

Bachelor of Business Administration (BBA) Syllabus

GUJARAT UNIVERSITY SYLLABUS FOR S.Y BBA

SEMESTER IV CC-208 INDIAN FINANCIAL SYSTEM

Course Objectives:

To enable the students to acquire basic understanding of the structure, organization and functioning of the Financial System in India. The course also aims at exposing the students to new financial instruments and their implications in the existing regulatory framework.

Number of credits: 3

Lectures per week: 3 of one hour each 40 hours

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: (7 hours): Introduction:

- (a) **Financial system** : Meaning, role and functions of a financial system, Organised and unorganised financial system.
- (b) **Components:** Financial Assets, Financial Intermediaries, Financial Markets (money and capital markets in India) Relevance of various interest/return rates, Regulatory framework, Financial Instruments (in brief).

Unit II: (13 hours): Financial institutions and regulatory bodies:

Financial Institutions: Achievements and Limitations.

- (a) **Money market institutions:** Meaning, Role of the Central Bank(RBI) in money markets.
Commercial banks: Meaning and Functions
Indigenous Financial Agencies: Bankers, Money lenders, Discount houses, Accepting houses(only meaning and features)
- (b) **Capital Market institutions:** (Meaning and functions) Merchant Banks, Investment companies, Management Investment companies, Development banks, Mutual Funds.
- (c) **Special Financial Institutions:** Factors for their growth (need)
Objectives and functions of:
(1) IDBI (2) IFCI (3) SFCs (4) ICICI (5) EXIM Bank of India
- (d) **Cooperative Banking Institutions:** Meaning, definition, principles, Features and Structure.
- (e) **Non-Banking Finance Companies:** Meaning, Role, Types of NBFC services,

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Reclassification of NBFCs.

(f) **SEBI:** Introduction to SEBI ACT 1992, Main Functions of the Board.

Unit III: (10 hours) Financial Markets in India:

(a) **Capital Markets:** Meaning, Role and importance, Development initiatives and reforms (in brief). Composition: Primary-Secondary

I. **Primary Markets:** Meaning, instruments, New Issue Market: Features, objectives and functions, Constituents or players, Problems and Recent Developments including the concept of book building.

Modes of procuring long term funds: Public issue, Rights issue, Bonus issue, Private placement.

II. **Secondary Markets.:** Meaning, Functions of the stock exchange, Benefits to the community-investors-companies, Listing of securities and its benefits, Stock market indices, Types of dealings, types of securities traded on the Indian stock exchanges, Comparison of the three exchanges (BSE, NSE, OTCEI)

(b) **Money Markets:** Meaning, features of organized and unorganised money markets
Instruments: Treasury Bills, Certificate of Deposits, Commercial Paper, Call money
Commerical bills, Inter-corporate deposits, Inter-bank participation certificates.

Unit IV: (10 hours): Financial services:

(a) **Venture Capital Financing:** Meaning, Steps in VCF, Methods of VCF, Disinvestment mechanism, VCF in India.

(b) **Factoring:** Meaning, Types, costs and benefits of factoring, difference between factoring and For facting.

(c) **Leasing:** Meaning, Definition, advantages to lessor and lessee, types of leases (operating, finance, leveraged, sales and lease-back, leveraged and cross-border.)

(d) **Underwriting:** Meaning and benefits

(e) **Credit Rating Agencies:** Meaning and role of such agencies.

A brief idea about : CRISIL, CARE ICRA.

(f) **Others:** A brief idea about : NSDL, STCI.

REFERENCE BOOKS:

1. The Indian financial system and Development- Vasant Desai, Himalaya Publishing House.
2. Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
3. The Indian Financial System-Dr. Bharti Pathak, Pearson.
4. Indian Financial System-M.Y.Khan, Mc.Graw Hill
5. Financial Management-Prasanna Chandra,
6. Financial Management-P.V.Kulkarni and Satyaprasad
7. Financial Management- I.M.Pandey, Vikas Publishing House.

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8. Financial Management- M.Y.Khan and P.K.Jain :Tata McGraw Hill Education Pvt. Ltd.
9. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya Publishing House.
10. Financial Management : Dr. V.k. Palanivelu, S. Chand.
11. Financial Management : Sheeba Kapil, Pearson.
12. Financial Services: Thummuluri Siddaiah, Pearson.

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Allocation of marks for question paper

Units	Marks out 70
Unit 1 (A) (B)	17 marks 08 09
Unit 2 (A,B,C) (D,E,F)	18 marks 09 09
Unit 3 (A) (B)	18 marks 12 06
Unit 4 (A,B,C) (D,E,F)	17 marks 09 09
Note: Question no.1 shall include MCQs such that equal weightage is given to all units and they could be from any one/two /three or all sub-units.	

Topics for Assignment :

1. Modern Financing instruments including Hybrid instruments
2. Major issues in the Indian Financial System.
3. Role of NABARD ,DFHIL, SIDBI.
4. Resource mobilisation from international markets.
5. Special Financial Institutions: LIC, UTI

Topics for Presentation/Seminar:

1. Reforms in Indian Capital Markets and their impact.
2. Stock exchange operations - an overview.
3. Role of Credit Rating Agencies and their limitations.
4. Micro-financing in India.
5. Reforms in Banking sector.
6. Capital Market Scams.

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SEMESTER IV**

CORE COURSE – 209 MARKETING MANAGEMENT

Introduction:

The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and newer trends are constantly emerging. Now it has become utmost necessary for everyone to have knowledge of this field.

Objective: This subject is designed to provide a basic understanding of the subject of marketing management to the students. What marketing management is? How it has evolved during the time? What can be marketed and How it can be marketed?

This part is the extension of the core course offered in semester III namely, “Introduction to Marketing”. Basics of marketing management have been introduced in the IIIrd semester and in this part; the marketing mix variables and the different strategies related to the variables are discussed.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Product Management Part-I (10 Hours)

- a** Product Decisions
 - Concepts of Products
 - Levels of Products
 - Classification of Products
 - Product Decisions
- (d) Individual Product Decision (branding, packaging, labeling, servicing)
- (e) Product Line Decisions
- (f) Product Mix Decisions
- Product Differentiation

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- b The Concept of Product Life Cycle
 - The Product Life Cycle
 - Stages in PLC and Marketing Strategies
- c The New Product Development Process
 - Introduction – need for new products
 - The Product Development Process

UNIT II: Product Management Part-II AND Pricing Decisions (10Hours)

- a. Brand Concepts: (6 Hours) (Weightage 15%)
 - Brand Equity
 - Brand Strategy Decisions
 - Brand Re launch
- b. Pricing Decision and Strategies (4Hours) (Weightage 10%)
 - Objectives of Pricing
 - Factors Influencing Pricing Decisions
 - Pricing Strategies
 - Special Pricing Strategies

UNIT III: Distribution Decisions (10Hours)

- Channels of Distribution
- Role and Importance of Channels
- Functions of Channels
- Channel Levels
- Types of Intermediaries and Number
- Types of Retailing
- Wholesaling
- Vertical and Horizontal Marketing Systems
- Multi-channel Marketing Systems

UNIT IV: Marketing Communications (10Hours)

- Integrated Marketing Communications
- Advertising and Publicity
- Developing Effective Advertising Programs
- Difference between Advertising and Publicity
- Sales Promotions
 - a Consumer Sales Promotion
 - b Trade Promotion

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- Public Relations
- Personal Selling
 - a. Steps in Personal Selling Process
 - b. Sales Force Management
 - c. Direct Marketing

Text Book :

1. Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.

Reference Books:

- (b) Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
- (c) Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
- (d) Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

Topics for assignments:

1. Brand Strategies of any one company.
- (b) Market position of a newly launched product or service in last one year.
3. Methods of sales forecasting.
4. A note on consumerism.

Suggested topics for seminars and presentations:

- (c) Distribution strategy of any one company.
- (d) Promotional tools (communication mix) adopted by any one company.
- (e) Comparative advertising strategies of any two companies.
- (f) Sales promotions offered by FMCG companies/brands (Minimum two companies/brands).

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CORE COURSE – 210 BUSINESS STATISTICS

Introduction:

The student will understand the basic statistical concepts and terminology involved in sampling methods, normal distribution, statistical inference. The course focuses on how to interpret and solve business-related word problems and to develop simple Statistical models from a business perspective.

Objective :

To create a better understanding of Statistical concepts in solving business and commerce related problems. The course serves as a good foundation for further study in management, accounting, marketing and finance.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: 10 Sessions

1.Sampling Methods

- 1.1 Basic concepts of Population and Sample
- 1.2 Population inquiry, Sample Inquiry
- 1.3 Characteristics of a good sample
- 1.4 Sampling: Meaning, Merits and Demerits of Sampling
- 1.5 Types of Sampling

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- (i) Simple Random sampling (with and without replacement method): Sampling Method, properties, advantages and disadvantages
- (ii) Stratified Random Sampling: Sampling Method, properties, advantages and disadvantages, determination of sample size under proportional allocation and optimum allocation

2.Normal Distribution

2.1 Continuous Probability Distribution, Probability Density Function

2.2 Normal Distribution: Necessary conditions, Normal Distribution Function and its properties, Applications

Unit II: 10 Sessions

1.Testing of Hypothesis: Large Sample Tests

1.1 Basic concepts: Hypothesis, Null Hypothesis, Alternative Hypothesis, Statistic, Parameter, Sampling Distribution, Standard Error, Type I and Type II errors, Level of Significance, Acceptance Region, Critical Region

1.2 Testing of Hypothesis, Testing Procedure

1.3 Large Sample Tests

(i) Test for Variables: Test of mean, Test of difference between two means, Test of difference between two standard deviations

(ii) Test for Attributes: Test of proportion, Test of difference between two proportions

1.4 Estimation of Confidence Interval and Determination of optimum sample size

Unit III: 10 Sessions

1.Testing of Hypothesis: Small Sample Tests

1.1 , Degree of Freedom

1.2 t Test: Test of Mean, Test of difference between two means, Paired t test

1.3 F Test : Test of difference between two variances, Application of F test in ANOVA (One way and Two way)

Unit IV: 10 Sessions

1.Chi Square Test

1.1 Test of Independence

1.2 Test of Goodness of Fit

1.3 Test for Population Variance

2.Non Parametric Test

2.1 advantages and disadvantages of non-parametric tests

2.2 Uses of non-parametric tests

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- (a) Types of non-parametric tests
- (b) The one sample Sign test
- (c) The one sample Runs Test
- (d) Mann-Whitney U Test

Assignments:

- (a) Assignments on Decision theory and sampling methods
- (b) Assignments on Normal Distribution and Large Sample Tests
- (c) Assignments on Small Sample Tests
- (d) Assignments on Chi Square Test and Non-Parametric Tests

Seminar Topics:

- (a) Prepare a project on application large and small sample tests in real life
- (b) Prepare a project on application of chi square test and non-parametric tests in real life

Reference Books:

- (a) Fundamental Mathematical Statistics by S. C. Gupta & V. K. Kapoor
- (b) Statistical Methods by S. P. Gupta
- (c) Comprehensive Statistical Methods by P. N. Arora, Sumeet Arora & S. Arora
- (d) Business Statistics by J. K. Sharma
- (e) Statistics for Management by Levin & Rubin
- (f) Statistics for Business and Economics by Anderson, Sweeney & Williams

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CORE COURSE – 212 MANAGERIAL ECONOMICS – II

Objectives:

The main objective is to develop decision making capacity in students. Managerial Economics can be viewed as an application of that part of micro economics that focuses on topics like demand, production, cost, pricing and market structure. Understanding these principle will help to develop a rational decision making. Managerial Economics sharpens the analytical framework that the executive must bring to bear on managerial decisions. In general Managerial Economics will help managers to ensure that resources are allocated efficiently within the firm and that the firm makes appropriate reaction to changes in the Economic Environment.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

Unit 1: (10 hours)

CHAPTER 1 : PERFECT COMPETITION AND MONOPOLY

- (a) Meaning and Characteristics of Perfect Competition.
- (b) AR, MR and Elasticity under Perfect Competition.
- (c) Short run equilibrium of the firm under PC
- (d) Long run equilibrium of the firm under PC.
- (e) Meaning and Characteristics of Monopoly.
- (f) AR, MR and Elasticity under Monopoly.
- (g) Short run Equilibrium under Monopoly.
- (h) Long run equilibrium under Monopoly.

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Unit 2: (10 hours)

CHAPTER 2 : DISCRIMINATORY MONOPOLY

- (a) When Price Discrimination is Possible, Profitable and Socially desirable with diagram.
- (b) Equilibrium of price discriminating monopolist.
- (c) Dumping Case under Monopoly

CHAPTER 3 : MONOPOLISTIC COMPETITION

- (a) Meaning and Characteristics of Monopolistic Competition.
- (b) AR, MR and Elasticity under Monopolistic Competition.
- (c) Short run equilibrium under Monopolistic competition.
- (d) Long run equilibrium under Monopolistic competition.
- (e) Excess capacity and monopolistic competition

Unit 3: (10 hours)

CHAPTER 4 : OLIGOPOLY

- (a) Meaning and characteristics of Oligopoly.
- (b) Collusive Oligopoly**
 - a. Cartels (Joint Profit Maximization Cartels and Market Sharing Cartels)
 - b. Price leadership. (Low cost price leadership, barometric price leadership and dominant price leadership)
- 1. Non collusive Oligopoly**
 - a. Kinky Demand Curves
 - b. Cournot's Model

Unit 4: (10 hours)

CHAPTER 5 : BREAK- EVEN ANALYSIS

- 1. Assumption
- 2. Chart and formula method of calculating Break-even Analysis
- 3. Numerical.

CHAPTER 6 : PRICING POLICY

- 1. Objectives
- 2. Different Methods of Pricing

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Text Books : Managerial Economics By D.M.Mithani

Books for Reference: (1) Managerial Economics By P. L. Mehta.
(2) Micro Economic Theory By H.L. Ahuja.

Topics for Assignment:

- (1) Features of Market
- (2) Collusive Oligopoly
- (3) Pricing Methods
- (4) Break Even Analysis

Topics for Seminar:

- (a) Dumping
- (b) Excess Capacity
- (c) Non- collusive oligopoly
- (d) Factors affecting pricing

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COURSE CODE – 213 CORPORATE FINANCIAL STATEMENTS

Objectives:

The paper aims at enabling the students to develop knowledge and understanding of financial statement analysis; different tools and techniques of financial analysis and its practical application in the published financial reports of the companies.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT(hours)

**WEIGHTAGE
MARKS OUT
OF 70**

UNIT – I (10 hours)

18 MARKS

(A) **Financial Statements** – Meaning, types and Limitations.

5 %

Meaning of Financial Statements Analysis, Meaning of various tools of Financial Analysis – Horizontal Analysis, Vertical Analysis Trend Analysis, Common Size Statement.

(4 MARKS)

(B) **Ratio Analysis** – Meaning and Functional Classification of ratios.

20 %

(Profitability, Liquidity, Leverage, Turnover, Market Strength Analysis and Coverage), Calculation and Interpretation of Ratios from Balance Sheet and Income Statement

(14 MARKS)

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UNIT – II (10 hours)	(17 MARKS)
Cash Flow Statement – Meaning, Preparation of Cash Flow Statements (As per AS. 3)	25%
Meaning of Fund flow statement. Difference between Fund flow statement and Cash flow statement.	
UNIT - III (10 hours)	17 MARKS
(A) Common Size statements – Meaning and Preparation of Common size Profit/Loss A/C and B/S.	10 % (7 MARKS)
(B) Value Added statement – Meaning and Preparation of Value Added Statement.	10 % (7 MARKS)
(C) Introduction to concept of Extensible Business Reporting Language (XBRL)	5 % (3 MARKS)
UNIT - IV (10 hours)	18 MARKS
(A) Understanding the Contents of Corporate Annual Reports:	8 % (6 MARKS)
1. Balance Sheet	
2. Income Statement	
3. Cash flow Statement	
4. Significant Accounting Policies.	
5. Auditors Report.	
6. Directors Report.	
7. Management Discussion and Analysis.	
8. Notes to Accounts.	
(B) Corporate Financial Reporting – Meaning, Objectives of corporate financial reporting, Qualitative characteristics of financial reporting information. Window Dressing in corporate financial reporting, Creative Accounting/ Creative Financial Practices adopted in window dressing.	8 % (6 MARKS)
(C) Specific Issues in Corporate Financial Reporting:	9 % (6 MARKS)
(a) Segment reporting - Meaning and need	
(b) Interim reporting – Meaning and need.	
(c) Corporate Governance - Meaning.	

Bifurcation of Marks for Multiple Choice Questions. (Question no. 5) (14 Marks)

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(A) Objective type questions from Unit I (A), II, III, IV (7 Marks)

(B) Multiple choice questions I (b) 7 Marks.

Ratios based on a mini-case represented through Excerpts of Annual Financial reports. (Profit & Loss Account & Balance Sheet of 2 years).

(The objective of this question (I (b) should be to evaluate the analytical abilities of students to use Ratio analysis for judging the Profitability, Liquidity, Solvency, Market Strength of the company. It is necessary to use realistic data for the purpose of enabling the students to read, understand and analyse the ratios.

Topics for assignment:

- (a) Economic Value Added (EVA) – Meaning, Need for EVA, difference between accounting income concept and economic income concept.
- (b) Accounting for Intangible Assets – Concept, features, types of intangible assets,
- (c) Regulatory framework governing the corporate financial statements in India.
- (d) Calculation of ratios of the following aspects of a selected company (Data of at least 2 years.)
Profitability, Liquidity, Activity/ Turnover, Leverage, Market Strength Analysis

Topics for Seminar:

- (a) Segment Reporting in India.
- (b) A Study of Corporate Governance Report of a selected company.
- (c) Inter-firm comparison of two units in the same industry.
- (d) Du Pont Analysis.
- (e) Reporting of Price level changes in annual reports.
- (f) Financial Performance Analysis of Banks/ Financial Institutions.

Recommended Books:

1. Advanced Accountancy – II (Corporate Accounting), 18th Edition by S.P.Jain & K. N. Narang , Kalyani Publication.
2. Financial Accounting – Principles & Practices by Jawaharlal and Seema Srivastava.S.Chand Publication.
3. Financial Accounting for Management (An Analytical Perspective) 3rd Edition by Ambrish Gupta , Pearson publication.

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Reference Books:

1. Financial Statement Analysis and Reporting by Peddina Mohana Rao, PHI Learning Pvt. Ltd.
2. Corporate Accounting by A.Mukherjee & M. Hanif , Tata McGraw Hill.
3. Corporate Accounting – Dr S.N. Maheshwari & Dr. S. K. Maheshwari. Vikas Publication
4. Basic Financial Accounting for Management by Paresh Shah Oxford University Press.

Detailed list of ratios.

- (a) **Profitability Ratios:** Gross Profit, Net Profit, Operating ratio, Expense ratio, Return on capital employed, Return on Shareholders' funds, Return on equity capital.
- (b) **Liquidity Ratios:** Current ratio, Liquid ratio, Quick ratio.
- (c) **Market Strength Analysis Ratios:** Earnings per share, Dividend per share, Dividend yield ratio, Price/Earnings ratio.
- (d) **Activity/Turnover Ratios:** Stock turnover, Debtors ratio, Creditors ratio, Fixed assets turnover, total assets turnover, working capital turnover.
- (e) **Leverage Ratios/ Capital Structure Ratios:** Debt-equity ratio, Proprietary ratio, Capital gearing ratio, Long term funds to fixed assets ratio.
- (f) **Coverage Ratios:** Interest coverage, Debt-service coverage ratio.

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SEMESTER IV**

CC – 214 INDUSTRIAL EXPOSURE AND VIVA-VOCE

Introduction:-

The BBA programme aims at providing a practical insight to the student in the various functions of business enterprises. It is this aspect which gives a learner an edge over other programmes in the same area. Lack of industry exposure would prove fatal and hence a student of management needs to undergo practical training to sharpen his theoretical skills and knowledge.

Objectives:-

The course in semester -IV is an extension of the practical studies course of semester-II. Here the students will be introduced to details of the functional areas of management (Marketing, Production or Human Resources). It will actually bridge the gap between theory and practice as they will study the same functional areas as theory papers too. The industrial visit and exposure will be followed by report writing and viva-voce. This paper also aims to sharpen the communicative skills of the students through practical training in some of the important skills required to be mastered by middle and higher level managers.

Number of credits:- 3

Lectures per week:- 4.5

GENERAL INSTRUCTIONS:-

(d) The industrial exposure and viva-voce paper be incorporated in the fourth semester of BBA course with 3 credits and 4.5 hours per week in the following manner:-

Component	Hours per week
Communication practicals	1.5
Project work	3
Total	4.5

(a) Each batch for practical studies should not have more than 40 students. For every batch, 1.5 hours per week have to be allocated for communication practicals and 3 hours per week for the project work.

(b) The evaluation of communication skills external practicals will be based on

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group discussion (any one topic from the list declared by the university on the day of the exam) **and** group presentation (any one topic from the list attached herewith).

- (c) The project work will be evaluated on the basis of project report and individual viva-voce.
- (d) The allocation of marks will be as under:

Evaluation	Internal	External		
Communication	15 marks	35 marks		
Practicals				
Components	Group discussion 6 marks	Group presentation making 9 marks	Group discussion 15 marks	Group presentation making 20 marks
Project work	15 marks	35 marks		
Components	Project report 6 marks	Viva voce 9 marks	Project report 15 marks	Viva voce 20 marks
Total marks	30	70		
Minimum passing marks	12 (out of 30)	28 (out of 70)		

- (a) The marks for practical studies shall be considered for deciding grade of the student.
- (b) Minimum passing marks shall be at par with other subjects i.e. 40%.

GUIDELINES FOR PROJECT WORK:-

- (a) The visit should be to a manufacturing unit, which can be of any size and any form of organization.
- (b) A batch size should not exceed 40 students for the visit. The last batch can be adjusted according to the strength of students in the institute.
- (c) Students are required to prepare an individual report based on information gathered during the visit and sessions with industry representatives in consultation with the concerned teacher.
- (d) The report can be of 30 to 40 pages, more descriptive in nature. Use of graphics and pictures should be minimized. Also, mere reproduction of secondary data should be avoided. It should cover the following areas:-

SECTION :-I

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(a) COMPANY PROFILE:-

Name, Registered Address, Brief History, Mission, Vision, Products, Form of organization, Organisational Structure, Locational issues, Awards and Achievements.

(b) FINANCE:-

Turnover, Balance Sheet and Profit and Loss Account of last 3 Years. (If available), Capital invested and Sources of funds.

(c) SOCIAL RESPONSIBILITY AND FUTURE PLANS OF THE ORGANISATION.

SECTION :- II

(DETAILS OF ANY ONE OF MARKETING, HR OR PRODUCTION FUNCTIONS)

(g) A PROJECT WITH MARKETING FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED :-

1. Products (Relate to concepts of marketing)
2. Marketing staff and structure
3. Segmentation, Targeting, Positioning
4. Branding efforts
5. Stage of Product Life Cycle for products
6. Product hierarchy, line and mix
7. Competitors and their strategies
8. Pricing policies
9. Marketing channels and distribution networks
10. Promoting products – Advertising, Sales promotion, Publicity, Personal selling efforts
11. Developing new products
12. Marketing research activities
13. Social responsibility of marketing.

(h) A PROJECT WITH HUMAN RESOURCES FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED:-

1. HR function at the organization, its values
2. Organisational structure of HR department and its pyramidal break-up into levels and qualifications
3. HR planning- Job Design classified into Job Description and Job Specification
4. Recruitment, Selection, Orientation and Placement
5. Training and Development practices
6. Performance appraisal and Job evaluation

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7. Promotions, Transfers and Separations
8. Industrial Relations
9. Remuneration policies and its relation to Minimum Wages Act;
10. Employee welfare, Safety and Health practices
11. Trade Unions
12. Disputes and their resolution
13. New HR practices; if any.

(i) A PROJECT WITH PRODUCTION FOCUS SHOULD INCLUDE FOLLOWING DETAILS ABOUT THE ORGANISATION VISITED:-

1. Organisation's location and its issues for production
2. Plant layout
3. Organisation structure of the production department
4. Production processes – continuous\intermittent
5. Capacity planning
6. Raw- material procurement and purchase decisions
7. Materials handling
8. Stores management
9. ETP practices

IMPORTANT:- AS THE FOCUS OF THE PROJECT WILL BE ON ONE FUNCTIONAL AREA TO BE INCLUDED IN SECTION II, A BRIEF OVERVIEW OF THE OTHER TWO SHOULD BE INCLUDED IN SECTION I.

(c) GUIDELINES FOR VIVA-VOCE OF INDUSTRIAL VISIT:-

The viva-voce for the student should be conducted on individual basis in English only and should be evaluated on the basis of following criteria:-

- (1) Knowledge about the company visited
- (2) Topics covered
- (3) Applications related to functional focus
- (4) Communication skills

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(d) GUIDELINES FOR COMMUNICATION SKILLS PRACTICALS:-

a. Group Discussion:

1. The students will be divided into the groups such that the number of students in a group is 5.
2. The students will conduct the group discussion (on any one topic declared by the university at the time of examination) for 10 minutes on relevant and appropriate debatable issues.

b. Group Presentation :

1. The students will make the presentation in a group of 5 (on any one topic as per the list attached herewith)
2. Such groups will be formed on the basis of the chronological order.
3. The duration of the presentation would be 2 minutes per speaker which means 10 minutes for the group of 5.
4. The presentation should have Power-Point slides only as their visual aids and the judgement of its effectiveness should be purely done on the basis of the speakers' **communication skills**.
5. The presentation SHOULD be related to any one of the following topics:
 - (a) Sales presentation focusing on any product or service
 - (b) Presenting a report to the Board of Directors
 - (c) Case-Studies of Companies
 - (d) Issues of Social, Cultural and Academic Relevance
 - (e) Management lessons from films/books/mythology

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CORE COURSE – 211 HUMAN RESOURCE MANAGEMENT

An understanding of Human Resource Management is important to employee employed in any organization. H.R. Managers must understand the scope and application of the personnel policies and practices of their organization to ensure optimum utilization of employees. The changing business environment is highly competitive and complex and makes it necessary to study these changes along with its impact on human resources within an organization.

Objectives:-

- (a) To enable the students gain complete insight into various domains of Human Resource Management
- (b) To introduce core and critical areas of HRM such as employee performance evaluation, compensation and incentives administration and benefits management.
- (c) To offer an insight into the activities that foster employer – employee relationship.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT-I Industrial Relations and Trade Union: (25%)

- (a) Industrial Relations: Definition, Objectives, Parties to Industrial relations.
- (b) Trade Union: Definition, Reasons for joining trade union, Problems of Trade union.
- (c) Industrial Dispute: Definition of Industrial Dispute, Reasons for disputes, Concept of Grievance and Grievance Procedure, Methods of solving dispute – Collective Bargaining, Conciliation, Arbitration and Adjudication (last 3 methods in brief)

UNIT- II: Employee Compensation: (25%)

- (a) Employee and Executive Remuneration: Definition of remuneration , Components of employee and executive remuneration , Reasons for higher remuneration to executives.
- (b) Incentives : Meaning , Importance of Incentive and limitations , Methods of Incentives – Taylor, Merrick, Emerson and Gantt (both theory and practical)

UNIT-III Maintenance: (25%)

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- (a) Fringe Benefits: Definition, types and principles of fringe benefits.
- (b) Employee Welfare: Definition, types of welfare measures. (intramural and extra mural), Approaches to employee welfare.
- (c) Safety and Health : Concept of industrial safety and health, safety program and policy, Causes of industrial accidents – man made and mechanical, Aids , Violence and noise control ; How to handle accidents; Stress - meaning, Reasons / Sources of stress.

UNIT-IV Integration:

(25%)

- (a) Workers Participation in Management : Definition , Meaning and Importance , Scope of participation (including Board level participation , ownership participation , staff or work council , Quality circles , TQM , Financial participation , Joint council and committees) , Limitations of participation.
- (b) HR challenges (brief knowledge of outsourcing , B.P.O. ,call centres, work life balance , ethical issues and diversity)
- (c) HRaudit: meaning, benefits, scope- audit of HR functions ,audit of managerial compliance , audit of HR climate ,audit of corporate strategy.

Text Book :

Human Resource and Personnel Management – Text and Cases; K.Aswathappa; Tata McGraw Hill ; 4rd Edition. OR Latest Edition.

Rererence Books :

- 1. Personnel Management and Industrial Relations; N.G.Nair and Latha Nair ; S. Chand ; 1st Edition reprinted in 2004. [Particularly for Section I, Topic 4, Career planning and development]
- 2. Human Resource Management – Text and Cases;S.S.Khanka; S. Chand; 1st Edition reprinted in 2009.

(d) Topics of Assignment :

- i. Trade Union Power Tactics.
- ii. Various Occupational Hazards.
- iii. Approaches to Industrial Relations.
- iv. Evolution of Trade Union.

Topics for Presentation/Seminar

- 1. Concept of Wages.
- 2. Absenteeism and Turnover.
- 3. Human Resource Information System.
- 4. Strategies for handling stress.
- 5. Objectives of Employee Welfare.

**GUJARAT UNIVERSITY
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SEMESTER IV**

FC-201 Agricultural Economics

Course Objectives:

The course aims at exposing the students to an entirely new area of economics which is vital in understanding the core of Indian economics. The course entails the history of agriculture and its dynamics in the present scenario.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

- (a) **Rural Economy of India:** Structure of the Indian economy; Place of agriculture in rural economy, composition of the Indian rural economy, farm sector and non - farm sector, Diversification of Agriculture, forestry in India; its growth and problems. Rural industrialization; Food Processing industries and agro- based industries.
- (b) **Development of Agriculture:** Role and importance of agriculture in economic development; Linkages between the agriculture sector and the non- Agricultural Sector, Changing nature of Linkages, Agricultural resources in India, Land utilizations and Cropping pattern. Trends in Agricultural growth and agricultural productivity, Pattern of agricultural development - regional variations, Production function in agriculture, cropping pattern in Marathwada.

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Unit II:

Technological and institutional changes in Agriculture: Technology in Agriculture – traditional techniques and practices, HYV seeds - fertilizers, water technology. (Green revolution) sustainable agriculture, Emerging trends in agricultural technology" Dry land farming. Size of Holdings in India and Maharashtra.

Unit III: **Agriculture Finance and Pricing Policy**

Agricultural finance in India - Importance, types of requirements sources; non - institutional and institutional, Agricultural marketing in India; Markets and Marketing functions, channels of distribution of various commodities, regulated markets and ware housing. Role of Co-Operatives in Agriculture.

Agricultural Price policy (APP), Nature of demand and supply of agricultural product, objectives of APP, food security in India and Public distribution system.

Unit IV: **50 Years of Indian Agriculture:**

An overview of agricultural development, Under employment and Unemployment in the rural economy, Globalization of Indian economy and its effects on Indian agriculture.

REFERENCES:

- Bilgrami S.A.R. (2000), An Introduction to Agricultural Economics, (2nd Edition), Himalaya Publishing House, Mumbai.
- Sadhu A.N. and J. Singh (2000), Agricultural Problems in India, (3rd Edition), Himalaya Publishing House, Mumbai.
- Sundaram I.S. (1999), Rural Development, (3rd Edition), Himalaya Publishing House, Mumbai.
- Takale S.R. & Bhise V.B. (2007), Behaviour of Market Prices of Agricultural Commodities, Serials Publications, New Delhi.

ADDITIONAL READING LIST:

- Government of India, Economic Survey (Annual), New Delhi.

Bachelor of Business Administration (BBA) Syllabus

- Government of India, Ninth Five Year Plan (1997-2000), Vol.I. & II, Planning Commission, New Delhi.
- Reserve Bank of India, Hand Book of Statistics of Indian Economy (Annual).
- Sony R.N. (2000), Leading issues in Agricultural, Arihant press, Jalandhar.

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER IV**

EC-202 INTRODUCTION TO HUMANITIES

Objective:

This elective course in humanities aims at introducing a student to the subject of social science, with special emphasis on the issues pertaining to evolution of human society, emergence and various aspects of society in modern India. It also covers issues pertaining to social, political and administrative systems existing in India. The course is framed to familiarize students with the developments in economics, arts and aesthetics and the present day challenges experienced by India and the World societies.

Number of credits:02

Lectures per week: 02 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT-1: HUMAN SOCIETY AND ITS EVOLUTION

World Perspective:

A) Introduction: Meaning of Society, relevance of human beings in relation to the study of social sciences, Evolution in tools/technology in various ages (Stone Age, Bronze Age and Iron Age), Rise of religions of the world.

B) Role of nature and its adaptation by human beings through different ages, Evolution of human beings as thinking individuals, Evolution of Knowledge (magical form, Scientific and Religious form), Geographical discoveries and Colonisation.

C) Emergence of the modern world: Feudalism, Capitalism, Humanism, Secularism.

D) Post Renaissance influences-on literature, Architecture, Art, Philosophy and Science.

E) Industrial Revolution and its influence on the society

Indian Perspective:

A) Pre-colonial economy: characteristics pertaining to agriculture, trade and handicrafts industry.

B) Evolution of colonial rule and its impact on India (Drain theory, De-industrialization), impact on the Indian agrarian economy.

C) Important movements in the Indian History before and after Gandhian Era, Economic developments in the pre and post independence period.

D) Concepts of secularism, nationalism, internationalism, communalism, regionalism.

F) Major Challenges: Education, Upholding Democracy, Bureaucracy etc.

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UNIT-II SOCIAL, POLITICAL AND ADMINISTRATIVE SYSTEMS:

A) **Social Structure:** Meaning of social structure; concept of ROLE and STATUS, Components of Social structure- Social stratification and Division of labour.

Social Institutions: Family, Marriage.

Economic Institutions: Types of economic systems(Hunting and gathering, pastoral and horticultural economy, agrarian economy and industrial economy.

Political systems and types of authority which impact the social structure.

Religion: Positive and Negative aspects of Religion on society.

Marginalized groups in a society: meaning, Types: orphaned, delinquent, destitute children, Disabled, Women in distress, Commercial sex workers, Scheduled castes, Scheduled tribes, OBCs, Denotified tribes, Minorities.

Social Changes and the factors causing them(Biological, geographical, technological,socio-cultural)

B) **Political systems:** (with reference to India)

History, composition and basic features of the Indian Constitution.

Democracy: meaning, state institutions and the democratic process, role of non-state institutions/groups in the democratic process.

C) **Administrative Systems:** Administrative Structure: Role of The Chief Executives at Union level, state level and district level.

Composition of line agencies: departments, public corporations and public enterprises, boards and commissions

Composition of staff agencies: General agencies, technical agencies and auxilliary agencies.

Important Administrative Processes: Planning, Decision-making, Communication, Control and co-ordination.

Governance issues and strategies: Characteristics, functions and difference between state and Government.

Governance: its concept, significance and characteristics, relevance of good governance.

UNIT-III : ECONOMIC DEVELOPMENT, DEVELOPMENT OF ARTS AND AESTHETICS:

A) **INDIAN ECONOMY:** Features, Development and Growth strategies through planning in the post independence period. Performance of the Indian Economy post 1990(economic reforms era)

B) **ARTS AND AESTHETICS:** (with reference to India)

Literature: Introduction to Poetry, fiction, drama, novels, short stories.

Fine Arts: Introduction to Paintings(pre and post medieval ages, modern era)

Dance: History and Types of Indian Classical Dances

Music: History and Types of Indian Music and major indiginous musical instruments.

Theatre and Indian Cinema: Forms of Theatre in Modern Era, Cinema in modern era and Its impact on the society.

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UNIT-IV CONTEMPORARY CONCERNS AND CHALLENGES: (with reference to India for sub points A,B,C)

- A) HUMAN SECURITY: Valuing human beings as assets/resources, concept of human rights, concept of human security including health, food .
- B) EDUCATION AND AWARENESS: Aims and importance of education, challenges to education in the modern era.
- C) INFORMATION AND COMMUNICATION TECHNOLOGY: Role of ICT, Socio-economic implications of ICT.
- D) PEACE AND CONFLICT: Challenges to World Peace, Role, functioning and obstacles to Efforts of the UNITED NATION, SAARC,EU,APEF.
- E) GLOBALISATION: Pros and cons.
- F) ENVIRONMENT: Environmental initiatives in India and challenges .

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SYLLABUS FOR S.Y BBA
SEMESTER IV**

ELECTIVE COURSE-E-202 Introduction to Science and Technology

Introduction: This course offers an introduction to Science and Technology to students from non-science background. The course will deliver positive and informed values and attitudes towards themselves, others and science and technology.

Objective: The student would be able

- 1) To develop their knowledge and understanding of the role of science in creating/ changing: the environment, information & communication, life-styles products and services, agriculture, health and nutrition.
- 2) To understand the impact of technologies people select and use; how these technologies affect other people, the environment and the future
- 3) To introduce students to the some aspects of science of the future times and how it will affect human kind.

Number of credits: 02

Lectures per week: 02 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Introduction to Science & emergence of modern science in India (10 hours)

- **Introduction to Science**
 - History of science
 - Methods of science-
 - observations, Hypothesis, experiments, laws, models & theories

- **Emergence of modern Science in India**
 - Science & technology in medieval India
 - Science in colonial India
 - Science in post independence India
 - Nature of scientific knowledge

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UNIT: II Agriculture, nutrition & health (10 hours)

- **Agriculture**
 - Agriculture in India
 - Scientific technological advancements in agricultural produce:
 - Cereals,
 - pulses,
 - oilseeds,
 - sugar crops,
 - fiber crops,
 - fruits & vegetables
 - Agro forestry in India
 - Agro techniques:
 - Cropping system, input of fertilizers, crop protection
 - Agriculture in special areas
 - Dry lands , arid zones, hills
 - Biotech in agriculture
- **Nutrition & health**
 - Importance of nutrition
 - Nutrient groups and their functions
 - Essential nutrients & Balanced diet
 - Adulteration of food
 - Types of disease
 - Spread of disease (infectious disease)
 - Prevention of disease
 - Health care in India
 - Advancement of science in the cure of disease

UNIT: III Technology and development (10 hours)

- **Technology and Industry**
- **Current technological development:**
 - Energy sector,
 - Textile industry,
 - Pharma industry, Chemical , steel, electronic
- **Modern development in science and technology**
 - Laser & its applications
 - Fiber optics and its applications
 - Space technology
 - Nuclear energy, atomic energy
 - Introduction to biotechnology
 - Computer technology
 - Internet
 - AI and Robotics

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UNIT: IV Perceptions and Aspirations, Information & communication (10 hours)

- Impact of science on society
- Impact of society in scientific development
- New perceptions and aspirations in science and technology
- Science and technology for national development
- Self reliance with help of science and technology
- Technology as a tool of domination
- Information & communication
 - Functions of communication
 - Role of communication in creating awareness
 - Role of communication in promoting education
 - Role of communication in cultural understanding
 - Impact of communication technology on society

**GUJARAT UNIVERSITY
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SEMESTER IV**

FC-202 EXPORT MANAGEMENT

Objectives:

In the context of Globalization, export management is of great relevance to students of management. This very specialized area of knowledge opens new avenues and opportunities for students who wish to tread on the path of global business. The course includes the various aspects of exports in the context of changing global environment.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT-1:

- (a) **Introduction:** Definition, Need for export management; its nature; features; process of export management; functions of an export manager; organisational structure of an export firm.
- (b) **Organising an export firm and developing an export marketing plan:** Nature of an export firm; setting up of an export firm; Registration formalities; need for export-marketing plan: its contents and developing an export marketing plan.
- (c) **Stages in export procedure:** Shipping and customs formalities; Banking procedures; Export incentives available to exporters.

UNIT-2:

- (a) **Export product planning:** Modes of entry in foreign market; criteria for selection of products for exports; steps in new product development process; identifying foreign markets for export of products. A brief idea about product life cycle; product mix; product branding; product packaging and labeling.
- (b) **Export Pricing :** Factors determining export price; objectives of export pricing; export pricing quotations ; Marginal cost pricing; Break-even pricing; export pricing strategies.
- (c) **Export Financing:** Types of Export finance; pre-shipment and post-shipment financing; Role of commercial banks and EXIM Bank; Role of ECGC in export cover.

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UNIT-3:

- (a) **Foreign Trade Policy and Export Promotion:** Objectives of Foreign Trade Policy; Main highlights of the foreign trade policy.(only brief idea of the FTP-2009-14)
- (b) **Main Export promotion organisations in India-**EPCs; Commodity Boards; STC; FIEO; Chamber of Commerce; IIP; ITPO.
- (c) **India's Export Trade:** Trends in India's export trade since independence; Composition of export trade; India's share in world trade, Reasons for its limited share in world trade; export of services.

UNIT-4:

International Trading Environment:

Meaning and definition of international trade; Factors influencing international trade; Problems in international trade; regulations in international trade, Trade barriers; role of WTO in international trade; implications of Uruguay round for world trade; introduction to trade blocks and their effects on world trade; brief idea about EU, ASEAN and NAFTA.(Detailed discussion on them not expected.)

Suggested References:

1. Export Management: P.K.Khurana-Galgotia Publishing Company, New Delhi.
2. Export Management: T.A.S. Balagopal, Himalaya Publishing House.
3. Export Management: D.C.Kapoor-Vikas Publishing House Pvt. Ltd.
4. Export Management: Francis Cherunilam-Himalaya Publishing House.
5. Export Management: International Marketing and Export Management-Pearson Publication.
6. International Marketing Management: An Indian Perspective-R.L.Varshney and B.Bhattacharya, Sultan Chand and sons.
7. International marketing: -P.K.Vasudeva-Excel Books.
8. Pepsi Handbook of India Exports- Global Business Press.
9. Export-import procedures and Documentation:Dr. khushpat S. Jain: Himalaya Publishing House.

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GUJARAT UNIVERSITY SYLLABUS FOR S.Y BBA SEMESTER IV FC-202 MANAGEMENT INFORMATION SYSTEM

Course Objectives: The course aims at exposing students to the use of Technology in business so as to smoothen the Information system. It also focuses on issues which cause a challenge to the technology based information system.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: INTRODUCTION TO MIS :

- (a) Definition, framework for MIS organization and management triangle, information needs, systems approach. Meaning and objectives of MIS, Disadvantages of information system, Approaches of MIS development, constraints in developing an MIS. MIS and use of computers and its limitations.
- (b) Information systems for decision making: Transaction processing systems, MIS, intelligent support sysms and office automation systems.
- (c) Computer Hardware for Information systems.
- (d) Computer software for information systems.

Unit II: IMPLEMENTATION OF MIS:

- (a) Data communication systems
- (b) Data base Management Technology
- (c) Client server computing
- (d) Decision Support system
- (e) Artificial Intelligence
- (f) Office information system

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Unit III: IMPLEMENTATION OF MIS:

- (a) Office Information System
- (b) Information systems in Business
- (c) Systems Analysis and Design
- (d) Strategic MIS
- (e) Information Resources Management
- (f) Enterprise Resource Planning
- (g) Supply Chain Management

Unit IV: IT and Business

- (a) **Information systems in Business:** Manufacturing Information Systems, Marketing information systems, Quality information systems, Financial and Accounting information systems, R and D information systems, HR information systems, Geographical Information systems-Cross functional systems.
- (b) Applications of IT in Business: EC, Commerce over the internet, Electronic Cash over the internet, E-business, Mobile commerce, E-governance.
- (c) E-enterprises and building such enterprises-digital strategies.
- (d) Issues related to information-security, Ethics and society: Challenges of Securing computer systems, types of computer security breaches, Security controls, Auditing information systems, Cyber laws and IT ACT 2000 (only brief idea), Ethical and societal dimensions of IT technology, Computer crimes.

Reference Books:

- (a) Management Information System : Dr. A.K. Gupta, S. Chand
- (b) Management Information System : W. Jawdekar, Tata McGrawhill
- (c) Management Information System : C.S.V. Murthy, Himalaya Publishing house
- (d) Management Information System : Shubhalakshmi Joshi and Smita Vaze

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SEMESTER IV**

FC-202 SALES AND DISTRIBUTION MANAGEMENT

Course Objectives:

The course aims at introducing students to selling and distribution functions which are vital to the success of marketing managers in achieving the objectives of the organisations for consumer as well industrial products. The course also touches upon the international selling which is quite relevant in the era of globalization.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

Introduction and organising sales effort:

- (a) Nature of Personal selling, Personal selling in marketing mix, Dimensions of sales management, sales management environment, sales forecasting and sales management planning.
- (b) Organisation of sales department, nature of sales management positions, sales department relations, distribution network relations, the selling process, attributes of sales personality.

Unit II: Sales force management:

- (a) Recruitment and selection of sales personnel, training, motivating, compensating and controlling sales personnel, controlling the sales effort.
- (b) Sales budget, sales quotas, sales territories, sales control and cost analysis.

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Unit III: Distribution Management:

- (a) Basic concepts of distribution system, distribution network relations, different modes of transport in India (advantages and disadvantages), functional areas of logistics management, distribution costs.
- (b) Supply chain management: Objectives, Process, Dimensions.
- (c) Introduction to modern operation management: Lean manufacturing, Quick Response manufacturing.

Unit IV: Managing marketing intermediaries and introduction to international selling:

- (a) Role and functions of marketing intermediaries, selection of marketing channels, motivation of marketing intermediaries, distribution analysis, Channel Management and Control.
- (b) International sales and distribution management: International sales management, economic aspects of international selling, benefits of international selling, Cultural factors to be considered in international selling, organising for international selling, direct and indirect methods of international selling.

REFERENCE BOOKS:

- (a) Sales and distribution Management: Appaniah-Reddy-Ramanath: Himalaya Publishing House
- (b) Sales and distribution Management: K. Shridhar Bhat:Himalaya Publishing House
- (c) Sales and distribution Management: Tapan K. Panda and Sunil Sahadev: Oxford university press.
- (d) Fundamentals of Sales Management: Ramneek Kapoor; Macmillan Publishers India Ltd.

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER IV**

FC-202 TOURISM MANAGEMENT

Course Objectives:

- (1) To familiarize students with core concepts in this rapidly developing sector.
- (2) To introduce the students to tourism operations and expose them to careers in this area.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction:

- (a) Meaning of Tourism; Tourism Industry; Significance of Tourism industry, Tourism System; Five A's of Tourism.
- (b) History of Travel and tourism: Developments in India in the post independence era; Modern Tourism.
- (c) Types of Tourism: Purpose and motivators; Leisure, VFR, Cultural, Adventure, Sports, Religious, Business, Health/Medical, Alternative forms.

Unit II: Infrastructure, Organisation, Formalities:

- (a) Definition, Accommodation, Food and Beverage, attractions, Telecommunications, Essential services and other services.
- (b) Tourist Transport: Air, Road, Rail and Water; Transport as an attraction.
- (c) Tourism Organisation: Need for tourism organisations: International, Government, private, NGOs and other important tourism organisations.
- (d) Travel Agents and Tour operators: Travel Agent: Types; functions; setting up an agency; sources of income. Tour Operators: Types of operators; lpackage tours, types of package tours; guides and escorts.
- (e) Formalities: Passport; VISA; Health regulations; Special Permits for restricted area; custom regulations; Emigration and Immigration; Taxes paid by travellers; Travel Insurance.

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Unit III: Management aspects:

- (a) Itinerary planning: definition; basic information; planning the itinerary; resources for planning the itinerary; costing basics.
- (b) Tourism Product: Definition; characteristics; nature and types of tourism products.
- (c) Tourism Marketing: Definition; Segmentation; PLC; Marketing mix; marketing of services; marketing research; tourism forecasting; understanding seasonality in tourism; designing a brochure.
- (d) Customer service skills: Importance of customer satisfaction; creating good customer relation; communication skills; product knowledge; sales process; handling customer complaints.

Unit IV: Impact, Trends and contemporary issues:

- (a) Impact : Economic; Environmental; Socio-cultural; Demonstration effect; Cultural; Political effects.
- (b) Tourism Legislation : (only brief idea) and measures to regulate tourism impact.
- (c) Concept of Attraction Development and its principles.
- (d) Some Recent trends: Tourism for differently abled people or people with special needs; SMERFs; Cruise tourism; Heritage tourism; Spiritual Tourism; Space Tourism; Underwater Tourism; Perpetual Tourism; Virtual tourism; Dark Tourism; Disaster Tourism; Extreme Tourism.
- (e) Introduction to GDS; Neo trends: Disintermediation-Integration-Consolidation.

Reference Books:

1. Tourism: Operations and Management: Sunetra Roday, Archana Biwal, Vandana Joshi; Oxford University press.
2. Bhatia A.K International Tourism , Sterling publishers New Delhi
3. Jha S. M, tourism marketing, Himalaya, Publishers, Mumbai.