

## Theory Paper


<b>Part A Introduction</b>			
<b>Program:</b> Degree	Class : <b>BBA</b>	Year: <b>III</b>	Session: 2023-24
<b>Subject: Human Resource Development</b>			
<b>1</b>	Course Code	M3-BBAA2D	
<b>2</b>	Course Title	BBA (Group A) - HR	
<b>3</b>	Course Type (Core Course/ <b>Discipline</b> Specific Elective/Elective/Gen eric Elective/Vocational/..... )	DSE I Sub Group Paper SA 2	
<b>4</b>	Pre-requisite (if any)	The student must have studied this group in 2 <sup>o</sup> year (Diploma)	
<b>5</b>	Course <b>Learning</b> outcomes (CLO)	On successful <b>completion</b> of this course, the students will be able to: <ul style="list-style-type: none"> <li>To understand the concept of Human Resource Management</li> <li>To understand the concept of Human Resource Planning in the organization.</li> <li>To apply the Human Resource Development Process</li> <li>To analyse the importance of Learning and Human Resource Development</li> <li>To evaluate the Process of Human Resource Development Activities</li> </ul>	
<b>6</b>	Credit Value	<b>6 Credit</b>	
<b>7</b>	Total Marks	Max. Marks: 30 +70	Min. Passing Marks:35

### Articulation Matrix

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	-	-	-	-	1	-	-	-	-
CO2	3	-	-	-	1	-	-	2	-	-	-
CO3	-	3	1	1	-	-	1	-	1	-	-
CO4	3	1	-	-	-	-	-	-	-	-	-
CO5	-	3	-	-	-	-	1	2	-	-	1

High-3 Medium-2 Low-1



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Part B- Content of the Course		
Total No. of Lectures-Tutorials-Practical (in hours per week): <b>L-T-P:</b>		
Unit	Topics	No. of Lectures (1 Hour Each)
1.	Introduction to Human Resource Development- Concept and Evaluation, Relationship between Human Resource Management and Human Resource Development. Human Resource Development mechanism, process and outcomes	18
2.	Human Resource Planning- Introduction, Meaning, Definition, Features, Need, Objectives, Importance of Human Resource Planning, Methods of Human Resource Planning, Factors affecting Human Resource Planning	18
3.	Human Resource Development Process- Assessing Human Resource Development Needs, designing and developing effective Human Resource Development Programmes, Implementing Human Resource Development Programmes, Evaluating Human Resource Development Programmes	18
4.	HRD and Learning: Maximizing learning, Individual differences in learning process; Learning strategies and styles; Principles of learning; Learning and motivation; Human Resource Development culture and climate	18
5.	HRD Activities and Applications: Human Resource and Development for workers; Human Resource Development mechanisms for workers; Role of trade unions; Employee coaching, counseling and performance management, Career management and development	18

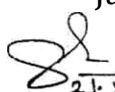
Keywords/Tags: Human Resource Management, Human Resource Planning, Human Resource Development, HRD Learning, HRD Activities

### Part C-Learning Resources

#### Text Books, Reference Books, Other resources

#### Suggested Readings:

1. Dawra Sudhir Human Resource Development, Indica Publishers & Distributors Pvt Ltd New Delhi
2. Balyan and Others Human Resource Development, Himalaya Publishing House New Delhi
3. Raymond and Kodwani Employee Training and Development, McGraw-Hill Education India
4. Sudha G.S. Human Resource Management, RBD Publishing House Jaipur
5. S. Mehta and Upadhyaya Human Resource Development, RBD Publishing House Jaipur



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Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks : 100


Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE):70 Marks

Internal Assessment :	Class Test Assignment/Presentation	
Continuous Comprehensive Evaluation (CCE)		30
External Assessment :	Section(A) : Very Short Questions	
University Exam Section	Section (B) : Short Questions	70
Time : 03.00 Hours	Section (C) :Long Questions	

Any remarks/ suggestions:



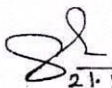
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## Theory Paper

Part A Introduction			
<b>Program: Degree</b>	<b>Class : BBA</b>	<b>Year: III</b>	<b>Session: 2023-24</b>
<b>Subject: Employees Relation and Compensation Management</b>			
<b>1</b>	<b>Course Code</b>	<b>M3-BBAA4D</b>	
<b>2</b>	<b>Course Title</b>	<b>BBA (Group A) - HR</b>	
<b>3</b>	<b>Course Type (Core Course/ Discipline Specific Elective/Elective/Generic Elective/Vocational/.....)</b>	<b>DSE II Sub Group Paper SB 2</b>	
<b>4</b>	<b>Pre-requisite (if any)</b>	The student must have studies this group in 2 <sup>nd</sup> year (Diploma)	
<b>5</b>	<b>Course Learning outcomes (CLO)</b>	<b>On successful completion of this course, the students will be able to:</b> <ul style="list-style-type: none"> <li>Understand the Concept and Importance of Employee Relation</li> <li>Understand the Strategies and Policies of Employee Relation</li> <li>Understand the Objectives and Principles of Compensation Management</li> <li>Understand the Compensation Planning</li> <li>Understand Designing of Compensation System</li> </ul>	
<b>6</b>	<b>Credit Value</b>	<b>6 Credits</b>	
<b>7</b>	<b>Total Marks</b>	Max. Marks: 30 + 70	Min. Passing Marks:35
Part B- Content of the Course			
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): 03 Hours</b>			
<b>L-T-P: 90</b>			
Unit	Topics	No. of Lectures (1 Hour Each)	
<b>1.</b>	<b>Introduction to Employees Relation- Meaning, Definition of Employee Relation Nature of Work and Importance of Employee Relationship, Challenges and Barriers of Employee Relationship</b>	<b>18</b>	

  
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2.	<b>Employee Relations and Role of Employment-</b> Determining shape of the Employee Relationship, Significance, Strategies and Policies of employee relations, Individualism and Collectivism, Joint and Unilateral regulation of employment, Centralized and Decentralized approaches to employment relation, role of Government in Employment relations	18
3.	<b>Introduction to Compensation Management-</b> Definition, Objectives, Principles, Importance of Compensation Management, Types of Compensation, Compensation Approaches	18
4.	<b>Compensation Planning-</b> Level, Structure and System, Decision of Compensation level and planning, Factors influencing Compensation Planning. Employee Benefit Programs, Nature and Types of Benefits	18
5.	<b>Designing Organization System-</b> Building internally consistent Compensation System-Creating internal equity through job analysis and job evaluation, building market competitive compensation System, Compensation Surveys.	18

**Keywords/Tags:** Employee Relation, Compensation Management, Compensation Planning, Compensation Design System

#### Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

Suggestive digital platforms/ web links

Suggested equivalent online courses:

#### Part D-Assessment and Evaluation

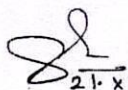
##### Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE):70 Marks

<b>Internal Assessment :</b> Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
<b>External Assessment :</b> University Exam Section Time : 03.00 Hours	<b>Section(A) :</b> Very Short Questions <b>Section (B) :</b> Short Questions <b>Section (C) :</b> Long Questions	70

Any remarks/ suggestions:



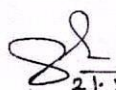
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## Theory Paper

Part A Introduction			
Program: Degree	Class : BBA	Year: III	Session: 2023-24
<b>Subject: Advertising and Sales Management</b>			
1	Course Code	<b>M3-BBAB1D</b>	
2	Course Title	<b>BBA (Group B) - Marketing</b>	
3	Course Type (Core Course/ Discipline Specific Elective/Elective/Generic Elective/Vocational/.....)	<b>DSE I</b>  <b>Sub Group Paper SA 1</b>	
4	Pre-requisite (if any)	The student must have studies this group in 2 <sup>nd</sup> year (Diploma)	
5	Course Learning outcomes (CLO)	<p><b>On successful completion of this course, the students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. With the rigorous curriculum students will involve as highly innovative and committed professionals with strategic marketing and communication skills required for effective selling.</li> <li>2. Student will be aware of developing and managing dynamic customers and business relationships.</li> <li>3. Students will be groomed with customer centric creative thinking and strong communication to be effective in the area of marketing and sales.</li> <li>4. Open up to the numerous future possibilities of higher education as well as of getting placed with reputed corporate in the country.</li> </ol>	
6	Credit Value	<b>6 Credits</b>	
7	Total Marks	Max. Marks: 30 + 70	Min. Passing Marks:35
Part B- Content of the Course			
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): 03 Hours</b>			
<b>L-T-P: 90</b>			
Unit	Topics	No. of Lectures (1 Hour Each)	

  
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1	<b>Advertising-</b> Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising	18
2	<b>Pre-launch Advertising Decision-</b> Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal	18
3	<b>Message Design and Development</b> - Advertising copy development, types of appeal, Advertising copy testing. Measuring Advertising Effectiveness-Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness	18
4	<b>Personal Selling-</b> Meaning and importance of personal selling Advertising and sales promotion. Methods and procedure of personal selling. <b>Control process-</b> Analysis of sales volume, Costs and profitability managing expenses of sales personnel evaluating sales force performance.	18
5	<b>Sales Organization</b> –Setting up a sales organisation, planning process,principles of determining sales organization. Sales Planning- Importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget.	18

**Keywords/Tags:**

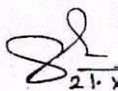
**Part C-Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings:**

1. Philip Kotler, Kevin Lane Keller, Alexander Chervev, Jagdish N. Sheth G. Shainesh, Marketing Management, Pearson India Education Service Pvt. Ltd, 16th Edition, 2022
2. C.N. Sontakki, Neeti Gupta, Anuj Gupta, Marketing Management, Kalyani Publishers, New Delhi
3. Pillai R. S. N., Marketing Management, S Chand & Co Ltd.

**Suggested equivalent online courses:**



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**Part D-Assessment and Evaluation**


**Suggested Continuous Evaluation Methods:**

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE):70 Marks

<b>Internal Assessment :</b> Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
<b>External Assessment :</b> University Exam Section Time : 03.00 Hours	<b>Section(A):</b> Very Short Questions <b>Section (B):</b> Short Questions <b>Section (C):</b> Long Questions	70

**Any remarks/ suggestions:**


  
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# Theory Paper

Part A Introduction			
Program: Degree	Class : BBA	Year: III	Session: 2023-24
<b>Subject: WORKING CAPITAL MANAGEMENT</b>			
1	Course Code	M3-BBAC2T	
2	Course Title	BBA (Group C) - Finance	
3	Course Type (Core Course/ Discipline Specific Elective/Elective/Generic Elective/Vocational/.....)	Paper : Minor / Elective (Group C)	
4	Pre-requisite (if any)	The student must have studies this group in 2 <sup>nd</sup> year (Diploma)	
5	Course Learning outcomes (CLO)	<p><b>On successful completion of this course, the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Equip themselves with the conceptual knowledge of management of Working Capital.</li> <li>• Understand the importance of cash management.</li> <li>• Acquaint themselves with the concept of credit policy and credit management.</li> <li>• Learn to apply sound techniques for managing inventory.</li> <li>• Acquaint themselves with various tools of short-term financing, debt financing and bank financing.</li> </ul>	
6	Credit Value	6 Credits	
7	Total Marks	Max. Marks: 30 + 70	Min. Passing Marks:35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures (1 Hour Each)	

  
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1	Working Capital: Concept, Definition, types, Importance, Need and Objectives of Working Capital, Determinants of working capital, Excess working capital and inadequate working Capital, Disadvantages of Excess working capital and inadequate working Capital, Operating cycle – Concept	18
2	Meaning, definition and nature of cash, Motives for holding cash, Cash Management, Meaning of Cash Flow, Determination of optimum cash balance, Cash Management Models, Management of Marketable Securities	18
3	Concept and definition of receivables, cost of maintaining receivable, factors influencing the size of receivables, forecasting of receivables, objectives of receivable management, factoring and receivable management, types of factoring	18
4	Meaning and nature of inventory, purpose and benefit of holding inventory, risk and cost of holding inventories, objectives of inventory management, tools and techniques of inventory management	18
5	Financing of working capital, determining the working capital financing mix, new trends in financing of working capital by banks, latest committees regarding working capital- Kannan Committee, Marathe Committee	18

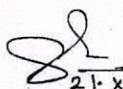
**Keywords/Tags:** Working Capital, Cash Management, Credit Management, Inventory Management, Short Term Financing, Monetary Market.

### Part C-Learning Resources

#### Text Books, Reference Books, Other resources

#### Suggested Readings:

1. Kuchhal S.C., 'Financial Management', Chaitanya Publishing House, Allahabad, 1988.
2. Khan M.Y. & Jain P.K., 'Financial Management', Tata McGraw-Hill Publishing Company Limited, New Delhi, 1984.
3. Pandey I.M., 'Financial Management' Vikas Publishing House, New Delhi. 2016. Eleventh edition.
4. Besant A., Raj C., 'Corporate Financial Management', Tata McGraw Hill, New Delhi, 1995,



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Second edition.

5. Chandra Prasanna, 'Financial Management, Theory and Practice', McGraw Hill, New Delhi, 2019, Tenth Edition.
6. Bhattacharya, Hrishikes, 'Working Capital Management: Strategies and Techniques', PHI, Fourth Edition.
7. Sharma & Gupta, Kalyani Publishers, New Delhi, 2020

**Suggestive digital platforms/ web links**

[http://sdeuoc.ac.in/sites/default/files/sde\\_videos/VISem\\_BBA\\_working\\_capital\\_mgmnt.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/VISem_BBA_working_capital_mgmnt.pdf)

<https://www.investopedia.com/terms/w/workingcapitalmanagement.asp>

<http://www.jiwaji.edu/pdf/ecourse/commerce/UNIT-5%20Working%20Capital.pdf>

<http://www.jmpcollege.org/downloads/MODULE4.pdf>

<https://rajdhnicollege.ac.in/admin/ckeditor/ckfinder/userfiles/files/Management%20of%20Inventory.pdf>

<http://anucde.info/materialpdf/L-13.pdf>

<http://anucde.info/materialpdf/L-12.pdf>

**Suggested equivalent online courses:**

**Part D-Assessment and Evaluation**

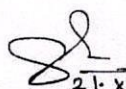
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Maximum Marks : 100

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**Any remarks/ suggestions:**



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**Mandsaur University  
BBA VI**

Subject Name	L	T	P	Credit
V3-COM-SALT- Service Marketing	2	0	0	2

**Course Objectives:**

- The objective of this course is to explain the concept and activities of service marketing in the management context.
- It is designed to develop an appropriate service marketing design for the clients.
- It provides an opportunity in the field of various services like health care services, E-marketing, Business process outsourcing, medical transcription services etc.

**Course Outcomes:**

- The students will be able to understand the aspects of marketing of particular relevance to service producing organizations.
- The student will understand the present strategies and approaches for addressing the service marketing challenges
- The student will be able to develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues
- The student will be able to apply the basic knowledge on challenges in distribution process
- The student will be able to give an overview and analyse the present scenario on the services in the organized retailing

**Articulation Matrix**

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	-	1	-	-	2	-	1	-	1
CO2	-	3	-	-	-	-	-	-	-	-
CO3	3	-	2	-	-	1	-	1	-	2
CO4	1	-	-	3	-	-	-	-	-	1
CO5	1	-	2	3	-	-	-	1	1	-

High-3 Medium-2 Low-1

**Unit 1: Foundation of service marketing:**

**6 Hour**

The concept of services, Nature of services, Characteristics of services, classification of services, service marketing, Distinctive characteristics of services, Four I's of services- Intangibility, Inconsistency and inventory

**Unit 2: The service marketing and its strategic aspects:**

**6 Hour**

Concept, importance of services marketing, Growth of service marketing in India and Global scenarios, targeting a few segments positioning a service in the marketplace, targeting customers and building relationships

**Unit 3: The service marketing mix:**

**6 Hour**



Service product; 8 LH bundled with conventional product and standalone, Service life cycle, service design, Challenges in distribution of service

**Unit 4: Distribution Strategies:**

**6Hour**

Personal selling- Advertising and sales promotion in service industry, Customer satisfaction & service quality in service marketing, monitoring and measuring. Customer satisfaction- SERVQUAL & GAP model, handling complaints effectively

**Unit 5: Service in organized retailing:**

**6 Hour**

Health care services, Marketing E- services, BPO, Medical transcription services, knowledge process outsourcing services (K PO) E-learning services, mutual fund service, Day care, portfolio services, Hospitality services.

**PRACTICAL**

1. Formation of a strategy to target customers and build-up relationship for selected service industry
2. Preparation of complaints handling system in selected service industry
3. Implement of SERVQUAL for measuring quality of service in selected service industry
4. Preparing blue print for a selected service industry
5. Designing an imaginary portfolio for your client considering resent rate in the stock market

**Text books:**

**SM Jha, service marketing, Himalaya publishing house Pvt. Ltd. Mumbai**

**Reference books:**

- Rampal, M.K. & Gupta S.L. Service marketing, Galgotia publishing New Delhi

**Total 30 Hour**

**Prepared By:-**

Dr. Deepika Choudhary  
Assistant Professor (FBAC)

**Approved By:-**

Dr. Avinash Vikram  
Head of Department (FBAC)