

**Detailed Program**  
**Bachelor of Business Administration**  
**(BBA)**

**Finance, Marketing, Human Resource  
Management, Foreign Trade & Digital  
Marketing**

**Semester- V**  
**(2022-2025)**

DOC202206080049



**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 (July-December) Odd Semester, 2024 along with examination pattern is as follows:

### **Course Scheme**

#### **Semester -V**

S. No	Course Code	Course Name	L	T	P	Credits
1.	11017500	Summer Internship and Report	0	0	12	6
2.	11009900	Banking And Insurance	3	1	0	4
3.	11020700	International Business Management	3	1	0	4
4.	-	Open Elective I	3	1	0	4
5.	-	Specialization Elective I	3	1	0	4
6.	-	Specialization Elective II	3	1	0	4
7.	11003900	Ability & Skill Enhancement - V	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
<b>Total</b>			<b>17</b>	<b>5</b>	<b>12</b>	<b>29</b>

### **OPEN ELECTIVE**

Course Code	Course Name
11019400	Goods & Service Tax (GST)

## **SPECIALISATION ELECTIVES**

<b>Specialization</b>	<b>Course Code</b>	<b>Course Name</b>
Marketing	11012600	Consumer Behavior
	11012900	Advertising Management
Finance	11013000	Security Analysis & Portfolio Management
	11014200	Management of Financial Institutions & Services
Human Resource Management	11017900	Recruitment, Training & Development
	11013400	Performance and Compensation Management
Foreign Trade	11019900	Foreign Trade & Indian Economy
	11020100	Export Import Procedure & Documentation
Digital Marketing	11020000	Digital Marketing & Content Development
	11020200	Search Engine Marketing & Optimization

## **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:

<b>Type</b>	<b>Details</b>	<b>Marks</b>
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
<b>TOTAL</b>		<b>50</b>

## **External Assessment**

Type	Marks
Theory	50

## **EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS**

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs/Forums 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: Banking and Insurance**

**Course Code: 11009900**

Objective: To impart knowledge about the basic principles of the banking and insurance  
Contents

### **Unit 1: Introduction:**

Origin of banking: definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India. Financial Services offered by banks, changing role of commercial banks, types of banks

### **Unit 2: Cheques and Paying Banker**

Crossing and endorsement – meaning, definitions, types and rules of crossing. Duties, Statutory protection in due course, collecting bankers: duties, statutory protection for holder in due course, Concept of negligence.

### **Unit 3: Banking Lending**

Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advances against various securities.

#### **Unit 4: Internet Banking**

Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash.

#### **Unit V: Insurance**

Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Indemnity, Economic function, Proximate cause, Subrogation and contribution, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Need for coordination. Power, functions and Role of IRDA, Online Insurance

#### **Suggested readings:**

1. Agarwal, O.P., Banking and Insurance, Himalaya Publishing House
2. Satyadevi, C., Financial Services Banking and Insurance, S.Chand
3. Suneja, H.R., Practical and Law of Banking, Himalya Publishing House
4. Chabra, T.N., Elements of Banking Law, Dhanpat Rai and Sons
5. Arthur, C. and C. William Jr., Risk Management and Insurance, McGraw Hill
6. Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons
7. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons
8. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learnin

### **Course Name: International Business Management**

**Course Code: 11020700**

#### **Objective:**

The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

#### **Unit 1:**

- a. Introduction to International Business:** Globalization and its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business.
- b. International Business Environment:** National and foreign environments and their components - economic, cultural and political-legal environments

#### **Unit -II**

- a. Theories of International Trade** – an overview ( Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and non-tariff measures – difference in Impact on trade, types of tariff and non tariff

barriers ( Subsidy, Quota and Embargo in detail ) ; Balance of payment account and its components.

b. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD,; Commodity and other trading agreements (OPEC).

### **Unit –III**

**a. Regional Economic Co-operation:** Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia (NAFTA, EU , ASEAN and SAARC) . b. International Financial Environment: International financial system and institutions (IMF and World Bank – Objectives and Functions) ; Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective

### **Unit –IV**

a. Organisational structure for international business operations; International business negotiations.

b. Developments and Issues in International Business: Outsourcing and its potentials for India; Role of IT in international business; International business and ecological considerations.

### **Unit –V**

a. Foreign Trade Promotion Measures and Organizations in India; Special economic zones (SEZs) and export oriented units (EOUs), ; Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.

b. Financing of foreign trade and payment terms – sources of trade finance ( Banks, factoring, forfaiting, Banker’s Acceptance and Corporate Guarantee) and forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account)

### **Suggested Readings:**

1. Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: McGraw Hill Education
2. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education
3. Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Roulledge.
4. Sumati Varma, International Business, Pearson Education.
5. Cherunilam, Francis. International Business: Text and Cases. PHI Learning
6. Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
7. Bennett, Roger. International Business. Pearson Education.
8. Peng and Srivastav, Global Business, Cengage Learning

## **Course Name: Goods & Service Tax (GST)**

**Course Code: 11019400**

**Objective:** To provide students with a working knowledge of principles and provisions of GST, to understand the relevance of GST in present Indian Tax Scenario and its contribution for economic development.

### **Course Outline:**

#### **Unit I: Introduction**

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Rationale for GST; Structure of GST ( SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration.

#### **Unit II: Levy and collection of GST**

Taxable event- "Supply" of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.

#### **Unit III: Input Tax Credit**

Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work.

#### **Unit IV: Procedures**

Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

#### **Unit V: Special Provisions**

Taxability of E-Commerce, Anti-Profiteering, Avoidance of dual control, E-way bills, zero-rated supply, Offences and Penalties, Appeals.

### **Suggested Readings**

1. Gupta, S.S. , GST- How to meet your obligations (April 2019), Taxman Publications
2. Gupta, S.S., Vastu and Sevakar, Taxman Publications, 2019.
3. Mehrotra, H.C. and Agarwal,V.P, Goods and Services Tax GST ( 4th Edition ) Paperback – 2019,Sahitya Bhawan Publications.

4. Johar, S Jaspreet, Taxation (Goods and Services Tax) New & Old Syllabus-2019(Bharat Publication).
5. The Central Goods and Services Tax, 2017
6. The Integrated Goods and Services Tax, 2017
7. The Union Territory Goods and Services Tax, 2017
8. The Goods and Services Tax (Compensation to States), 2017
9. The Constitution (One hundred and First Amendment) Act, 2016

## **Course Name: Consumer Behaviour**

**Course Code: 11012600**

### **Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyze consumer behavior, 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 course of Consumer behavior equips students with the basic knowledge about the issues and dimensions of consumer behavior and with the skill and ability to analyses consumer information and develop consumer behavior oriented marketing strategies. It helps in determining the variables that influences consumer purchase behavior in the market place and thus helps in designing marketing strategies and marketing mix of the products offering.

### **Course Outline**

#### **Unit I : Consumer Behavior**

Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour-interdisciplinary approach. Introduction to 'Industrial Buying Behaviour' Market Segmentation: VALS 2 segmentation profile.

#### **Unit II: Consumer Needs & Motivation**

Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement.

Personality & Consumer Behaviour: Importance of personality, theories of personality-Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self-images; Role of self-consciousness.

Consumer Perception: Concept of absolute threshold limit, differential threshold limit & Subliminal perception: Perceptual Process: selection, organization & interpretation.



Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory.

Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.

### **Unit III: Group Dynamics & consumer reference groups**

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle.

Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.

Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

### **Unit IV: Diffusion of Innovation**

Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process.

Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision rule, Lexicographic rule, affect referral, disjunctive rule), post-purchase evaluation; Situational Influences.

Models of Consumer Decision making: Nicosia Model, Howard- Sheth Model, Howard-Sheth Family Decision Making Model, Engel, Kollat & Blackwell Model, Sheth Newman Gross Model of Consumer Values.

### **Suggested Readings**

1. Leon G.Schiffman & Leslie L.Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour
5. Building Marketing Strategy, Tata McGraw Hill.
6. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.

## **Course Name: Advertising Management**

**Course Code: 11012900**

### **Objective**

- This course aims to empower students with knowledge and capacities to understand and analyze different advertisements from Indian and cross culture perspectives and then form 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 objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

### **Course Outline**

#### **Unit I: Introduction to Advertising**

Meaning, objectives its role and functions, economic, social and ethical issues in advertising, DAGMAR approach, Integrated Marketing Communication – strategic integration of marketing functions and promotional functions

#### **Unit II: Process in Advertising**

Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.

#### **Unit III: Advertising Creativity**

Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.

#### **Unit IV: Print Media and Outdoor media**

Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.

### **Unit V: Media planning and scheduling strategy**

Types of media, media planning parameters, media mix, media characteristics, selection of media, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – Need and purpose of evaluation, pre-testing and post testing techniques.

#### **Suggested Readings:**

1. Aaker, David A. et al., Advertising Management, PHI,
2. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi ]
3. Jones, John Philip, What's in a brand, Tata McGraw Hill, New Delhi
4. Chunawalla, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House, Mumbai.
5. Mohan, Mahendra; Advertising Management, Tata McGraw Hill, New Delhi

### **Course Name: Security Analysis and Portfolio Management**

**Course Code: 11013000**

#### **Objectives**

- The objective of the lesson and the class will be to provide knowledge to the students about the basics of financial market of India, focused on the Stock Market (Capital Market), various theories of portfolio, risk-return concepts and behavioural finance. The pedagogy will include lectures, videos and presentation about the various terminologies and concepts of the Share market. The lectures will be designed in such a way to teach students about the practical aspects of share market i.e. how to trade and how to be a good investor.
- Identify and analyse the various investment avenues.
- Understand the functions and importance of Indian security market
- Understand and analyse economic, industry specific and firm specific factors.
- Analyse and predict the trend of stock price movement.
- Able to frame portfolio of investment to reduce risk and earn profit.

#### **Course Outline**

##### **Unit I: Overview of Capital Market**

Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines; Investor Protection.

## **Unit II: Risk & Return**

Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. **Nature of Stock Markets:** EMH (Efficient Market Hypothesis) and its implications for investment decision.

## **Unit III: Valuation of Securities: Equity**

Nature of equity instruments, Equity Valuation Models. Approaches to Equity Valuation: Technical Approach – overview of concept & tools used and Fundamental Approach – economy, industry and company analysis

**Debentures/Bonds:** nature of bonds, valuation, Bond theorem, Term structure of interest rates, Duration.

**Valuation of Derivatives (Options and futures):** concept, trading, valuation.

## **Unit IV :Portfolio Analysis and Selection**

Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, **Selection of Portfolio:** Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.

## **Unit V: Portfolio Management and Performance Evaluation**

Performance evaluation of existing portfolio, Sharpe and Treynor measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry.

### **Suggested Readings:**

1. Chandra P - Investment Analysis and Portfolio Management (Tata McGraw Hill, 2008).
2. Fischer and Jordan - Security Analysis and Portfolio Management (Prentice-Hall, 1996, 6th edition).
3. Ranganathan - Investment Analysis and Portfolio Management (Pearson Education, 1st Ed.).
4. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.).
5. Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 6th Ed.).
6. Portfolio Management- S.K. Barua, V Raghunathan J. R. Verma.
7. Security Analysis and Portfolio Management, Dhanesh Kumar Khatri, Macmillan.
8. Security Analysis and Portfolio Management, Ritu Ahuja Atlantic.
9. Security Analysis And Portfolio Management (Paperback) , Second Edition, Ambika Prasad Dash, I. K. International Pvt Ltd.
10. Security Analysis & Portfolio Management, Sudhindra Bhatt, Excel Books India.

## **Course Name: Management of Financial Institutions & Services**

**Course Code: 11014200**

### **Objective:**

The syllabus of this course is designed to incorporate the basics of Indian Financial Market & institutions. A mix approach of Theory and Practical understanding will be used during the delivery of lectures

### **Course Outline**

#### **Unit I: Introduction**

Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope and importance etc.

#### **Unit II: Management of Commercial Banks**

Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non-performing assets, Strategies for making commercial banks viable.

#### **Unit III: Management of Non-Banking Financial Institutions**

Securitization concept, nature, scope and their implications. Securitization of Auto loans and housing loans, Securitization in India. **DFIs in India** - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions ; **NBFCs** - Their status, types, working and strategies for commercial viability ; **Insurance & Mutual Fund organizations** - Their status, types, working and strategies for commercial viability.

#### **Unit IV: Management of Financial Services**

Leasing and Hire Purchase: Industry. Size and scope. Parties involved Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.

### **Suggested Readings:**

1. Fabozzi - Foundations of Financial Markets and Institutions (Pearson Education, 3rd Ed.).
2. Khan M Y - Financial Services (Tata McGraw Hill).
3. Machiraju H R - Indian Financial System (Vikas Publication).

4. Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill).
5. Srivastava ,R.M& Nigam Divya - Management of Financial Institutions (Himalaya).
6. Gurusamy R - Financial Services & Markets (Thomson, 1st Ed.)
7. G. Ramesh Babu, Concept Publishing Company.
8. N. K. Gupta , Ane Books Pvt Ltd.
9. C. Rama Gopal, Vikas Publishing House.
10. B. S. Bhatia, G. S. Batra, Deep and Deep Publications.

## **Course Name: Recruitment, Training and Development**

**Course Code: 11017900**

### **Objectives**

- To provide an overview of the Hiring process and To analyze the various aspects of Training and Development concept that helps the organization to grow and prepare efficient and productive workforce.
- The objective of the course is to familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.
- The course aims at exposing the learner to the Concept and practice of training and development in the modern organizational setting through the pedagogy of case discussions and recent experiences.

### **Course Outline**

#### **Unit I: Human Resource Planning and Job Analysis**

Meaning and process of Human Resource planning, factors affecting HRP, Job Analysis: meaning, significance, and approaches in job analysis, Methods of data collection, Job description and job specification.

#### **Unit II: Recruitment**

Concept & definition of recruitment, Factors affecting Recruitment, Recruitment Process, Recruitment Policy & Prerequisite of a good Recruitment policy. Sources of Recruitment: Internal sources & External Sources, Methods & Techniques of Recruitment: Direct method, indirect method & Third party method, Recruitment Practices in India.

#### **Unit III: Selection& Interview**

Definition & Importance of selection, Procedure of Selection, Selection tests, Personality Assessment: Performance Tests, Graphology. Interviewing: meaning and significance, Types of interviews; Emerging trends in selection process; interview through video conferencing, Skype etc.

#### **Unit IV: Employee Training**

Concept of Training, Principles of training, Objectives, Necessity and benefits of training to the organization, Factors influencing Training. Identification of Training Needs, Needs assessment methods, Issues and Benefits of Needs Assessment, Consequences of absence of training needs assessment Training Methodology-Induction, Apprenticeship, Business Games, Case Study ,In-Basket Exercises, Computer-based training, Group discussion, Intranet-based Training, Role Play, Simulations, Managerial grid sessions, T-group training; Teaching Aids and techniques- Lecturing, Audio-visual aids, Programmed Instruction, Multimedia training – e-learning/online learning- distance learning. Concept and objectives of training evaluation,.

#### **Unit V: Management Development**

Concept, Need and Objectives of Management Development, Management Development Methods: -Understudy Coaching, Action Learning, Management Games, Seminars, behavioral modelling, job rotation, multiple management, sensitivity training, Planned Progression.

#### **Suggested Readings:**

1. Human Resource Selection by Robert D. Gatewood and Hubert S. Field, South Western Engage Learning, Mason, Ohio 2001.
2. Employee Selection, Lilly M Berry, Thomson Publications.
3. Dale, Margaret; The Art of HRD: Successful Recruitment and Selection, Vol 1; Indiana Publishing House.
4. Personnel Management, C.B. Mamoria, V.S.P.Rao, Himalaya Publishing House.
5. Essentials of Human Resource and Industrial Relations, P. SubbaRao, Himalaya.
6. Rolf Lynton &Udai Pareek Training & Development, Prentice Hall.
7. S.K. Bhatia, Training & Development, Deep & Deep Publishers.
8. M.W. Warsen, Training for results, Addison Wesley, Massachusetts.
9. Robert L. Craig, Training & Development, McGraw Hill, New York.
10. John Kenney, Reid A. Margret, Manpower Training & Development of Personnel Management.
11. Blanchard and Thaker, Effective Training, Systems, Strategies and Practices, Prentice Hall.
12. Lynton and Pareek, Training and Development, Sage Publications.
13. Gary Dessler, Human Resource Management, Prentice Hall.

## **Course Name: Performance & Compensation Management**

**Course Code: 11013400**

### **Objectives**

- To acquaint and impart and disseminate information & knowledge students about the performance and compensation types and objectives while its practical implementation as an HR Manager.
- The course is designed to promote understanding of issues related to compensation management in corporate sector and public services and to impart skill in designing compensation management system, policies and strategies, apart from promoting understanding of legal issues in the administration of compensation, welfare and social security.

### **Course Outline**

#### **Unit I: Performance Management**

Introduction- Concept, Philosophy, History from performance appraisal to performance development. Contemporary PMS.

#### **Unit II: Wage Policy in India**

Minimum wage, fair wage and living wage, Need-Based Minimum Wage, Issues and Objectives of India's Wage Policy

#### **Unit III: Compensation**

Compensation Defined, Goals of Compensation System, Compensation Strategy Monetary & Non-Monetary Rewards, Intrinsic Rewards Cafeteria Style Compensation, Fringe Benefits and Supplementary Compensation, skill based, Knowledge Based Compensation, Team Compensation, Competency Based Compensation, and Guidelines of Companies Act Relating to CEO Compensation. Different Components of Compensation Package, International Compensation.

#### **Unit IV: Employee Remuneration**

Components of remuneration, Salary, Basic Pay, Dearness Allowance, System of Dearness Allowance Payment, Flat and Indexed DA, Frequency of DA payment, Allowances and Reimbursements, Benefits, Retirement Benefits, Perquisites, Performance –related Pay, Non-monetary benefits.

#### **Unit V: Performance-related Pay (PRP) or Variable Pay (VP) Programs**

Definition, Advantages of PRP programs, Prerequisites of an Effective PRP, Types of PRP- Short-term, Merit Pay, Individual Incentive Plans, Straight Piece Work and Standard Hour Work Plan, Team Incentive Plans, Gain sharing Plans, Long Term Profit Sharing Plan, Stock Option Plans (SOP), Employee Stock Ownership Plans (ESOP).



### **Suggested Readings:**

1. Milkovich & Newman, Compensation, 9th Edition.
2. T.J.Bergman, Compensation Decision Making, 4th Ed.
3. National commission on labour, report, Labour Law Reviews Govt. of India.
4. Harvard Business review on compensation :Rober E. Sibson, Compensation, 5th Ed
5. Richard Henderson, Compensation management in knowledge, 7th Ed, based world.
6. T.N.Chhabra & Savitha Rastogi Compensation management, 2007.
7. Gary Dessler, Human Resource Management (2007).
8. Micton, R. (2002). Handbook of Wage and Salary Administration. London.
9. Venkatratnam, C.S. (2002). Rethinking Rewards and Incentive Management. Excel Books.

## **Course Name: Foreign Trade & Indian Economy**

**Course Code: 11019900**

### **Course Outline**

#### **Unit I :**

Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. Global trade and its growth. India's relative position in world trade.Changes over time.

#### **Unit II:**

Fundamentals of Indian economy. India's commercial policy, a historic perspective. Objective and essential features. Import substitution policiesand rationale changes over time.

#### **Unit III:**

Analysis of India's exports and imports since 1965: Commoditycomposition, geographical direction. Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

#### **Unit IV:**

Balance of trade, balance of payments, analysis and changes over time. India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade

#### **Unit V:**

Change in the patterns of state trading in India over time. From state trading to export promotion. Export promotion measures. Institutionalframework for export promotion. Free trade zones and EOUs. Export houses. Trading houses and star trading houses. EPZ & SEZs.

**Unit VI:**

Exchange control. Exchange rate policy in India. Convertibility of Rupee and Impact on Foreign Trade. Free Trade and Protective trade policies

**Unit VII:**

The BoP crisis in 1991 and the economic reforms thereafter. Liberalization in trade policy. Globalization of foreign direct investments and financial markets. FDI and FII in India.

**Unit VIII:**

Globalization and emerging foreign trade scenario. Recent World trade Scenario, Recent changes in trade policy WTO and India.

**Suggested Reading:**

1. Foreign Trade Management in India by M.L Verma.
2. India's Export and Export Policies in the 1906s by D. Nayyar.
3. World Development Reports (Recent years)
4. Economic survey (Latest few years) Ministry of Finance, GOI.
5. Annual Report (Recent years), Ministry of Commerce, GOI.
6. India's Balance of Payments, 1948-49 till 1989, RBI, Bombay, 1993.
7. Foreign Exchange Handbook by H.P Bharadwaj.
8. Jaiswal Bimal & Singh A.K. – Foreign Trade of India
9. Salvi P.G. – New Directions on India's Trade policy.
10. Cherrunilam F. – International Trade Export Management
11. Varshney R.L. – India's Foreign Trade

**Course Name: Export Import Procedure and Documentation****Course Code: 11020100****Unit I:**

Significance of Exports: Export Prospects of a Country.

Search of Product: Types, Schemes, Factors.

Search of Market: Determinants & Schemes.

Guidelines for International Business Negotiations:

Appointing Sales Agents Abroad, Processing of an Export Order

Registration of Exporters, Importers

Import Export Code Number.

Registration cum membership certificates. Quality Control and

Pre-shipment Inspection Labelling, Marking, Packing and Packaging.

**Unit II:**

Risks in Export Trade  
Marine Risks, Marine Insurance.  
Market Risks, ECGC

**Unit III:**

Exports Finance  
Pre-shipment Finance  
Post-shipment Finance  
Role of Exim Bank

**Unit IV:**

Export Logistics  
Freight Forwarder  
Export Document  
Care in preparing export document Document related to Excise clearance A.R.(4) – Form  
Softex – Form P.P. - Form  
Documents related to customs clearance : Lorry Ticket Documents related to foreign  
exchange clearance : Bill of shipment. Documents related to transportation and procedures  
:L/C, Types of L/C UCP 600  
Invoice, Types of Invoices / Performa, consular, legalized.

**Unit V:**

Documents required for Preparation of main documents : Bill of Lading,  
Auxiliary documents ,Mate's Receipt, Inspections Certificate ,Insurance Certificate, Place of  
Origin Packing/Shipping note , Antiquity  
Black List Certificate and others. Aligned documents system Master documents - I Master  
documents – II

**Unit VI:**

Procedures for Imports: Import finance. Opening of Import Letter of credit. External  
commercial Borrowings. Buyers Credit / Trade Credit. Direct Imports. Retirement of Import  
documents under an LC or otherwise on collection. FEMA provision regarding Imports.

**Unit VII:**

Role of Customs and regulations regarding imports Indian Customs Act. 1962. Customs Tariff Act, Filing of Bill of entry. Clearance of cargo at the time of imports. Valuation and assessment of goods for payment of customs duty.

CONCOR: Inland Container Depot (ICD) & Container Freight Station (CFS).

**Course Name: Digital Marketing & Content Development****Course Code: 11020000****Objectives:**

The purpose of this course is to:

1. Make students aware of digitalization of marketing environment and its dimensions.
2. Acquaint them with the mechanism of working of digital media and conducting business through electronic means.
3. Appreciate importance of digital marketing for marketing success today and
4. Develop critical insight necessary to succeed in e-commerce and digital and social media marketing.

**Unit - I**

Introduction to Digital Marketing (DM) - Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing, History of DM, Traditional Vs. Digital Marketing, Concept and approaches to DM, Advantage and Disadvantage. Scope of DM, Future of digital marketing in India and outside India. Examples of good practices in DM.

**Unit-II**

Modes of Digital Marketing- Mobile marketing; Overview of the B2B and B2C Mobile Market. Email Marketing- Need for Emails, Types of Emails, and options in Email advertising. Social media marketing and other forms of digital Marketing. Overview of various & tools of digital marketing.

**Unit- III**

Measurement Metrics- Digital Marketing Media, Budget Allocation, ROI for Digital Marketing, Analytics and Key Performance Indicators (KPI); Attribution Models and Frameworks; Digital Marketing in Governance. Emerging Technologies for Digital Marketing. Leading and Managing Digital Marketing teams.

**Unit- IV**

Payment Gateways and Security System- Electronic Payment System; Electronic cash; Smart cards; Risk and Electronic payment system; Types of Transaction

security- Security risk of E-Commerce; Types and sources of threats; Protecting e-business assets and intellectual property; firewalls; client server network security.

### **Unit –V**

Introduction to Blogging - Writing and Optimizing Blog Posts. Website Content Writing - Developing Sitemaps; Structuring Wireframes. Proposal Writing- Introduction to writing a Business Proposal. Writing for Public Relations - writing Media Briefs, Press Notes / Press Releases, Content for Media/Press Kits. Writing for Brochures and Pamphlets – Content Development, Structure and Strategy.

### **Suggested Readings and Learning Materials:**

1. Chaffey. D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India.
2. Kotler, P. Kartajaya, H and Setiawan, I., Marketing 4.0

## **Course Name: Search Engine Marketing & Optimization**

### **Course Code: 11020200**

### **Objectives:**

The purpose of this course is to take the students understand the essential SEM strategies and SEO techniques necessary for a website to rank well on Google.

1. Impart understanding and knowhow to gather additional traffic and recurring site visitors from different sources.
2. Appreciate the importance of SEO and SEM as a Fundamental Building Block for Online Marketing
3. Impart knowledge and skills regarding basic Components of On-Page and Off-Page Optimization.
4. Provide a Toolset to assist in current and future webpage optimization efforts.

### **Unit – I:**

Introduction to Search Engine Marketing. SEM anatomy - Paid search details, organic search detail, content targeting - repeat keywords, meta description, meta tags - User experience. SEM terminology- PPC, CPC, creative, SERP, CTR%, Impressions, Google content network, rank/position, quality score; SEM marketing tips and tricks.

## **Unit –II:**

Introduction to Search Engine Optimization. Functions of search engines and their working; Factors on which search engines determine the rating. Different types of traffic; Keywords; Understanding keywords mix.

## **Unit-III:**

Local SEO; Google Places listing and its optimization; Classified submissions; Using H Card, citation, NAP (Name, Address, Place). Primary keywords, secondary keywords and tertiary keywords - difference between keyword stuffing and keyword placement. How to write an optimized content for article, blog and press release. Unit-IV

Monitoring SEO process; Preparing SEO Reports; On page SEO, OFF page SEO; Link building- types, benefits; Setting up SEM strategy. Analysis of the efficiency of SEM strategy; Digital promotion, Tools and techniques.

## **Lab Work:**

- Keyword research
- Indexing
- On-site optimization-Meta title, meta description, meta keyword tags and body text
- Link building
- Page rank algorithm
- Make required changes on a website for SEO
- Implementing SEMO tools and techniques

Application of SEO on different case study of various websites such as E-comm, hotelwebsites or classroom students blogs.

## **Suggested Readings and Learning Materials:**

1. Kristopher B. Jones, Search engine optimization: your visual blueprint for effective internet marketing, Wiley.
2. Grappone, J. and Couzin, G., Search engine optimization: an hour a day, Wiley  
Clarke, A., SEO 2020 Learn Search Engine Optimization with Smart InternetMarketing Strategies, Independently Published.

## **Course Name: Ability & Skill Enhancement - V**

**Course Code: 11003900**

### **Objectives**

The objectives of the module are to make students self-confident individuals by developing leadership and organising skills; to guide students in making appropriate and responsible decisions; to give each student a realistic perspective of work related skills and to help students prepare effective interview questions to conduct effective interviews.

### **Course Outline – Final Assessment - Interview with an Entrepreneur /Leader**

#### **Unit I: Leadership**

What is leadership? Traits of Leadership, Identifying leaders and traits of Leadership, Movie/ Story/ Interviews of leaders: Identify leadership qualities, Debate/ Discussion/ Presentations on leaders.

#### **Unit II: Entrepreneurship**

What is Entrepreneurship, Traits of Successful Entrepreneurs, Movie/ Story/Interviews of Entrepreneurs: Identify Entrepreneurial qualities, Debate/ Discussion/Presentation on Entrepreneurs.

#### **Unit III: Organizational Skills & Employability Skills**

What are organizational skills, how to develop them, the skills needed to become a successful entrepreneur/administrator, good communication, ambition, courage, hardwork, planning, accountability. Organizational skills can be developed by discipline making a system, rules, delegation of power at workplace, etc.

How to enhance employability; skills, why do we need them, different workplaces, having different needs, different skills, how to recognize different work skills.

#### **Unit IV: Decision making**

The process of decision making, its steps, what are its basics, what are the basics of organizational decision making process, entrepreneurial decision making, how to make a right decision at right time, dilemma.

#### **Unit V: Interview Skills**

Conducting Interviews with Leaders/ Entrepreneurs, Preparing Questions, Interviewing the fellow person, do's & don'ts while taking interview.

**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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