

Evaluation Scheme

B.B.A. 2 nd Year-IV semester Course Structure-Faculty of Management															
Compulsory courses for all B.B.A. 2 nd Year- IV semester students (Level 6)															
Sl. No.	Paper Code	Paper Title	Credits	L: Lectures; T: Tutorial; P: Practical			Marks Distribution(Theory)				Total Marks CCE Practical	Total Marks CCE UE (Max)	Total Marks (CCE+UE)	Passing Marks	Subject/Course/type/Total Credits
				L	T	P	CCE (Max)	CCE (Min)	UE (Max)	UE (Min)					
1.	UMARKMG 206	Marketing Management	6	6	0	0	40	14	60	21	NA	NA	100	35	Major
2.	UFINAMG 207	Financial Management	6	6	0	0	40	14	60	21	NA	NA	100	35	Minor
3.	UPUBLPA208	Administration- Indian Public Administration	4	4	0	0	40	14	60	21	NA	NA	100	35	Generic Elective
4.	UDESCKA209	Desk Top Publishing- DTP-2(Theory)	3	3	0	0	40	14	60	21	NA	NA	100	35	*Vocational Course
5.	UDESCKA210	Desk Top Publishing- DTP-2 (Laboratory)	1	0	0	2	NA	NA	NA	NA	NA	100	35	*Vocational Course	
Total			20										500		

GCE- Continuous Comprehensive Evaluation (Test)

UE- University Exams

*SEC- Skill Enhancement Course (Vocational Course)

L- Lectures

T- Tutorials

P- Practical/ Project

MARKETING MANAGEMENT

UMARKMG 206

Total Marks-100

Passing Marks-35

Sub. Type- Major (Credit-6)

Lecture:- 90 Hrs

Prerequisite of subject- Marketing Management students typically study subjects that help them better understand and achieve that goal. They need to know about business, management, sales, finance, and data, as well as psychology, market research, and communications.

Course Objective

Course learning outcomes (CLO)

1. Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.
2. Differentiate between categories of consumer criteria for determining value.
3. Recognize how to identify target markets and environment by analyzing, demographics and consumer behavior.
4. List best practices for responsible marketing and how to manage marketing efforts synthesize ideas into a business plan for entrepreneurial start-up venture.
5. The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.

Content of the course

Unit-1

Marketing Management: Nature and scope of marketing, Selling vs. Marketing, basic concepts and approaches, Marketing management philosophies, Concept of Holistic Marketing. Market segmentation, Marketing Mix, Marketing Environment, Marketing System.

Unit-2

Product Strategy. Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication. Promotion Mix: Advertising publicity, Selling, Sales Promotion and Public Relations.

Unit-3

Pricing decision- Methods of setting prices, pricing strategies, product promotion rural marketing. Steps for taking lead in Startups. Modern Marketing, future marketing.

Unit-4

Service marketing – Introduction, Growth of service sector, concept, Characteristics, Classification of service designing, developing Human Resources. Marketing of services with special reference to.

1. Financial services,
2. Health services,
3. Hospitality services including travel, hotels, and tourism
4. Professional services
5. Public utility service
6. Educational services.

Unit-5

Channel of distribution, Logistics supply chain management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Relating. Retail Management, Internet marketing, Non-profit marketing.

Note:

1. Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
2. References from Updated Journals in UGC Care list

Learning Resources

Suggested Readings:

1. SaxenaRajan, Marketing Management; Tata McGraw Hill Publishing Com.Ltd.New Delhi (2019-6th Edition)
2. S.A.Sherlekar, Marketing Management, Himalaya Publishing House (2015)
3. Philip Kotler, Marketing Management Pearsons Education (2015)
4. Krishna K. Havaladar&ShailendraDasari B2B Marketing Text & Cases McGraw, New Delhi. (2021-5th Edition)
5. Nair Rajan Gupta C.B. Marketing Management Sultan Chand & Sons, New Delhi (2018)

FINANCIAL MANAGEMENT

UFINAMG 207

Total Marks-100

Passing Marks-35

Sub. Type- Minor (6 Credits)

Lectures : 90 Hrs

Prerequisite of subject- To study this student should have a basic knowledge of calculation and know the basic terms of finance.

Course Objective

Course learning outcomes (CLO)

1. Students will have the awareness about the various types of support rendered by the Institutions to the entrepreneurs.
2. The students will be able to do the financial analysis and interpretation of any business Concern independently.
3. The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. They will be also able to design the combination of debt and equity used to finance a firm.
4. The students will learn to make decisions regarding the purchase of long-term assets or the start of a business project.
5. The students will be able to differentiate between the different models of dividend payout policy and their calculations.

Content of the course

Unit-1

Introduction: Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization, Concept of Risk and return.

Unit-2

Ratio analysis: Meaning, Interpretations of ratios, classification of ratio, funds flows and cash flow analysis.

Unit-3

Working capital management: Classification of working capital, factors determining the Adequate working capital, Requirement management of working capital, Source of Capital, Cost of capital, financial and operating, leverage.

Unit-4

Capital Structure: optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm, Shareholder Value Creation, dividend payment and valuation of firms, dividend policy of the firm, Determinants of dividend policy & Types of dividend policy. Hire Purchase and Venture Capital

Unit-5

Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.

Note:

1. Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
2. References from Updated Journals in UGC Care list.

Learning Resources

Suggested Readings:

1. R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company, New Delhi (2021)
2. I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
3. P.Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi (2019).
4. M. Y. Khan & P. K. Jain Financial Management: Text, Problems and Cases McGraw Hill New Delhi (2018 - 8th Edition).
1. C.Paramasivan (Author), T. Subramanian (Author): Financial Management and Policy, New Age International Publishers, New Delhi (2018)

Subject: Public Administration- 2 (Indian Administration)

UPUBLPA208

Total Marks-100

Passing Marks-35

Sub. Type- Generic Elective (3 Credits)

Lectures : 90 Hrs

Course Learning Outcomes (CLO):

1. Knowledge regarding the origin and evolution of Indian Administration will be acquired.
2. Learning about the constitutional and structural framework on which Indian Administration is based.
3. Understanding the functioning of various administrative agencies under the Indian federal structure.
4. Awareness about the institutions and mechanism for citizen state interface.

Unit - 1

Evolution & Constitutional Framework: Evolution of Indian Administration during Ancient, Medieval and British Period; s Constitutional Framework of Indian Administration; Salient features of Indian Administration.

Unit -2

Union Government: President; Prime Minister & Council of Ministers.

Unit -3

Central Line and Staff Agencies: Central Secretariat, Cabinet Secretariat, Prime Minister Office, Ministry of Home and Finance.

Unit -4

Constitutional Institutions Union State Relation & Control over Administration: Election Commission of India; Union Public Service Commission and Finance Commission of India; Union State Relations (Legislative, Executive and Financial); Parliamentary, Executive and Judicial Control over Administration.

Unit-5

Citizen and State Interface: Citizens Grievance Redressal; Institutions and Mechanisms for Preventions of Corruption: Central Vigilance Commission; LokPal and LokAyukt; Politician and Civil Servant -Relationship.

Part C – Learning Resources

Text Book, Reference Books, Other Resources

1. Arora, Ramesh K. and Goyal, Rajni Indian Public Administration: Institutions and Issues. New Age International Publishers: New Delhi.
2. Avasthi, A and Avasthi, A P Indian Administration. Lakshmi Narain Agrawal: Agra
3. Balfour, Lady Betty Lord Lytton's Indian Administration 1876-1880 The Untold History. Gyan Books: New Delhi
4. Basu, D D Introduction to the Constitution of India (21st Edition). Lexus Nexus: New Delhi
5. Chakraborty, Bidyut Indian Administration. Sage: New Delhi
6. Cott, JE Woola British Rule in India. Anmol: Delhi
7. Fadia, B L and Fadia, Kuldeep Indian Administration, (New Edition). Sahitya Bhawan: Agra
8. Ghuman, B S; Monga, Anil and Johal, Ramanjit Kaur (Eds.) Corruption and Quality of Governance: Experiences of Select Commonwealth Countries. Aalekh Publishers: Jaipur
9. Kamgle R P. The Kautiya Arthshastra. Motilal Banarsidass: New Delhi
10. Kapur, Devesh; Mehta, Pratap Bhanu and Vaishnav, Milan (Eds.) Rethinking Public Institutions in India. Oxford University Press: New Delhi
11. Maheshwari, S R Indian Administration. Orient Longman: New Delhi
12. Palmer, N D Indian Political System. George Allen and Unwin : London
13. Sarkar, Jadunath Sir. Mughal Administration. M.C. Sarkar: Calcutta

14. Sharma, Ashok Administrative Institutions in India. RBSA Publishers: Jaipur
15. Sharma, M Indian Administration. Anmol: New Delhi
16. Sharma, PrabhuDatta and Sharma, B M Indian Administration: Retrospect and Prospect. Rawat Publications: Jaipur
17. Singh, M and Singh, H Public Administration in India. Sterling Publishers: New Delhi
18. RBSK
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.

Web Resources:

1. <https://epustakalay.com/book/>
2. <https://parliamentofindia.nic.in/>
3. <https://presidentofindia.nic.in/>
4. <https://www.pmindia.gov.in/en/>
5. <https://loksabha.nic.in/>
6. <https://rajyasabha.nic.in/>
7. <https://main.sci.gov.in/>
8. <http://vikramuniv.ac.in/political-science/>

Desk Top publishing- WITH ADVANCE PAGE MAKER (DTP) - 2 (Theory)

UDESCA209

Course Type: Vocational

Credit Value: 3

Total No. of Lectures: 35 Hrs.

Pre-requisite: Open for All

Course Learning Outcomes (CLO):

After studying this Course the Student will be able to

- Gain in depth knowledge of Page maker and its practical Applications.
- Create, Edit & format documents using Page Maker.
- Understand various advance concepts of Page maker for Desktop Publishing.
- Using PageMaker, students will be able to gain practical knowledge of book preparation and handling of large amount of texts
- Gain deep insights of working with PDF's

Expected Job Role / career opportunities:

After studying this Course the Student will be able to pursue his/her career as a/an:

- Graphic designer
- Multimedia Editor
- Logo Designer
- Office Assistant
- Desktop Publishing Operator

Content of the course

Unit 1st--

Working with a publication, Opening a Publication, Creating a New Document, Setting the Margins, Setting the Page Size, Setting the Page Orientation, Introduction, Placing Graphics, Placing in-Line Graphics, Converting an Independent Graphic to an In-Line Graphic, Aligning In-Line Graphics, Sizing Graphics, Cropping Graphics, Object Linking and Embedding (OLE), Setting Up an OLE Linked Object, Embedding an OLE Object, Text Wrap.

Unit 2nd--

Introduction, Using the Control Palette, Control Palette Basics, Modifying Objects by Adjusting Values, Using the Reference-Point Proxy, Setting Measurement and Nudge Preferences, Moving Objects, Rotating an Object, Reflecting an Object, Skewing an Object, Removing Transformation, Aligning and Distributing Objects, Grouping and Ungrouping, Rules for Grouping Objects, Changing the Stacking Order of Objects, Locking Objects. Working with large amount of texts. Long documents features: Compiling Chapters into a Book, Preparing the Book, Combining the Chapters, Numbering Pages, Restarting Page Numbering, Creating a Table of Contents.

Unit 3rd--

Creating PDF Files with Acrobat, Creating an Adobe Acrobat File, Font Issues, Managing Automatic Hypertext Links, Using the Tables Editor, Setting Adobe Table Defaults, Adobe Table Preferences, Typing, Editing and Formatting Text in Adobe Table, Formatting Text in a Table, Exporting and Saving Adobe Tables, Exporting Tables from Adobe Table, Exporting a Table as Text, Exporting a Table as a Graphic, Saving Adobe Tables, Importing and Updating Table, Sorting Pages, Balancing Columns, Create Keyline, Bullets and Numbering, Add Continued Line Creating Master Pages, Setting Up Pages, Use Of story editor , PageMakerstyle sheets, working with frame, working with layers.

Text Books, Reference Books, Other resources

Suggested Readings:

1. Desk Top Publishing From A to Z by Bill Grout and Osborne; McGraw Hill

2. DTP (Desk Top Publishing) for PC user by Houghton; Galgotia Publishing House Pvt. Ltd., Daryaganj, New Delhi.
3. ADOBE PAGEMAKER 6.5 - Shashank Jain & Satish Jain — First Edition 2001, BPB Publications.
4. PAGEMAKER 6.5 COMPLETE - R. ShammsMortier, Rick Wallace, Rick Wallace, Phil Gaskill, Richard Romano, Carla Rose, Ellen Wixted, First Indian Edition 1997, Techmedia.
5. DESKTOP PUBLISHING ON PC - M.C. Sharma, First Edition 1997, BPB Publications.
6. BPB'S DTP COURSE (DESKTOP PUBLISHING) — Satish Jain & M. Geethalyer. First Edition 2009. BPB Publications.
7. PAGEMAKER 7 FOR WINDOWS - Ted Alspach, First Indian Edition 2002, Techmedia.
8. ADOBE PAGEMAKER 7.0 - Shashank Jain & Satish Jain — First Indian Edition 2002, BPB Publications.

Suggested equivalent online courses:

<https://www.youtube.com/watch?v=NxDeGx7RXTc>

<https://www.youtube.com/watch?v=7pIIJz8vew>

<https://www.youtube.com/watch?v=RiYkSikfEu0>

<https://www.youtube.com/watch?v=ZigiVMryvol>

<https://www.youtube.com/watch?v=ApHROIwJ8>

<https://www.youtube.com/watch?v=tuRRqfRFWQ0>

<https://www.youtube.com/watch?v=0pkMllsMZHk>

Note if Any:

**Desk Top publishing- WITH ADVANCE PAGE MAKER (DTP) 2 -
(Laboratory)**

UDESCA210

Total Marks-100

Passing Marks-35

Sub. Type- Vocational course- SEC (Credit-1)

Computer Laboratory: - 30 Hrs.

Pre-requisite (if any):Open for all

Course Learning Outcomes (CLO):

After studying this Course the Student will be able to

- Gain in depth knowledge of Page maker and its practical Applications.
- Create, Edit & format documents using Page Maker.
- Understand various advance concepts of Page maker for Desktop Publishing.
- Using PageMaker, students will be able to gain practical knowledge of book preparation and handling of large amount of texts
- Gain deep insights of working with PDF's

Expected Job Role / career opportunities:

After studying this Course the Student will be able to pursue his/her career as a/an:

- Graphic designer
- Multimedia Editor
- Logo Designer
- Office Assistant
- Desktop Publishing Operator

PRACTICAL STUDY- CONTENTS

I. Creating and opening a document in Page Maker

2. Formatting and editing a document in Page Maker 15P
 3. Saving and printing a given document in Page Maker
 4. Insertion of graphics in Page Maker
 5. Working with a publication in Page Maker
 6. Using the Control Palette in Page Maker
 7. Use of page maker to prepare the Book and Combing the Chapters
 8. Reflecting an Object, Skewing an Object and Removing Transformation
 9. Design Letter head and business card using Page Maker
 10. Cash Memo and Certificate making in Page Maker
 11. Use of various tools in Sign Board Design
 12. Use of various tools to design professional logos
 13. Design Newspaper Advertisement and flyers
 14. Type a Doc Using Story Editor
 15. Build Booklet and perform Page Numbering and editing
 16. Page Layout Design for Newsletter
 17. Creating and formatting PDF Files with Acrobat
 18. Creating PageMaker style sheets and frames
- Project/ Field trip

Text Books, Reference Books, Other resources

Suggested Readings:

1. Desk Top Publishing from A to Z by Bill Grout and Osborne; McGraw Hill
2. DTP (Desk Top Publishing) for PC user by Houghton; Galgotia Publishing House Pvt. Ltd., Daryaganj, New Delhi.
3. ADOBE PAGEMAKER 6:5 - Shashank Jain & Satish Jain — First Edition 2001, BPB Publications.
4. PAGEMAKER 6.5 COMPLETE - R. ShammsMortier, Rick Wallace, Rick Wallace, Phil Gaskill, Richard Romano, Carla Rose, Ellen Wixted, First Indian Edition 1997, Techmedia.
5. DESKTOP PUBLISHING ON PC - M.C. Sharma, First Edition 1997, BPB Publications.

6. BPB'S DTP COURSE (DESKTOP PUBLISHING) — Satish Jain & M. Geethalyer. First Edition 62009.BPB Publications.

7. PAGEMAKER 7 FOR WINDOWS - Ted Alspach, First Indian Edition 2002, Techmedia.

8 ADOBE PAGEMAKER 7.0 - Shashank Jain & Satish Jain — First Indian Edition 2002, BPB Publications.

Suggested equivalent online courses:

<https://www.youtube.com/watch?v=NxDeGx7RXTc>

<https://www.youtube.com/watch?v=7pILjZ8vew>

<https://www.youtube.com/watch?v=RiYkSikfEu0>

<https://www.youtube.com/watch?v=ZigiVMryvoI>

<https://www.youtube.com/watch?v=ApHROllwJ8>

<https://www.youtube.com/watch?v=tuRRqfRFWQ0>

<https://www.youtube.com/watch?v=0pkMllsMZHk>