COURSE STRUCTURE FOR BBA

SIXTH SEMESTER

|  |  |  |  |  |  |  |  |  |  |
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| **A.** |  | **THEORY** |  |  |  |  |  |  |  |
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|  |  | **CODE** |  |  |  | **THEORY** |  | **CONTACTS** |  |  |
| **SL.** |  |  |  |  |  |  |  |  | **(PERIODS/WEEK)** | **CREDITS** |
| **NO.** |  |  |  |  |  |  |  | **L** | **T** | **P** |  | **TOT** |  |
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| **1** |  |  | **BBA 601** |  | **Advertising & Sales Promotion** | **4** |  |  |  | **4** | **4** |
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| **2** |  |  | **BBA 602** |  | **Project and Total Quality Management** | **4** |  |  |  | **4** | **4** |
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| **3** |  |  | **BBA 603** |  | **Human Resource Development** | **4** |  |  |  | **4** | **4** |
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| **4** |  |  | **BBA 604** |  | **International Finance** | **4** |  |  |  | **4** | **4** |
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|  |  |  |  |  |  | **Total of Theory** |  |  |  |  | **16** | **16** |
|  |  |  |  |  |  |  |  |  |  |
| **B.** |  | **SESSIONALS** |  |  |  |  |  |  |  |  |
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| **1** |  | **BBA 691** | **Comprehensive Viva Voce** |  |  |  |  |  | **1.5** |
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| **2** |  | **BBA 692** | **Institutional Participation** |  |  |  |  |  | **1.5** |
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| **3** |  | **BBA 696** | **Major Project on Specialized Area** |  |  | **12** |  | **12** | **2** |
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| **4** |  | **BBA 697** | **Defense of Project** |  |  |  |  |  | **2** |
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**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Advertising & Sales Promotion**

**Course Code: BBA601**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

The subject is designed to familiarize students with the fundamentals of advertising and promotions, the marketing communications process and the role and importance of communications as an activity in the marketing mix. It will enable students to understand the organization and process of advertising and promotions communications activities, including creative and media planning and strategy, and the other promotional elements in the communications mix. These include direct marketing communications, sales promotions, public relations and publicity, as well as personal selling.

The course has two main objectives:

• To familiarize students with the major concepts in advertising and promotions

• To integrate these concepts into a framework which can be applied to effective communication planning and strategy?

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**Course Outcomes:**

By the completion of the course students should:

• understand the communication objectives behind advertising and promotions;

• understand the various communication elements in the communications mix;

• understand the relationships between marketers and communication agencies;

• understand communications objectives setting, budgeting and remuneration;

• appreciate the role of consumer insights/research in communications design;

• understand the advertising and promotions strategies and tactics utilized by communications agencies;

• understand advertising and promotions ethical, regulatory and legal issues;

• critically analyze current and past advertising and promotions campaigns; and

• develop skills in selecting and integrating particular elements to create effective communication campaigns.

**Course Content:**

**Unit 1:** Advertising: Objectives, task and process, market segmentation and target audience – image analysis. Assessing communication objectives, Message design. Personal and non-personal communication. Channel.

**Unit 2:** Mass media, selection, planning and scheduling, Integrated programme and budget planning Implementing the programme coordination and control, Advertising agencies, organization and operation.

**Unit 3:** Sales promotion :Introduction, correlation between promotion expenditure & sales generation. Pull-Push strategy. Elements of promotion mix, a planning framework of promotion strategy.

**Unit 4:** Decision sequence analysis for promotional planning, Managing Sales promotion, Managing consumer promotions Managing Trade promotion, Managing sales force promotion, Managing promotion in service marketing. Measuring performance of sales promotion. Public Relation. Role of Public Relations.

Books:

1. Advertising & Sales Promotion, Kajmi & Batra, EXCEL BOOKS
2. Advertising & Promotion, Belch, TMH
3. Advertising Management, U.C.Mathur, New Age International
4. Advertising Management.M.V.Kulkarni.EPH.
5. Sales Management. M.V.Kulkarni.EPH.

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Project and Total Quality Management**

**Course Code: BBA602**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

The objectives of this course is to introduce the main principles of business and social excellence, to generate knowledge and skills of students to use models of projects and quality management methodology for the implementation of quality management in any sphere of business and public sector.

**Course Outcomes:**

At the end of the course students should:

• know business excellence models and be able assess organization’s performance making reference to their criteria;

• know the principles of total quality management and peculiarities of their implementation;

• be able to use quality management methods analyzing and solving problems of organization;

• know prerequisites of evolution of total quality management and significance of quality gurus’ works to the management of modern organizations.\

**Course Content:**

**Unit 1:** Project Management: An over view, its objectives and need. Types of Project Small and Large Projects. Knowledge Areas for managing projects.

**Unit 2:** Project Management Process; Project Phases – Concept. Organization Operation and Completion

PERT/CPM –

1. Basis of making network
2. PERT and Time
3. Activity costs and contracting the networks
4. Resource Limitations – Smoothing and Leveling
5. Use of Computer for Project PERT/CPM
6. Line of Balance Technique

**Unit 3:** Quality Management: What is Quality, Quality as a corporate strategy, statistical methods statistical process control, and control charts. Acceptances sampling. Acceptance sampling plan concept of Average Outgoing Quality Limit (AOQL)

**Unit 4:** Total Quality Management (TQM); Quality circles; Cost of Quality; Taguchi Philosophy; Design of Experiments (DOE); Ishikawa Diagram; Quality Function Deployment (QFD); Kaizen, Deminig’s cycle.; ISO 9000; ISO 14000

Introduction to:

1. Just-in-time Production
2. Human Engineering
3. Workplace Management
4. Value Engineering
5. Service orientation and customer focus
6. Bench marking
7. Business Process Reengineering (BPR)

Books:

1.Operation Mgmt., Chase, TMH

2.Manufacturing And Operations Management, L.C.Jhamb.EPH.

3.Project Management, K.Nagarajan, New Age International

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Human Resource Development**

**Course Code: BBA603**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

 The objective of this course to explain meaning and importance of HRD functions and its scope on industry. The nature of changes in the industry by training, performance appraisal, OD intervention along with management of quality and productivity in HR and business reengineering.

**Course Outcome**: This course equips the students at post graduate level such a way that they are ready to face business world in terms of human recourses development. During this course, Students would learn about the organization development and employee’s development and find the ways and means to improve that.

**Course Content**

**Unit 1:** Introduction: What are Human Resource Development (HRD), Role and objectives of HRD.Training and development: What is Education, training and development. Importance and benefits of training, needs and objectives of training, a system concept of training. Training and learning, principles of learning, types of training. Training methods and techniques. How to improve, effectiveness of training programmes by applying learning principles. Behavioral skills and profile of a trainer. Evaluation of training programmes. Measurement of effectiveness of training.

**Unit 2:** Performance Appraisal: What is performance Appraisal, objectives of performance appraisal. Approaches to performance Appraisal, Ethics of Appraisal, Methods / Techniques of performance Appraisal, Limitations or shortcomings of Performance Appraisal

**Unit 3:** Employee Motivation: Meaning of motivation, motivation and Behavior. Motivation and Frustration, importance of frustration in industry, Theories of motivation. Work Motivation Approaches. Critical appreciation of Vroom’s Model. Employee Morale, Attitudes and Job satisfaction: Meaning and importance of Morale, factors in Morale. Attitudes – Definition and meaning, components and functions of Attitude Formation, Attitude change, Measurement of Attitudes. Job satisfaction Job satisfaction and job behavior, Measurement of Job satisfaction.

**Unit 4:** Employee communication and counseling: Definition of communication. Purpose of communication, Effects of poor communication, How to communicate effectively. Employee counseling, counseling purpose and objectives, counseling methods / Techniques.

**Unit 5:** Stress Management: Meaning of stress, some of stress at work “Job Stress”. Consequences and manifestations of stress, Abnormal reaction to stress, How to overcomes stress, coping strategies for stress.

Changing Global Scenario challenges to Human Resource Management. Developmental’ role of HRM, HRM issues and concerns in future. Quest for Proactive HR

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: International Finance**

**Course Code: BBA604**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives**

The purpose of this module is to provide students with an understanding of international finance. The objective of this course is, therefore, to equip the financial manager with the theoretical background to know international operations.

**Course Learning Outcomes**

By the end of the course, you should be able to:
1. Understand international capital and foreign exchange market
2. Identify and appraise investment opportunities in the international environment
3. Identify risk relating to exchange rate fluctuations and develop strategies to deal with them
4. Identify and evaluate foreign direct investment and international acquisition opportunities

**Unit 1:** Financial Management in a global context. Objectives of the Firm and the Impact of risk, The nature and measurement of exposure and risk.

**Unit 2:** The Balance of Payments ,The International Monetary System, Global Financial Markets & Interest rates, The Foreign Exchange Market , Forwards, Swaps and interest parity, Currency and Interest, Rules Future, Currency options

**Unit 3:** Exchange Rule Determination and Forecasting, Corporate Exposures Management Policy Hedging, Speculation and Management of transactions.

**Unit 4:** Management of Interest Rule Exposure, Financial Swaps, International Equity Investment , Long-Term Borrowing in the Global Capital Markets. International Project Appraisal.

Books:

1.International Financial Markets and India, H.R.Machiraju, New Age International

2.International Financial Mgmt.,Madhu Vig, EXCEL BOOKS