

Detailed Program
Bachelor of Business Administration
(BBA)

(BBA-General)

Semester- VI
(2024-2028)

DOC202406120011



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 EvenSemester, along with examination pattern is as follows:

Course Scheme

Semester –VI

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BBAC22350	DSC-18	E- Business	3	1	0	4
2.	BBAC22351	DSC-19	Business Policy and Strategic Management	3	1	0	4
3.	BCHE21005	DSC-20	Income Tax Law and Practice	3	1	0	4
4.	BBAE23003	DSC -21	Sales and Distribution Management	3	1	0	4
5.		GE -6	One from the pool of GE- Group B	3	1	0	4
6.	IAPC99399	IAPC-4	Internship/Apprenticeship / Project /Community Outreach	0	0	4	2
7.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total				15	5	4	23

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 must 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

1. Vision

To educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

2. Mission

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

3. Program Educational Objectives (PEO's)

PEO1: To develop students to handle business issues as professional and solve the problems.

PEO2: To develop students to lead a team as well as work as member of team.

PEO3: To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

4. Programme Outcomes (PO's)

After the completion of this program students will be able to:

P01 Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

P02. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

P03. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

P04. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

P05. Apply the knowledge of business concepts and functions in an integrated manner to solve business problems.

P06. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

P07. Organize a complex issue into a coherent written statement and plan its effective presentation.

P08. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

P09. Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

P010. Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

P011. Examine and break information into parts to manage projects in multidisciplinary environments.

P012. Build the ability to engage in independent and life-long learning in the broadest context of technological change.

5. Program Specific Outcome (PSO)

PSO1: Demonstrate understanding of arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

PSO2: Develop the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

PSO3: Apply the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

PSO4: Adapt business practices based on the opportunities and challenges of a growing business environment.

6. Course outcomes: Semester – VI	
Course Code & Course Name	After completion of these courses' students should be able to
BBAC22350- E-Business	<p>C01: Define basic business models on the web with examples of their implementation.</p> <p>C02: Classify basic marketing techniques and strategies on the internet, including analysis of their effectiveness.</p> <p>C03: Make use of basic personalization mechanisms for websites and their roles in gathering marketing information.</p> <p>C04: Identify basic techniques of positioning on the internet in creating the marketing image of the organisation as well as the product brand & to know how technology helps bridging gaps in business.</p> <p>C05: Evaluate the e-business concepts which can be applied to different field.</p>
BBAC22351- Business Policy and Strategic Management	<p>C01: Understand the nature, scope, and dimensions of business policy.</p> <p>C02: Explain about the growing importance of strategies in uncertain business Environment. & learn the unique challenges faced by firms in competitive environment.</p> <p>C03: Identify the applicability of various Strategies in varied situations & also in general and competitive business environments.</p> <p>C04: Analyze cases through strategic decision making, & the use strategic management concepts and techniques.</p> <p>C05: Formulate the policies and strategies for a business organisation.</p>
BCHE21005- Income Tax Law & Practice	<p>C01: Remember the basic concepts of framework of taxation including residential status.</p> <p>C02: Understand the legal framework of Income Tax Act, 1961 and rules made there under relating to five heads of income.</p> <p>C03: Identify the requirements of filling of various forms and returns.</p> <p>C04: Analyse the tax regime and finding methods of tax planning.</p> <p>C05: Measure the income tax liability of an individual or organization.</p>
BBAE23003 – Sales and Distribution Management	<p>C01: Define the basic concepts related to sales & distribution system</p> <p>C02: Understand sales budgeting & its method this will help them to manage the selling expenses by using sales forecasting methods.</p> <p>C03: Apply & determine size of sales force & Design Personal selling strategies.</p> <p>C04: Analyse & design sales meeting agenda and sales contests & key decision-making variables in sales Management and distribution</p>

	<p>channel management.</p> <p>Apply the techniques of territory design for the sales force for effective creation of distribution network.</p>
GEC066020 – Rural Marketing	<p>C01: Find out the importance of Rural Marketing and what is the size and potential of Indian Rural Market.</p> <p>C02: Relate the concepts and principals of marketing management and Sales & distribution in the field rural marketing.</p> <p>C03: Apply the concepts of consumer behaviour, distribution channels and marketing strategies in the context of Indian rural market.</p> <p>C04: Analyze the opportunities & emerging challenges in the rural market.</p> <p>C05: Decide upon the course of action to be adopted for developing the rural market.</p>
IAPC99399– Mini Project	<p>C01: Able to find out the relevancy of the concepts learned while conducting research in management issues.</p> <p>C02: Demonstrate the skills learned in writing the mini project report for the problem/topic undertaken for study.</p> <p>C03: Make use of tabulation, charts, and statistical tools for data interpretation.</p> <p>C04: Analyze data and arrive at a meaningful conclusion for the research undertaken.</p> <p>C05: Interpret the data for preparing the effective strategy</p>

7. CO PO Mapping: Semester – VI

BBAC22350	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	3			2		3	3	3	3	2
C02	2		3	2	2	3	2	2	3	3	2	
C03	1	2	3	3	3		2	2		3	2	2
C04		2	3	2	3	2	3	2	3	2		2
C05	2		3		3			3	3	2	2	

BBAC22351	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	2	3	1	2	1	2	1			3
C02	2	2		1			1	1		2	3	3
C03	1	2	2	1		2			2	-	2	3
C04	2	2	1		2		2			2		3
C05	3	3	2	3	1	2	3	2	3	2	2	3

BCHE21005	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	1	2	3	3	2	2	3	3	2	3	3
C02	1	3	1	2	2	1	3	2	2	3	3	2
C03	2	2	3	2	2	2	3	3	1	2	-	3
C04	2	3	3	2	1	3	2	2	2	2	-	2
C05	3	3	2	3	2	2	3	3	3	3	2	3

BBAE23003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	3	2	1	2		2	1	2	2	2
C02	3	3		3	2	2	1	2	2	3	2	2
C03	2	3	3		3	2	3	3	2	2	3	2
C04	2	3	2	3	2	2	2	2	1	2	1	
C05	2	2	2	3	3	1	3	3	2	2	3	3

GEC066020	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	3	2	3	2	2	3	3	2	3
C02	1	2	2	2	3	2	1	2	2	2	1	3
C03	3	2	2	2	3	2	2	1	3	2	2	2
C04	2	1	1	2	2	3	2	2	3	1	2	3
C05	3	3	3	2	3	2	3	3	3	3	3	3

IAPC99399	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3	2	3	3	3	3	2	2	2	-	3
C02	-	2	3	1	2	2	2	-	3	3	3	3
C03	2	-	1	3	-	2	-	3	2	-	2	3
C04	3	3	2	2	2	-	-	2	-	3	2	2
C05	3	3	3	3	3	3	3	3	3	3	3	3

8. Curriculum

Course Name: E-Business

Course Code: BBAC22350

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 (Its Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Trepper Charles (Its Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
5. Rehman S.M. & Rai Singhania (Its Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
6. Knapp C. Michel (Its Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.

Course Name: Business Policy and Strategic Management
Course Code: BBAC22351

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 is 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: Income Tax Law & Practices **Course Code: BCHE21005**

Objective

- The objective of the lesson and the class will be to provide knowledge to the students about the financial market of India, focused on the Stock Market (Capital Market). The pedagogy will include lectures 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.
- To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

Course Outline

Unit I: Introduction

Basic concepts: Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN).

Residential status; Scope of total income based on residential status of Individual only Exempted income under section 10

Unit II: Computation of Income under different heads-1

Income from Salaries; Income from house property (Only Simple and basic concepts)

Unit III: Computation of Income under different heads-2

Profits and gains of business or profession; Capital gains; Income from other sources (Only Simple and basic concepts).

Unit IV: Computation of Total Income and Tax Liability

Income of other persons included in assesses total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income of individuals and firms; Tax liability of an individual.

Unit V: Preparation of Return of Income

Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

Suggested Readings:

1. Singhanian, Vinod K. and Monica Singhanian. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish, and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.

Course Name: Sales and Distribution Management

Course Code: BBAE23003

Objective:

- To orient students about the negotiation skills and labour-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 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: Rural Marketing (From the Pool of GE Group B)
Course Code: GEC066020

Objectives

- This course aims to empower students with knowledge and capacities to understand and analyse 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-Choupal

Suggested Readings:

1. Pradeep Kashyap, Rural Marketing Publisher, Pearson Education, 2012.
2. Balaram Dogra & Harminder 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 Krishnamacharylu & Leitha Ramakrishna, - Rural Marketing, Pearson Education Asia.
5. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi.

12. Lesson Plans

BBAC22350 – E-Business

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Electronic Business	C-1	Lecture
Unit-I	Electronic Commerce	C-2	Lecture
Unit-I	Electronic Commerce Models	C-3	Lecture
Unit-I	Types of Electronic Commerce	C-4	Lecture
Unit-I	Value Chains in Electronic Commerce	C-5	Lecture
Unit-I	E-Commerce in India	C-6	Lecture
Unit-I	Internet, World Wide Web	C-7	Lecture
Unit-I	Internet Architectures	C-8	Lecture
Unit-I	Internet Applications	C-9	Lecture
Unit-I	Web Based Tools for Electronic Commerce	C-10	Lecture
Unit-I	Intranet, Composition of Intranet	C-11	Lecture
Unit-I	Business Applications on Intranet	C-12	Lecture
Unit-I	Extranets	C-13	Lecture
Unit-I	Electronic Data Interchange	C-14	Lecture
Unit-I	Components of Electronic Data Interchange	C-15	Lecture
Unit-I	Electronic Data Interchange Communication Process	C-16,17	Lecture
Unit-I	Clarification Class I	C-18	Clarification Class
Unit-I	Class Room Assignment I	C-19	Class Assignment
Unit-I	Take Home Assignment I		Take Home Assignment
Unit-II	Security Overview	C-20	Lecture
Unit-II	Electronic Commerce Threats	C-21	Lecture
Unit-II	Encryption	C-22	Lecture
Unit-II	Cryptography	C-23	Lecture
Unit-II	Public Key and Private Key Cryptography	C-24	Lecture
Unit-II	Group Discussion I	C-25	Group Discussion
Unit-II	Digital Signatures, Digital Certificates	C-26,27	Lecture
Unit-II	Security Protocols over Public Networks: HTTP	C28,29	Lecture
Unit-II	SSL, Firewall as Security Control	C-30	Lecture
Unit-II	Webinar I	C-31	Webinar
Unit-II	Public Key Infrastructure (PKI) for Security	C-32	Lecture
Unit-II	Prominent Cryptographic Applications	C-33	Lecture
Unit-II	Clarification Class II	C-34	Clarification Class
Unit-II	Class Room Assignment II	C-35	Class Assignment
Unit-II	Presentation I	C-36	Presentation
Unit-III	Concept of Money	C-37	Lecture
Unit-III	Electronic Payment System	C-38	Lecture
Unit-III	Types of Electronic Payment Systems	C-39	Lecture
Unit-III	Quiz I	C-40	Quiz

Unit-III	Smart Cards and Electronic Payment Systems	C-41	Lecture
Unit-III	Infrastructure Issues in EPS	C-42	Lecture
Unit-III	Guest Lecture I	C-43	Guest Lecture
Unit-III	Electronic Fund Transfer	C-44	Lecture
Unit-III	Clarification Class III	C-45	Clarification Class
Unit-III	Class Room Assignment III	C-46	Classroom Assignment
Unit-III	Presentation II	C-47	Presentation
Unit-III	Take Home Assignments II	C-48	Take Home Assignment
Unit-IV	Business Models	C-49	Lecture
Unit-IV	Revenue Models over Internet	C-50	Lecture
Unit-IV	Quiz II	C-51	Quiz
Unit-IV	Emerging Trends in e-Business	C-52,53	Lecture
Unit-IV	Presentation III	C-54	Presentation
Unit-IV	E-Governance	C-55	Lecture
Unit-IV	Digital Commerce	C-56	Lecture
Unit-IV	Mobile Commerce	C-57	Lecture
Unit-IV	Strategies for Business over Web	C-58	Lecture
Unit-IV	Internet based Business Models	C-59	Lecture
Unit-IV	Clarification Class IV	C-60	Clarification Class

BBAC22351 –Business Policy and Strategic Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Business Policy as a social and Economic System Objective of Business; Society and Business	C-1	Lecture
Unit-I	Business ethics	C-2	Lecture
Unit-I	Social responsibility of Business; Social Audit	C-3	Lecture
Unit-I	Business Policy in Various Economic Systems: Capitalist Economy	C-4	Lecture
Unit-I	Economic System of Socialism and mixed Economic system.	C-5	Lecture
Unit-I	Clarification Class I	C-6	Clarification Class
Unit-II	Business Environment Analysis: Socio – economic environment	C-7	Lecture
Unit-II	Technology environment	C-8	Lecture
Unit-II	Role of Government	C-9	Lecture
Unit-II	Role of Public Sector	C-10	Lecture
Unit-II	International Trade Environment; The industry Environment – PESTEL	C-11	Lecture
Unit-II	Demographic environment; Competitive environment	C-12	Lecture
Unit-II	Classroom Assignment I	C-13	Classroom Assignment
Unit-II	Clarification Class II	C-14	Clarification Class II
Unit-II	Take Home Assignment I		Take Home Assignment
Unit-III	What is Strategy?	C-15	Lecture
Unit-III	What is Strategic Intent; Mission; Objectives and Goals	C-16	Lecture
Unit-III	Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment	C-17	Lecture
Unit-III	Key Success Factors; Role of Resources, Capabilities and Core Competencies;	C-18	Lecture
Unit-III	Presentation I	C-19	Presentation
Unit-III	Competitive Advantage to Competitive Strategies;	C-20	Lecture
Unit-III	VRIO Model	C-21	Lecture
Unit-III	Strategic Analysis: Concept of Value Chain	C-22	Lecture
Unit-III	SWOT Analysis	C-23	Lecture
Unit-III	Webinar	C-24	Webinar
Unit-III	Tools and Techniques for Strategic Analysis	C-25	Lecture
Unit-III	Quiz I	C-26	Quiz
Unit-III	TOWS Matrix	C-27	Lecture
Unit-III	Generic Strategies	C-28	Lecture
Unit-III	Competitive Strategies	C-29	Lecture
Unit-III	Presentation II	C-30	Presentation

Unit-III	Porter's 5 Forces Model	C-31,32	Lecture
Unit-III	Seminar	C-33	Seminar
Unit-III	The Experience Curve	C-34	Lecture
Unit-III	Grand Strategy	C-35	Lecture
Unit-III	Case Study	C-36	Case Study
Unit-III	Presentation III	C-37	Presentation
Unit-III	BCG Matrix	C-38	Lecture
Unit-III	Take Home Assignment II		Take Home Assignment
Unit-III	Case Study	C-39	Case Study
Unit-IV	Strategy Implementation	C-40	Lecture
Unit-IV	Quiz II	C-41	Quiz
Unit-IV	Organization Structure	C-42	Lecture
Unit-IV	Resource Allocation	C43,45	Lecture
Unit-IV	Projects and Procedural issues	C46, C48	Lecture
Unit-IV	Case Study	C-49	Case Study
Unit-IV	Integration of Functional Plans	C-50	Lecture
Unit-IV	Case Study	C-51	Case Study
Unit-IV	Leadership	C-52	Lecture
Unit-IV	Classroom Assignment III	C-53	Classroom Assignment
Unit-IV	Change and Conflict Management	C-54	Lecture
Unit-IV	Case Study	C-55	Case Study
Unit-IV	Evaluation and Control-Nature	C-56	Lecture
Unit-IV	Evaluation and Control-Importance	C-57	Lecture
Unit-IV	Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	C-58	Lecture
Unit-IV	Classroom Assignment IV	C-59	Classroom Assignment
Unit-IV	Clarification Class IV	C-60	Clarification Class

BCHE21005–Income Tax Law & Practice

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Basic concepts: Income, agricultural income	C1,2,3	Lecture
Unit-I	person, assesses	C-4	Lecture
Unit-I	assessment year, previous year,	C-5	Lecture
Unit-I	gross total income, total income, maximum marginal rate of tax.	C-6	Lecture
Unit-I	Permanent Account Number (PAN)	C-7	Lecture
Unit-I	Residential status; Scope of total income based on residential status of Individual	C-8	Lecture
Unit-I	Exempted income under section 10	C-10	Lecture
Unit-I	Clarification Class	C-11	Clarification Class-1
Unit-I	Classroom assignment I	C-12	Classroom assignment
Unit-II	Income from Salaries	C-13,14,15	Lecture
Unit-II	Income from house property	C-16,17,18	Lecture
Unit-II	Clarification Class	C-19	Clarification Class
Unit-II	Classroom assignment II	C-20	Classroom assignment
Unit-II	Presentation-I	C-21	Presentation
Unit-III	Profits and gains of business or profession	C-22,23,24	Lecture
Unit-III	Capital gains;	C-25,26,27	Lecture
Unit-III	Income from other sources	C-28,29,30	Lecture
Unit-III	Clarification class	C-38	Clarification class
Unit-III	Class Assignment III	C-39	Class Assignment
Unit-III	Presentation-II	C-40	Presentation
Unit-IV	Income of other persons included in assesses total income;	C-41	Lecture
Unit-IV	Aggregation of income and set-off and carry forward of losses;	C-42	Lecture
Unit-IV	Deductions from gross total income	C-43	Lecture
Unit-IV	Computation of total income of individuals	C-44	Lecture
Unit-IV	Rebates and reliefs;	C-45	Lecture
Unit-IV	Computation of total income of firms	C-46	Lecture
Unit-IV	Tax liability of an individual.	C-47	Lecture
	Clarification class-IV	C-48	Clarification class
	Quiz	C-49	Quiz
Unit-V	Filing of returns	C-50,51	Lecture
Unit-V	On-line filing of Returns of Income	C-52,53	Lecture
Unit-V	TDS;	C-54	Lecture
Unit-V	Provision Procedures of Compulsory On-Line filing of returns for specified assesses	C-55,56	Lecture
Unit-V	Clarification class	C-57	Clarification class
Unit-V	Class Assignment IV	C-58	Class Assignment IV

Unit-V	Presentation	C-59	Presentation
	Revision	C-60	

GEC066020 –Rural Marketing- GE-13 Group B

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Rural Marketing Concept- Nature & Scope	C-1	Lecture
Unit-I	Significance of Rural Marketing	C-2	Lecture
Unit-I	Factors contributing to growth of rural markets	C-3	Lecture
Unit-I	Components & classification of Rural Markets	C-4	Lecture
Unit-I	Rural Market VS Urban Market	C-5	Lecture
Unit-I	E-rural marketing	C-6	Lecture
Unit-I	Buying decision process	C-7	Lecture
Unit-I	Rural marketing Information system	C-8	Lecture
Unit-I	Potential and size of the Rural Markets	C-9	Lecture
Unit-I	Classroom Assignment I	C-10	Classroom Assignment
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-I	Presentation I	C-12	Presentation
Unit-II	Issues in Rural Marketing	C-13	Lecture
Unit-II	Rural Consumer Behaviour - Features & Factors influencing	C-14	Lecture
Unit-II	Lifestyle of Rural Consumer	C-15	Lecture
Unit-II	Presentation II	C-16	Presentation
Unit-II	FMCG sector in Rural India	C-17	Lecture
Unit-II	Concept and classification of Consumer Goods	C-18	Lecture
Unit-II	Marketing channels for FMCG	C-19	Lecture
Unit-II	Fast Growing FMCG	C-20	Lecture
Unit-II	Marketing of consumer durables	C-21	Lecture
Unit-II	Classroom Assignment II	C-22	Classroom Assignment
Unit-II	Clarification Class II	C-23	Clarification Class
Unit-II	Presentation III	C-24	Presentation
Unit-III	Selection of Markets	C-25	Lecture
Unit-III	Product Strategy 1	C-26	Lecture
Unit-III	Product Strategy 2	C-27	Lecture
Unit-III	Activity I	C-28	Activity
Unit-III	Product mix Decisions-1	C-29	Lecture
Unit-III	Product mix Decisions-2	C-30	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Competitive product strategies for Rural Market 1	C-31	Lecture
Unit-III	Competitive product strategies for Rural Market 2	C-32	Lecture
Unit-III	Class Assignments III	C-33	Classroom Assignment
Unit-III	Revision	C-34	Lecture
Unit-III	Clarification Class III	C-35	Clarification Class
Unit-IV	Pricing Strategy	C-36	Lecture

Unit-IV	Pricing Policies	C-37	Lecture
Unit-IV	Innovative pricing methods for Rural markets	C-38	Lecture
Unit-IV	Promotion Strategy	C-39	Lecture
Unit-IV	Class Assignments IV	C-40	Class Assignment
Unit-IV	Appropriate Media	C-41	Lecture
Unit-IV	Designing right promotional mix	C-42	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Promotional campaigns	C-43	Lecture
Unit-IV	Group Discussion I	C-44	G.D.
Unit-IV	Revision	C-45	Lecture
Unit-IV	Clarification Class IV	C-46	Clarification Class
Unit-V	Distribution - Logistics Management	C-47	Lecture
Unit-V	Problem encountered in distribution	C-48	Lecture
Unit-V	Selection of appropriate channels	C-49	Lecture
Unit-V	New approaches to reach out Rural Markets	C-50	Lecture
Unit-V	Project Shakti	C-51	Lecture
Unit-V	E-Chou pal	C-52	Lecture
Unit-V	Activity	C-53	Activity
Unit-V	Webinar	C-54	Webinar
Unit-V	E-Chou pal	C-55	Lecture
Unit-V	Quiz I	C-56	Quiz
Unit-V	Revision of Imp Topics	C-57	Lecture
Unit-V	Group Discussion	C-58	Group Discussion
Unit-V	Quiz II	C-59	Quiz
Unit-V	Clarification Class V	C-60	Clarification Class

BBAE23003 –Sales and Distribution Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Sales Management- Introduction about subject & Definition and meaning, Objectives,	C-1	Lecture
Unit-I	Sales Research	C-2	Lecture
Unit-I	Sales Forecasting Methods	C-3	Lecture
Unit-I	Sales planning & Control-Goal Setting	C-4	Lecture
Unit-I	Performance measurement,	C-5	Lecture
Unit-I	Diagnosis & Corrective actions	C-6	Lecture
Unit-I	Clarification Class I	C-7	Clarification Class
Unit-I	Classroom Assignment I	C-8	Class Room Assignment
Unit-II	Sales Organization-Need for Sales Organizations	C-9,10	Lecture
Unit-II	Presentation I	C-11	Presentation
Unit-II	Webinar	C-12	Webinar
Unit-II	Sales Organization structure	C-13	Lecture
Unit-II	Sales Manager Functions & Responsibilities	C-14,15	Lecture
Unit-II	Planning for major customers	C-16	Lecture
Unit-II	Sales Budget	C-17,18	Lecture
Unit-II	Specific Characteristics of a successful Sales Man	C-19	Lecture
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-II	Class Room Assignment II	C-21	Class Room Assignment
Unit-III	Managing the Sales Force	C-22,23	Lecture
Unit-III	Recruiting	C-24	Lecture
Unit-III	Selection	C-25	Lecture
Unit-III	Training of Sales force	C-26	Lecture
Unit-III	Areas of sales Training	C-27	Lecture
Unit-III	Motivating the Sales Team activities	C-28	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Evaluating Sales Force Performance and Controlling Sales	C-29	Lecture
Unit-III	Quiz I	C-30	Quiz
Unit-III	Ethical and Legal issues Issues in Sales Management.	C-31	Lecture
Unit-III	Classroom Assignment III	C-32	Classroom Assignment
Unit-III	Clarification Class III	C-33	Clarification Class
Unit-IV	Distributions channel, Importance, types	C-34,35	Lecture
Unit-IV	Guest lecture	C-36	Guest lecture
Unit-IV	Distributions channel, Importance, types	C-37	Lecture

Unit-IV	Channel strategy Market Logistic: objective, planning	C-38	Lecture
Unit-IV	Customer oriented channel	C-39	Lecture
Unit-IV	Inventory management decision,	C-40	Lecture
Unit-IV	Webinar	C-41	Webinar
Unit-IV	Transportation decision.	C-42	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Clarification Class IV	C-43	Clarification Class
Unit-IV	Quiz II	C-44	Quiz
Unit-IV	Presentation II	C-45	Presentation
Unit-IV	Designing customer-oriented channel,	C-46	Lecture
Unit-IV	Case-let	C-47	Case-let
Unit-V	Understanding the customer requirement,	C-48	Lecture
Unit-V	Comparing the channel design.	C-49	Lecture
Unit-V	Managing the behavior of channel member, channel relationship,	C-50	Lecture
Unit-V	Channel control,	C-51	Lecture
Unit-V	Classroom Assignment IV	C-52	Classroom Assignment
Unit-V	Power positioning and conflict, influence strategy	C-53,54	Lecture
Unit-V	Presentation III	C-55	Presentation
Unit-V	Revision/Query Solving	C-56,59	Lecture
Unit-V	Clarification Class V	C60	Clarification Class

Note:

This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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