

Detailed Program
Bachelor of Business Administration
(BBA)

Finance, Marketing & Human Resource
Management

Semester- VI
(2021-2024)

DOC202109080017



RNB
GLOBAL UNIVERSITY
Educating stars for tomorrow

RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd(July-December)** and **Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January-June) Even Semester, 2024 along with examination pattern is as follows:

Course Scheme

Semester -VI

S. No	Course Code	Course Name	L	T	P	Credits
1.	11013500	E- Business	3	1	0	4
2.	11013600	Business Policy and Strategic Management	3	1	0	4
3.	-	Open Elective II	3	1	0	4
4.	-	Specialization Elective III	3	1	0	4
5.	-	Specialization Elective IV	3	1	0	4
6.	11013700	Mini Project	0	0	4	2
7.	11004000	Ability & Skill Enhancement -VI	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			17	5	4	25

OPEN ELECTIVE

Course Code	Course Name
11014400	Rural Marketing (OE2)

SPECIALISATION ELECTIVES

Specialization	Course Code	Course Name
Marketing	11014100	Sales and Distribution Management
	11013800	Services Marketing
Finance	11013900	Corporate Accounting
	11014500	Insurance and Risk Management
Human Resource Management	11014000	Industrial Relations and Labour Law
	11014600	Team Building and Leadership

EVALUATION SCHEME

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+ : 5 marks	5
TOTAL		50

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS &NCC/NSS

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

CURRICULUM

Course Name: E-Business

Course Code: 11013500

Objectives:

- To provide an overview of the various e-business and e-commerce concepts , e-business models , security threats to e-business , e-business applications and strategies , e payment systems and emerging trends in e-business etc;
- Upon successful completion of this course the student will be able to understand the e-business concepts and how it is different from e-commerce. Moreover, the student will be able to understand the e-business models and infrastructure. Students will learn how e-business concepts are applied to different fields, such as: education, banking, tourism and so on.

Course Outline

Unit I: Introduction to e-business

Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

Unit II: Security Threats to e-business

Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

Unit III: Electronic Payment System

Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

Unit IV: E-Business Applications & Strategies

Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.

Suggested Readings:

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2. Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1st Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Trepper Charles (1st Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
5. Rehman S.M. & Raisinghania (1st Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
6. Knapp C. Michel (1st Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.

Course Name: Business Policy and Strategic Management

Course Code: 11013600

Objectives

- To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.
- The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Outline

Unit I : Business as a social and Economic System

Objective of Business; Society and Business: Business ethics, Social responsibility of Business; Social Audit. Business Policy in Various Economic Systems: Capitalist Economy: Economic System of Socialism and mixed Economic system.

Unit II: Business Environment Analysis

Socio - economic environment; Technology environment; Role of Government and Role of Public Sector; International Trade Environment; The industry Environment – PESTEL; Demographic environment; Competitive environment.

Unit III: Strategy Formulations

What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model.

Strategic Analysis: Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy. BCG Matrix; Functional Strategies;

Unit IV: Strategy Implementation

Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership, Change and Conflict Management; Evaluation and Control: Nature; Importance; Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.

Suggested Readings:

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw - Hill .
2. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – Strategic Management – Sultan Chand

Course Name: Rural Marketing

Course Code: 11014400

Objectives

- This course aims to empower students with knowledge and capacities to understand and analyze Rural India, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.

- To acquaint the students to the rising economy, the changing consumption habits & preferences of rural consumers.
- To equip the students to overcome the challenges of communicating.
- To media-dark rural audience of lower literacy rates & poor infrastructure

Course Outline

Unit I

Rural Marketing Concept --- Nature --- Scope --- Significance of Rural Marketing --- Factors contributing to Growth of rural markets --- Components and classification of rural markets --
- Rural Market VS Urban Market --- e-rural marketing, Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

Unit II

Issues in Rural Marketing - Rural Consumer behaviour --- features --- factors influencing --- Lifestyle of rural consumer --- FMCG sector in Rural India --- concept and classification of consumer goods --- Marketing Channels for FMCG --- Fast growing FMCG --- Marketing of consumer durables.

Unit III

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

Unit IV

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

Unit V

Distribution - Logistics Management - Problems encountered - selection of appropriate channels – New approaches to reach out Rural Markets – Project Shakti and E-Chou pal

Suggested Readings:

1. Pradeep Kashyap, Rural Marketing Publisher, Pearson Education, 2012.
2. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi.
3. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers.
4. CSG Krishnama charylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia.
5. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi.

Course Name: Sales and Distribution Management

Course Code: 11014100

Objective:

- To orient students about the negotiation skills and labor-union collective bargaining tactics, cognitively.
- The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage

Course Outline

Unit I: Sales Management

Definition and meaning, Objectives, Sales Research, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.

Unit II: Sales Organization

Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

Unit III: Managing the Sales Force

Recruiting, Selection and Training of Sales force: Areas of sales Training: Motivating the Sales Team: Evaluating Sales Force Performance and Controlling Sales, activities, Ethical and Legal Issues in Sales Management.

Unit IV: Distributions channel

Importance, types, channel strategy Market Logistic: objective, planning customer oriented inventory management decision, transportation decision.

Unit V

Designing customer oriented channel, understanding the customer requirement, comparing the channel design. Managing the behavior of channel member, channel relationship, control, power positioning and conflict, influence strategy.

Suggested Readings:

1. Sales and Distribution Management: Text and Cases; Krishna K. Havaladar, Vasant M. Cavale Tata Mc-Graw Hill Education.
2. Sales and Distribution Management; Tapan K. Panda and Sunil Sahadev; Oxford University Press.
3. Sales Management: Decision Strategy and Cases; Richard R. Still, Edward W. Cundiff and Norman A.P. Govani; Pearson Education.
4. Management of Sales Force; Rosann Spiro, William Stanton, Gregory Rich; Tata Mc-Graw Hill Education.

Course Name: Services Marketing

Course Code: 11013800

Objectives

- The course is designed to equip students with the knowledge of marketing of all types of services. This course aims at providing the students with an understanding of the principles and practical issues in the Marketing of Services. On completion of this course, the student will be able to apply their knowledge of marketing principles to services marketing, analyze practical situations/problems, and to suggest broad courses action.
- This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.
- To introduce students to the concepts and techniques of marketing services. The course is designed to cover all important aspects of marketing of services. To increase students understanding of marketing practices & strategies as applied in the service sector.

Course Outline

Unit I

Introduction – Concept – Goods and Services – Characteristics of Services - Classification of services –Significance of Service marketing.

Unit II

Service Marketing Mix – Introduction – Concept – Seven P's of Marketing – Internal marketing – Consumer Behaviour Profile – Designing Communication mix – Flower of Service.

Unit III

Service Delivery and Service Quality – Flexing of Capacity – Channels of Distribution – Channel Functions – Channel Selection – Impact of Information Technology – Service customer relationship – Service failure and Service recovery - Internal marketing - Service Triangle.

Unit IV

Service Quality – Introduction – Concept of Service Quality – GAP model – SERVQUAL dimensions – Delivery of High quality service – Emerging trends in service marketing – E-service.

Unit V

Strategic issues in service marketing-market segmentation in the marketing of services, target marketing, positioning of services-how to create a positioning strategy, developing and maintaining demand and capacity, Challenges of service marketing - marketing planning for services, developing and managing the customer service function, developing and maintaining quality of services.

Unit VI

Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc.

Suggested Readings:

1. Christopher H. Lovelock, Services Marketing, Prentice Hall.
2. Jha, S.M., Services Marketing, Himalaya Publishing Co.
3. Payna, Adrim, An essence of Services Marketing, Prentice Hall.
4. Ravi Shanker, (2002). Services Marketing: The Indian perspective, Excel Books
5. Srinivasan. R, Services Marketing – The Indian Context.
6. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.

Course Name: Corporate Accounting

Course Code: 11013900

Objectives

- To provide an overview of the various accounting treatment that are required in various corporate events which include issue and redemption of shares and

debentures, consolidation of accounts, liquidation of company and also amalgamation of company. The objective is to provide overall accounting treatment in case of companies explaining the standards and principles of Accounting.

- To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

Course Outline

Unit I

Joint Stock Companies- its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.

Unit II

Final Accounts of Companies: Including Computation of managerial Remuneration and disposal of profit.

Unit III

Accounting for amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.

Unit IV

Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.

Unit V

Liquidation of Companies, Statement of Affairs and Deficiency/Surplus Account. Liquidators final statement of A/c Receiver's Receipt and Payment A/c.

Suggested Readings:

1. Gupta R.L. Radhaswamy M, Company Accounts, Sultan Chand & Co.
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing.
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting.
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
5. Moore C.L. and Jaedicke R.K., Management Accounting.
6. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi.
7. Ashok Sehgal and Deepak Sehgal, Corporate Accounting, Taxman Publication, New Delhi.
8. Dr V K Goyal, Excel Books Naseem Ahmed, Atlantic Publishers & Dist.Tulsian, Tata McGraw-Hill Education

Course Name: Insurance & Risk Management

Course Code: 11014500

Objectives

- To provide an overview of the various life insurance and general insurance schemes, policies and procedure covering the history and governance prospect of insurance. The subject will also provide knowledge regarding various mathematical prospect of calculation of insurance premiums and risk management.
- To develop an understanding among students about identifying analyzing and managing various types of risk. Besides, the students will be in a position to understand principles of insurance and its usefulness in business, along with its regulatory framework.

Course Outline

Unit I : Introduction and Scope of Insurance

Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance. Role of Insurance in Economic Development & Insurers' Obligation towards Rural and Social Sectors. Price of a financial transaction, Statistics and probability from single risk to portfolios. Pooling risks: mutuality & solidarity Introduction to reinsurance, Principles of Life Insurance and Governance of Insurance Business.

Unit II: Life insurance technique: Basics

Demographical bases, life insurance products: Single premiums, single recurrent and periodic premium insurance, products, Mathematical provisions, life insurance products: Endowment, Life annuity, unit and index linked, pension funds.

Unit III: Life insurance technique: Applications

Life insurance with benefits linked to investment performance, the valuation of the life insurance business, Portfolio Evaluation tools Risks and Solvency, Pension Funds and Occupational Pension Schemes Non-life insurance technique: the basics- Actuarial Model for calculation of premium rates, risk classification Non-life technical provisions.

Unit IV : Financial Aspects of Insurance Management

Insurance Companies and functions, Mutual Funds, Housing Finance. Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels.

Unit V

Risk Management: Risk management objectives and tools, risk management and value creation, the risk management process, enterprise-wide risk management, Risk management in industrial companies, RAPM - Risk Adjusted Performance Measures, value at Risk and Underwriting, Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions.

Suggested Readings:

1. Neelam Gulati-Principles of Risk Management& Insurance (Excel Books).
2. Kakkar & Srivastava – Insurance and Risk Management (Universities Press).
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York).
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi).
5. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi).
6. Gupta P.K, “ *Insurance and Risk Management*”, Himalya Publishing House.
7. Mishra M.N., “ *Principles and Practices of Insurance*”, S. Chand and Co.
8. Panda G.S., “ *Principles and Practices of Insurance*” Kalyani Publications.
9. Jeevanandam C., “ *Risk Management*,” Sultan Chand and Sons.
10. *Principles of Insurance*- Insurance Institute of India.

Course Name: Industrial Relations and Labour Laws

Course Code: 11014000

Objectives

- To provide an overview of the various business process, analyze operations, production planning.
- To acquire knowledge and understanding of Industrial, Labour and General Laws

Course Outline

Unit I: Industrial Relations

Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

Unit II: Participative Management

Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

Unit III : Industrial unrest

Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.

Unit IV: Factories Act

Meaning, Definition – Welfare – Safety – Health Measures.

Unit V

Workmen's Compensation Act and International Labor Organization - Role and Function.

Suggested Readings:

1. Sreenivasan M.R - Industrial Relations & Labor legislations.
2. Aswathappa K - Human Resource and Personnel Management.
3. Subba Rao P - Human Resource Management and Industrial Relations.
4. Monoppa - Industrial Relations.
5. S.C. Srivastava, Industrial Relation of Labour Laws.

Course Name: Team Building & Leadership**Course Code: 11014600****Objectives**

- This course will help students identify and develop their teambuilding and leadership skills. It aims to encourage participants to reflect upon their approach to leadership and develop some practical skills for use in the workplace.

Course Outline**Unit I: Leadership**

Meaning, Concepts and Myths about Leadership, Components of Leadership Leader, Followers and situation, Leadership styles ,Assessing Leadership & Measuring Its effects.

Unit II: Focus on the Leader

Power and Influence; Leadership and Values. Leadership Traits; Leadership Behaviour; Contingency Theories of Leadership; Leadership and Change.

Unit III: Groups, Teams and Their Leadership

Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion.

Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model, Benefits of Teams, Team building issues, Motives of team building, Team development process, Stages of team development, Team vision, Team building, Skills useful in Team building, Contemporary issues in managing teams, Life Cycle of a team, Team cohesiveness, Team in organizations, Team work for effective organizational functioning, Team Leadership and Facilitator, Natural Leaders, Team leaders qualities, Leadership in operation, Dimensions of leadership, The team facilitation process, Role, Responsibilities & Skills of facilitators.

Unit IV: Leadership Skills

Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams.

Suggested Readings:

1. Hughes, Ginnett, Curphy - Leadership, Enhancing the Lessons of Experience (Tata McGrawHill, 5th Ed.).
2. Dubrin: Leadership research Findings Practice and Skills, Biztantra publications.
3. Yukl G - Leadership in Organisations (Pearson, 6th Ed.).
4. West Michael - Effective Team Work (Excel Books, 1st Ed.).
5. Sadler Philip - Leadership (Crest Publishing House).
6. Dyer, W. G., Dyer, W. G., & Dyer, J. H. (2007). Team building: Proven strategies for improving team performance.

Course Name: Ability and Skill Enhancement VI

Course Code: 11004000

Objectives

- This three year syllabus is a journey that aims to explore the dynamics and techniques of effective interpersonal communication.

Course Outline – Final Assessment – Report/Presentation

Unit I: Verbal Reasoning & English Aptitude

Logical Sequence of Words, Verbal Analogy, Classification, Blood Relation Test, Syllogism, Reading Comprehension

Unit II: Winning Attitude

Attitude is the most important thing for success, how to develop a winning attitude, what is it, when we need it, what is mindset, how to have a winning and positive mindset, how to win in difficult situations, Positive thinking, passion, dedication, confidence, well preparation,

focus, hard work, planning, never give up, etc - some traits that help in developing winning attitude.

Unit III: Understanding the News

Reading Current News, Comparing & Analysing the news, Write an editorial, News Vocabulary, Presentation on any major news (political/social/sports/economics).

Unit IV: Be a Journalist

Chat Show, Panel Discussion, Parliamentary debate, News Inspired Theatrical Performance.

Unit V: Report

Preparing a report on major National/International News – Insights/ review of major news papers and news channels.

Note: The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

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