

## BBAI501 HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
BBAI501	Human Values and Professional Ethics	60	20	20	-	-	4	-	-

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of "right" and "good" in individual, social and professional context

### Course Outcomes

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.


## COURSE CONTENT

### Unit I: Human Value


1. Definition, Essence, Features and Sources
2. Sources and Classification
3. Hierarchy of Values
4. Values Across Culture

### Unit II: Morality

1. Definition, Moral Behaviour and Systems
2. Characteristics of Moral Standards
3. Values Vs Ethics Vs Morality
4. Impression Formation and Management

  
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### Unit III: Leadership in Indian Ethical Perspective.

1. Leadership, Characteristics
2. Leadership in Business (Styles), Types of Leadership (Scriptural, Political, Business and Charismatic)
3. Leadership Behaviour, Leadership Transformation in terms of Shastras (Upanihads, Smritis and Manu-smriti).

### Unit IV: Human Behavior – Indian Thoughts

1. Business Ethics its meaning and definition
2. Types, Objectives, Sources, Relevance in Business organisations.
3. Theories of Ethics. Codes of Ethics

### Unit V: Globalization and Ethics

1. Sources of Indian Ethos & its impact on human behavior
2. Corporate Citizenship and Social Responsibility – Concept (in Business),
3. Work Ethics and factors affecting work Ethics.

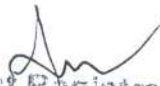
### Suggested Readings

1. Beteille, Andre (1991). *Society and Politics in India*. Athlone Press:New Jersey.
2. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. oxford university press
3. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective*. India: Pearson Education: India
4. Fleddermann, Charles D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). *Ethics and the Conduct of Business*. Pearson. Education: New Delhi.
6. Crane, Andrew and Matten, Dirk (2015). *Business Ethics*. Oxford University Press Inc:New York.
7. Murthy, C.S.V. (2016). *Business Ethics – Text and Cases*. Himalaya Publishing House Pvt. Ltd:Mumbai
8. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Age International Publications:New Delhi.



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## BBAI502 CUSTOMER RELATIONSHIP MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI502	Customer Relationship Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives** The objective of this course is to develop an insight and understanding OF Customer relationship Management

### Course Outcome

1. To enable an understanding of fundamental of retail sector.
2. To develop ability to analyze the dynamics of retail Industry and its environment.
3. To make them understand about the Retail marketing & promotion.

## COURSE CONTENT

### Unit I: Introduction to CRM

1. Definition & Concepts of CRM
2. Components of CRM
3. Understanding the goal of CRM
4. Customer Touch point

### Unit II: CRM Process

1. Introduction & objective of CRM Process
2. Insights into CRM and e CRM online
3. The CRM Cycle
4. CRM Process for Marketing Organization
5. CRM affiliation in retailing sector

### Unit III: Developing CRM Strategy

1. Role of CRM in business strategy
2. Understanding service Quality: Technical, functional & dimensions of service quality
3. Managing Customer communications



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#### Unit IV: CRM Implementation

1. Choosing the right CRM solution
2. Framework for Implementing CRM
3. Five phases for CRM Projects
4. Development of customization

#### Unit V: Sales force Automation

1. Sales process
2. Activity
3. Contact, Lead & Knowledge Management
4. Field Force Automation

#### Suggested Readings

1. Mohammed H Peeru, Sagadevan. *Customer Relationship Management*. Vikas Publishing House: New Delhi
2. Greenberg Paul. *CRM- Essentials customer Strategies for the 21<sup>st</sup> Century*. Tata McGraw Hill
3. Kincaid W. Judith. *Customer Relationship Management: Getting it Right*. Prentice Hall: New Delhi
4. Anton, John. *Customer Relationship Management*, Prentice Hall of India: New Delhi
5. GaGarikaparthi Madhavi. *CRM- The New face of Marketing*. ICFAI Press: Hyderabad



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## BBAIEF504 FINANCIAL SERVICES

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIE F504	Financial services	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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### Course Objective

To understand benefits of leasing, Credit Rating, E-Banking etc.

### Course Outcomes

1. Familiarize the students with the concept of leasing and Hire purchase.
2. Know the impact and role of Credit rating in the corporate world.
3. Analyze the contribution of merchant banks and venture capital in the promotion of the business.
4. Understand the benefits of Plastic Money, Factoring and forfeiting and debt Securitization.


## COURSE CONTENTS

### Unit I: Introduction

1. Overview of Financial systems In India – Structure, Functions of Financial Systems
2. Financial Instruments, Financial Markets – Capital Markets & Money Markets
3. Characteristics of Financial Markets
4. Functions of Stock Exchange and RBI

### Unit II: Financial Services

1. Objectives of financial services
2. Types of financial services – capital market services & money market services
3. Banking financial corporations, non banking financial corporation's

  
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### Unit III: Venture Capital and Leasing

1. Venture capital
2. Leasing- types of leases – leasing vs borrowing
3. Credit rating: CRISIL, ICRA
4. Factoring, forfeiting

### Unit IV: Mutual Funds Services

1. Mutual funds: concepts and objectives
2. Functions and portfolio classification
3. Debt securitization

### Unit V: Merchant Banking

1. Hire Purchase
2. E-banking
3. Micro/ Macro finance
4. Merchant Banking

### Suggested Readings

1. Khan, M.Y. (2009). *Financial Services*. Tata McGraw Hill, New Delhi.
2. Pathak, Bharti (2010). *Indian Financial System*. Pearson, India.
3. Srivastava, R. M. (2010). *Dynamics of Financial Markets and Institutions in India*. Excel Books, New Delhi.
4. Shanmugham (2009). *Financial Services*. Wiley, India.
5. Bhole, L. M. (2009). *Financial Institutions and Markets*. Tata McGraw Hill, New Delhi.
6. Gurusamy, S. (2008). *Financial Markets and Institutions*. Tata McGraw Hill, New Delhi.
7. Gopalswamy, N. (2008). *Capital Market*. Macmillan Publishers, New Delhi.
8. Chary (2008). *Venture Capital: Concepts and Application*. Macmillan Publishers, India.
9. Jadhav, Narendra (2007). *Monetary Policy, financial Stability and Central Banking in India*. Macmillan Publishers, New Delhi.



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## BBAIEH505 TRAINING & DEVELOPMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
BBAIEH 505	Training & Development	60	20	20	-	-	4	-	-
									4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The objective is to understand conceptual as well as practical dimensions of Training and its need. It also focuses on designing, evaluation and management of training programs.

### Course Outcomes

1. To understand the need assessment of training.
2. To assess the ROI on training programs.
3. To design the training program for diverse workforce.

## COURSE CONTENT

### UNIT I : Conceptual Framework of Training

1. Introduction to Training Development and Education
2. Objectives and Principles of Training
3. Areas of training, Drawbacks and Problem of Training
4. Significance of Training, Training Manual

### UNIT II : Approaches to Training

1. Approaches to Training
2. Training Procedure and Training Need Assessment
3. Training for Performance, Training Room Design, Role and Responsibilities of HRD and Training Specialist.

  
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### **UNIT III :Designing Training Plan**

1. Objectives of Designing
2. Training Plan
3. Competency Based HRM/Training, Competency Psychology
4. Designing & Conducting Specific T & D Programmes, New Employee Training.

### **UNIT IV :Methods and Styles of Training**

1. Training Methods and their pros and cons
2. Criteria for Method Selection
3. Relationship between principles of teaching and learning methods
4. Computer Based Training (CBT)

### **UNIT V: Evaluation of Training**

1. Introduction and Principles of Evaluation
2. Evaluation of Training,
3. Levels of Evaluation
4. Methods of Evaluation
5. Feedback and Assessment,
6. Assessing the ROI of Training

### **UNIT VI: Management Training & Development Management Development,**

1. Employee Training & Coaching,
2. Mentoring and Coaching,
3. ROI of Management Training,
4. Training Practices, Train the Trainer, Training For Diversity.


### **Suggested Readings**

1. R.K. Sahu (2009) *Training for Development*. Excel Books: India
2. Raymond Andrew Noe. (2016). *Employee Training & Development*. McGraw-Hill Education: India.
3. S.K. Bhatia. (2008). *Training and Development*. Deep and Deep Publications: India
4. Select Knowledge. (1995). *Training and Development Volume 31 of Professional Manager*. Select Knowledge Limited: India.



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## BBAIEM504 MARKETING OF SERVICES

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM I University Exam	Two Term Exam	Assessment* nt*	END SEM I University Exam	Assessment* nt*				
BBAIEM 504	MARKETING OF SERVICES	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The objective of the course is to provide the insights about the subject - Marketing of Services and to identify and discuss characteristics and challenges of managing service firms in the modern world

### Course Outcomes

1. Familiarize the students with services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.
2. Provide understanding of those aspects of marketing that are of particular relevance to service producing organizations

### COURSE CONTENT

#### **Unit1: Introduction to Service Marketing**

1. Meaning, Definition, Characteristics
2. Components of service Marketing
3. Classification of Service Marketing
4. Factors Leading to a Service Economy

#### **Unit II: Service Consumer Behavior**

1. Understanding the Service Customer as a Decision maker
2. Customer purchase Associated with Risk, How Service Customers Evaluate the service
3. The Service Consumer Decision Process in the service sector
4. Components of Customer Expectations, Service Satisfaction
5. Service Quality & Service Dimensions

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### Unit III: The Service Delivery Process

1. Managing Service Encounters, Common Encounter Situations,
2. Managing Service Encounters for Satisfactory Outcomes
3. Service Failure, Service Recovery Process
4. Customer Retention and Benefits.

### Unit IV: Strategic issues in Service Marketing

1. Market Segmentation in the Marketing of Services
2. Target Marketing, Positioning of Services
3. How to Create a positioning Strategy
4. Developing and maintaining Demand and Capacity

### Unit V: Challenges of Service Marketing

1. Marketing Planning for Services Developing and managing the customer service function
2. Developing and Maintaining Quality of Services.
3. Dimensions of relationship marketing
4. Goal of Relationship marketing

### Suggested Readings

1. Zeithmal, Bitner (2006). *Service Marketing (SIE)*. Tata Mcgraw Hill: New Delhi
2. Hoffman, K.D (2008). *Marketing of Service*. Cengage Learning: Boston
3. Cullen, Peter (2008). *Retailing: Environment & operation*. Cengage Learning: Boston
4. Sivakumar, A. (2007). *Retail Marketing*. Excel Books: New Delhi
5. C Bhattacharya C & Shanker Ravi (2009). *Services Marketing*. Excel Books: New Delhi
6. Nargundkar, Rajendra (2006). *Services Marketing*. Tata Mcgraw Hill: New Delhi
7. Clow, Kenneth E (2003). *Services Marketing: Operation, Management and Strategy*. Wiley: India
8. Apte, Govind (2004). *Services Marketing*. Oxford Press: USA
9. Jauhari, Vinnie (2009). *Services: Marketing, Operations, and Management*. Oxford Press: New Delhi

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