



Deccan Education Society's
Brihan Maharashtra College of Commerce (AUTONOMOUS)
845, Shivajinagar, Pune-411004

Autonomous Structure of B.B.A. Course (2017 Pattern)					
T.Y.B.B.A.					
Code	Sem V Course	Credits	Code	Sem VI Course	Credits
2501	Supply Chain & Logistics Management	3	2601	Management Control System	3
2502	Research Methodology	3	2602	Strategic Management	3
2503	Customer Relationship Management	3	2603	Business Communication and soft skills	3
2504	Foreign Language A) German B) French	4	2604	Introduction to Business Law	3
2505	Specialization -V (A) Finance- Working Capital Assets Management (B) Marketing- IMC and Advertising (C) HRM- Organizational Development (D) Services-Financial Services Management	3	2605	Specialization-VII (A)Finance- Current trends in Financial services and Institutions (B)Marketing-International Marketing (C)HRM- Global trends in HR (D)Services-International Business In Services Sector	3
2506	Specialization-VI (A) Finance-Analysis of Corporate Financial Reports (B) Marketing –Retail Management (C) HRM- Labour Laws (D) Services-Tourism Services Marketing & Management	4	2606	Projects A) Project in Finance B) Project in Marketing C) Project in HR D) Project in Services	4
	Total Credits	20		Total Credits	19

BMCC – T.Y.B.B.A.

Subject code- 2501

Semester - V

Credit - 3

Subject title - **Supply Chain and Logistics Management** (Pattern 2017)

Objectives:

1. To understand the importance of SCM in Total Business process
2. To understand the importance of strategic sourcing and Inventory
3. Explain the importance of limited sources and effective utilization of the same

Unit No.	Topics	No. of lectures
1	Introduction to Supply Chain Management 1.1 Definition. Information flow and Material flow, Significance of SCM 1.2 Scope of SCM 1.3 Objectives of SCM 1.4 Supply Chain structure- Transportation, Warehousing, Material handling 1.5 Drivers of Supply Chain 1.6 Concept of Cash to Cash Conversion 1.7 Measures of SCM performance	8
2	Logistics and its Role 2.1 Functions of Logistics 2.2 Inbound, Outbound, Third Party, Global and Reverse logistics 2.3 Customer Service 2.4 Bullwhip Effect	8
3	Procurement and Strategic Sourcing 3.1 Importance of Purchasing- Purchasing as a profit centre 3.1. Purchasing cycle 3.2. Vendor Developing and Vendor rating 3.3. Changing relations with Supplier 3.4 Make or Buy Decision	8
4	Inventory 4.1 Need of the Inventory	8

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	4.2 Types of Inventory 4.3 Different costs associated with Inventory- Economic order quantity 4.4. ABC and FSN Analysis	
5	Physical Distribution 5.1 Concept, Introduction to Physical Distribution 5.2 Total Distribution Cost 5.3 Participants of Distribution Channel, Channel design 5.4 Types of Distribution Channels 5.5. Unconventional channels. Vertical and Horizontal Marketing channels	8
	Current trends in Supply Chain Management	
6	6.1. Role of technology in SCM 6.2 Bar coding, EDI, GPS, RFID in SCM 6.3 Auction and Reverse Auction 6.4 Green Supply Chain Management 6.5 Global SCM. Logistics in Global Economy 6.6. International Sourcing	5

Suggested Reference Material –

1. Supply Chain Management – Mohanty and Deshmukh
2. Logistics and Supply Chain Management – Bowersox and Closs
3. Operation Management – B. Mahadevan

Teaching Methodology –

- Power point presentations
- Discussion
- Case study
- Video

Expected Outcome –

- Student will have the knowledge of complexity of Global Logistics
- Importance of timely delivery
- Utilization of resources
- Understand the importance of outsourcing at global level

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Subject code- 2502

Semester - V

Credit - 3

Subject title - **Research Methodology** (Pattern 2017)

Objectives:

1. Understand the concepts in Research Methodology
2. Be able to apply the concepts and do a research project independently

Unit No.	Topics	No. of lectures
1	Introduction to Research Methodology – 1.1 Meaning & Definition of Research 1.2 Significance & Limitations of Research 1.3 Types of Research	10
2	Hypothesis and Research Design 2.1 Introduction to Hypothesis 2.2 Types of Hypothesis 2.3 Framing Hypothesis 2.4 Research Design (Definition, Objectives, Essentials of good Research Design)	8
3	Data Collection Process – 3.1 Research Process & collection of data 3.2 Primary Data (Definition, Advantages, Disadvantages & Methods of collection of Primary Data) (Observation, Interview, Scheduling, Questionnaire) 3.3 Secondary Data ((Definition, Advantages, Disadvantages, Types &Methods of collection of Secondary Data) 3.4 Introduction to Sampling (Types and Techniques)	10
4	Sampling Techniques 4.1 Main Object of Sampling 4.2 Basic Principles of Sampling 4.3 Sampling Methods 4.4 Exercises	7
5	Analysis & Report Writing – 5.1 Data Processing, Analysis, Interpretation, 5.2 Meaning & Characteristics of Research Report, Steps involve in report writing	10

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Suggested Reference Material –

1. Business Research Methodology – J. K. Sachdeva (Himalaya Publication)
2. Research Methodology – C. R. Kothari
3. Business Research Methodology – D. K. Sharma & A. K. Gupta

Teaching Methodology – Classroom teaching, Presentation

Expected Outcome – Students should be able to carry out research and work on projects independently.

BMCC – T.Y.B.B.A.

Subject code- 2503

Semester - V

Credit – 3

Subject title – **Customer Relationship Management** (Pattern 2017)

Objectives:

1. This course aims to provide a conceptual background of CRM practice in the fast- growing Marketing and Services sectors.
2. The knowledge of the subject will enhance the required skill of managing consumers across life cycles (from Acquisition to Retention) and help the students face the challenges thrown upon them in today's competitive world.

Unit No.	Topic	No. of lectures
1	CRM: An Overview 1. Introduction: Concept, Importance and Culture of CRM 2. Transition from Database Marketing to CRM. 3. Challenges building Loyal customers 4. Evolution and Types Of CRM 5. CRM Implementation options	10
2	Relationship Marketing 1. Rogers and Peppers model of CRM 2. Customer Engagement and Experience Management 3. Building a Relationship Approach 4. Creating a Responsibility and Accountability Matrix 5. Level of Relationship Bonds	10
3	PROCESS STRUCTURE 1. CRM Levels 2. Front End and Back end Business Process Integration 3. Sales & Post sales process 4. Marketing Campaign Process 5. Contact and Activity Management Process	10

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4	Role of Technology in CRM 1. Web, Mobile, Email etc. to stay connected and collaborative 2. Effective sales process building 3. Analyzing Client Profile 4. Key account sales process 5. Permission Marketing	5
5	1. Loyalty Programs 2. Objectives, characteristics of LP 3. Effectiveness and drivers of LP 4. Differences: Behavioral Loyalty and Attitudinal Loyalty 5. CRM Driven ROI Matrix for internal customers	10
	Total No. of lectures	45

Suggested Reference Material –

- 1) Customer Relationship Management by Ed Peelen (Pearson)
- 2) Relationship Management by Mark Godson (South Asia Edition)
- 3) CRM by Vikas Publishing house—Delhi

Teaching Methodology –

Including Case Study on marketing and services management related to CRM, guest lectures, classroom teaching, live assignments to observe consumer behavior in different set-ups.

Expected Outcome – 1) Important for any marketing student to understand the customer's thought process.

- 2) To understand how to retain long term customers and its importance.

BMCC – T.Y.B.B.A.

Subject code- 2504 (A)

Semester- V

Credit – 4

Subject Title – **German** (Pattern 2017)

Objectives:

- 1) Students understand further grammatical patterns.
- 2) Students increase their stock of words.
- 3) Students can read, write, understand and speak German at a slightly more advanced level.
- 4) Students understand and appreciate German cultural contexts and values.
- 5) Students are better acquainted with the German achievements in various fields as this syllabus design believes that business deals are better if you “know” your partner.

Unit no	Topics	Grammar	No. of lectures
1.	Professions and Daily Routine	Modal Verbs Possessive articles in accusative case	09
2.	Sight-seeing Shopping	Prepositions + Accusative and Dative	08
3.	Culinary Details, Visit to a Restaurant, German Recipes	Comparative and Superlative	08
4.	Weather and Clothes Visiting veggie/fruit markets, grocery shops	Adjectives in Accusative/Dative Demonstrative Article	08
5.	Body and Health	Imperative, Personal pronoun in Accusative, Dative, Genitive More Modal Verbs	07
6.	Introduction to Business German	1. Formal letter writing 2. C.V. writing	10

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	Further		
7.	Introduction to Business German	1. A Job Interview 2. Product Description 3. Visa, Passport	10

Suggested Reference material –

- 1) Deutsch Intensiv
- 2) Deutsch für Sie
- 3) Deutsch: Ein Lehrbuch für Ausländer
- 4) Themen Aktuell
- 5) Studio D

Teaching Methodology – Lecture, Group Work, Pair Work, Use of the Video Material, Use of Audio and visual material, Writing e-mails, Individual Participation

Expected Outcome -Students' control over the language is sharper and better. Their communication capabilities and control over the four language skills improves and, hence, they can appear, if they so wish, for higher level German language examinations. They are prepared for job related German to some extent.

BMCC – T.Y.B.B.A.

Subject code - 2504 (B)

Semester - V

Credit - 4

Subject title – **French** (Pattern 2017)

Objectives:

To impart

1. Further general cultural information about France.
2. Further ways of behavior and etiquettes in France.
3. Further general and business related French vocabulary.
4. To understand, express, read and write next stage more general and business French.

Unit no	Functional Competence	Grammar	Vocabulary	Culture	No. of lectures
05	To speak about daily activities, explain the food habits, to give work indications, to ask explanations, sports activities, provenance and destination, meals, appointments, give positive appreciation.	Pronominal verbs, three ways of interrogation, more verbs and prepositions, near future tense, partitive articles, demonstrative adjectives.	Professional partners, professional activities, air travel, meals and dishes, internet.	Meals and food habits in France, invitation at the French people, work timings in France, business meals in France.	15
06	To order a meal in a restaurant, describe a dish/product/lodging, purchases in a shop and on line buying, to find a lodging, to indicate a	Personal pronouns COD, interrogative pronouns, demonstrative adjectives, interrogative pronouns, comparative	Restaurant, sale, renting, rooms of a house, clothes, on line shopping.	Food habits and eating habits of the French.	15

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	price, describing an apartment, to speak about a past action.	e and superlative, past tense.			
07	To speak about a company and its organization, to give simple explanations of manufacture process, drafting and understanding of simple rules and regulations, personal and professional qualities, product composition, duration, prohibitions.	Use of 'c'est', adverbs, use of 'on', relative pronouns, active and passive voice, verbs.	Cardinal directions, the trades and tradesmen, health and hygiene, the persons in a company.	The company culture in France, the social rites and codes.	15
08	To draft and to understand a simple job offer, to draft a simple C.V., personal interview.	Forming nouns, recent past tense, il y a, en, depuis, pendant, imparfait, different negations, relative pronouns, verbs.	Job offer, different parts of a C.V., technical sector, motivation letter.	Salaries and perks in France.	15

Suggested Reference Material –

1) 'Objectif Express, le monde Professionel en Français'. By Anne-Lyse Dubois, Béatrice Tauzin, Published by Hachette.

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2) 'Le Français à Grande Vitesse'. By Béatrice Tauzin, Margaret Mitchell, Sandra Truscott. Published by Hachette.

Teaching Methodology – Lecture, Visuals, Map of France and Europe, Lecture, conversation practice, repetition, conversation.

Expected Outcome –

- 1) The learner will be able to understand and express in next level French.
- 2) Since it is the Business Management course, the learner will be oriented further to essentially 'business French' (French related to business world).
- 3) The learner will learn more about some basic behavior patterns in the French cultural context.
- 4) The learner will learn about some habits and behavior of French companies/enterprises.
- 5) The learner will further be oriented to some aspects of the French civilization in order to understand better the French counterpart and to be able to go about in France.

BMCC – T.Y.B.B.A.

Subject code- 2505 A

Semester - V

Credit – 3

Subject title - **Working capital assets management** (Pattern 2017)

Objectives:

1. To understand the concept of receivables management
2. To learn the ABC analysis of receivables
3. To understand concept of Bill discounting and factoring

Unit No.	Lectures	No. Of. Lectures
1	Introduction to the concept of Receivables management - Concepts and components	7
2	Management of accounts receivables and ABC analysis of receivables - Concepts and components - Types	8
3	Management of trade credits and bills receivables - Bill discounting	7
4	Inventory Management and control - Re-order levels - EOQ	11
5	Introduction to factoring - Concepts and parties involved - different contracts - Difference between Factoring and bill discounting	12
	Total Hrs	45

Suggested Reference Material –

- Financial Management By – Dr. R.P. Rustagi

Teaching Methodology –

- Lecture, Case study, Sum Solving

Expected Outcome –

1. Understand the concept of receivables management
2. Learn the ABC analysis of receivables
3. Understand concept of Bill discounting and factoring

BMCC – T.Y.B.B.A.

Subject code – 2505 B

Semester - V

Credit – 3

Subject title – **IMC and Advertising** (Pattern 2017)

OBJECTIVES:

1. To acquaint students with the fundamentals of IMC & Advertising.
2. To give insights to students about copy writing and creative writing.
3. To brief students about the working of Advertising Agencies.
4. To create awareness about the job opportunities in Advertising.

Unit No.	Topics	No. of Lectures
1	Integrated Marketing Communication (IMC)	5
1.1	Understanding IMC	
1.2	Integrating Marketing Communication in the Marketing Mix	
1.3	IMC Tools Characteristics	
2	Advertising	6
2.1	Meaning, Features, Functions	
2.2	Types of Advertising	
2.3	Five Ms of Advertising	
2.4	History of Indian Advertising	
3	Advertising as a Communication Tool	6
3.1	Meaning	
3.2	Response Hierarchy Model	
3.3	AIDA	
3.4	High & Low Involvement Learning Models	
3.5	FCB Model	
4	Advertising Objectives and Campaign Planning	5
4.1	Objectives	
4.2	Advertising Budget	
	* Methods	
	* Factors to be considered	
4.3	Advertising Campaign Planning Process	
5	Creative & Media Strategies	8
5.1	Creativity in Ads	

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	* Copy writing, Creative Writing,	
	*Message Content, Appeals, Mascots, Endorsements	
	Jingles, Slogans	
5.2	Media Decisions	
	* Role of Media	
	*Types of Media	
	* Advantages & Disadvantages	
	* Factors affecting media choice	
	* Media Planning , Selection and Scheduling strategies.	
6	Advertising Effectiveness	5
6.1	Measurement of Ads	
6.2	Pre Testing & Post Testing	
6.3	Technology used in Testing	
7	Advertising agency	4
7.1	Meaning & functions	
7.2	Types of Advertising Agencies	
8	Legal & Ethical Aspects of Advertising in India	
8.1	Statutory Provisions Governing Advertising	
8.2	ASCI's Code of Advertising	
8.3	General Rules of Conduct in Advertising	6
	TOTAL –	45

Suggested Reference Material –

Advertising Management - Batra, Myers, Aaker, Principles of Advertising – Ruchi Gupta, Principles of Advertising – Chunawala, Principles of Marketing – Philip Kotler, Advertising Management- Jaishri Jethwaney, Shruti Jain, Advertising & IMC - Duncan

Teaching Methodology –

Lectures, Discussions, Video Clips, PPTs, Advertising Theories, Creative Writing, Mascot Designing, Slogan Writing, Creative Briefs, Poster Making, Guest Lecture
Workshops.

Expected Outcome –

- Interest in Media & Communication.
- Career options in Copywriting and Creative Writing.
- Awareness of the Legal and Ethical Aspects in the Advertising Field.

BMCC – T.Y.B.B.A.

Subject code- 2505 C

Semester - V

Credit - 3

Subject title – **HRM - Organizational Development** (Pattern 2017)

Objectives:

1. To gain familiarity with the concept and skills to manage and improve organizational culture collaboratively
2. To understand how organizational goals are attained by furthering the human values in individuals.

Unit No.	Topics	No. of lectures
1.	Organisational development- An introduction <ul style="list-style-type: none">• Meaning and Definition, History of OD,• Organisational Development for Managers,• Characteristics and Assumptions• Role of OD Practitioner, Role of OD Professional in Organisations, Competencies Required for an OD Professional, Scope of the Role of an OD Professional	10
2.	Process of OD: <ul style="list-style-type: none">• Components of OD program,• OD program phases, Making an Entry, Developing Contract, Launch, Situational Evaluation, Closure <ul style="list-style-type: none">• Designing Interventions: OD Interventions,• Characteristics of OD Interventions, Levels of Diagnosis in Organisations, OD Map, Factors Affecting Success of Interventions	10
3.	Human Resource Interventions <ul style="list-style-type: none">• HRM Interventions, Goal Setting, Performance Appraisal, Reward Systems, Career Planning and Development, Managing Workforce Diversity, Employee Wellness Structural Interventions <ul style="list-style-type: none">• Socio-Technical Systems, Techno-Structural Interventions, Physical Settings and OD, Types of Techno-Structural Interventions Strategic Interventions: Integrated Strategic Change, Trans-organisation	10

BMCC – T.Y.B.B.A.

	Development, Merger and Acquisition Integration, Culture Change, Self-Designing Organisations, Organisation Learning and Knowledge Management, Confrontation Meetings, Learning Organisations	
4.	Evaluating OD Interventions: <ul style="list-style-type: none">• Evaluation, Importance of Evaluating Interventions,• Types of Evaluation,• Methods of Evaluating Interventions	7
5.	Future of OD: <ul style="list-style-type: none">• Organisational Development and Globalization, Emerging Trends in OD –• Expanding the use of OD, Combining traditional “hard” business competencies and OD,• Creating whole system change, Using OD to facilitate partnerships and alliances,• Enhancing constant learning,• Trends within the Organisation	8

Suggested Reference Material –

1. Organizational Development By Wendell L Freanch And Cecil H Bell
Recent Experiences in HR by TV Rao

Teaching Methodology – Lecture, Case Studies

Expected Outcome –

After successful completion of the course it is expected that the students will.

- Understand the importance of OB
- Students will understand the concept, applicability and necessity of Change Management

BMCC – T.Y.B.B.A.

Subject code- 2505 D

Semester – V

Credit - 3

Subject title – **FINANCIAL SERVICES MANAGEMENT** (Pattern 2017)

Objectives:

1. To study the nature of financial services in detail
2. To understand money market issues
3. To know different financial service in current situation

Unit No.	Topics	No. of lectures
1	Introduction to Financial services Concepts meaning and special considerations for the customers	10
2	Banking services: History Functions and service operations	13
3	Insurance services: History Functions and service operations	12
4	Money Markets: concepts and components	5
5	Other financial services	5
		45

Suggested Reference Material –

1. Services Management Harsh Verma
2. Services Marketing Integrating customer focus across the firm
Valarie Zeithaml
3. Services Management and Marketing: Rajendra Nargundkar
4. Services Marketing C Lovelock
5. Services Marketing Venugopal & Raghu
6. Services: Marketing operations and Management V. Jauhari and K
Dutta

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7. www.rbi.org.in
8. www.irda.gov.in

Teaching Methodology –

1. Lecture method
2. Case studies
3. Presentations
4. Videos
5. Field visits

Expected Outcome – After studying this subject the students should be able to grasp the unique characteristics of services operations.

BMCC – T.Y.B.B.A.

Subject code- 2506 A

Semester - V

Credit - 4

Subject title - **Analysis of Corporate Financial reports** (Pattern 2017)

Objectives:

1. To understand the corporate financial statements
2. To learn the preparation of comparative, common size and trend statements using corporate financial reports.
3. To calculate the ratio's and analyze the financial statements

Unit No.	Lectures	No. Of Lectures
1	Analysis of the corporate Financial statements - Concepts and components - Notes to accounts	15
2	Reading and analyzing the Annual reports - Concepts and components	10
3	Preparation of comparative statements and its analysis - Concepts, sum solving and analysis	7
4	Preparation of common size statements and its analysis - Concepts, sum solving and analysis	7
5	Preparation of Trend percentages and its analysis - Concepts, sum solving and analysis	6
6	Ratio analysis of a corporate balance sheet - Concepts, sum solving and analysis	15
	Total Hrs.	60

Suggested Reference Material –

1. Financial Management By Dr. R.P. Rustagi
2. Actual Financial statements from the websites
3. Actual Audit reports

Teaching Methodology –

- Lecture

Expected Outcome –

1. Understand the corporate financial statements
2. Learn the preparation of comparative, common size and trend statements using corporate financial reports.
3. Calculate the ratio's and analyze the financial statements

BMCC – T.Y.B.B.A.

Subject code – 2506 B

Semester - V

Credit - 4

Subject title – **Retail Management** (Pattern 2017)

Objectives:

1. To stimulate students' interest in Retailing.
2. To provide insight of the Indian economy as a favored destination for Global Retailers.
3. To make students aware of the exciting & challenging opportunities available in Retailing.
4. To expose students to the real Retailing Environment, through Visits to different Store Formats.
5. To provide an academic platform to make students employable in the field of Retailing.

Unit No.	Topics	No. Of lectures
1	Retailing Overview	10
1.1	Meaning, Scope & Functions of Retailers	
1.2	Social & Economic Significance of Retailing	
1.3	Opportunities in Retailing	
1.4	Global Retailing Scenario	
1.5	The Indian Retailscape	
2	Retailer Characteristics	10
2.1	Classification of Retailers (Formats)	
2.2	Differences between Services & Merchandise Retailers	
2.3	Types of Ownership	
3	Retail Market Strategies	8
3.1	Meaning of Retail Strategy	
3.2	Target Market Retail Format	
3.3	Building Sustainable Competitive Advantage	
3.4	Growth Strategies	
3.5	Retail Pricing Strategies	
4	Retail Locations	6
4.1	Types of Locations	
4.2	Site Selection Process	

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4.3	Legal Considerations	
4.4	Mall Management	
5	Store Layout & Design	8
5.1	Store Design- Meaning & Objectives	
5.2	Types of Layouts	
5.3	Space Management	
5.4	Visual Merchandising	
5.5	Atmospherics	
5.6	Legal Considerations	
6	Merchandise Management	10
6.1	Meaning- Assortment, Variety, SKU	
6.2	Merchandise Management Process	
6.3	Category Management	
6.4	Private Labels	
7	IT in Retail & Current Trends	8
7.1	Role of IT (* UPC * EDI* RFID)	
7.2	Databases, Datamining, Datawarehousing	
7.3	Retail Communication	
7.4	Retailing in Rural Areas	
	TOTAL	60

Suggested Reference Material –

Retail Management – Bajaj, Tuli, Srivastava, Retailing Management - Levy, Weitz, Pandit, Private Label Strategy- Kumar, Steenkamp, Walsmart-William Marquard

Teaching Methodology –

Opening Case, Closing Case, On site Visits, Reference Books, Caselets, Discussion, Live Projects, Rural Retail Visit, Activity for a Social Cause/Environment

Expected Outcome –

- Interest in Retailing as a Career Option- New Options like Store Designer & Merchandise Manager. Internal Buying Head.

BMCC – T.Y.B.B.A.

Subject code- 2506 C

Semester - V

Credit – 4

Subject title – **Labour Laws** (Pattern 2017)

Objectives:

- Understanding the applicability of various Acts.
- Providing contemporary knowledge about ILO standards in the form of conventions and Recommendations

Unit No.	Topics	No. of lectures
1.	The Maternity Benefit Act, 1961	10
2.	Payment of Bonus Act, 1965	8
3.	Payment of Gratuity Act, 1972	6
4.	Employees Provident Funds and Misc Provisions Act, 1952	8
5.	Factories Act, 1948	10
6.	Industrial Disputes Act, 1947	10
7.	International Labor Organization <ul style="list-style-type: none">• Introduction• Conventions India and ILO	8

Suggested Reference Material –

1. Industrial and Labour Law By P L Malik, Industrial and Labour Law by S P Jain

Teaching Methodology – Lecture, Case Studies

Expected Outcome –

After successful completion of the course it is expected that the students will.

- Understand the importance of Labor Laws and ILO
- Students will learn about applicability and use of various labour laws.

BMCC – T.Y.B.B.A.

Subject code- 2506(D)

Semester - V Services SPL

Credit - 4

Subject title – **TOURISM SERVICES, MARKETING & MANAGEMENT**

(Pattern 2017)

Objectives:

1. To Study the Basics of Tourism and Hospitality Services Marketing
2. To Understand the Relationship Between Service Marketing and 7Ps of Services Marketing
3. To Study the Tourism and Hospitality Services in Detail
4. To Understand the Management Issues in Tourism
5. To Know Different Tourism & Hospitality Market Issues
6. To Sensitize the Students About Indian Tourism Export Trends & Opportunities

Unit No.	Topics	No. of lectures
1	Introduction to tourism & hospitality marketing <ul style="list-style-type: none">• Definitions• Classifications and types of tourism• Major concepts<ol style="list-style-type: none">i. Touristii. Tourism	12
2	Tourism & hospitality marketing environment <ul style="list-style-type: none">• PESTEL environmental analysis• MkIS and marketing Research	8
3	Developing marketing mix <ul style="list-style-type: none">• Concept of service package• 7 P's of tourism services marketing mix• 7P's of Hospitality services marketing mix• Special issues and challenges for the managers• Crisis management	14

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4	Designing customer driven market strategy <ul style="list-style-type: none">• Segmentation Targeting and Positioning• Business Travelers and MICE segment• Group Travelers and Family segments• Gender and age specific needs	6
5	Handling competition in tourism <ul style="list-style-type: none">• Indian Market Leaders and their strategies• International Market Leaders and their strategies	6
6	Destination Marketing w.s.r.t India and Cross Border <ul style="list-style-type: none">• Geography and destination• Demography and destination• History and destination	10
7	Challenges in tourism & hospitality services <ul style="list-style-type: none">• Demand- supply analysis• Tourism entrepreneurship• Use of technology: impact of social networks	4
		60

Suggested Reference Material –

1. Handbook of Tourism Management Majeed Shafiee
 2. Services Management Harsh Verma
 3. Advanced book on marketing of tourism Ravee Chauhan
 4. Services Management and Marketing: Rajendra Nargundkar
 5. Services Marketing Venugopal & Raghu
 6. Handbook of tourism Product development World Tourism Organisation
 7. Services : Marketing operations and Management V. Jauhari and K Dutta
- E-book -
1. Marketing for Tourism by Holloway
 2. Services Marketing Texts and Cases Harsh Varma

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Teaching Methodology –

1. Lecture method
2. Case studies
3. Presentations
4. Videos
5. Field visits

Expected Outcome – After studying this subject the students should be able to grasp the unique characteristics of services marketing.

BMCC – T.Y.B.B.A.

Subject code- 2601

Semester - VI

Credit - 3

Subject title - **Management Control System** (Pattern 2017)

Objectives: To introduce to the students the function of management control, its nature, functional areas, and techniques.

Unit No.	Topics	No. of lectures
1	Introduction To Management Control System 1.1 The control function- Elements of Control- Nature of Control – Problems in control 1.2 Management Control – Characteristics, Principles & Types of Management Control 1.3 Factors Affecting Managerial Philosophy 1.4 Management Control Systems - Elements of MCS – Designing of MCS – 10 commandments of Effective Control System	10
2	Management Controls In Functional Areas 2.1 Production Control: Need – Procedure – Techniques Of Production Control 2.2 Inventory Control: Classification Of Inventories – Motives For Holding Inventories- Determination Of Stock Levels 2.3 Marketing Control: Process Of Marketing Control- Importance Of Marketing Control System- Tools And Techniques Of Marketing Control 2.4 Control In Personnel Area: Reasons For Workers Resistance To Controls- Kind Of Control Devices 2.5 IT Measures And Control – Installation Of Management Information & Control System, Structured & unstructured Decision	11

BMCC – T.Y.B.B.A.

3	Computers Systems 3.1 Computer for Management Control Purposes- Are Computers essential for MIS? 3.2 Computers and Information System – Manual Systems – Mechanical Systems- MIS – Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.	8
4	Management Control Of Projects 4.1 Meaning of project – Aspects of Project – Factors affecting Project - 4.2 Project Planning – Time Dimension – Cost Dimension- Quality Dimension 4.3 Project Control- Reports Costs and Time- Reports on output- Revisions.	8
5	Implementing MCS for small & medium size companies 5.1 Methodology of implementing Management Controls - Roles and responsibilities in implementing Management Control. 5.2 Management Control Structure - Responsibility centre, cost centre, profit centre, investment centre. 5.3 MCS in service & non-profit organizations.	8
	Total numbers of lectures	45

Suggested Reference Material –

1. Anthony R. N. and John Dearden: *Management Control Systems*
2. Bhattacharya S. K.: *Managerial Planning & Control System*
3. Mark G. Simkin : *Computer information systems for Business*
4. Robert J. Mockler: *Readings in Management Control*
5. Subhash Das : *Management Control Systems.*
6. P. Saravanavel : *MCS – H.P. House*
7. Arora Ashok & Akshay Bhatia, Excel Books, New Delhi: *Information Systems for Managers*

Teaching Methodology – lecture method, videos, case study & guest lectures

BMCC – T.Y.B.B.A.

Expected Outcome – 1.After the completion of the subject, student will be able to gain knowledge of management control.

2.Students will be able to understand theoretical and practical knowledge of the management

BMCC – T.Y.B.B.A.

Subject code - 2602

Semester - VI

Credit - 3

Subject title – **Strategic Management** (Pattern 2017)

Objectives:

- 1) To understand the basic Concept of Strategic Management
- 2) To learn the importance of strategic management to business.
- 3) To understand the role and implementation of strategies.
- 4) To learn the challenges and recent trends in strategic management.

Unit No.	Topic	No. of lectures
1	Introduction to Strategic Management <ul style="list-style-type: none">- Origin and evolution of concept 'Strategy'- Concepts and Characteristics of Strategic Management- Scope and Importance of Strategies- Corporate Business and Functional level of strategies	6
2	Strategic Management <ul style="list-style-type: none">- Concept of Vision Mission and Purpose- Role of strategies in decision making- Definition features and importance of Strategic Management- Limitations of Strategic Management	10
3	Strategy Formulation and Implementation <ul style="list-style-type: none">- Basic Concept and Stages of Strategic Implementation- Analyzing companies' resources and strategic advantage profile- Reasons for strategic failure and methods to overcome- Case study	10
4	Strategic Control and Evaluation <ul style="list-style-type: none">- Concept meaning and definition of strategic control- Operations control and strategic control- Concept of synergy- Mc Kinsey's 7 S frame work	10

BMCC – T.Y.B.B.A.

5	Challenges in Strategic Management - Challenges in Strategic Management - Recent trends in Strategic Management - International Case study	9
	Total Hours	45

Suggested Reference Material –

- 1) Strategic Management the Indian Context By -- R. Srinivasan 5th Edition
- 2) Strategic Management text and cases By – Ravi Kishore Taxmann Publication
- 3) Global Strategic Management By – Mike Peng
- 4) International and global Strategy By – Torben Pedersen
- 5) Cases in Strategic Management Indian Experiences By —Krishna Kuman and others

Teaching Methodology – Lecture, Guest, Case study, Presentations

Expected Outcome – After successful completion of the course it is expected that the students will

- Know the basic Concept of Strategic Management
- Study importance of strategic management to business.
- Understand the role and implementation of strategies.
- Get acquainted with the challenges and recent trends in strategic management.

BMCC – T.Y.B.B.A.

Subject code- 2603

Semester - VI

Credit - 3

Subject title - **Business Communication and Soft Skills** (Pattern 2017)

Objectives:

1. To understand the importance of and develop Effective Communication
2. To consciously work towards changing one's personality towards a positive goal oriented person
3. To understand the Corporate Culture and mould accordingly to be a successful performer.

Unit No.	Topics	No. of lectures
1	Basics of communication	7
	a- Importance of effective communication b- Interpersonal communication c- Verbal and Non-verbal communication d- Listening Skills	
2	Business communication	8
	a- Letter Writing b- Telephonic communication, Videoconferencing, Skype c- Written communication (email and resume building)	
3	Public speaking skills	8
	a- Preparing a good speech b- Commandments of good speaking c- Effective use of audio-visual aids d- Presentation skills	
4	Personality Development	8
	a- Self-awareness and personality development b- Positive attitude and confidence building c- Time and stress management d- Goal setting and Motivation	
5	Soft Skills in Business	7
	a- Range of Soft Skills b- Soft skills in service sector c- Soft skills in Management	

BMCC – T.Y.B.B.A.

	d- Team building and leadership skills e- Dressing and grooming f- Social networking skills	
6	Corporate Communication	7
	a- Interview skills (Types) b- Group Discussion c- Corporate Grapevine d- Communication in Crisis	

Suggested Reference Material – Mamta Puri- Effective Communication Skills, Herta Murphy- Effective Business Communication, Sanjay Kumar & Pushpa Lata- Communication Skills , P.D. Chaturvedi- Business Communication Cases and Applications, R.C. Sharma Business Correspondence & Report Writing, Barun Mitra- Personality Development Elizabeth Hurlock- Personality Development, George Mutuale- Personality Development, Dipali Biswas- Enhancing Soft Skills, R K Madhukar- Business Communication. Business Communication for Managers-Payal Mehra, IUP Journal of Soft Skills.

Teaching Methodology – Lectures, Guest Lecture, Demonstration and Role play Case study for Non-Verbal Communication. Assignment for letter writing Demonstration of Skype, Guest Lecture for Resume writing, Presentations in Class, Workshop by a professional on Good Presentation Skills, Audio visual clips,
SWOT Analysis via games and activities, Role Plays, Case Studies.

Expected Outcome – To improve and enhance correct communication skills for an overall development of the student.

BMCC – T.Y.B.B.A.

Subject Code- 2604

Semester - VI

Credit – 3

Subject title – **Introduction to Business Law** (Pattern 2017)

Objectives:

1. To gain Understanding of basic legal terms and concepts used in law pertaining to management of Business.
2. To comprehend applicability of legal principles to situations in business by referring to few cases / case lets.
3. To bestow confidence in students to deal with situations involving legal issues in commercial Transactions.

Unit No.	Topics	No. of lectures
1	Indian Contract Act 1872	10
	1.1 Definition and concepts of contract. 1.2 Kinds of Contracts 1.3 Capacity of Parties 1.4 Free Consent 1.5 Essentials of a valid Contract 1.6 Void Agreements 1.7 Performance of Contract 1.8 Discharge of Contract and Remedies	
2	The Sale of Goods Act 1930	12
	2.1 Introduction of Sale of Goods Act 1930 2.2 Contract of Sale of Goods. 2.3 Distinction between Sale and Agreement to Sell 2.4 Conditions and Warranties 2.5 Doctrine of Caveat Emptor 2.6 Transfer of Property 2.7 Performance of a contract of sale 2.8 Rights of unpaid Seller.	
3	The Companies Act 1956	11
	3.1 Introduction to the Companies Act.1956 3.2 Features of a Company 3.3 Types of Companies 3.4 Formation of a Company 3.5 Memorandum of Association 3.6 Articles of Association 3.7 Prospectus and Statement in lieu of Prospectus 3.8 Shares and Share Capital 3.9 Company Meetings and Board Meetings	

BMCC – T.Y.B.B.A.

4	Information Technology Act, 2000	6
	4.1 Preliminary and Definitions 4.2 Digital Signature: Concept, Authentication of electronic records 4.3 Electronic Governance (Legal recognition of electronic records, Legal recognition of digital signatures, Use of electronic records and digital signatures by Government and its agencies) 4.4 Advantages and Disadvantages of E-Governance.	
5	Intellectual Property Rights	6
	5.1 Definition and conceptual understanding of 5.1.1 Patent 5.1.2 Trademarks. 5.1.3 Copy Rights 5.1.4 Industrial Design.	

Suggested Reference Material –

Business Law- Saroj Kumar
Law of Contract-Avtar Singh
Business Law- G K Kapoor
Information Technology Act
Business & Commercial Laws –Sen & Mitra

Teaching Methodology –

Lectures
Presentations
Discussion of Case Studies /Case lets
Moot Court

Expected Outcome –

1. Develops understanding of basic legal concepts used in law pertaining to management of Business.
2. Enhances the knowledge of applicability of legal principles to situations in business
3. Gives confidence to students to deal with situations involving legal issues in commercial Transactions.

BMCC – T.Y.B.B.A.

Subject code- 2605 A

Semester -VI

Credit - 3

Subject title - **Current trends in Financial services and institutions**
(Pattern 2017)

Objectives:

1. To understand the concept and calculations of Leasing and Hire-Purchase
2. To understand the recent trends and concepts in finance

Unit No.	Lectures	No. Of Lectures
1	Introduction to leasing and hire-purchase - Concept and components - Sums and case studies	12
2	Introduction to the concept of credit rating - Concept and components	5
3	Mutual funds, venture financing, forfeiting, ETF's and introduction to derivatives - Concept and components	8
4	Recent trends in financial services – like Forensic accounting, money laundering, Masala bonds. - Concepts	12
5	Introduction to the Recent trends in accounting and costing - ZBB, Target costing, Life cycle costing, ABC, Inflation accounting	8
	Total Hrs	45

Suggested Reference Material –

1. Financial Management By Dr.R .P. Rustagi
2. Your credit score By – Pullian Weston
3. Dynamics of the Indian Financial system -By Preeti Singh

Teaching Methodology –

Lecture, Sum solving, Case studies

Expected Outcome –

1. Understand the concept and calculations of Leasing and Hire-Purchase
2. Understand the recent trends and concepts in finance

BMCC – T.Y.B.B.A.

Subject code – 2605 B

Semester - VI

Credit - 3

Subject title – **International Marketing** (Pattern 2017)

Objectives:

1. To familiarise students with the changing Global Marketing Environment.
2. To create awareness of the modes of entry into International Markets.
3. To study the marketing mix for International Markets.
4. To develop competencies of students to venture abroad.

Unit No.	Topics	No. of lectures
1	Introduction	7
1.1	Introduction	
1.2	Present global business scenario	
1.3	Commonly used terminologies	
1.4	Market information, surveys, analysis.	
2	International marketing planning	8
2.1	Preparing for international marketing	
2.2	Planning phases	
2.3	Deciding target markets and entry modes	
2.4	Problems/hurdles faced in operations	
3	Planning the marketing mix: Product	8
3.1	Product strategies	
3.2	Branding programs	
3.3	Segmentation and targeting	
3.4	Packaging and labeling strategies	
4	Planning the marketing mix: Promotion	8
4.1	Sales promotion	
4.2	Advertising, IMC	
4.3	Publicity	
4.4	Direct marketing	
5	Planning the marketing mix: Price	7
5.1	Factors influencing pricing	
5.2	Questions to be considered.	
5.3	Environmental influences on pricing	
5.4	Various pricing methods	
5.5	Various pricing strategies	
6	Planning the marketing mix: Place	7
6.1	Channels of distribution	

BMCC – T.Y.B.B.A.

6.2	Channels for consumer products	
6.3	Channels for industrial products	
6.4	Channel selection criteria/evaluation	
6.5	Logistics options- Water, Air, Road, Rail, pipelines	
		TOTAL - 45

Suggested Reference Material –

International Marketing Management- Varshney & Bhattacharya, Global Marketing Strategy-Douglas Craig, Essentials of Export Marketing- S. A Chunnawaala.

Teaching Methodology –

Lecture, Case studies, PPTs, Guest Lectures

Expected Outcome –

- Development of competencies in Students to venture abroad.
- Understanding of risks as well as opportunities in entering International Markets.

BMCC – T.Y.B.B.A.

Subject code- 2605 C

Semester - VI

Credit - 3

Subject title – **Global Trends in HRM** (Pattern 2017)

Objectives:

- The course aims at making students aware of the current trends in HRM
- To expose students to practical aspects of being a future HR Manager

Unit No.	Topics	No. of lectures
1.	HR Analytics <ul style="list-style-type: none">• Foundations of Analytics• Managing with Analytics• Team and Collaboration Analytics Big Data	10
2.	HR Best Practices <ul style="list-style-type: none">• Building Sustainability through HR• HR Accounting• Knowledge Management• Employee Engagement and Experience	10
3.	International HRM <ul style="list-style-type: none">• Understanding all functions of HR from a global perspective Cases in HR <ul style="list-style-type: none">• Case studies based on Transformational HR Strategies	10
4.	Management Trends <ul style="list-style-type: none">• Workforce Diversity• Dual Career Couples• Work Life Balance• Down Sizing• Demographic changes	10
5.	Human Resource Information Systems <ul style="list-style-type: none">• Management Information Systems• Implementing HRIS Applications of HRIS	5

Suggested Reference Material –

BMCC – T.Y.B.B.A.

Human Resource Information Systems: Basics, Applications, and Future Directions Michael J. Kavanagh.

Teaching Methodology – Lecture, Case Studies

Expected Outcome –

After successful completion of the course it is expected that the students will.

- Discover the global trends affecting human resources management.
- Understand the impact these trends are having on organizations and the management of human resources.
- Develop an appreciation of the changing role of human resources management in supporting organizational strategy.

BMCC – T.Y.B.B.A.

Subject code- 2605(D)

Semester - VI Services SPL

Credit - 3

Subject title – **INTERNATIONAL BUSINESS IN SERVICES SECTOR**
(Pattern 2017)

Objectives:

1. To study the international operations of services in detail
2. To understand the issues in internationalization of services

Unit No.	Topics	No. of lectures
1	Introduction to services marketing in international business: Cross border issues Definitions and concepts	10
2	International trade regulations for services sector <ul style="list-style-type: none">• GATS & WTO• Modes of entry	13
3	Global business strategies for services growth <ul style="list-style-type: none">• Strategic planning• Joint ventures• Mergers & Acquisitions• Franchising & Licensing	12
4	Global marketing mix planning for services	5
5	Global challenges faced by services <ul style="list-style-type: none">• Global Shared services	5
		45

Suggested Reference Material –

9. Services Marketing Integrating customer focus across the firm
Valarie Zeithaml
10. Services Management and Marketing: Rajendra Nargundkar
11. Services Marketing C Lovelock
12. Services Marketing Venugopal & Raghu

BMCC – T.Y.B.B.A.

13.Global Strategy in the services industries :Mario Glowik

14.WTO official website

E-book –

1. Services Management by Harsh Verma

Teaching Methodology –

6. Lecture method

7. Case studies

8. Presentations

9. Videos

10.Field visits

Expected Outcome – After studying this subject the students should be able to grasp the unique characteristics of services operations.

BMCC – T.Y.B.B.A.

Subject code- 2606 A

Semester - VI

Credit - 4

Subject title – **Project in Finance** (Pattern 2017)

Objectives:

1. To acquaint the students with the basic concept analysis of financial statements.
2. To understand the technique of data collection and data analysis
3. To Enlighten the students in preparation of the project report.

Topics	
Guidelines for the Project	
<ol style="list-style-type: none">1. The student shall select a topic for research, under the guidance of the faculty.2. The topic should be approved by the faculty.3. The student should consult and get the approval of the faculty at every stage of the project.4. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.6. The allocation of marks for the project would be as under	
Printed Project	50 marks
Project Viva Voce	50 marks
Total Hrs.	60

Suggested Reference Material –

Business Research Methodology – J. K. Sachdeva (Himalaya Publication)

Research Methodology – C. R. Kothari

Business Research Methodology – D. K. Sharma & A. K. Gupta

Teaching Methodology –

Correction of each stage of the project

BMCC – T.Y.B.B.A.

Teaching the basic concept of research methodology

Expected Outcome –

Understand the concept of research

Learn the technique of Financial statement analysis

Preparation of the project report

BMCC – T.Y.B.B.A.

Subject code – 2606 B

Semester - VI

Credit - 4

Subject title – **Project in Marketing** (Pattern 2017)

Objectives:

1. To develop research aptitude in students.
2. Enable students to handle academic projects independently.
3. To encourage students contribute to the marketing environment through their learning and designing of innovative projects.
4. To instil and stimulate entrepreneurial ability in students

Guidelines for the Project:-

1. The student shall select a topic for research, in the chosen specialisation under the guidance of a faculty.
2. The topic should be approved by the faculty.
3. The student should consult and get the approval of the faculty at every stage of the project.
4. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
5. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
6. The allocation of marks for the project would be as under
 - 6.1 Printed Project 50 marks
 - 6.2 Project Viva Voce 50 marks

Unit No.	Topics	No. of lectures
1.	Market and Marketing Research	
2.	Consumer Behaviour	
3.	Product Designing & Development	
4.	Brand Management	
5.	Retail Decisions	
6.	Segmenting, Targeting & Positioning	
7.	Product Launch	
8.	Advertising Research	
9.	Public Relations	
10.	Sales Promotions	
11	Event Management	

BMCC – T.Y.B.B.A.

12	Customer Relationship Management	
13	Marketing of Services	
14	Marketing of Ideas	
15	Green Marketing	
16	Experiential Marketing	
17	Cause Related Marketing	
18	Marketing Strategies	
19	Social Marketing	
20	Supply Chain Management	
		TOTAL - 60

Suggested Reference Material –

- Business Research Methodology – J. K. Sachdeva (Himalaya Publication)
- Research Methodology – C. R. Kothari
- Business Research Methodology – D. K. Sharma & A. K. Gupta

Teaching Methodology –

- 1) Study of Research Methods and Statistical Tools used in Research.
- 2) Assistance in Topic Finalization.
- 3) One on One Guidance to student from Concept to Completion of project.
- 4) Train students for viva voce.

Expected Outcome –

- 1) Mastery of the student in the selected area of research.
- 2) Confidence to face viva-voce.

BMCC – T.Y.B.B.A.

Subject code – 2606 C

Semester - VI

Credit - 4

Subject title – **Project on Human Resource Management**

Objectives:

1. To develop research aptitude in students.
2. Enable students to handle academic projects independently.
3. To encourage students contribute to the marketing environment through their learning and designing of innovative projects.
4. To instil and stimulate entrepreneurial ability in students

Guidelines for the Project :-

7. The student shall select a topic for research, in the chosen specialisation under the guidance of a faculty.
 8. The topic should be approved by the faculty.
 9. The student should consult and get the approval of the faculty at every stage of the project.
 10. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.
 11. The student should be present for the project viva, which will be conducted by the external and the internal examiner.
 12. The allocation of marks for the project would be as under
- | | |
|-----------------------|----------|
| 6.3 Printed Project | 50 marks |
| 6.4 Project Viva Voce | 50 marks |

Unit No.	Topics
1.	Recruitment and Selection
2.	Dual Careers
3.	Work life balance
4.	Training and development
5.	Employee Engagement
6.	Human Resource Information Systems
7.	Women leaders in HRM
8.	Gender Bias

BMCC – T.Y.B.B.A.

9.	HR accounting
10.	HR Audit
11	Employee Satisfaction
12	Performance Management
13	Selection Strategies
14	Gender discrimination
15	Green HRM
16	Transformational HRM
17	HR Analytics
18	HRM strategies
19	Exit policy
20	Industrial Relations
	Total lectures - 60

Suggested Reference Material –

- Business Research Methodology – J. K. Sachdeva (Himalaya Publication)
- Research Methodology – C. R. Kothari
- Business Research Methodology – D. K. Sharma & A. K. Gupta

Teaching Methodology –

- 5) Study of Research Methods and Statistical Tools used in Research.
- 6) Assistance in Topic Finalization.
- 7) One on One Guidance to student from Concept to Completion of project.
- 8) Train students for viva voce.

Expected Outcome –

- 3) Mastery of the student in the selected area of research.
- 4) Confidence to face viva-voce.

BMCC – T.Y.B.B.A.

Subject code- 2606 D

Semester - VI

Credit - 4

Subject title – **Project in Services** (Pattern 2017)

Objectives:

1. To acquaint the students with the basic concepts of services management and marketing analysis.
2. To understand the techniques of data collection and data analysis
3. To Enlighten the students in preparation of the project report.

Topics	
Guidelines for the Project	
7. The student shall select a topic for research, under the guidance of the faculty.	
8. The topic should be approved by the faculty.	
9. The student should consult and get the approval of the faculty at every stage of the project.	
10. The student should submit two hard bound and a soft copy on the date decided as per the exam schedule.	
11. The student should be present for the project viva, which will be conducted by the external and the internal examiner.	
12. The allocation of marks for the project would be as under	
Printed Project	50 marks
Project Viva Voce	50 marks
Total Hrs.	60

BMCC – T.Y.B.B.A.

Suggested Reference Material –

Business Research Methodology – J. K. Sachdeva (Himalaya

Publication)

Research Methodology – C. R. Kothari

Business Research Methodology – D. K. Sharma & A. K. Gupta

Teaching Methodology –

Correction of each stage of the project

Teaching the basic concept of research methodology

Expected Outcome –

Understand the concept of research in services

Learn the techniques of primary and secondary data collection

Preparation of the project report