



St. Joseph's Evening College

Bangalore, Autonomous & Accredited



DEPARTMENT OF BUSINESS ADMINISTRATION

**SEMESTER SCHEME OF EXAMINATION WITH
CONTINUOUS INTERNAL ASSESSMENT
SYLLABUS W. E. F. 2018 BATCH**

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St. Joseph's Evening College

St. Joseph's Evening College, affiliated to Bangalore University, was established as Independent College in the year 1972 and it is managed by the Bangalore Jesuit Educational Society. The College draws its inspiration from St. Ignatius of Loyola the founder of the Society of Jesus which is popularly known as the 'Jesuit order'. The Society of Jesus at present manages and administers more than 2000 educational institutions across the world. St. Joseph's Evening College is one such institution established with the mission of providing opportunities for the socio-economically weaker students to have access to quality, cost effective and flexible higher education. The College aims at a holistic and integral formation of its students, fostering in them a spirit of academic excellence, social concern and character formation. Thus, shaping them to become "men and women" for the service of others especially the poor, the oppressed and marginalized. At present, more than 1300 students are pursuing various UG, PG and Diploma courses. The courses offered are B.Com. B.A. (HEP, JPS, EJP), BBA and BCA Degree courses and a two year Post-Graduation courses in Commerce and English. Over 46 years, the College has established a name and fame of its own through its equity, academic excellence, quality and inclusive educational services. The College places high premium on regularity, punctuality and discipline. It is recognized under Section 2(f) and 12B of the UGC Act. It became an autonomous institution in October 2004. It also has a rare distinction of being the only independent Evening College in the country to be conferred Autonomous status by University Grants Commission. The College in the year 2016 was re-accredited by NAAC with B++ (Good) rating with 2.89 CGPA in III Cycle accreditation.

Department Of Business Administration

Department of Business Administration was started in the year 2009 with the objective of providing opportunity and exposure to young men and women especially from the marginalized and cross section of society to become effective managers, administrators and entrepreneurs. BBA is a three year professional course recognized, approved and affiliated by Bangalore University and UGC. The nature of the course is such it provides wonderful opportunity for students to learn and earn simultaneously giving professional impetus to learner to acquire and integrate multiple skills in shorter span. Over 9 year's department has taken manifold strides to inculcate and nurture managerial excellence. Our passed out students credentials hold true testimony to our accomplishments. The Unique Selling Proposition of the department is to provide exposure to students in the form of guest lecturers, academic mentoring, organize workshops, seminars, conferences, presentations, skill development programs, presentation and publication of research papers, industrial visits, preparation of research projects etc. This plethora of activities gives scope and impetus for holistic experience and making students prepared to serve the stakeholders.



DEPARTMENT OF BUSINESS ADMINISTRATION



VISION: Pursuit to provide quality and professional learning environment for all the learners who aspire to become managers, business learners and entrepreneurs

MISSION: Inculcating managerial skills and professionalism by providing quality management education and exposure within and beyond curriculum to further enhance enrich, enable and empower the learners to gain competitive advantage

OBJECTIVES:

- To provide conducive and quality learning environment for marginalized men and women who intend to pursue quality, flexible and inclusive management education.
- To familiarize and strengthen the basic theories and concepts of business administration and empower the learners to manifest during any given situation
- To inculcate effective managerial skills, positive attitude to become dynamic and efficient managers, administrators and entrepreneurs

FEATURES OF THE COURSE AT SJEC

- Quality, Experienced and Committed faculty
- Option to earn and learn simultaneously
- Skill based curricular, co-curricular and extra-curricular activities
- Quality class room-teaching learning process
- Exposure to research activities



REGULATIONS OF BBA DEGREE SEMESTER SCHEME:

The main objective of the BBA Programme is to motivate Young Students to take up challenges in lower level and middle level executive positions in business and industry, in the context of the globalization process going on in the economy. It is also envisaged to equip them with decision making skills, computing skills, communication skills, organizing skills, team building, analytical skills, entrepreneurial skills and so on.

- 1) Eligibility:** *Students who have completed two – year Pre- University Course of Karnataka State or Equivalent there to are eligible to seek admission to BBA degree course.*
- 2) Duration of the Course:** *The course of study for the BBA Degree shall extend over a period of three academic years. Each academic year comprising of two semesters, and each semester comprising of sixteen weeks of class work, Provided that the candidate shall complete his/her Degree within six years from the date of admission to the First Semester of BBA Degree Course (As per the Autonomous guide lines).*
- 3) Medium of Instruction:** *The medium of instruction and examination shall be in English.*
- 4) Subjects of Study:** *A candidate for the BBA degree course shall seek to study subjects shown under the course structure*
- 5) Attendance:**
 - i) Each semester shall be taken as a unit for the purpose of calculating attendance.*
 - ii) A student shall be considered to have satisfied the requirement if attendance for the semester, if he has attended not less than 75% of the number of working periods in each of the subjects.*
 - iii) Students who fail to complete the course in the manner stated above shall not be allowed to take the end semester examinations.*

6. Project Report

- a) The Project Report (50 marks), Viva Voce (30 marks) and Research Paper (20 marks) combined is carried by the students in the sixth semester which carries 100 marks which shall be the part of sixth semester examinations. There shall be double evaluation of Project Report. First evaluation shall be done by the concern guide and the second evaluation by one/two of the examiners from the Panel of Examiners. The Chairman of the BOE/HOD in Business Administration (UG) shall arrange for the second evaluation of the Project Report at the Valuation Centre.*



- b) Candidate shall obtain a minimum of 40 % marks in the subject (Project Report) failing which he/she shall revise and resubmit before commencement of the next examination. However, no student shall be allowed to resubmit the Project Report after three consecutive chances.
- c) The student who fails to submit/Present the Project Report, Research Paper and Viva Voce shall not be permitted to take the end semester examination.
- d) Rules and Regulations pertaining to the project Report preparation are mentioned in the project manual which should be strictly followed by the students.

7. Scheme of Examination: There shall be an end semester examination at the end of each semester. The maximum marks for the end semester examination will be 100.

8. Appearance for the Examination

- a) A candidate shall apply for all the parts in each examination when he/she appear for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees and fulfils other formalities mentioned under the autonomous guidelines.
- b) A candidate who has passed any language under Part I shall be eligible to claim exemption from the study of the language if he/she studies and passed that language in the corresponding level.

9. Minimum for a Pass: Candidates who have obtained at least 40% of marks in aggregate in each subject shall be eligible for a pass or exemption in that subject.

10. Results of Successful Candidates:

The result of the degree course as a whole shall be declared on the basis of the aggregate marks obtained by the candidate in the commerce subjects of the First, Second and Third year degree course put together as follows:

- a) **Distinction:** Those who obtain above 80% and above of the aggregate in the management subjects of the First, Second and Third year course.
- b) **First Class:** Those who obtain 60% and above of the aggregate in the management subjects of the First, Second and Third year course.
- c) **Second Class:** Those who obtain 50% and above but less than 60% of the aggregate in the management subjects of the First, Second and Third year course.
- d) **Pass Class:** Rest of the successful candidates who obtain 40% and above but less than 50% of marks aggregate in the management subjects of the First, Second and Third year course.



Class and Ranks shall be declared on the basis of the aggregate marks obtained by the candidates in the commerce subjects of the First to Six semesters of degree course as a whole. However, only those candidates who have passed each end semester examination in the first attempt shall be eligible for the award of ranks.

11. Pattern of Question Paper: *Examination in each of theory question paper shall be for three hours duration. The question paper shall ordinarily consist of two/three sections.*

The model question paper shall be as follows:

I. SECTION – A: (0 3x10 = 30)

This section carries 30 marks. It shall contain objective type question designed to test conceptual knowledge of students.

II. SECTION – B: (05x04 = 20)

This section carries 40 marks. It shall contain questions designed to test the analytical ability of students.

III. SECTION – C: (10x02 =20)

This section carried 30 marks. It shall contain essay type questions designed to test the comprehension and application skills of students.



BACHELOR OF BUSINESS ADMINISTRATION SYLLABUS W.E.F., 2018-19 ACADEMIC YEAR

Sem.	Paper No.	Title of Paper	Lecture Hrs. per Week	Marks		Credits	Total Marks
				CIA*	ESE*		
Semester I	1.1	Language(Kannada/Tamil/Additional English/Hindi)	04	30	70	3	100
	1.2	English	04	30	70	3	100
	1.3	Business Organization and Environment	04	30	70	3	100
	1.4	Fundamentals of Accounting	04	30	70	3	100
	1.5	Management Process	04	30	70	3	100
	1.6	Computer fundamentals & Applications in Business	04	30	70	3	100
	1.7	Foundation Course – Indian Constitution	02	30	70	1	100
	1.8	Foundation Course – Environmental Studies	02	30	70	1	100
	Total			28	240	560	20
Semester II	2.1	Language(Kannada/Tamil/Additional English/Hindi)	04	30	70	3	100
	2.2	English	04	30	70	3	100
	2.3	Human Resource Management	04	30	70	3	100
	2.4	Financial Accounting	04	30	70	3	100
	2.5	Corporate Administration	04	30	70	3	100
	2.6	Business Communication and Life Skills	04	30	70	3	100
	2.7	Foundation Course – Environmental Studies	02	30	70	1	100
	2.8	Foundation Course – Indian Constitution	02	30	70	1	100
	Total			28	240	560	20
Sem.	Paper No.	Title of Paper	Lecture Hrs. per Week	Marks		Credits	Total Marks
Semester III	3.1	International Business	04	30	70	3	100
	3.2	Marketing Management	04	30	70	3	100
	3.3	Corporate Accounting	04	30	70	3	100
	3.4	Organizational Behavior	04	30	70	3	100
	3.5	Banking Operations	04	30	70	3	100
	3.6	Business Statistics	04	30	70	3	100
	3.7	Communicative Kannada/English – Level 1(CBCS*)*Offered by Kannada and English Dept.	02	30	70	2	100
	Total			27	210	490	20



Semester IV	4.1	Business Economics	04	30	70	3	100
	4.2	Cost Accounting	04	30	70	3	100
	4.3	Services Management	04	30	70	3	100
	4.4	Financial Management	04	30	70	3	100
	4.5	Business Law	04	30	70	3	100
	4.6	Entrepreneurship Development	04	30	70	3	100
	4.7	Personal Financial Planning (CBCS*) Offered only to BBA Students	02	30	70	2	100
	Total			27	210	490	20
Sem.	Paper No.	Title of Paper	Lecture Hrs. per Week	Marks		Credits	Total Marks
				CIA*	ESE*		
Semester V	5.1	Strategic Management	04	30	70	3	100
	5.2	Financial Markets and Services	04	30	70	3	100
	5.3	Retailing Management	04	30	70	3	100
	5.4	Management Accounting	04	30	70	3	100
	5.5	International Financial Management	04	30	70	3	100
	5.6	Event Management	04	30	70	3	100
	5.7	CBCS*(Offered to other streams) 1.Personality Development & Soft Skills 2. Digital marketing	02	30	70	2	100
	Total			24	180	420	20
Semester VI	6.1	Portfolio Management	04	30	70	3	100
	6.2	Income Tax	04	30	70	3	100
	6.3	Consumer Behaviour	04	30	70	3	100
	6.4	Labour Laws	04	30	70	3	100
	6.5	Business Research Methodology	04	30	70	3	100
	6.6	Project Report, Viva Voce & Research Paper	04	50+30+20		3	100
	6.7	CBCS*(Offered to BBA Students Research Skills –Participating/ Presenting paper at State / National / International Conferences	02	30	70	2	100
	Total			24	180	420	18
Grand Total			156	1260	2940	120	4200
Choice Based Subjects offered by BBA within and to the other Departments							
1. Personality Development and Life Skills			V semester (Offered to other streams)				
2. Digital Marketing							

***NOTE:** *CIA: Continuous Internal Assessment* *ESE: End Semester Examination*





St. Joseph's Evening College (Autonomous)

Department of Business Administration

V – Semester

Scheme of Examination with Continuous Internal Assessment (CIA)

Sl. No.	Title of the Paper	Lecture Hrs. per Week	Marks		Total marks
			CIA	ESE	
5.1	Strategic Management	04	30	70	100
5.2	Financial Market and Services	04	30	70	100
5.3	Retail Management	04	30	70	100
5.4	Management Accounting	04	30	70	100
5.5	International Financial Management	04	30	70	100
5.6	Event Management	04	30	70	100
5.7	CBCS* a) Personality Development and Soft Skills B) Personal Financial Planning	02	30	70	100
	TOTAL	24	180	420	600



PAPER 5.1: STRATEGIC MANAGEMENT

UNITS	CHAPTER NAME	TOPICS
1.	Business Policy & Strategic Management (10 Hours)	Definition and Importance of business policy; Purpose of business policy; objectives of business policy. Strategic Management: Meaning and definition of strategy - Need for strategic management; process of strategic management; Strategic decision-making; reasons for failure of strategic management; Strategists and their role in strategic management.
2.	Environmental Appraisal (06 Hours)	The concept of environment; The company and its environment; scanning the environment; relating opportunities and resources based on appraisal of the environment (situation analysis - opportunities and threats analysis- BCG Model- McKinsey's 7s model.
3.	Strategic Planning (08 Hours)	Strategic planning process, strategic plan, - Corporate level strategies: Stability strategy, expansion strategy, merger strategy, retrenchment strategy, restructures strategy. Business level strategy: SBU (strategic business Units, cost leadership, decentralisation.
4.	Implementation of Strategies (16 Hours)	Activating strategy: interrelationship between formulation and implementation; aspects of strategy implementation: project implementation, procedural implementation. Structural implementation: structural considerations; structures for strategies; Organisational design and change; Organisationsystems. Behavioural implementation: Leadership implementation, corporate culture, corporate politics and use of power. Functional and operational implementation: Functional strategies; Functional Plans and policies, Financial, marketing, operational and personnel dimensions of functional plans and policies; Integration of functional plans and policies.
5.	Strategy Evaluation (10 Hours)	Strategic evaluation and control; operational control; overview of management control; focus on KRA (Key Result Areas); Social audit.
Skill Development		<ol style="list-style-type: none"> 1) Select any Organisation and identify the KRAs. 2) Select any Organisation and undertake SWOT analysis 3) Present a chart showing Strategic Management process. 4) Prepare a chart showing organisational design and change. 5) Summarise Social Audit process in any Organisation known to you.
Books for Reference		<ol style="list-style-type: none"> 1) Dr. Aswathappa, Business Environment for Strategic Management 2) Subbarao: Business Policy and Strategic Management 3) Ghosh P.K., Business Policy and Strategic Planning and Management. 4) Michael. Business policy and Environment. New Delhi: Himalaya Publishing House. 5) Ghosh P.K. Business policy and strategic Planning & management. New Delhi: Sultan Chand & Sons. 6) Lawrence. Business policy and strategic management. 7) Sharma & Gupta. Strategic Management.Ludhiana: Kalyani Publishers.



PAPER 5.2: FINANCIAL MARKETS AND SERVICES

UNITS	CHAPTER NAME	TOPICS
1.	Financial Markets (12 Hours)	Primary market: meaning; features; players of primary market; instruments; procedure for issuing equity and debentures; SEBI guidelines for issue of securities; merits and demerits. Secondary market: meaning; structure; functions; trading and settlement in stock exchanges; players in secondary market; merits and demerits; reforms in stock market; OTCEI and NSE: origin; functions.
2.	Non-Banking Financial Intermediaries (12 Hours)	Investment & Finance Companies; Merchant banks; Hire purchase finance; Lease Finance; Housing Finance; Venture capital funds and Factoring.
3.	SEBI (08 Hours)	Objectives of SEBI; Organisation; Functions and functioning of SEBI; Powers of SEBI; Role of SEBI in Marketing of Securities and Protection of Investor Interest.
4.	Mutual Funds Introduction (10 Hours)	Concept; scope of MF; Market evolution; Impact of growth on the economy; Types of mutual fund services, elements of MF marketing, Product design pricing, promotion and distribution of products, customer service; marketing & market research, strategic marketing plan; Credit rating- Meaning, Functions and Benefits of Credit rating.
5.	Fundamentals of Insurance (10 Hours)	Introduction to Insurance: Purpose and need of insurance, Insurance as a social security tool; Insurance and economic development, Fundamentals/ Principles of Insurance. Contract of Insurance. Types of Insurance policies(Meaning Only). Procedure of taking insurance policy
Skill Development		<ol style="list-style-type: none"> 1) Select any Mutual Fund and examine the various closed and open-ended schemes offered. 2) Visit any Housing Finance Companies and analyse the features of various financing schemes offered. 3) Prepare a chart showing structure of financial markets. 4) Prepare a chart showing instruments of financial markets. 6) Prepare a chart showing Foreign exchange rates of at least any two countries for month.
Books for Reference		<ol style="list-style-type: none"> 1. Gordan and Natarajan K. Financial market and Services. New Delhi: Himalaya Publishing House 2. Tony Martin. Financial Services. 4. Jordan. Emerging Scenario of Financial Services. Printice Hall of India Ltd. 5. Advani V.K. Marketing of Financial Services. New Delhi: Himalaya Publishing House 6. Gordan and Natarajan. Emerging Scenario of Financial Services. 7. Sharma. Financial Services. 8. Khan M Y Jain P K. Financial Services. Tata McGraw Hill Edition 3



PAPER 5.3: RETAIL MANAGEMENT

UNITS	CHAPTER NAME	TOPICS
1.	Introduction To Retailing (05 Hours)	Definition; Functions of retailing; Types of retailing; Forms of retailing based on ownership. Retail theories; Wheel of Retailing; Retail life cycle. Retailing in India; Influencing factors; Present Indian retail scenario. Retailing from the International perspective
2.	Retail Consumer Behaviour (15 Hours)	Buying decision process and its implication to retailing; Influence of group and individual factors. Customer shopping behaviour; Customer Service satisfaction. Retail planning process; Factors to consider; Preparing a complete business plan; Implementation; Risk analysis.
3.	Retail Operations (15 Hours)	Choice of Store location; Influencing Factors; Market area analysis ; Trade area analysis; Rating Plan method; Site evaluation. Retail Operations: Store Layout and visual merchandising; Store designing; Space planning, Retail Operations; Inventory management; Merchandise Management; Category Management.
4.	Retail Marketing Mix (10 Hours)	Retail marketing mix; Introduction. Product - Decisions related to selection of goods (Merchandise Management revisited); Decisions related to delivery of service. Pricing - Influencing factors; Approaches to pricing; Price sensitivity; Value pricing; Markdown pricing. Place – Supply channel; SCM principles; Retail logistics; Computerized replenishment system; Corporate replenishment policies. Promotion – Setting objectives; Communication effects; Promotional mix. Human Resource Management in Retailing; Manpower planning; Recruitment and training; Compensation; Performance appraisal.
5.	Impact of It In Retailing (05 Hours)	Non store retailing (E tailing) The impact of Information Technology in retailing; Integrated systems and networking; EDI; Bar coding; Electronic article surveillance; Electronic shelf labels; Customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.
Books for Reference		<ol style="list-style-type: none"> 1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI Private Limited, New Delhi, 2002. 2. Suja Nair: Retail Management, HPH.. 3. SwapnaPradhan, Retailing Management, 2/e, 2007 & 2008, TMH 4. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, BiztantraCengage Learning 5. R.S. Tiwari : Retail Management , HPH 6. Rosemary Varley, Mohammed Rafiq, Retail Management, Palgrave Macmillan 7. Chetan Bajaj, Retail Management, Oxford Publication.



PAPER 5.4: MANAGEMENT ACCOUNTING

UNITS	CHAPTER NAME	TOPICS
1.	Management Accounting (06 Hours)	Meaning; Nature and Scope of Management Accounting; Evolution; Cost Accounting V/s Management Accounting V/s Financial Accounting; Limitations of Management Accounting.
2.	Financial Statements (10 Hours)	Analysis of financial statements; comparative statements; comparative income statement; comparative balance sheet; common size statements; common size income statements; common size balance sheet; trend percentages; reporting to management; management decision and analysis.
3.	Fund Flow and Cash Flow Statements (20 Hours)	Meaning of Fund and Funds Flow Analysis; Advantages of Fund Flow Statements and Limitations; preparation of Funds flow statement; Cash Flow Statement: Meaning; Advantages of Cash Flow Statements and Limitations ; Distinction between Fund Flow and Cash Flow Statement; preparation of cash flow statement (As per Accounting Standards).
4.	Ratio Analysis (16 Hours)	Ratio Analysis: Meaning and Significance; Classification of ratios; problems on Ratio Analysis; Preparation of trading and profit and loss accounts and balance sheet with the help of accounting ratios.
5.	Budgetary Control (8 Hours)	Meaning; Need; Objectives and Functions; Advantages and Limitations; Classification; Preparation of Cash and Flexible budget only.
Skill Development		<ol style="list-style-type: none"> 1) Collection of financial statements of any one organized for at least 2 years 2) Calculation of profitability ratios, Turnover ratios, solvency ratios and liquidity ratios 3) Prepare trend charts of the company chosen 4) Preparation of Funds flow statements with imaginary figures as per Accounting Standards 5) Preparation of Cash flow statements with imaginary figures as per accounting standards 6) Draft an imaginary management report (General)
Books for Reference		<ol style="list-style-type: none"> 1. Sharma and Shashi Gupta. Management Accounting. Ludhiana: Kalyani Publishers. 2. B.S. Raman. Management Accounting. United Publications. 3. M.A. Sahab. Management Accounting. New Delhi: Vikas Publications Pvt. Ltd. 4. I.M. Pandey. Management Accounting. New Delhi: Himalaya Publishing House. 5. Reddy & Appanniah. Essential of Management Accounting. New Delhi: Himalaya Publishing House.



PAPER 5.5: INTERNATIONAL FINANCIAL MANAGEMENT

UNITS	CHAPTER NAME	TOPICS
1.	International Finance Overview (12 Hours)	Definition; Features; Scope; Importance of International Finance; Issues Involved in International Business & Finance; Methods of Payment in International Business. International Monetary System (Meaning & Evolution).
2.	Foreign Exchange and Balance Payments (10 Hours)	FOREX Market; Definition; Features; Intermediaries & Functions; Foreign Exchange Rate: Meaning; Types; Factors affecting Foreign Exchange Rate; current exchange rate regime; fixed v/s flexible exchange rates; Devaluation and Depreciation of rupee; Current and Capital account convertibility & Its implications. Components of Balance of payments; Disequilibrium In the balance of payments; Methods of correction of disequilibrium.
3.	International Financial Markets (08 Hours)	Role of Financial markets in International finance; Components of international financial markets; Instruments of International financial Markets. Sources of finance in International Markets.
4.	International Investing (10 Hours)	Recent development in foreign capital flows; Foreign Institutional Investors; Regulations governing FII in India; FDI; Growth of FDI; Advantages and Disadvantages of FDI to Host and Home Country; Differences between FDI & FII. International Portfolio Management: Meaning; Objectives; Benefits and Risks.
5.	International Risk Management (08 Hours)	Exchange Risks; Hedging; Forward; Future; Swaps; Options (Meaning, Types, Valuation and Benefits & Drawbacks. Global Financial Crisis (Economic Recession): Meaning; Causes; Impact and Constructive Measures. A Brief Discussion on Recent American and European financial crisis.
6.	International Financial Institutions (05 Hours)	IMF; World Bank (Structural Framework, Objectives and Functions; Criticisms)
kill Development		1) Visit any authorized dealer's establishment and understand the activities of dealing 2) Analyze the trend of FDI into India during the preceding five years.
Books for Reference		1. Mittal. International Rate Foreign Exchange Tariff policy. 2. Venkataraman K.V. Finance of Foreign Trade and Foreign Exchange. Seven Hills Publications 3. Chowdery. Finance of Foreign Exchange. 4. Chowdery. Finance of Foreign Trade and Foreign Exchange. 5. Balachandran. Foreign Exchange. Response Books 6. Srivastava. International Finance. New Delhi: Himalaya Publishing House



PAPER 5.6: EVENT MANAGEMENT

UNITS	CHAPTER NAME	TOPICS
1.	INTRODUCTION TO EVENT MANAGEMENT 12 Hrs	Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers- Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.
2.	EVENT MANAGEMENT PROCEDURE 2 Hrs	Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.
3.	CONDUCT OF AN EVENT. 12 Hrs	Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management– Roles & Responsibilities of Event Managers for Different Events.
4.	PUBLIC RELATIONS 10 Hrs	Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming Sessions- Writings for Public Relations.
5.	CORPORATE EVENTS 10 Hrs	Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events And Reporting.

Skill Development

1. Preparing Budget for conduct of National level intercollegiate sports events.
2. Preparation of Event Plan for College day Celebrations
3. Preparation of Budget for Conducting inter collegiate Commerce Fest.

Book References

1. Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
2. GhouseBasha – Advertising & Media Mgt, VBH.
3. Anne Stephen – Event Management, HPH.
4. K. Venkataramana, Event Management, SHBP.
5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
6. The Complete Guide to successful Event Planning – Shannon Kilkenny



5.7 (A) DIGITAL MARKETING

CBCS – Offered by BBA in the V semester to other streams under CBCS Scheme

SL. NO.	CHAPTER NAME	TOPICS/CONTENT
1	UNIT ONE – 5 Hours INTRODCUTION TO THE CONCEPT OF DIGITAL MARKETING	Concept of Marketing Management, Digital Marketing meaning, definition, importance, scope, objectives and advantages, Understanding Digital Marketing Process, Why Digital Marketing Wins Over Traditional Marketing.
2	UNIT TWO – 5 Hours SOCIAL MEDIA MARKETING	Social Media Marketing – Meaning, relevance, scope, objectives, advantages and types
3	UNIT THREE – 5 Hours SEARCH ENGINE OPTIMIZATION, EMAIL MARKETING, CONTENT MARKETING, PAY PER CLICK MARKETING	Search Engine Optimization, Email Marketing, Content Marketing, Pay per click marketing: Meaning, relevance, scope, objectives and advantages
4	UNIT FOUR -5 Hours AFFILIATE MARKETING, INFLUENCER MARKETING, VIRAL MARKETING, PUBLIC RELATIONS	Affiliate marketing, Influencer Marketing, Viral Marketing, Public Relations: Meaning, relevance, scope , objectives and advantages
5	UNIT FIVE - 5 Hours FMCG SECTOR AND DIGITAL MARKETING	Emerging trends in Digital Marketing, FMCG Sector and Digital marketing, Digital marketing strategies adopted by FMCG Companies
Reference Books:		<ol style="list-style-type: none"> 1. Digital Marketing by Seema Gupta, Published by MC Graw Hill 2. Digital Marketing by Puneet Singh Bhatia , Published by Pearson 3. Marketing 4.0 Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya and Iwan Setiawan



5.7 (B) LIFE SKILLS AND PERSONALITY DEVELOPMENT
CBCS – Offered by BBA in the V semester to other streams under CBCS Scheme

UNITS	CHAPTER NAME	TOPICS/CONTENTS
1.	Unit: 1 Self –Awareness 5 Hrs	Self –Awareness: meaning of self-awareness-components –improving self – awareness – benefits of understanding self
2.	Unit: 2 Goal Setting 5 Hrs	Goal Setting: Meaning of goal and goal setting – Short, Medium and long term goals- Importance of goal setting- Choices/selection of setting goals-steps for goal setting –SMART goals
3.	Unit 3 . Creativity 5 Hrs	Creativity : Meaning of creativity –difference with innovation –barriers to creativity –steps to stimulate creativity –understanding of importance of human values –difference with ethics, ideals in life-becoming a role model
4.	Unit 4 Inter-Personal Skills 5 Hrs	Inter-Personal Skills –meaning of inter personal skills –need to develop inter personal skills components of Interpersonal skills-techniques required to improve skills –benefits of effective interpersonal skills .
5.	Unit 5 Stress Management 5 Hrs	Stress Management : Meaning of stress- factors causing stress-positive and nagtive type of stress –effect of stress on body and mind –stress removal techniques.
6.	Unit 6 Time Management 5 Hrs	Time Management : what and why of time management –necessity and benefits of time management –tools of time management –how to manage time wisely
7.	Unit 7 Leadership Development 5 Hrs	Leadership Development : Meaning and Importance-types of leadership styles –theories of leadership

Skill Development

1. Preparing Budget for conduct of National level intercollegiate sports events.
2. Preparation of Event Plan for College day Celebrations
3. Preparation of Budget for Conducting inter collegiate Commerce Fest.

Book References

1. Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
2. GhouseBasha – Advertising & Media Mgt, VBH.
3. Anne Stephen – Event Management, HPH.
4. K. Venkataramana, Event Management, SHBP.
5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
6. The Complete Guide to successful Event Planning – Shannon Kilkenny

