

Veer Narmad South Gujarat University

502 - Business Research

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objective of the course:

1. To acquaint students with the basic procedure of scientific businessresearch
2. To orient students with the methodology of research in a way that they can do their semester six project report work in an effectivemanner
3. To develop a research aptitude within students that is helpful in taking rational businessdecisions

Teaching Pedagogy:

Lectures, Case Studies from real business worlds, Presentations, Computer Assisted Exercises

Course Content:

Unit 1 Introduction toBusinessResearch

(25%)

- Concept & Definition, Classification of Business research viz. Basic vs. Applied Research, Problem Identification vs. Problem Solving Research, Cross Sectional vs. Longitudinal Research, Internal vs. ExternalResearch
- Methods of Knowing: Scientific & non-scientific methods, Differences between scientific & non- scientific methods, Different types of non-scientific methods: Method of tenacity, Method of appeal to authority, Method of self evident truth, Characteristics of a good scientific research,
- Types of research design (Exploratory and Conclusive), Different types of errors in business research,
- Meaning of terms: “Concept“, “Construct” and “Definition“ in relation to business research, Different types of variables in business research, Definition of hypothesis, Types of hypothesis, Role of hypothesis in research Qualities ofa good hypothesis,
- Business ResearchProcess

Unit 2DataCollection

(25%)

- Difference between terms: “Data” and “Information“, Difference between Primary Data & Secondary Data. Their relative merits & de-merits, various sources of secondary data (Internal & External), Use of internet in secondary datacollection

- General Idea of survey methods, Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey, Comparison of four survey methods on various parameters
- Definition of Observation, When observation method is suitable, Advantages and Limitations of Observation Method, Conceptual Understanding of various types of Observation Methods viz. Direct & Indirect Method, Mechanical & Human Observation, Disguised & Non-disguised, Structured & Non-Structured, Participative and Non-Participative Observation

Unit 3 Sampling and Scaling Methods (20%)

- Difference between Sample and Census, Sampling Procedure, Qualitative and Quantitative Factors affecting Sample Size determination, Probabilistic and Non-Probabilistic Sampling Methods
- Definition and Meaning of Scaling, Concept of Reliability, Validity and Sensitivity of scales, Various Comparative and Non-comparative Scales,
- Ethics in Research

Unit 4 Design of Questionnaire & Data Processing (20%)

- Definition of Questionnaire, Process of questionnaire design, Importance of pre-testing of questionnaire
- **Data Preparing:** Process of Data Preparation (Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Adjusting the data)
- **Data Analysis:** Purpose of Statistical Analysis, General idea of various statistical tools like Measures of Central Tendency (Mean, Median, Mode), Measures of Dispersion (Standard Deviation, Variance, Covariance)

Unit 5: An Introduction to Qualitative Research (10%)

- Concept of Qualitative Research, Difference between Qualitative and Quantitative Research
- Conceptual understanding of (i) Focus Group Discussions (ii) In-Depth Interview

Suggested Readings:

1. *Business Research Methods: Donald Cooper & Schindler, Tata McGraw Hill (Main Text)*
2. *Marketing Research: Naresh Malhotra, Pearson Publications (Second Text)*
3. *Marketing Research: Churchill, Dryden Press, Harcourt Publications*
4. *Business Research Methods: Zikmund, Cengage Publishing*
5. *Business Research Methods: Saunders, Pearson Publications*
6. *Social Research Methods: Alan Bryman, OXFORD University Press (For Unit 5)*

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503 - Service Management

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objectives of the course:

1. To explain basic concepts of services to the students
2. To relate concepts and principles of services with real world working of various service sectors

Pedagogic Tools:

Lectures, assignments, group presentations, practical examples of corporate world, project work

Course Content:

Unit 1: Introduction to Service Industry (20%)

Introduction to Services, Unique characteristics of Services, Classification of Services, Challenges confronted by Service sector in India, Factors responsible for growth of Service Economy, Service Management. Consumer Behavior in Services: Search, Experience and Credence Properties, Stages in Consumer Decision Making for services

Unit 2: Service Marketing Mix (30%)

Product: Core and supplementary Elements, Branding service Products, Price: Role of Non monetary costs, Pricing strategy, Pricing and Revenue Management, Yield Management, Place: Service Distribution, Role of Customers in Service Delivery, delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies, Promotion: Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication, People: Employee's role in Service Delivery, Service Leadership and culture, Process: Service Blueprinting, Service Process Redesign, Physical Evidence: Servicescape, Service Environments

Unit 3: Service Quality and Measurement (10%)

What is Service Quality, The Gaps Model, Service Quality Dimensions (SERVQUAL)

Unit 4: Handling Customer Complaints and Service Recovery (20%)

Understanding complaining behavior, Principles of Effective service recovery systems,

Service Guarantees, Discouraging abuse and Opportunistic Customer behavior, Seven types of Jaycustomers

Unit 5: Introduction to Different Services

(20%)

[Introduction, SWOC, Types / Segments, Latest Developments in India, Major Players, 7Ps of following sectors, other contemporary issues]

Retailing, Hospitality - Travelling and Tourism, IT Enabled Services, Consultancy Services, Transportation Services, Banking Services, Insurance Services, Healthcare and Hospital Management, Telecom Sector, Education Sector

Suggested Readings:

1. *Services: Marketing, Operations and Management - Jauhari Dutta, Oxford University Press.*
2. *Services Marketing - Govind Apte, Oxford University Press.*
3. *Services Marketing: Text and cases - Rajendra Nargundkar, Tata McgrowHill.*
4. *Services Marketing: Concept, Planning and Implementation - C Bhattacharjee, Excel Book.*
5. *Services Sector Management: An Indian Perspective - C Bhattacharjee, Jaico Publishing House.*
6. *Services Marketing - Zeithmal, Bitner, Gremler and Pandit, Tata Macgrow-Hill*
7. *Services Marketing: a south Asian Perspective - Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Pearson Education.*
8. *Services Management: Operations, Strategy, Information Technology - Fitzsimmons and Fitzsimmons, Tata Mcgrow-Hill.*

Veer Narmad South Gujarat University

504 – Legal Aspects of Business

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objective of the course:

- To aware the students about legal and regulatory framework of business related laws.

Pedagogic Tools:

Lectures, assignments, Guest Lectures, Professional Visits, group presentations, project work

Course Content:

Unit 1: The Indian Contract Act, 1872 (20%)

Definition of a contract, Essential of a valid contract, Discharge of a contract, Remedies for breach of a contract

Unit 2: The Negotiable Instrument Act, 1881 (20%)

Definition of Negotiable Instrument, Characteristics of a negotiable instrument, Types of negotiable instrument, Parties to negotiable instrument, Holder and Holder in due course, Liabilities of parties

Unit 3: The Sale of Goods Act, 1930 (20%)

Formation of contract of sale, Subject matter of contract of sale, Conditions and Warranties, Express and Implied Conditions and Warranties, Caveat Emptor

Unit 4: The Consumer Protection Act, 1986 (20%)

Introduction, Definitions, Consumer protection redressal agencies

Unit 5: The Information Technology Act, 2000 (20%)

Definitions, Electronic Signature, Electronic Governance, Regulations of certifying authorities, Penalty-Compensation and Adjudication

Suggested Readings:

1. Prof Akhileshwar Pathak *Legal Aspects of Business Tata McGraw Hill 4th Edition*
2. N. D. Kapoor, *Mercantile Law Sultan Chand & Sons Latest Edition*
3. S S Gulshan *Business Law Excel 3rd Edition*

Veer Narmad South Gujarat University

MSE-1: 505 – Advertising and Brand Management (Marketing Elective Group)

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objective of the course:

4. To acquaint students with the basic concepts of IMC
5. To orient students with current scenarios in advertising and branding

Teaching Pedagogy:

Lectures, Learning through, Advertisement Videos, Case Studies from real business worlds, Presentations, Quizzes, Group Activity

Course Content:

Unit 1: Introduction to Advertising (20%)

Definition, Objectives, Functions and Classification of Advertising, The role of advertising in Marketing, The role of advertising agencies

Unit 2: Understanding Communication Process (20%)

Source, Message and channel factors, AIDA Model, Hierarchy of Effect Model, Innovation Adoption Model, Elaboration Likelihood Model

Unit 3: Planning for Marketing Communication (20%)

Introduction to IMC Tools – Advertising, Sales Promotion, Publicity, Public Relations and Event Sponsorship, Setting Marketing Communication Objectives, DAGMAR Approach for setting advertisement objectives, Building the IMC Program: Using Creative Strategies in advertising, sales promotion, publicity and event sponsorship, Creative strategy in implementation and evaluation of marketing communication – Types of appeals and execution styles

Unit 4: Brand and Brand Management (15%)

What is a brand, Importance and Scope of Brand, Branding challenges and Opportunities, Strategic Brand management process

Unit 5: Customer based brand equity (15%)

Sources of brand equity, Building a strong brand, criteria for choosing brand elements, Options and tactics for brand elements

Unit 6: Managing brands over time

(10%)

Reinforcing Brands, Revitalising Brands, Adjustments To Brand Portfolio

Suggested Readings:

1. *Advertising & Promotion: An Integrated Marketing Communication Perspective*, TATA McGraw Hill, George Belch, Michael Belch and Keyoor Purani
2. *Integrated Advertising, Promotion and Marketing Communication: Kenneth Clow and Donald Baack*, Pearson
3. *Strategic Brand Management: Building, Measuring and Managing Brand Equity* – Kevin Keller, PHI.

Veer Narmad South Gujarat University

MSE-2: 506 – International Marketing Management (Marketing Elective Group)

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objectives of the course:

1. To acquaint students with global environment of marketing
2. To give thorough understating with regards to export, its procedure and documentation.
3. To orient students with contemporary issues in international marketing

Teaching Pedagogy:

Lectures, Videos, Case Studies from real business worlds, Presentations, Quizzes

Course Content:

Unit 1: International Marketing

(25%)

- International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. – Approach, An overview of the International Marketing Management Process; International Marketing Environment, Various factors affecting International Marketing Environment, International Marketing vs. Domestic Marketing
- International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.

Unit 2: International Marketing Mix

(25%)

- **Product:** Product-Communication Strategies, Advantages and Limitations of Product Standardisation and Product Adaptation, Branding-Packaging-Labeling Decisions in International Business
- **Price:** Factors affecting International Pricing, Pricing Steps, Transfer Pricing, Various INCOTERMS—EXW, FCA, FAS, FOB, CFR, CIF, CPT, CIP, DAF, DES, DEQ, DDU, DDP
- **Promotion:** Promotional Mix Elements
- **Distribution:** Indirect and Direct Exporting, Types of foreign Intermediaries

Unit 3: Trade Policy and Export Promotion**(20%)**

- Introduction, Trade Barriers: Tariffs & Non-Tariff, Export Promotion: Organizational set up, Incentives, production Assistance/facilities, Marketing Assistance, Special Economic Zones, Export Houses, Evaluation of Export Promotion Measures

Unit 4: Export Procedure and documentation**(20%)**

- **Export Procedure:** Registration, Pre-Shipment, Shipment, Post-Shipment
- **Documentation:** Commercial and Regulatory

Unit 5: Foreign Direct Investments**(10%)**

- Meaning, Types of FDI, Factors affecting FDI, Merits and Demerits of FDI

Suggested readings:

1. *International Business: Text and Cases - P. SubbaRao, Himaliya Publishing House.*
2. *International Business: Text and Cases - Francis Cherunilam, PHI Learning.*
3. *International Business - Rakesh Mohan Joshi, Oxford University Press.*
4. *International Trade and Export management - Francis Cherunilam, Himaliya Publishing House.*
5. *International Marketing – Rajendra Nargunkar, Tata Mcgrow Hill.*
6. *International Marketing: Text and Cases - Francis Cherunilam, Himaliya Publishing House.*
7. *Export Management - T.A.S. Balagopal, Himaliya Publishing House.*
8. *International Marketing management: An Indian Perspective - R. L. Varshney, B. Bhattacharya, Sultan Chand & sons.*

Veer Narmad South Gujarat University

FSE-1: 505 – Advance Financial Management (Finance Elective Group)

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objectives of the course:

- To equip to students with basic tenets of long term financial decision-making.

Teaching Pedagogy:

Lectures, PowerPoint presentations, Group Work

Course Content:

1. Valuation of Securities(Numeric) (30%)

Concept of value, Importance of Valuation, Bond Valuation :- Basic bond valuation, semi-annual interest payment, effect of relation between required rate of return & coupon rate on bond values, effect of years to maturity on bond values, yield to maturity, perpetual bonds. Equity valuation: Divided capitalization (Single period/ Multi period), Earnings capitalization Techniques (Numeric), Give a small assignment on equity valuation from BSE and NSE listed companies

2. Cost of Capital(Numeric) (30%)

Meaning & significance, explicit & implicit cost, Cost of debt, equity and retained earnings, Cost of equity through dividend capitalization approach, realized yield method, CAPM & earning price method, weighted average cost of capital

3. Capital Structure(Numeric) (20%)

Meaning and Significance, Net Income, Net Operating Income, Traditional & MM Theory (Including Arbitrage)

4. Assets Financing and Venture Capital (20%)

Lease Financing: Concept, Classification, Essential Elements, Significance and Limitations, Hire – Purchase Finance: Conceptual Framework, Parties to a Hire Purchase Contract and Lease Financing vs. Hire Purchase Financing, Venture Capital: Theoretical Framework, Features, Selection of Investment, Stages of Financing and Indian Venture Capital Scenario

Suggested Reading:

- Pandey, I.M. (2010) Financial Management, Vikas Publishing House Pvt. Ltd. New Delhi.
- Jain, P.K. and M.Y. Khan. (2007) Financial Management, 6th Edition. New Delhi: Tata McGraw-Hill Publishing Company Limited.

- Bhala, V.K. (2006) Financial Management and Policy. New Delhi: Anmol Publication Pvt. Ltd.
- Prasanna Chandra, Financial Management-Theory Practice, Tata McGraw Hill Publication

Veer Narmad South Gujarat University

FSE-2: 506 – Strategic Financial Management (Finance Elective Group)

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objectives:

- To make aware about various fundamental concepts of strategic financial management.
- To develop a perspective of students towards combining finance functions with strategies.
- To ensure that students can exercise judgment and technique to make business value added decisions in strategic financialmanagement.

Teaching Pedagogy:

- Students are involved through lectures, discussions, numerical, corporate cases and power pointpresentation

Course Content:

- 1. Introduction to Strategy andFinancialManagement (10%)**
Basic Concepts and Significance of Strategic Financial Management, Strategic planning process, Financial, planning process and Financial Forecasting, Benefits and Techniques of Financial Forecasting
- 2. Project PlanningandControl (10%)**
Meaning of project management, Classification of projects Stages in setting up of a project, Cost benefit analysis in project, Project Appraisal Techniques and appraisal by financial institution
- 3. Long Term StrategicFinancialDecisions (30%)**
Investment decision process, Cost of Project and Means of Financing, Risk Evaluation in capital budgeting: Business risk and Financial risk, Risk analysis in project selection, Techniques and models in taking decisions under risk and uncertainty (Numeric): ProbabilityAnalysis,SimulationAnalysisandSensitivityAnalysis,DecisionTreeAnalysis

4. Valuation of Business

(30%)

Meaning of equity value and enterprise value, Reasons for valuation of an enterprise and Valuation Approaches, Methods of valuation (Numeric), Discounted Cash Flow Method, Free Cash Flow to Firm Model

5. Corporate Restructuring and Industrial Sickness

(20%)

Meaning and Reasons for corporate restructuring, Meaning, Process and Techniques of Financial Restructuring, Companies Act, 2013 and RBI's definition of industrial sickness and causes of sickness, Prediction of sickness: Multiple Discriminant Analysis (Z – Score Model with Numeric)

Suggested Reading:

- Ravi M. Kishore (2011), Strategic Financial Management, Second Edition, Taxmann Publications Pvt. Ltd., New Delhi.
- Rajesh Kumar P. (2011), Mergers & Acquisitions, First Edition, Tata McGraw Hill, New Delhi
- Godbole Prasad G. (2009), Mergers, Acquisitions and Corporate and Corporate Restructuring, First Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- Weston Fred J., Chung S., Hoang E. (2007), Mergers, Restructuring and Corporate Control, Latest Edition, Prentice – Hall of India, New Delhi.
- Khan and Jian (2011), Financial Management, Second Edition, Tata McGraw Hill, New Delhi.
- Pandey I. M. (2012), Financial Management, tenth Edition, Vikas Publishing House Pvt. Ltd., New Delhi
- Damodaran Aswath (2006), Damodaran on Valuation, Second Edition, Wiley India Pvt. Ltd., New Delhi

Veer Narmad South Gujarat University

HSE-1: 505 – Human Resource Development (HRM Elective Group)

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Objectives: The organization, which doesn't react to changes becomes "Outdated". So the subject will enable the students to learn the necessities of Development of Human Resources and Organizations and Contemporary issues in HRM will enable the budding managers more HR professional.

Pedagogic Tools: Lectures, Assignments, Case Studies, Presentations, Practical Examples from corporate and business world.

Course Content:

Chapter 1: Human Resource Development

(30%)

1. Introduction (Definition, Strategic HRD, Features, Benefits, Scope, Needs, Objectives)
2. HRD Process
3. HRD methods, techniques, mechanisms, instruments, subsystems
4. Principles in designing HRD system
5. Attributes of HRD manager
6. Current scenario of HRD in India with suitable Examples
7. HRD practices across the globe.
8. Different index related to HRD as Human Development Index, EQ, SQ, etc.

Chapter 2: Organization Change and Development

(20%)

1. Organization Change (Introduction, types, reasons)
2. Reasons for change, Resistance to change, planned change and Ways to invite change
3. Interventions and changes: Quality of work life, TQM, ISO-9000, Training, TA, Feedback and change, competition, Benchmarking and change.
4. Organization Development (Definitions, characteristics of OD, OD Assumptions)
5. Various OD Interventions in detail

Chapter 3: Management Development Programmes**(20%)**

1. Introduction and Objectives of MDP
2. MDP Process
3. Techniques of MDP (On the Job and Off the Job)
4. Evaluation of MDP

Chapter 4: Contemporary Issues in HRD**(30%)**

1. Managing Ethical Issues in HRM (Nature, Sources of Business Ethics, Importance, Ethical Dilemmas, How to manage Ethics)
2. Employee Engagement (Meaning, types, measurement of Employee Engagement, Strategies)
3. Employee Empowerment (Definition, Conditions necessary for Empowerment, Forms of Empowerment, Barriers of Empowerment, Empowerment in India)
4. Managing Human Resources in Virtual Organizations (Meaning, Definitions, Types, Advantages and Disadvantages, HRM in Virtual Organizations)

References:

- 1) Human Resource Management by C. B. Gupta
- 2) Human Resource Management by S. S. Khanka
- 3) Essentials of Human Resource Management and Industrial Relations by P. Subba Rao
- 4) Organization Behaviour By K. Ashwathappa
- 5) Human Resource Management by Gary Dessler
- 6) Human Resource Management by Biswajeet Patnayak
- 7) Human Resource Management by K. Ashwathappa

Veer Narmad South Gujarat University

HSE-2: 506 – Advance Human Resource Management (HRM Elective Group)

Third Year BBA(Semester5)

With Effect from A.Y.2021-22

Course Content:

Chapter 1: Strategic Human Resource Management (20%)

1. Meaning, Definition and Components of StrategicHRM
2. Difference between traditional HRM, SHRM and HRStrategy
3. Benefits and Barriers ofSHRM
4. Competencies required of HR Development to become Strategicpartner
5. Essential elements ofSHRM

Chapter 2: Managing Global Human Resources (20%)

1. Globalization and its impact onHRM
2. IHRM- Definition andneed
3. Differences between IHRM and DomesticHRM
4. HR functions at International level (Recruitment, Selection, Performance Management, Compensation, Cross cultural Training &Development)
5. The expatriate and Repatriation (Stages andProblems)

Chapter 3: Recent trends in HRM (30%)

1. E-HRM and various aspects (E-Job design, E- recruitment, E- selection, E- performance appraisal, E- training &Development)
2. HR Accounting, HR Audit, HR Records, HRIS, HR Research (Need, Objectives, Advantages, Disadvantages)
3. Family Work Life Balance, Quality of Work life, Outsourced Recruitment, Employer Branding, Dual Career Couples, Flexi time, Contingent workforce, Talent Management, HR Analytics, Re-engineering work processes for improvedproductivity

Chapter 4: Managing Power, Politics and Culture

(30%)

1. Definition and Sources of power
2. Power tactics and Effective use of power in organization
3. Essence of Politics, Types of political activities, Ethics of power and politics
4. Meaning of Organization Culture
5. Creation of Culture and Effects of Culture
6. Sustaining Culture
7. Changing Organization Culture

Reference Books:

- 1) Human Resource Management by C. B. Gupta
- 2) Human Resource Management by S. S. Khanka
- 3) Essentials of Human Resource Management and Industrial Relations by P. Subba Rao
- 4) Organization Behaviour By K. Ashwathappa
- 5) Human Resource Management by Gary Dessler
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- 7) Human Resource Management by K. Ashwathappa