

SEMESTER-VI

**DSC16: BUSINESS LAWS**

Course Title: Business Laws	Course Code: <b>21BBA6C16BL</b>
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Comprehend the laws relating to Contracts and its application in business activities.
- Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.
- Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.
- Understand the significance of Consumer Protection Act and its features
- Understand the need for Environment Protection.

**DSC16: BUSINESS LAWS**

UNI T	DESCRIPTION	HOURS
1	Indian Contract Act, 1872 Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.	(16 Hrs)
2	The Sale of Goods Act, 1930 Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.	(12 Hrs)
3	Negotiable Instruments Act 1881 Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.	(12 Hrs)
4	Consumer Protection Act 1986 Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	(08 Hrs)

5	Environment Protection Act 1986 Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.	(08 Hrs)
<p>References:</p> <ol style="list-style-type: none"> <li>1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.</li> <li>2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.</li> <li>3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning</li> <li>4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.</li> <li>5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi</li> <li>6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, InternationalBook House</li> <li>7. Sushma Arora, Business Laws, Taxmann Publications.</li> <li>8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6<sup>th</sup> Ed.</li> <li>9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education</li> <li>10. Sharma,J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi</li> <li>11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH</li> <li>12. N.D. Kapoor, Business Laws, Sultan Chand Publications</li> <li>13. K. Aswathappa, Business Laws, HPH,</li> <li>14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.</li> <li>15. Chanda.P.R, Business Laws, Galgotia Publishing Company</li> </ol>		

**Date**

**Course Coordinator**

**Subject Committee Chairperson**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**DSC17: INCOME TAX - II**

Course Title: Income Tax – II	Course Code: <b>21BBA6C17IT</b>
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the procedure for computation of income from business and other Profession. the provisions for determining the capital gains.
- Compute the income from other sources.
- Demonstrate the computation of total income of an Individual.
- Comprehend the assessment procedure and to know the power of income tax authorities.

**DSC17: INCOME TAX - II**

<b>UNIT</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Profits and Gains of Business and Profession Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and lossess, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.	(20 Hrs)
2	Capital Gains Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.	(10 Hrs)

3	Income from other Sources Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.	(10 Hrs)
4	Set Off and Carry Forward of Losses & Assessment of individuals. Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual	(6 Hrs)
5	Assessment Procedure and Income Tax Authorities Introduction - Due date of filing returns, Filing of returns by different assesses, Efiling of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.	(08 Hrs)

References:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lecturers – Income Tax – I, VBH
7. Dr.V.Rajesh Kumar and Dr.R.K.Srekantha: Income Tax – I, Vittam Publications.
8. Dr. B Mariyappa, Income Tax II – HPH.

**Date**

**Course Coordinator**

**Subject Committee Chairperson**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**DSC18: INTERNATIONAL BUSINESS**

Course Title: International Business	Course Code: <b>21BBA6C18IB</b>
Total Contact Hours: 56 Hours	Course Credits: 04
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the concept of International Business.
- Differentiate the Internal and External International Business Environment.
- Understand the difference MNC and TNC
- Understand the role of International Organisations in International Business.
- Understand International Operations Management.

**DSC18: INTERNATIONAL BUSINESS**

<b>UNI T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Introduction to International Business Introduction, meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.	(12 Hrs)
2	International Business Environment Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.	(12 Hrs)

3	<p>Globalization</p> <p>Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.</p>	(12 Hrs)
4	<p>Organisations Supporting International Business</p> <p>Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS</p>	(10 Hrs)
5	<p>International Operations Management</p> <p>Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).</p>	(10 Hrs)
<p>References:</p> <ol style="list-style-type: none"> <li>1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.</li> <li>2. Francis Cherunilam; International Business, Prentice Hall of India</li> <li>3. P. SubbaRao – International Business – HPH</li> <li>4. Sumati Varma. (2013). International Business (1st edi), Pearson.</li> <li>5. Charles Hill. (2011). International Business: Text &amp; Cases, Tata McGraw Hill, New Delhi.</li> <li>6. International Business by Daniel and Radebaugh –Pearson Education</li> </ol>		

**Date**

**Course Coordinator**

**Subject Committee Chairperson**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

FINANCE ELECTIVE

**DSE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Course Title: Security Analysis And Portfolio Management	Course Code: 21BBA6E3FN2
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO'S):**

At the end of the course, students will be able to:

- Understand the concept of basics of investment.
- Evaluate the different types of alternatives.
- Evaluate the portfolio and portfolio management.
- Understand the concept of Bonds
- Gain the knowledge of Mutual Funds

**DSE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

UNIT	DESCRIPTION	HOURS
1	Basics of Investments Investments –Meaning, Differences between Investment, Trading and Speculation. Process of Making and Managing Investments, Investment Goals and Constraints.	(05 Hrs)
2	Investment Alternatives Non-marketable Financial Assets, Money Market Instruments, Fixed Income Securities, Equity Shares, Mutual Funds, Derivatives, Life Insurance Policies, Real Estate, Precious and Valuable items.	(05 Hrs)
3	Stock Selection and Portfolio Construction Stock Selection: Fundamental Analysis – Economy Analysis, Industry Analysis, Company Analysis and Stock Valuation. Technical Analysis. Efficient Market Hypothesis. Portfolio Construction Theories – Markowitz Theory, Sharpe's Single Index Model, Capital Asset Pricing Model, Arbitrage Pricing Theory.	(12 Hrs)

4	Bonds Pricing of Bonds, Returns on Bonds, Risks associated with Bonds, Duration and Modified Duration. Bond Portfolio Construction – Immunization Strategy.	(10 Hrs)
5	Mutual Funds Mutual Funds – Net Asset Value. Mutual Fund Returns – Dividend payment plan, Dividend Reinvestment Plan, Bonus Plan and Growth Plan. Mutual Fund Evaluation – Sharpe’s Measure, Treynor’s Measure, Jensen’s Measure.	(13 Hrs)

References:

1. V. Rajesh Kumar, “Strategic Financial Management”, Mc Graw Hill Publishers.
2. Chandra, Prasanna (2008), “Investment Analysis and Portfolio Management”, Tata McGraw Hill Publishing Limited, 3rd Edition.
3. Avadhani V.A (2006), “Securities Analysis and Portfolio Management”, Himalaya Publishing House, Eighth Revised Edition.
4. Ranganatham and Madhumathi (2005); “Investment Analysis and Portfolio Management”, Pearson Education, First Edition.
5. Pandian, Punithavathy (2007); “Security Analysis and Portfolio Management”, Vikas Publishing House Private Limited, Fifth Reprint Edition.
6. Kevin (2008); “Security Analysis and Portfolio Management”, Prentice Hall of India Private Limited, First Reprint Edition.
7. Maheshwari, Yogesh (2008); “Investment Management”, PHI Learning Private Limited, First Edition.
8. Rao, Balaji, “Financial Markets and Investment Instruments – An Industry Integrated Working Knowledge Study Material”, Balaji Rao Publishers.
9. Fischer, E Donald and Jordan, J Ronald (2005); “Security Analysis and Portfolio Management”, Prentice Hall of India Private Ltd., 6th Edition.
10. Bodie, Kane, Marcus and Mohanty (2009); “Investments”, Tata-McGraw Hill Publishing Company Limited, 8th Edition.
11. Reily and Brown (2007); “Investment Analysis and Portfolio Management”, Thomson South Western, 8th Edition, First Indian Reprint.
12. Hirt and Block (2009), “Fundamentals of Investment Management”, TataMcGraw Hill Publishing Company Limited, Eighth Edition.
13. Sharpe, Alexander and Bailey (1996); “Investments”, Prentice Hall of India Private Limited, 5th Edition.
14. Indian Institute of Banking and Finance (2004); “Technical and Fundamental Analysis of Companies”, Taxmann Publications, First Edition

**Date**

**Course Coordinator**

**Subject Committee Chairperson**



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

MARKETING ELECTIVE

**DSE: ADVERTISING AND MEDIA MANAGEMENT**

Course Title: Advertising And Media Management	Course Code: <b>21BBA6E3MK2</b>
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the nature, role, and importance of IMC in marketing strategy
- Understand effective design and implementation of advertising strategies
- Present a general understanding of content, structure, and appeal of advertisements
- Understand ethical challenges related to responsible management of advertising and brand strategy.
- Evaluate the effectiveness of advertising and agencies role
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**DSE: ADVERTISING AND MEDIA MANAGEMENT**

<b>UNI T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Introduction to Integrated Marketing Communication Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.	(09 Hrs)
2	Consumer and Media How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets	(10 Hrs)

3	<p>Advertising Program</p> <p>Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.</p>	(10 Hrs)
4	<p>Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth</p> <p>Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication</p>	(08 Hrs)
5	<p>Measuring Effectiveness</p> <p>Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies</p>	(08 Hrs)
<p>References:</p> <p>1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.</p> <p>2. Advertising and Promotion, G.Belch, Michael Belch, KeyoorPurani, 9<sup>th</sup> edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.</p>		

**Date**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**HUMAN RESOURCE MANAGEMENT ELECTIVE**

**DSE: CULTURAL DIVERSITY AT WORK PLACE**

Course Title: : Cultural Diversity at Work Place	Course Code: 21BBA6E3HRM2
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO'S):**

At the end of the course, students will be able to:

- Understand, interpret question reflect upon and engage with the notion of “diversity”.
- Recall the cultural diversity at work place in an organization.
- Support the business case for workforce diversity and inclusion.
- Identify diversity and work respecting cross cultural environment.
- Assess contemporary organizational strategies for managing workforce diversity and inclusion.

**DSE: Cultural Diversity at Work Place**

<b>UNIT</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Introduction to Diversity Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity	(08 Hrs)
2	Exploring Differences Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.	(10 Hrs)
3	Visions of Diversity and Cross Cultural Management Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede's Cultural Dimensions, Trompenaar's Dimensions, Schwartz Value Survey, GLOBE study.	(10 Hrs)
4	Skills and Competencies Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.	(10 Hrs)

5	<p>Recent Trends in Diversity Management</p> <p>Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations</p> <p>Contemporary Issues in Workplace Diversity.</p>	(7 Hrs)
<p>References:</p> <p>1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage.</p> <p>2. Harvey, C.P. &amp; Allard, M.J. (2015). Understanding and managing diversity: Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson.</p>		

**Date**

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**Subject Committee Chairperson**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**Data Analytics Elective**

**DSE: MARKETING ANALYTICS**

Course Title: Marketing Analytics	Course Code: 21BBA6E3DA2
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources
- Apply marketing analytics to develop predictive marketing dashboard for organization
- Analyse data and develop insights to address strategic marketing challenges
- Execute the models on Predictions and Classifications on R Software.
- Know the applications of analytics in marketing.
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**DSE: MARKETING ANALYTICS**

<b>UNI T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Introduction to Marketing Analytics and Data Mining Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM	(06 Hrs)
2	Introduction to R About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.	(10 Hrs)

3	<p>Descriptive Analytics</p> <p>Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).</p>	(09 Hrs)
4	<p>Prediction and Classification Modelling using R</p> <p>Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model(Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree</p>	(10 Hrs)
5	<p>Application of Analytics in Marketing</p> <p>Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K-Means Cluster Analysis, Key Driver Analysis using Regression Model.</p>	(10 Hrs)
<p>References:</p> <ol style="list-style-type: none"> <li>1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley &amp; Sons, Inc</li> <li>2. Marketing Data Science, Thomas W. Miller Published by Pearson</li> <li>3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson</li> <li>4. Marketing Analytics, Mike Grigsby published by Kogan Page.</li> </ol>		

**Date**

**Course Coordinator**

**Subject Committee Chairperson**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**Retail Management Elective**

**DSE: RETAIL OPERATIONS MANAGEMENT**

Course Title: Retail Operations Management	Course Code: 21BBA6E3RM2
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Compare various retail formats and technological advancements for setting up appropriate retail business.
- Identify the competitive strategies for retail business decisions.
- Examine the site location and operational efficiency for marketing decisions.
- Analyse the effectiveness of merchandising and pricing strategies.
- Assess store layout and planogram for retail business.

**DSE: RETAIL OPERATIONS MANAGEMENT**

<b>UNIT</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Retail and Logistics Management Introduction Retailing and economic significance- Functions of a retailer – Types of retailers – Trends in retailing – International Retailing – Retailing as a career – Retail Management Decision Process - Service Retailing.	(08 Hrs)
2	Retailing Environment Theories Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.	(08 Hrs)

3	<p>Store Loyalty Management and Retail Location</p> <p>Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.</p>	(10 Hrs)
4	<p>Merchandise Management</p> <p>Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label - Retail Pricing policies.</p>	(10 Hrs)
5	<p>Category Management</p> <p>Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.</p>	(09 Hrs)
<p>References:</p> <ol style="list-style-type: none"> <li>1. Coughlem: Marketing Channels, Gilbert Pearson: Retail Marketing Education Asia 2001.</li> <li>2. Micheal Levy &amp; Barton AWeitz: Retailing Management, McGraw</li> <li>3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.</li> <li>4. Suja Nair: Retail Management, Himalaya Publishing House.</li> <li>5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6thEdition PHI New Delhi, 2001</li> </ol>		

**Date**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**Logistic and Supply Chain Management Elective**

**DSE: SOURCING FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Course Title: Sourcing For Logistics And Supply Chain Management	Course Code: 21BBA6E3LSCM2
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.
- Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.
- Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.
- Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.
- Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes

**DSE: SOURCING FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

UNIT	DESCRIPTION	HOURS
1	Sourcing Definition. Approaches to sourcing. Sole sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra–Company trading and Transfer pricing arrangement, Implications of International Sourcing.	(08 Hrs)
2	External Sourcing Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life	(10 Hrs)

	Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.	
3	Assessment of Financial Stability Sources of information on potential suppliers' Financial performance. Financial reports – Profit & Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.	(10 Hrs)
4	Assessment of Market Data Analysing Suppliers' Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system	(10 Hrs)
5	Legislative, Regulatory & Organizational Requirements Legislative, Regulatory & Organizational Requirements when sourcing from not-for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies	(07 Hrs)
References:		
<p>1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York,</p> <p>2. John Gattorna , Handbook of Logistics and Distribution Management.</p> <p>3. P. Fawcett, R. McLeish and I Ogden, Logistics Management.</p> <p>4. D.M. Lambert &amp; J R Stock, Richard D Irwin Inc., Strategic Logistics Management.</p> <p>5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition</p> <p>6. David N, Burt, Donald W. Dobler, Stephen L. Starling, “World Class Supply Management- A Key to Supply Chain Management”, Tata McGraw Hill Publishing Company Ltd., New Delhi.</p>		

**Date**

**Course Coordinator**

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**VC 2(A): GOODS AND SERVICES TAX**

Course Title: Goods And Services Tax	Course Code: 21BBA6VC1
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.
- Analyze the history of indirect taxation in India and the structure of the Indian taxation system.
- Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.
- Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.
- Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.

**VC 2(A): GOODS AND SERVICES TAX**

<b>UNIT</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
1	Basics of Taxation Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.	(04 Hrs)
2	Goods and Services Tax –Framework and Definitions Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.	(10 Hrs)

3	Time, Place And Value of Supply Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of ‘Value of Supply’.	(12 Hrs)
4	GST Liability and Input Tax Credit Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability	(12 Hrs)
5	GST Procedures Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.	(07 Hrs)

References:

1. V Rajesh Kumar and Mahadev, “Indirect Taxes”, Mc Graw Hill Education
2. Datey, V S, “Indirect Taxes”, TaxmannPublications.
3. Hiregange et al, “Indirect Taxes:., Puliani and Puliani.
4. Haldia, Arpit, “GST Made Easy”, Taxmann Publications.
5. Chaudhary, Dalmia, Girdharwal, “GST – A Practical Approach”, Taxmann Publications.
6. Garg, Kamal, “Understanding GST”, Bharat Publications.
7. Hiregange, Jain and Naik, “Students’ Handbook on Goods and Services Tax”, Puliani and Puliani.

**Date**

**Course Coordinator**

**Subject Committee Chairperson**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-VI

**VC 2(A): Enterprise Resource Planning**

Course Title: Enterprise Resource Planning	Course Code: 21BBA6VC2
Total Contact Hours: 45 Hours	Course Credits: 03
Internal Assessment Marks: 40	Duration Of SEE: 02 Hours
Semester End Examination Marks: 60	

**COURSE OUTCOMES (CO's):**

At the end of the course, students will be able to:

- Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.
- Integrate and automate the business processes and shares information enterprise-wide.
- Explore the significance of ERP to provide a solution for better project management.
- Enable the students to understand the various process involved in implementing ERP in a variety of business environment
- Understand the issues involved in design and implementation of ERP systems.

**VC 2(B): Enterprise Resource Planning**

UNIT	DESCRIPTION	HOURS
1	Introduction to ERP Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP	(08 Hrs)
2	ERP related Technologies and Modules Business Process Re -engineering – Product life cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management –Purchasing – Quality Management.	(10 Hrs)

3	<p>ERP implementation</p> <p>ERP Implementation Life cycle – Transition strategies - ERP Implementation Process - ERP Vendor Selection -Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team</p>	(08 Hrs)
4	<p>ERP post implementation</p> <p>Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration –Project Management and Monitoring - Maximizing the ERP system.</p>	(10 Hrs)
5	<p>Future directions in ERP</p> <p>New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP - Development of New Markets and Channels - Latest ERP Implementation Methodologies - ERP and E-business.</p>	(09 Hrs)

References:

1. Alexis Leon, “ERP Demystified”, Tata McGraw Hill, New Delhi, 2007.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, “Concepts in Enterprise Resource Planning”, Thompson Course Technology, USA, 2009
3. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
4. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, WileyIndia, 2009
5. Jagan Nathan Vaman, ERP in Practice, Tata McGowan-Hill, 2007.

**Date**

**Course Coordinator**

**Subject Committee Chairperson**