computers for Beginners By Jain V K (Pustak Mahal Publishers)

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**Semester-4, Syllabus (Effective from December 2011) CBCS**

<b>Course Code: IVA01HRM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>HUMAN RESOURCE MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Human Resource Management.

**Unit 1 Introduction to HRM** 15 09 0.6

Definition and concept of HRM, Importance and scope, Function of HRM, Qualities of personnel manager, Role of HR Executives, Challenges to HR Professionals. Concepts, objectives and steps for HR policy.

**Unit 2 Human Resource Planning, Hiring and Training** 25 15 1.0

Human Resource Planning: Definition, Objectives, Concept, Process of HRP. Job analysis, Job Description, Job Specification.  
Hiring: Concept of Recruitment, Sources of Recruitment, Concept of Selection, Selection Process.  
Training: Definition, Purpose and Methods of training.

**Unit 3 Performance Appraisal** 20 12 0.8

Meaning and Terminology. Objectives, Pitfalls in performance appraisal, Essential of good appraisal system. Limitation of appraisal methods.  
Performance appraisal methods – Grading Method, Check – List method, Critical Incident method, man-to-man comparison method, Human asset accounting method and 360 degree method.

**Unit 4 Promotion and Transfer** 10 06 0.4

Purpose of promotion, promotion policy, Criteria for promotion, Merits vs. Seniority, Demotion.

**Unit 5 Wages and Salary Administration** 15 09 0.6

Meaning, nature, purpose, factors influencing wage and salary structure, Minimum, fair and living wage, Type of wages, Job evaluation: Meaning, Definition, importance, step in Job evaluation. Limitations.

**Unit 6 Employee Relation and Trade Union** 15 09 0.6

Employee Relation: Importance, Objectives, participation in ER,  
Trade Union: Concepts, function, Problem of Trade Unions.

**Reference Books:**

- Personal Management – C.B.Mamoria, Himalya Publishing House.
- Human Resource Management- Chhabra, T. N., Dhanpati Rai and Co. Pvt. Ltd, New Delhi.
- Human Resource Management - Gupta, C. B., Sultan Chand and Sons, New Delhi,
- Human Resource Management:Text and Cases - Rao,V S P, Excel Books,2004.
- Human Resource and Personnel Management (Text and Cases), Aswathappa, K., Tata McGraw Hill Publishing Company, New Delhi, 2003.

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**Semester-4, Syllabus (Effective from December 2011) CBCS**

<b>Course Code: IVA02FIM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>FINANCIAL MANAGEMENT</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Financial Management and their application in business.

<b>Unit 1 Introduction</b>	15	09	0.6
<b>Financial Management:</b> Meaning, Scope / Approaches of financial management – Traditional Vs Modern, Objectives / Goals of financial management – Profit Maximisation V/s Wealth Maximization, Organization of finance function, Financial management and other areas of management, <b>Capitalization:</b> Meaning of Over-capitalization & Under-capitalization.			
<b>Unit 2 Capital Budgeting (Theory)</b>	15	09	0.6
Concept of capital budgeting, Significance / Importance of capital budgeting in financial management, Steps involved in the evaluation of capital budgeting decisions.			
<b>Unit 3 Capital Budgeting (Examples)</b>	20	12	0.8
Appraisals methods: Discounted cash flows techniques (NPV, IRR & BCR) and Non-discounted cash flows techniques (PBP & ARR),			
<b>Unit 4 Working Capital Management</b>	20	12	0.8
Working Capital Management: Concept of operating cycle, Types of working capital, Factors affecting working capital, Sources of funds for working capital, Estimation of working capital based on operating cycle approach.			
<b>Unit 5 Cash Management</b>	15	09	0.6
Cash Management: Motives for holding cash, Factors affecting cash needs, Meaning and features of cash budget, Preparation of cash budget			
<b>Unit 6 Management of Receivables</b>	15	09	0.6
Definition and Features of Receivable Management, Cost and Benefits of receivables, Credit Policy Variables, Credit Evaluation, Credit Granting Decisions, Control of Receivables			

**Reference Books:**

- Financial Management, By Prasanna Chandra
- Financial Management, By R.P. Rastogi (Galgotia Pub.)
- Financial Management, By Ravi M. Kishore (Taxmann)
- Financial Management, By Inamdar
- Financial Management: Principles and Practice, By Maheshwari S N (Sultan Chand & Sons)
- Financial Management, Khan, M.Y, Jain, P.K., "", Tata McGraw Hill, 3rd Edition, 2001.
- Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003
- Hampton, Joh. J, "Financial Decision Making", Prentice Hall of India, 4th Edition, 1998.
- Van Horne, C. & Wachowich, M., "Fundamentals of Financial Management", PHI, 11th Edition, 2002.

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<b>Course Code: IVA03ADB</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ADVERTISING IN BUSINESS</b>		100	60	04

The course aims to familiarize the students with the basic concepts of Advertising and its applications in business.

<b>Unit 1 Advertising Foundation and Environment</b>	15	09	0.6
Definition of advertising, Types of advertising, Roles of advertising, Functions of advertising, The five player of advertising, Current advertisement issues.			
<b>Unit 2 Advertisement and the Marketing Process</b>	20	12	0.8
Advertising's role in marketing plan, Types of markets, Approaching the market, The four tools of marketing, Types of advertising agencies, How are agency are organized			
<b>Unit 3 The Consumer Audience</b>	20	12	0.8
Consumer behavior, Culture and social influences on consumers, Psychological influences on consumer, The decision making process.			
<b>Unit 4 How Advertisement Works</b>	15	09	0.6
The effectiveness of advertisement, How communication works, Message reception and response, How brand works: Brand image, Brand relationship, Brand equity			
<b>Unit 5 Advertising Planning and Strategy</b>	15	09	0.6
Strategic Planning, The marketing plan, The advertising plan, DAGMAR model, Advertisement budget.			
<b>Unit 6 Media Planning and Buying</b>	15	09	0.6
Setting media objective, Developing media strategies, Media selection procedures, Media buying functions, Changes in media buying.			

**Reference Books:**

Wells Burnett Moriarty ,Advertising principles and practice ,Prantice-Hall india, sixth edition  
George E.Belch & Michael Belch, Advertising and promotion, Tata Macgrowhill , sixth edition  
Jaishri jethvani and shruti jain, Advertising management, Oxford higher education

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<b>Course Code: IVA04EOE</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ELEMENTS OF ENTREPRENEURSHIP</b>		100	60	04

The course aims to provide basic concepts and knowledge with regard to the entrepreneurship and its utility in Business.

**Unit 1 The Nature and Importance of Entrepreneurs** 15 09 0.6

Definition of Entrepreneur Today, The Entrepreneurial process, The Entrepreneurial decision process, Managerial versus Entrepreneurial decision making, Types of Start-ups, types of skills required in entrepreneurship.

**Unit 2 The Individual Entrepreneur** 15 09 0.6

Entrepreneurial feelings: Locus of control, feelings about independence and need for achievement, Risk taking, Entrepreneur background and characteristics: childhood Family environment, Education, personal Values, age, Work history. Role Models and support system, Male versus Female Entrepreneurs.

**Unit 3 Creativity and Business Idea** 20 12 0.8

Source of New Ideas, Methods of Generating New Ideas, Creative Problem Solving: Brain Storming, Reverse Brain Storming, Brain Writing, Check list, Free Association. Opportunity Recognition, Product planning and development process.

**Unit 4 The Business plan: Creating and Starting the Venture** 20 12 0.8

Definition of Business Plan, Presenting Business Plan: information Needs- Market Information, Operation Information Needs, Financial Information Needs, Writing The Business Plan: Introductory page, Executive Summary, Industry Analysis, Description of Venture, Production Plan, Operational Plan, Marketing Plan, Organizational Plan, Financial Plan, and Assessment of Risk.

**Unit 5 The Marketing Plan and The Financial Plan** 15 09 0.6

Marketing Plan: Market Research for New Venture, Characteristics of Marketing plan, Steps in Preparing Marketing Plan.  
 Financial Plan: Pro Forma for Operating and capital Budgets, Pro Forma Cash Flow, Pro Forma Income statement, Pro Forma Balance Sheets, Break Even Analysis.

**Unit 6 Entrepreneurial Strategy** 15 09 0.6

Generation of New Entry Opportunity, First mover Advantages and Disadvantages, Growth Strategies: Penetration Strategies, Market Development Strategies, Diversification Strategies, and Product Development Strategies.

**Reference Books:**

- Entrepreneurship by Robert D Hisrich, Michael P Peters, Dean A Shepherd, Tata McGraw Hill
- Caticts A Dalley: Entrepreneurial Management Going All out for Results (McGraw Hill, 1971).
- Clelland, D.C. and D.G. Winer: Motivating Economic Achievement (New York 1969).
- Srucker, Peter. Innovation and Entrepreneurship. East – West Press (P) Ltd., 1992.
- F.M. Harbison: Entrepreneurial Organizations a factor in Economic Development, Quarterly journal in Economics August, 1952.
- Gupta, C B and Srinivasan. Entrepreneurial Development in India. New Delhi, Sultan Chand, 1997.
- Hisrich, Robert D and Petors, Micheal P. Entrepreneurship: Starting, Developing and Managing a New Enterprise. 3rd ed. Chicago, Irwin, 1995.
- Holt, David H. Entrepreneurship – New Venture Creation. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992

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<b>Course Code: IVA05PRO</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>GENERAL PROJECT</b>		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

**Report Work**

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A General Project Report" on working of any business organization.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

**Indicative list of points to be covered in the report**

**General Information:**

1. History and Development of the organization.
2. Size and Form of organization.
3. Manufacturing processes or Operation process and Product or Service.
4. Contribution of the organization to the industry.

**Personnel Management:**

1. Structure of Personnel Department.
2. Recruitment, Selection, Induction, Training, etc.
3. Job Description (Managerial level only).
4. Promotion, Performance Evaluation and Transfer Policy.
5. Wage, Salary, Provident Fund etc structure.

**Marketing Management:**

1. Structure of Marketing Department.
2. Product Planning and Market Segmentation.
3. Pricing Policies and Strategies.
4. Channels of distribution.
5. Sales promotion, Advertising and Marketing research etc.

**Financial Management:**

1. Organization of Finance and accounts department.
2. Financial Planning and Capitalization.
3. Capital Structure-use financial leverage to magnify equity earnings.
4. Management of fixed assets :  
  - Capital budgeting, Review of latest capital project with reference to project cost, project financial and its implementation.
6. Management of working capital :  
  - Inventories, Receivables, Case and Bank including Case budgeting.
7. Operating leverage analysis.
8. Profitability and dividend distribution in past years etc.

**Evaluation Pattern**

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

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**Semester-4, Syllabus (Effective from December 2011) CBCS**

<b>Course Code: IVB06DIM</b>	<b>Course Type: Open</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>DISASTER MANAGEMENT</b>		100	30	02

The course aims to provide basic concepts and knowledge with regard to a Disaster Management and its applications in need based circumstances.

<b>Unit 1 Natural Disaster</b>	20	06	0.4
Introduction, floods, Earthquakes, landslides, cyclones, Tsunami, drought, thunderstorms, cold wave and Extreme cold			
<b>Unit 2 Man Made Disaster</b>	20	06	0.4
War and terrorism, stampede, Riots and Demonstrations, residential and industrial fires, transportation accidents			
<b>Unit 3 Help Others</b>	15	4.5	0.3
Saving victims- First twenty hours, conducting Medical Relief operations, Managing Relief operations, and psychological issues.			
<b>Unit 4 Prepare Yourself for Disaster</b>	15	4.5	0.3
Plan for disaster, local disaster management cell, prepare business recovery plan, Government response in disaster.			
<b>Unit 5 Survival Skills</b>	15	4.5	0.3
Introduction, search and research skills, defining search and rescue, precautions, first-aid.			
<b>Unit 6 Alternative Communication Skills</b>	15	4.5	0.3
Introduction, network, Radio communications and other wireless communication, satellite based communications systems, Ministry of Communications and Transportation.			

**Reference Books:**

Citizen's Guide to Disaster Management: by SATISH MODH  
 Disaster management and Preparedness: by Thomas .D.Schneid

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**Semester-5, Syllabus (Effective from June 2012) CBCS**

<b>Course Code: VA01BRM</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BUSINESS RESEARCH METHODS</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Business Research Methods.

<b>Unit 1 Introduction to Research Methodology</b>	10	06	0.4
Meaning of research, objectives, significance, application of marketing research, limitations of marketing research, types of research, research process, criteria for good research			
<b>Unit 2 Research Design and Hypothesis</b>	15	09	0.6
Meaning, types of research design: exploratory, descriptive, causal research design, null hypothesis, alternative hypothesis, construction of hypothesis.			
<b>Unit 3 Sampling Design</b>	20	12	0.8
Sampling process, sampling methods: simple random sampling method, systematic sampling, stratified sampling, cluster sampling, area sampling, quota sampling, judgement sampling, convenience sampling, snow ball sampling.			
<b>Unit 4 Data Collection Methods</b>	20	12	0.8
Primary data: advantages & disadvantages, primary data collection method: observation, interview, survey, designing of questionnaire, secondary data, sources of secondary data.			
<b>Unit 5 Measurement and Scaling</b>	20	12	0.8
Measurement and research, Measurement scale : nominal scale ,ordinal scale, interval scale, ratio scale, source of error in Measurement, Likert type scale, semantic differential scale.			
<b>Unit 6 Report Writing</b>	15	09	0.6
Significance of report writing, layout of the research report, APA style of references, precaution for writing report.			

**Reference Books:**

Marketing research : by Dr. C. R. Kothari  
Marketing research :by G. C.Beri, Tata McGraw hill  
Business research methods :by Cooper & Schindler

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<b>Course Code: VA02CMA</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>COST AND MANAGEMENT ACCOUNTANCY</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Cost and Management Accountancy.

<b>Unit 1 Introduction</b>	20	12	0.8
<p>Meaning scope &amp; Limitation of Cost Accountancy and management Accountancy – Distinction V/S Financial Accountancy and Management Accountancy and Cost Accountancy.  Essential of Cost Accountancy: element of cost -Fixed &amp; variable expenses- Classification of Overheads.</p>			
<b>Unit 2 Standard Costing</b>	20	12	0.8
<p>Theory: Meaning &amp; Significance - Types of variances -Setting up standards.  Examples: Materials cost variance, Sales variances only.</p>			
<b>Unit 3 Reporting to Management</b>	10	06	0.4
<p>Meaning objects- significance of good report types of Report Special &amp; Routine Report- Report to the different level of management, Managing Director, Factory and Sales Manager.</p>			
<b>Unit 4 Budgetary Control</b>	20	12	0.8
<p>Meaning &amp; Significance of Budgetary control - Function of Budgetary control, key factors- Responsibility Centers Zero base Budgeting.  Examples :  1. Production Raw Material Consumption &amp; Raw Material purchase Budget.  2. Cash Budget (receipt and payment method only)  2. Flexible Budget.</p>			
<b>Unit 5 Cost - Volume Profit Analysis</b>	20	12	0.8
<p>Meaning, significance and Limitation  Break- even analysis: Contribution- Break-even Point-Margin of Safety, Profit volume ratio- Break even chart.  Example :  Find out Breakeven point, P/V ratio, margin of safety, Application of marginal costing in profitability planning- special offer (export order) Levels of activity Pricing Policies..</p>			
<b>Unit 6 Decision making</b>	10	06	0.4
<p>Differential cost, Relevant cost-Application of Differential cost analysis  Decisions: Make or Buy decision - Determination of Product mix, Dropping a Product Line.</p>			

Note: Theory (30%): Unit 1, 3. Theory and Examples (70%): Unit 2, 4, 5, 6.

**Reference Books:**

Cost and Management Accountancy- B S Shah  
Advance Cost Accounting – S N Maheshwari  
Cost and Management Accountancy – R L Gupta

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<b>Course Code: VA03BMA</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>BRAND MANAGEMENT</b>		100	60	04

The course aims at providing fundamental knowledge, tools and applications of Brand Management.

<b>Unit 1 Concept of Brand</b>	20	12	0.8
The Beginning, Brand and Product, Brand Perspective, Brand Perspective: The Six Possibilities, Anatomy of The Brand, What is a Brand? , Why Brands Make Sense? , Brands Are Consumer Possessed.			
<b>Unit 2 Brand Evaluations</b>	15	09	0.6
Consumerization Continuum, Brand Levels, Value Hierarchy, Brand Evaluation			
<b>Unit 3 Brand Positioning</b>	15	09	0.6
Evaluation, Position and Product Position, 3 Cs Of Positioning, Competitive Positioning: POPs and PODs, Positioning Strategy, Brand Success.			
<b>Unit 4 Brands and Consumers</b>	15	09	0.6
The Buying Decision, Perspective on Consumer Behaviour, Making Brand Succeed, Building Superior Brands.			
<b>Unit 5 Brand and Firm</b>	20	12	0.8
Product Branding, Line Branding, Range Branding, Umbrella Branding, Source/Double Branding, Endorsement Branding, Brand Relationship Spectrum, Choosing a Branding Strategy, Brand Valuation, Method of Brand Valuation.			
<b>Unit 6 Brand Equity</b>	15	09	0.6
Defining Brand Equity, Brand Image Constellation, Brand Image Dimensions, Assets and Liabilities, Brand Report Card.			

**Reference Books:**

Harsh V. Verma, Brand Management Text and Cases, Second Edition, Excel Books  
M.G.Parmeswaran, Building Brand Value, Tata Mc Graw-Hill  
Tapan K. Panda, Building Brands in the Indian Market, Excel Books  
Y.L.R Moorthi, Brand Management in Indian Context, Vikas

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<b>Course Code: VA04RUM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>RURAL MARKETING</b>		100	60	04

The course aims at providing provide conceptual understanding on the rural marketing with special reference to Indian context and develop skills required for planning of rural products.

<b>Unit 1 Introduction</b>	20	12	0.8
Rural Marketing: concept and scope, Nature of Rural Market, Attractiveness of Rural Market, Rural vs Urban Marketing, Rural Marketing Model.			
<b>Unit 2 Segmentation of Rural Market</b>	15	09	0.6
Concept, Segmentation variable, Benefits of Segmentation, Approaches for Segmenting Rural Market, Rural Market Segmentation Tools.			
<b>Unit 3 Rural Marketing Mix</b>	15	09	0.6
Product Planning for rural product, packaging, place, Promotion, Additional Ps of Rural Marketing, 4As of Rural Marketing Mix- Affordability, Availability, Awareness, Acceptability.			
<b>Unit 4 Rural Consumer Behavior</b>	15	09	0.6
Concept, Consumer Behavior Role, Factors influences on purchasing, Life style of Rural consumer, Profile of Rural Consumer, Rural Shopping habits.			
<b>Unit 5 Channels of Distribution</b>	20	12	0.8
Introduction, Behavior of channel, Rural distribution model- Model of FMCG companies- Model of Durable goods companies, Ideal distribution Model for Rural.			
<b>Unit 6 Innovation in Rural Market</b>	15	09	0.6
Role of Innovation in Rural markets, E- Rural marketing, ICT imitative in Rural Market, Role of IT in Rural Marketing.			

**Reference Books:**

Dr. S.L Gupta - Rural Marketing Text and Cases , Wisdom Publication  
 Balram Dogra & Kaminder Ghuman -Rural Marketing Concept and Practices, Tata MacGraw-Hill  
 C.S.G. Krishnamacharayulu & Lalitha Ramakrishnan- Rural Marketing, Pearson Education  
 Pradeep Kashyap & Siddhartha Raut – The Rural Marketing,Biztantra

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<b>Course Code: VA05PMM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PROJECT (MARKETING MANAGEMENT)</b>		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

**Report Work**

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Project Report" on any of the department of any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

**Indicative list of Departments that can be studied**

Sales Department

Human Resource Department

Marketing Department

Finance Department

Inventory Department

Any Other Department

**Evaluation Pattern**

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

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<b>Course Code: VB06INE</b>	<b>Course Type: Open</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>INDIAN ECONOMY</b>		100	30	02

The course aims at providing fundamental knowledge and exposure to the concepts, theories and issues in the Indian Economy.

<b>Unit 1 Nature of Indian Economy</b>	10	03	0.2
India- An Underdeveloped Economy, India- A Developing Economy, India- A Mixed Economy			
<b>Unit 2 Agriculture in India</b>	20	06	0.4
Role of agriculture in Indian Economy, Cropping patter in India, Agricultural production and productivity, National Agriculture Policy, National Policy for Farmers.			
<b>Unit 3 Poverty in India</b>	20	06	0.4
The concept of poverty line, Incidence of poverty in India, Human poverty, Rural Poverty, Poverty elevation programs, strategies for poverty elevation.			
<b>Unit 4 Industrial development in India</b>	10	03	0.2
Trends in Industrial Production and Productivity, changes in industrial pattern during plans, issues in industrial development in India.			
<b>Unit 5 Price Trends and Inflation in India</b>	20	06	0.4
Price movement during planning period, Money supply and Inflation in India, Demand side factors affecting prices, supply side factors affecting prices, consequences of inflation, anti-inflationary measures.			
<b>Unit 6 Foreign Trade and India's Balance of Payment</b>	20	06	0.4
Exports and Imports in India since 1991, Composition of foreign trade, direction of foreign trade, Balance of Payment-Meaning and situation since 1991, management of Balance of payment.			

**Reference Books:**

Indian Economy (2006), Riddra Dutti & K P M Sundaram, S. Chand.  
 Indian economy (2009), Mishra and Puri, Himalaya Publishing House.  
 Indian Economy (2003), I C Dhingra, Sultan Chand  
 Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

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<b>Course Code: VIA01PPE</b>	<b>Course Type: Complementary</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PROJECT PLANNING AND EVALUATION</b>		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the Project Planning and Evaluation.

<b>Unit 1 Overview</b>	15	09	0.6
Capital investment: Importance and difficulties, Types of capital investment, Phases of capital budgeting, Levels of decision making, Facts of project analysis, Feasibility study.			
<b>Unit 2 Strategy and Capital Allocation</b>	20	12	0.8
Concept of strategy, Grand strategy, Diversification Debate, Portfolio strategy, Business level strategies, Strategic planning and capital budgeting.			
<b>Unit 3 Generation and Screening of Project Ideas</b>	20	12	0.8
Generation of ideas, Monitoring the environment, Corporate appraisal, Tolls for identifying investment opportunity, Preliminary screening, Project rating index, Sources of positive NPV, On being an Entrepreneur.			
<b>Unit 4 Market and Demand Analysis</b>	15	09	0.6
Situational analysis, Collecting of secondary information, Conduct of Market survey, Characterization of market, Demand forecasting, Market planning.			
<b>Unit 5 Technical Analysis</b>	15	09	0.6
Manufacturing Process/ Technology, Technical arrangement, Material input and utilities, Product mix, Plant capacity, Location and site, Machineries and equipment, Structure and civil works, Project chart and layout, Scheduled of project implementation.			
<b>Unit 6 Financial Estimates and Projections</b>	15	09	0.6
Cost of project, Means of finance, Estimates of sales and production, Cost of production, Working capital requirement and its financing, Profitability projections, Projected cash flow statement, Projected balance sheet, Multi year projections.			

**Reference Books:**

Prasanna Chandra [Project Management]  
 K. Nagarajan [Project Management]  
 Vasant Desai [Project Management]

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<b>Course Code: VIA02SEM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>SERVICE MARKETING</b>		100	60	04

The objective of course is to enable students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

<b>Unit 1 Introduction to Service Industry</b>	20	12	0.8
Concept and Characteristics, classification of services, Differentiation between Goods and Services, Factors responsible for growth of Service Sector, Role of Services in Economy			
<b>Unit 2 Services Marketing Mix</b>	15	09	0.6
Service Product or Service Package, Service Pricing, Place or Distribution, Service Promotion, people or Internet Marketing, Physical evidence, Process Management.			
<b>Unit 3 Service Quality and Customer satisfaction</b>	15	09	0.6
Service Quality, Customer satisfaction, Factors influencing Expected services, Satisfaction v/s Service quality, GAP model of Service Quality			
<b>Unit 4 Marketing of Service in Practice –I</b>	15	09	0.6
Marketing of hospitality – perspectives of tourism, Hotel and travel services –Airlines, Railways- Passenger goods transport.			
<b>Unit 5 Marketing of Service in Practice - II</b>	15	09	0.6
Marketing of financial services – Marketing of Insurance Services – features of Banking, insurance, lease, mutual fund, Health Care Services.			
<b>Unit 6 Impact of Technology on Marketing of Services</b>	20	12	0.8
Service Innovation, Impact of Technology on service firms, Issues in Managing Online Technologies, E- Services Quality.			

**Reference Books:**

Ravi Sankar- Services Marketing the Indian Perspective, Excel Books.  
Vinnie Jauhari & Kirti Dutta - Services Marketing, Operations, and Management, Oxford University Press.  
R. Srinivas – Service Marketing The Indian Context, New Delhi PHI.

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<b>Course Code: VIA03AMM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>ADVANCED MARKETING MANAGEMENT</b>		100	60	04

The basic objective of this course is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. The course will help the marketing manager in decision making and deal with the essential elements for effective marketing practice.

<b>Unit 1 Introduction to Marketing Research</b>	15	09	0.6
Define marketing research, aims and objectives of marketing research, marketing research process, management information process, formulating research problem, exploratory research design, descriptive research design, and causal research design.			
<b>Unit 2 Sampling Design and Hypothesis Testing</b>	20	12	0.8
Basic terms of sampling, sampling process, probability and non probability sampling method, determining sampling size, advantage and limitation of sampling. Null hypothesis, alternative hypothesis, testing of hypothesis, construction of hypothesis.			
<b>Unit 3 Questioner Design and Data Collection</b>	15	09	0.6
Secondary data, sources of secondary data, primary data, methods of primary data collections, questionnaire, designing of questionnaire, interviewing, chi-square test, report preparation.			
<b>Unit 4 Sales Force Management</b>	20	12	0.8
Design of sales force size, selection and training, compensation plan model of sales force, types of sales quota, sales process, quota setting procedure, administering quota system, sales territories, reason, sales incentives.			
<b>Unit 5 Advertising</b>	15	09	0.6
Definition, objectives, determination of advertising Budget, advertising strategies, positioning strategies, media planning, media selection, specification advertising copy and format.			
<b>Unit 6 Distribution Channel and Logistics Management</b>	15	09	0.6
Channel levels, distribution channel functions, retailing, wholesaling, major logistics functions, inventory management, warehousing and transportation.			

**Reference Books:**

Kotler and Armstrong; Principles of Marketing management, Prentice Hall India.  
Edward W. Cundiff; Sales and distribution management  
Bern G.C; Marketing research, Tata Mc Graw Hill  
Gupta, S.L; Marketing research, Excek books.  
Belch and Belch; Advertising Management Tata Mc Graw Hill  
Gupta, S.L; Sales and distribution management, Excek books.

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<b>Course Code: VIA041MM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>INTERNATIONAL MARKETING MANAGEMENT</b>		100	60	04

The objective of course is to familiarize student with the basic concepts of International Marketing Management and understand components, strategies and planning aspects in international environment.

<b>Unit 1 Nature of International Marketing: Challenges and Opportunities</b>	15	09	0.6
Process of international marketing, Domestic marketing versus International Marketing, Applicability of Marketing, Characteristics of MNCs, Process of internationalization, Benefit of international marketing.			
<b>Unit 2 Market Analysis and Foreign Market Entry Strategies</b>	20	12	0.8
Marketing analysis, Exporting, Licensing, Joint venture, Manufacturing, Assembly operation, Management contract, Turnkey operations, Acquisition, Strategic alliance, Analysis of entry strategies, Free trade zones.			
<b>Unit 3 Product Strategies: Basic Decision and Product Planning</b>	20	12	0.8
What is Product, New product development, Market segmentation, Product Positioning, Product adoption, Theory of international product life cycle, Product standardization versus Product adaptation, Marketing of services.			
<b>Unit 4 Distribution Strategies: Channel of Distribution</b>	15	09	0.6
Direct and Indirect selling channels, Types of intermediaries: Direct channel and Indirect channel, channel development, Channel adaptation, Channel Decisions, Determinants of Channel types, Selection of Channel Members.			
<b>Unit 5 Promotion Strategies: Personal Selling, Publicity, and Sales Promotion</b>	15	09	0.6
Promotion and Communication, Promotion mix, Personal selling, Publicity, Sales promotion, Overseas product exhibitions.			
<b>Unit 6 Pricing Strategies: Basic Decisions</b>	15	09	0.6
The role of price. Price standardization, Pricing decisions, Alternative pricing strategies, Dumping, Price distortion, Inflation, Transfer pricing.			

**Reference Books:**

Sak Onkvisit, John J. Shaw, International Marketing, Third edition, Prentice-Hall India  
 Philip R Cateora, John L Graham, Prashant Salwan, International Marketing, Thirteenth edition, TMH.  
 Rajendra Naraynkar, International Marketing, Excel Books  
 Michael R Czinkota and Iikka A. Ronkainen, Indian edition, Thomson south-western

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<b>Course Code: VIA05PMM</b>	<b>Course Type: Core</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>PROJECT (MARKETING MANAGEMENT)</b>		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

**Report Work**

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Research Project Report" on any of the topic related to any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation and undertake the field work (market survey, etc) for the project.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

**Indicative list of Topics:**

Students can opt for any of the topic for the project with the approval of the project guide.

**Evaluation Pattern**

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

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<b>Course Code: VIB06DES</b>	<b>Course Type: Open</b>	<b>%</b>	<b>S</b>	<b>C</b>
<b>DEMOGRAPHY AND ENVIRONMENTAL STUDIES</b>		100	30	02

The objective of course is to familiarize student with the basic concepts, theories and issues related to demography and environment.

**Unit 1 Introduction to Demography** 10 03 0.2

Meaning and definition of Demography, Need of demographic Studies for Business.  
 Theory of Demographic Transition, Theory of optimum population.

**Unit 2 Nature of Indian Population** 20 06 0.4

Size and growth of Indian Population, Gender composition and age composition of Indian Population, Density of population, Quality of Indian population.

**Unit 3 Demographic Issues** 20 06 0.4

Causes of rapid growth of Indian population, Population growth and Economic development, Remedies for population explosion, Rural-Urban Migration in India, Population Projection, Population Policy of India.

**Unit 4 Introduction to Environment** 10 03 0.2

Meaning and definition of Environment, Need of environmental studies for Business.  
 Natural resources and economic development. Global warming.

**Unit 5 Land and Forest Resources** 20 06 0.4

Characteristics of Land resource in India, Issues/Problems pertaining to land resources in India. Characteristics of Forest resource in India, Issues/Problems pertaining to forest resources in India.

**Unit 6 Water and Mineral Resources** 20 06 0.4

Water resource in India, Issues/Problems pertaining to water resource in India.  
 Mineral resource in India, Issues/Problems pertaining to mineral resource in India.

**Reference Books:**

- Indian Economy (2006), Rudra Dutta & K P M Sundaram, S. Chand.
- Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
- Indian Economy (2003), I C Dhingra, Sultan Chand
- Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.