

**Fifth Semester**

**Curriculum**

**BBA (Full Time) 3 Yrs. Program of D.A.V.V.,**

**Indore**

**For**

**Affiliated Institutions**

## **Semester V**

- BB 501 Customer Relationship Management
- BB 502 Research Methodology
- BB 503 Indian Financial System
- BB 504 Project Management
- BB 505M Advertising and Brand Management
- BB 505F Banking and Insurance
- BB 505H Human Resource Development
- BB 506M Sales and Distribution Management
- BB 506F Working Capital Management
- BB 506H Industrial Relations

## **BB501 CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Customer Relationship Management

**Examination Scheme:** Students shall be evaluated on two components , internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.
2. CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRM/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.
3. Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.
4. CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects; Development of Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.
5. SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.
6. CRM LINKS IN E-BUSINESS: E-Commerce and Customer Relationships on the Internet, Supplier

### **BOOKS:**

1. Mohammed, H. Peeru and a Sagadevan. Customer Relationship Management. Vikas Publishing House, Delhi.
2. Paul Greenberge. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill
3. Judith W. Kincaid, Customer Relationship Management: Getting It Right, New Jersey: Prentice Hall, New Delhi.
- 4 .Jon Anton, Customer Relationship Management, Prentice Hall of India, New Delhi.
5. Madhavi Garikaparathi, CRM – The New Face of Marketing, ICFAI Press, Hyderabad.

## **BB 502 Research Methodology**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Research Methodology.

**Examination Scheme:** Students shall be evaluated on two components , internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation . The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. Business Research, Meaning and methods of research. Research Process, Identification and formulation of Research Problem, Sources of Data, Primary Data and Secondary Data.
2. Research Design: Variables and types of variables, Hypothesis, Types and formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and, Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research.
3. Measurement Methods: Interviews and Surveys. Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales.
4. Data Analysis: Data analysis using statistical Packages, Hypothesis Testing, Parametric and Non-Parametric tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of relationships, statistical inferences for one or two samples.
5. Chi-square tests, Analysis of Variance (ANOVA) and Use of Multivariate Analysis in Business Research.
6. Sharing the Results. Reporting Research, Types of reports and Characteristics of a research report.

### **BOOKS.**

1. William G. Zikmund, Business Research Methods, Cengage Learning, India.
2. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Management Research Methodology:
  3. Integration of Principles, Methods and Techniques, Pearson Education
  4. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
  5. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI.
  6. Ranjeet Kumar, Research Methods, Pearson Education

## BB 503 Indian Financial Systems

**Course Objective:** The objective of this course is to develop an insight and Understanding of Indian Financial Systems

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. **CONCEPT OF FINANCIAL SYSTEM;** Formal and informal financial systems, Functions of financial system, Nature and Role of financial institutions and financial markets, Financial system and the economy.
2. **MONEY MARKET:** Emerging Structure of Indian Money Market; Instruments of Money Market; Money Mutual Funds – An Overview and RBI's Regulatory Guidelines; Commercial Banks – Role in Industrial Finance and Working Capital Finance.
3. **CAPITAL MARKET:** Concept, Structure and Functions of Capital Market; Primary Market- Instruments of Issue and Methods of Flotation; Secondary Market – Concept, Market Players, trading System and Settlement.
4. **INSTITUTIONAL STRUCTURE – INDIAN FINANCIAL INSTITUTION:** Development Banks- FCI, ICICI, SFCs and IDBI; Investment Institutions –UTI and other Mutual Funds; Insurance Organization- Life Insurance Corporation of India, SEBI: Scope and Functions, Objectives of SEBI.
5. **FINANCIAL PRODUCTS:** Leasing, Hire Purchase, Factoring and Forfeiting.
6. **CREDIT RATING:** Meaning, Functions, Importance. **DERIVATIVES:** Basic Introduction

### BOOKS:

1. Bhole, L.M., Indian Financial System, Chug Publications, Allahabad.
2. Johnson, H.J. Financial Institutions and Markets, McGraw Hill, New York
3. Machiraju, M.R. Indian Financial Systems, Vikas Publishing House, New Delhi.
4. Ohlson, J.A, The Theory of Financial Markets and Institutions, North Holland,
5. Prasad, K.N., Development of India's Financial System, Sarup & Sons, New Delhi.

## BB 504 Project Management

**Course Objective:** The objective of this course is to develop an insight and Understanding of Project Management

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases

1. Introduction to project and projects. Characteristics and types of projects. Gaining importance, project life cycle and its phases. Project selection, non quantitative and scoring models, technical analysis and technology selection, market potential analysis and techniques of long term forecasting.
2. Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner's perspective. Project Appraisal. Financial feasibility with risk. Types of risk, techniques of risk evaluation and its mitigation. Sensitivity analysis, Hiller's model, scenario analysis, simulation.
3. Network analysis, construction of networks, CPM, various types of floats and their application, PERT and its applications. Time cost relationship, crashing for optimum cost and optimum time. Resource leveling.
4. Introduction to project software and applications of MS Project.
5. Human Aspects of Project management: project manager's skills and functions, matrix organization, Social Cost Benefit Analysis, UNIDO approach, shadow pricing.
6. Project monitoring, Earned Value Analysis, abandonment analysis, PMIS, Project Termination and Audit. Reasons for failure.

### BOOKS:

- 1 Gido Effective project management Cengage Learning
- 2 Gray & Larson, Project Management: The Managerial Process,
- 3 Pinto, Project Management: Achieving Competitive Advantage, Pearson,
- 4 Sunil Abrol, Cases in Project Management, Excel Books,,
- 5 Maylor-Project Management,
- 6 Gopalakrishnan – Textbook of Project Management– Macmillan

## **BB 505M Advertising and Brand Management**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Advertising and Brand Management marketing students

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertising in primary and secondary demand. How advertising works" Hierarchy of effects model, advertising objectives, routes to persuasion.
2. Customer behavior and advertising: segmentation, motivation analyses, and value proposition. Advertising message: message objectives, recall, attitude, emotions and feelings. Message tactics: creative approaches, copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and Cyberspace.
3. Advertising Objectives: goals and objectives, DAGMAR, Media strategy: budgeting, approaches and allocation. Media planning types, class, vehicle, scheduling and new media forms.
4. Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment.
5. Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal.
6. Brand positioning; choice of context, parity and differentiation. Repositioning brand equity: brand assets and liabilities, equity creation and management.

### **BOOKS:**

- 1 Belch. Belch. Advertising & Promotion: An Integrated Marketing Communication, TMH
- 2 Keller, Strategic Brand Management, Pearson
- 3 Kazmi & Batra Advertising & Sales Promotion, Excel Books
- 4 Harsh Verma Brand Management, Excel Books,
- 5 Sengupta - Brand Positioning, TMH 2008
- 6 Shah, Kruti, Advertising and Promotions : An IMC Perspective, TMH

## **BB 505F Banking and Insurance**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Banking and Insurance.

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. RISK AND INSURANCE – Defining risk, nature and types of risk, risk management process, Risk and its relation with insurance. Concept and significance of insurance, classification of insurance life and non life, general principles of insurance.
2. LIFE INSURANCE – Life - principles, products term insurance endowment, insurance, pensions, Group Insurance, IRDA.
3. OVERVIEW OF BANKING INDUSTRY: - Banking structure in India- RBI, Commercial, Rural and Cooperative banks their role and significance, functions, SLR, CRR: Concepts, Banking Ratios.
4. GENERAL INSURANCE: principles, products fire, marine, motor vehicles, public utility, third party insurance, group insurance, burglary insurance. Claims Settlements
5. BANKING RISKS AND RECENT DEVELOPMENTS – Credit, liquidity, market, operation, interest rate solvency, Universal Banking, E-banking, Mobile banking. ALM Process. AMI
6. BASEL 1 & 2.

### **BOOKS:**

1. ICSI, Bank and Insurance Law and Practice, Taxmann's Publication.
2. Neelam C Gulati, principles of Insurance Management – Excel books.
3. Rejda, principles of Risk Management and Insurance



## **BB 505H Human Resource Development**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Human Resource Development

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. HRD Concepts: Definition, Evolution, HRM & HRD. Challenges & Goals of HRD.
2. HRD Function: HRD department structure, functions, and staffing.
3. HRD Professionals: Roles and Competencies.
4. Career Management and Development. Mentoring at Workplace, Work-Life Integration, and Performance Management System.
5. HRD Audit: Meaning and Concept, Need, Designing HRD Audit Process, Parameters to be Audited, Audit Results, Preventive and Corrective actions, Role in Business Improvement, Methodology and Limitations.
6. Applications of HRD: HRD Climate. HRD for managing organizational change. HRD for Workers (blue collar employees)

### **BOOKS:**

Kandula, Strategic Human Resource Development, 2010 PHI Learning  
French, Bell - Organizational Development and Transformation , 6e TMH 2008  
R Krishnaveni, Human Resource Development Excel Books, 2010  
Kalyani Mohanty Human Resource Development & Organisational Effectiveness, Excel Books, 2010  
Dessler- Human Resource Management 11/e, Pearson 2010  
Mankin. D. (2009) Human Resource Development New Delhi, Oxford Univ Press

## **BB 506M Sales and Distribution Management**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Sales and Distribution Management

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs, Changing Scenario of Selling Environment.
2. Theories of Sales Management: objectives, Nature and Scope. Buyer - Seller Dyads, Theories of selling - AIDAS Theory, "Right set of circumstances" Theory, "Buying Formula" Theory, and Behavioral Equation, Theory of selling. Sales Planning: Sales Organization, Sales Forecasting, Sales Budgeting; Territory Design and Setting Quotas.
3. Operational Sales Management: Understanding and Opportunities of Sales Promotion and Trade Promotion Concepts; Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force.
4. Sales promotion's impact on sales; Evaluation of sales promotion experiments; Choice and purchase timing models: Manufacturer promotion planning process; Retailer promotion planning process; Strategic issues In designing promotional Strategies; Substantive findings and issues on coupons, trade dealings, and retail promotions;
5. Distribution: Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems. Wholesaling and Retailing: Importance, Types, Marketing Decisions for Wholesalers, Retailing: Importance, Types, and Retailer Marketing Decisions.
6. Physical Distribution: Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information.

### **BOOKS**

S L Gupta, Sales and Distribution Management, Excel Books,2010  
Cron ,Sales Management: Concepts and Cases, 10 Edn ,2010,Wiley  
Havaladar, Krishana - Sales & Distribution Management, 2e TMH 2009  
Spiro, Stanton - Management of a Sales Force, 11e TMH 2008  
Tanner-Sales Management, Pearson,2010  
Still-Sales Management Decisions, Strategies and Cases, 5/e, Pearson,2010

## **BB 506F Working Capital Management**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Working Capital Management

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. Principles of Working capital: Introduction to Working capital, Concept of Working Capital
2. Need for Working capital, Concepts and its determinants, estimation of working capital needs.
3. Accounts Receivables Management and Factoring: Credit Policy, Nature and Goals, credit evaluation of individual accounts and its monitoring receivables, factoring: types and benefits.
4. Inventory Management: Nature of Inventories, Need to hold inventories, objectives of inventory management. inventory Management techniques, inventory management process.
5. Cash Management: Facets of Cash Management, Motive for holding cash, managing cash collection and disbursements, investing surplus, cash in marketable securities, cash budgeting.
- 6 Working Capital Finance: Trade Credit, Bank Finance and Commercial Papers.

### **BOOKS:**

1. IM Pandey Financial Management
2. Prasanna Chandra Financial Management Theory and Practice
3. Agarwal, Agarwal and Kothari; RBD Publications

## **BB 506H Industrial Relations**

**Course Objective:** The objective of this course is to develop an insight and Understanding of Industrial Relations.

**Examination Scheme:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

1. Industrial Relations: Concept & Scope;
2. Industrial Relations Perspectives: Conflict model Vs. Collaboration model.
3. Legal Framework of Industrial Relations. Trade Unions: philosophy and Perspectives; history and structure of Trade Unions; Impact of Globalization. Technology and economic reforms on Trade Unions. Emerging changes in Trade unions.
4. Discipline and Disputes: Negotiation. Mediation, Arbitration - Works Committee. Conciliation. Board of Conciliation. Court of enquiry.
5. Disciplinary procedures and Grievance Management machineries Industrial Disputes Act. Negotiation and Conflict vs Settlements. Productivity Bargaining and Gain Sharing.
6. Employee Empowerment, worker participation in Management and Their impact on Quality of Work Life and Industrial Relations.

### **BOOKS:**

1. Sen - **Industrial Relation in India**, Macmillan Publishers
2. Sinha - **Industrial Relations, Trade Unions, and Labour Legislation**, Pearson
3. B D Singh, **Industrial Relations and Labour Laws**, Excel Books
4. Monappa, Arun - **Industrial Relations**, TMH
5. Taxmann's, **Labour Laws**, Taxmann