



**RKDF UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA III Year (Semester V & VI)**

BBA V Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
501	Production Management	Major Core	60	40	100	6
502-F	Working Capital Management	DSE	60	40	100	4
502-M	Consumer Behavior					
502-H	Human Resources Development					
503	Personality Development & Character Building	SE	60	40	100	4
504	Field Project	Core			100	6
<b>Semester Total</b>					<b>400</b>	<b>20</b>
<b>Cumulative Total</b>					<b>2000</b>	<b>100</b>

BBA VI Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
601	Management Information System	Major Core	60	40	100	6
602-F	Financial Control System	DSE-1	60	40	100	4
602-M	Sales Management					
602-H	Wages and salary Administration					
603-F	E-Accounting & Taxation with GST	DSE-2	60	40	100	4
603-M	Advertising & Sales Promotion					
603-H	Industrial & Labour Laws					
604	Internship	Core			100	6
<b>Semester Total</b>					<b>400</b>	<b>20</b>
<b>Cumulative Total</b>					<b>2400</b>	<b>120</b>

**DSE: Discipline Specific Elective**

**SE: Skill Enhancement**

Student may choose any one set of specialization course; Finance, Marketing or HRM (Group F or M or H ) as Discipline Specific Electives.



**RKDF UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

<b>Name of Program : BBA - V Semester</b>		<b>Program Code: BBA</b>
<b>Name of Group: Major Core</b>		
<b>Name of the Course: Production Management</b>		
<b>Course Code: BBA-501</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objective:**

The course is designed to acquaint the students with decision making in production and operation functions in both manufacturing and services

**Course Learning Outcomes**

**C01:** This course will ensure comprehensive understanding of the principles, concepts, and techniques related to production management.

**C02:** Learn about the role of production in organizations, production planning and control, production systems, and production process design.

**C03:** Learn about forecasting, capacity planning, production scheduling, inventory management, and quality management and importance of quality in production management.

**C04:** Understanding of supply chain management and its relevance to production management.

**C05:** Making informed operations decisions, including production planning and control.

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	Introduction – Nature and Scope of Production Management, Production Planning and Control Product.	<b>20</b>
<b>2</b>	Plant Location – Facility Location, Plant Layout – Layout Planning and Analysis. Productivity, Production Order and Work Study.	<b>20</b>
<b>3</b>	Replacement, Purchase Management, Store Management	<b>20</b>
<b>4</b>	Material Management: An Overview of Material Management, Material Planning and Inventory Control, Concept of JIT.	<b>20</b>
<b>5</b>	Quality Control: Total Quality Management ISO 9000 & 14000, Safety Management.	<b>20</b>

**Suggested Readings**

1. Chary, S.N. Production and Operation Management, New Delhi, Tata McGraw Hills
2. Chunawalla, Patel : Production and Operation Management Himalaya Publications



**RKDF UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Name of Program : BBA –V Semester		Program Code: BBA
Name of Group: DSE		
Name of the Course: WORKING CAPITAL MANAGEMENT		
Course Code: BBA-502-F	Max. Marks :100 (External :60 + Internal 40)	

**Course Objective:**

The course is aimed at equipping the students with incepted knowledge of managing current assets and raising short-term finance.

**Course Learning Outcomes**

**CO1:** This will equip participants with the knowledge and skills to effectively manage a company's short-term assets and liabilities

**CO2:** Optimize its operational efficiency, liquidity, and profitability.

**CO3:** Understanding key concepts such as cash flow management, inventory management, accounts receivable and payable management, and financial analysis techniques.

**CO4:** The participants will be able to appropriately able to manage & support its day-to-day operations and achieve their organization's financial goals.

**CO5:** The participants would be able to take optimal decisions and efficiently manage their company's working capital

Units	Content	Marks
1	Working Capital Management: Concepts of working capital and its determinants, Risk-returns trade-off.	20
2	Cash Management and Marketable Securities, Cash Planning.	20
3	Credit Management, Optimum Credit Policy.	20
4	Inventory Management: Need and Objectives of Inventory Management, Inventory Management Techniques, Selective Inventory Control.	20
5	Short term financing, money market in India, monetary system, debt financing, bank financing.	20

**Suggested Reading**

1. S.C. Kuchal: Financial management, Chataniya publishing House, Allahabad.
2. Khan and Jain: Financial Management, Tata McGraw Hill New Delhi.
3. I.M. Pandey: Financial Management, Vikas Publishing House, New Delhi.
4. Basant Raj: Corporate Financial Management, Tata McGraw Hill, New Delhi.



**RKDF UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

<b>Name of Program : BBA- V Semester</b>		<b>Program Code: BBA</b>
<b>Name of Group: DSE</b>		
<b>Name of the Course: CONSUMER BEHAVIOUR</b>		
<b>Course Code: BBA-502-M</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objectives:**

The basic objective of this course is to develop an understanding about the Consumer Decision Making Process and its application in marketing function.

**Course Learning Outcomes**

**C01:** Students will gain a deep understanding of the factors that influence consumer decision-making,

**C02:** Students will learn how to analyse consumer behaviour through the application of theories, models, and research methods

**C03:** Students will learn how to apply consumer behavior concepts and insights to develop effective marketing strategies.

**C04:** CO4Students will develop effective communication skills to communicate consumer behaviour insights

**C05:** Interpret consumer data, and make informed decisions based on consumer insights

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	Introduction to Consumer Behavior, Concept, Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules.	<b>20</b>
<b>2</b>	Consumer Decision Making Process, Four views of Consumer decision rules- Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making, Nicosia Model.	<b>20</b>
<b>3</b>	Consumer Motivation, needs and goals, Positive and Negative Motivation, Dynamic nature of Motivation, Consumer Perception, Conceptual Frame Work.	<b>20</b>
<b>4</b>	Consumer attitude and change. Influence of personality and self-concept on buying behavior. Diffusion of Innovations, Diffusion Process, The adoption Process.	<b>20</b>
<b>5</b>	Reference group influence, profile of consumer's opinion, Leadership. Industrial buying.	<b>20</b>

**Suggested Reading**

1. Schiffman L.G. , Kanuk, II Consumer Behaviour, PHI, New Delhi. Anthony R N and Reece, J S , Accounting Principles, 6th ed., Homewood, Illinois, Richard D Irwin, 1995



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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

<b>Name of Program : BBA-V Semester</b>		<b>Program Code: BBA</b>
<b>Name of Group: DSE</b>		
<b>Name of the Course: HUMAN RESOURCES DEVELOPMENT</b>		
<b>Course Code: BBA-502 H</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objectives:** The objective of this course is to help the students gain understanding of the need and methods of Management Development.

**Course Learning Outcomes**

**C01:** Participants will learn how to design, implement, and evaluate HRD programs and initiatives

**C02:** This course will develop an understanding of the role of HRD in aligning human resources with organizational goals

**C03:** Understanding of the key concepts, theories, and models related to human resource development

**C04:** Develop leadership and change management skills to effectively lead and manage HRD initiatives in organizations.

**C05:** The impact of HRD initiatives on organizational performance.

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	HRD – goals, Concepts and importance, HRD Climate and Practices in India, HRD Functions and Strategies.	<b>20</b>
<b>2</b>	Manpower Planning Training and Development, Assessment of Training need, Training Effectiveness, designing and Administrating Training, Feedback.	<b>20</b>
<b>3</b>	Performance Appraisal – Concept, Need and Methods, Differentiate between Performance Appraisal and Potential Appraisal, career Planning and Management.	<b>20</b>
<b>4</b>	Organisation Change and Development: organisation change overview, levels of organisation change and its management, organization Development process and techniques	<b>20</b>
<b>5</b>	HR report, Audit and research, Quality of Work Life, TQM, Human Resource Information System.	<b>20</b>

**Suggested Readings**

1. Rao, TV Alternative approaches & Strategies of Human Resources Development, Jaipur, Rawat, 1988.
2. Pareek, U. Managing Transitions, the HRD Response. New Delhi, Tata Mcgraw Hill, 1992.
3. Dayal, Ishwar. Successful Applications of HRD, New Delhi, New Concepts, 1996.
4. Tripathi PC Personnel Management & IR.



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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

<b>Name of Program : BBAV Semester</b>		<b>Program Code: BBA</b>
<b>Name of Group: SE</b>		
<b>Name of the Course: Personality Development &amp; Character Building</b>		
<b>Course Code: 503</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objective:**

The objective of this course is to impart students an understanding of different dimensions of personality and ways to rebuild their image and character.

**Course Learning Outcomes**

**CO1** Participants will develop an understanding of their own personality traits, strengths, weaknesses, values, beliefs, and emotions through self-awareness exercises and self-reflection activities

**CO2** Learn strategies and techniques for personal growth and development.

**CO3** Developing resilience, improving communication skills, and enhancing emotional intelligence

**CO4** Learn effective interpersonal skills, including active listening, empathy, conflict resolution, negotiation, and assertiveness.

**CO5** Develop a personal code of ethics that aligns with their values and character

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	<b>Personality Development:</b> Introduction to personality and its determinants, Types of personalities, personality traits, developing effective habits, emotional intelligence, manners and etiquettes.	<b>20</b>
<b>2</b>	<b>Attitude:</b> Define attitude, factors affecting attitudes, positive attitudes and advantages, ways to develop positive attitude.	<b>20</b>
<b>3</b>	<b>Communication Skills:</b> Self Confidence, effective reading/writing/listening/ Communication skills, overcoming stage fear, art of professional presentation, role of body language, use of audio visuals in presentations, negotiation skills.	<b>20</b>
<b>4</b>	<b>Habits:</b> guiding principles, identifying good and bad habits, breaking bad habits, Time Management, Importance of time management, Techniques of time management.	<b>20</b>
<b>5</b>	<b>Stress Management:</b> Introduction to stress, types and causes of stress, strategies for stress reduction.	<b>20</b>

## **Suggested Readings**

1. Hurlock Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.
2. Stephen Covey, Seven habits of highly effective people
3. Petes S. J., Francis, Soft skills and Professional Communication. New Delhi: Tata McGraw-Hill Education.
4. Claus Peggy, Jane Rohman and Molly Haymaker, The Hard truth about soft skills. London: Harper Collins.



## RKDF UNIVERSITY

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

<b>Name of Program : BBA-V</b>		<b>Program Code: BBA</b>
<b>Name of Group: Core</b>		
<b>Name of the Course: Field Project</b>		
<b>Course Code: BBA-504</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

#### Course Learning Outcomes

**C01:** This course offers an opportunity to apply the theoretical knowledge and skills they have gained in the course to a real-world field project.

**C02:** Gain practical experience in the field by working on a real-world project

**C03:** Develop practical skills, such as data collection, data analysis, problem-solving, critical thinking, and project management, which are valuable in their future careers

**C04:** Develop and enhance their professional skills, such as communication, teamwork, time management, and presentation skills,

**C05:** Develop skills in identifying and analysing problems, generating solutions, and making informed decisions based on real-world data and information.





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<b>Name of Program : BBA-VI</b>		<b>Program Code: BBA</b>
<b>Name of Group: Major Core</b>		
<b>Name of the Course: : MANAGEMENT INFORMATION SYSTEM</b>		
<b>Course Code: BBA-601</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objectives:** The objective of the course to develop the basic understanding of the decision support system of artificial intelligence for business organisation.

**Course Learning Outcomes**

**CO1** This course will provide comprehensive understanding of the principles, concepts, and techniques related to management information systems.

**CO2** Components of IT infrastructure and the architecture of information systems, including hardware, software, networks, databases, and other technological

**CO3** Learn about business process modeling, analysis, and improvement using Information systems, decision support systems and their applications in organizations

**CO4** The graduates are expected to apply the understanding of various information systems to meet the information requirements of the organization

**CO5** Competency in MIS will help graduates to ensure better communication and connectivity throughout the organization across all levels of management

**Syllabus**

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	Managerial information system definition basic concepts frame work, major trends in technology application of information technology.	<b>20</b>
<b>2</b>	Systems approach to MIS, operating elements of MIS. MIS and decision making.	<b>20</b>
<b>3</b>	MIS structures on the basis of management activity and organisational functions. Synthesis of MIS structure and its evaluation, role of MIS, at various levels viz operational, planning and control.	<b>20</b>
<b>4</b>	Need of information, levels of information handling, characteristics of information at various control levels advantages of computerization.	<b>20</b>
<b>5</b>	Data flow diagram, data dictionary, data base management system, and word processing, electronic spread sheet and managerial application. Use of computer in managerial operations.	<b>20</b>

**Suggested Readings**

- 1.Olson Davis Management Information System
- 2.Laudon & Laudon Management Information System



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<b>Name of Program : BBA-VI</b>		<b>Program Code: BBA</b>
<b>Name of Group: DSE</b>		
<b>Name of the Course: FINANCIAL CONTROL SYSTEM</b>		
<b>Course Code: BBA-602-F</b>		<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>

**Course Objective:**

The aim of this course is to draw the attention on financial control system for achieving financial goals of the organisation.

**Course Learning Outcomes**

**CO1** The Participants will learn about the importance of financial control in managing organizational resources, ensuring financial stability, and achieving financial goals

**CO2** The process of financial planning and budgeting, including the development, implementation, and monitoring of financial plans and budgets

**CO3** Learn about tools used in financial control to assess the financial performance of organizations.

**CO4** Learn how to analyze financial statements, including balance sheets, income statements, and cash flow statements, to assess the financial health of organizations and make informed financial decisions.

**CO5** The graduates are expected to ensure financial discipline and optimal utilisation of resources in the organisation

**Syllabus**

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	Financial Planning, Steps in Financial Planning, Principles of a Sound Financial Planning, Financial forecasting.	<b>20</b>
<b>2</b>	C-V-P Analysis- assumptions, inter relationships of cost, volume and profits, constructing the breakeven (graphical approach).	<b>20</b>
<b>3</b>	Absorption and Marginal costing	<b>20</b>
<b>4</b>	Responsibility centres: Objectives and determinant; Cost Center Profit centers and Investment centres.	<b>20</b>
<b>5.</b>	Offering Audit and management Audit.	<b>20</b>

**Suggested Readings**

- J.Batty: Corporate Planning and Budgeting control, Mcdonald and Evans Ltd.
2. A Withismove: Acenting for Management Control, Opitman Publishing.



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<b>Name of Program : BBA-VI</b>		<b>Program Code: BBA</b>
<b>Name of Group: GE</b>		
<b>Name of the Course: SALES MANAGEMENT</b>		
<b>Course Code: BBA-602-M</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objective:**

The objective of this course is to expose the students with Modern sales management concept and techniques and help them to develop abilities and skills required for effective Sales management.

**Course Learning Outcomes**

**CO1**The participants will learn about the sales process, sales strategies, sales techniques, and sales team management to achieve sales targets and goals.

**CO2** they will learn the importance of sales planning and forecasting in organizations.

**CO3**Learn about the different stages of the sales process, including prospecting, qualifying, presenting, negotiating, and closing.

**CO4**This course will promote the knowledge and skills necessary to attract and retain the customers and thus helping the business to grow

**CO5**The graduates are expected to develop responsiveness towards challenges of increasing competition in the business world by resorting to improved methods of sales & distribution aimed at reducing cost, increasing profits and fulfilling the customers' expectations.

**Syllabus**

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	Nature and Scope of Sales Management, Setting and Formulating, Personnel Selling objectives, Sales theories.	<b>20</b>
<b>2</b>	Selection, Training, Compensation and Motivation of sales force, Evaluation and Control of Sales, Compensating Sales Personnel, Evaluating and Supervising Salesman.	<b>20</b>
<b>3</b>	Sales planning and Sales Budgeting Methods, Importance and Limitation of sales forecasting.	<b>20</b>
<b>4</b>	Sales Organisation, Purpose, Principles and Policies of Sales Organisation, Setting up of sales Organisation, Typical Sales	<b>20</b>

	Organisation Structure.	
<b>5.</b>	Evaluation and control of sales efforts, Objectives and quotes for Sales Personnel.	<b>20</b>

### **Suggested Readings**

1. Stanton, William J. Management of Sales Force. Chicago, Irwin, 1995.
2. Johnson, EM etc. sales management: Concepts, Practices and Cases. NewYouk, John Wiley,1989.
3. Anderson, R. Professional Sales Management; Englewood Cliffs, New Jersey, PHInc. 1992.



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<b>Name of Program : BBA-VI</b>		<b>Program Code: BBA</b>
<b>Name of Group: DSE</b>		
<b>Name of the Course: WAGES AND SALARY ADMINISTRATION</b>		
<b>Course Code: BBA- 602-H</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objectives:** The course is designed to promote understanding of issue related to the compensation or rewarding Human Resources in corporate sector and import skills in designing, analyzing, and restructuring reward management system, Policies and strategies.

**Course Learning Outcomes**

**CO1**Participants will learn about different types of wages, compensation systems, and factors affecting wages, including legal and regulatory considerations.

**CO2**Wage surveys, benchmarking, and market pricing to determine competitive wages for different job roles.

**CO3**The legal and regulatory framework governing wages and compensation, including minimum wages, overtime, equal pay, pay equity, and other relevant laws and regulations

**CO4**Learn about techniques and tools used in wage and compensation analysis, such as job evaluation, salary surveys, pay gap analysis, and pay equity analysis

**CO5**The graduates will be able to analyse, integrate and use this knowledge in solving compensation related problems in the organisation.

**Syllabus**

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	Job Evaluation, Wages and Salary Administration, Method of wages Administration, Factor affecting wages administration, Importance of Wage administration in Indian Context, Wage theories.	<b>20</b>
<b>2</b>	Wage Differentials – Concept and its determinants, Internal and external equity in wages differentials, understanding different components of wage packages.	<b>20</b>
<b>3</b>	Compensation Design for Specific Type of Human Resources like Compensation of Chief Executives Senior Managers, R&D Staff etc. Different Components of Compensation Packages like Fringe Benefits, Incentives nature and importance.	<b>20</b>
<b>4</b>	Working of different Institution related to reward system – Wage board, Pay commissions.	<b>20</b>

5.	Wage and Salary Administration Act – The Payment of wages act 1936, Minimum Wages act 1948.	20
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### **Suggested Readings**

1. Srivastava S.C. Industrial Relations and Labour Laws. NewDelhi, Vikas, 1994.
2. Malhotra OP The Law of Industrial disputes. Vol. I & II Bombay. N.M.tripathi,1985.
3. Seth DD, Industrial Disputes Act 1947m Vol. I&II Bombay, 1995



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<b>Name of Program : BBA-VI</b>		<b>Program Code: BBA</b>
<b>Name of Group: DSE</b>		
<b>Name of the Course: E-ACCOUNTING &amp; TAXATION WITH GST</b>		
<b>Course Code: BBA-603-F</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objective:**

The objective of the course is to acquaint the participant with the implication of tax structure and to provide working knowledge of principles and provisions of GST and Customs

**Course Learning Outcomes**

**CO1**This course gives comprehensive understanding of accounting principles, concepts, and practices used in modern organizations.

**CO2** Learn how to effectively use e-accounting tools and software to manage accounting processes, taxation laws and regulations, including direct and indirect taxes, such as income tax, goods and services tax (GST), and other applicable taxes.

**CO3**The graduates will elicit knowledge about tax structures and tax planning.

**CO4** It also promotes critical thinking, analytical thinking and problem solving. This can be of great help if they wish to specialize in taxation.

**CO5**Developing financial literacy skills that are essential for managing their personal finances.

**Syllabus**

<b>Units</b>	<b>Content</b>	<b>Marks</b>
<b>1</b>	<b>Golden Rule of Accounts;</b> Transaction convert into Journal with the help of Golden Rule, Concept of Ledger, Trial Balance and Final Accounts. Introduction of Tally ERP 9 Creation of Company & ledgers, Balance Sheet, Various vouchers making (as for example – receipts, payments, etc); Monthly Bank Reconciliation in TALLY; 20. Various report generation & key functions in TALLY.	<b>20</b>
<b>2</b>	<b>GST</b> Introduction Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Mechanism, Registration.	<b>20</b>
<b>3</b>	<b>Valuation for GST</b> Levy and collection of GST Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply;	<b>20</b>

	Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.	
<b>4</b>	<b>Tax Credit</b> Input Tax Credit Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work.	<b>20</b>
<b>5.</b>	Procedures Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.	<b>20</b>

### **Suggested Readings**

1. Ahuja, GK & Gupta, Ravi Systematic Approach to Income Tax, Allahabad, Bharat Law House..
2. Singhanian, VK Direct Taxes: Law and Practices, Delhi, Taxman.
3. Shrinivas, EA, Handbook of Corporate Tax Planning, New Delhi, TMH





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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Name of Program : BBAVI		Program Code: BBA
Name of Group: DSE		
Name of the Course: ADVERTISING & SALES PROMOTION		
Course Code: BBA-603 M	Max. Marks :100 (External :60 + Internal 40)	

**Course Objective:**

The purpose of this paper is to acquaint the students with the concepts which are helpful in developing a sound advertising, sales and distribution policy in organization.

**Course Learning Outcomes**

CO1 This course will give an understanding of advertising principles, concepts, and practices used in marketing and promotion

CO2 The role of advertising in the marketing mix, advertising strategies and tactics, advertising campaigns, and the creative process in advertising.

CO3 Learn how to plan, develop, and implement effective advertising campaigns.

CO4 Gain knowledge of sales promotion strategies and techniques, such as discounts, coupons, loyalty programs, contests, sweepstakes, and other promotional tools.

CO5 The participants will be able to understand the complexities involved in targeting and positioning decisions. The graduates are expected to take appropriate decisions for launching their new products.

**Syllabus**

Units	Content	Marks
1	Definition, Objectives, Functions and classification of advertisement, Advertising as a component of marketing mix, Advertising as a marketing communication process, Use of marketing for stimulating primary and secondary demand.	20
2	Advertising Vs other forms of mass communication, Communication mix, DAGMAR approach, Determination of target audience, building of advertising programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.	20
3	Media Planning – Media characteristics, Media Selection, Media Scheduling, Social and economic relevance of advertising, ethics and truth in Advertising.	20
4	Sales promotion- Meaning and Importance of sales promotion, Objective and strategies for sales promotion, Consumer oriented sales promotion, Trade oriented coupons, Deals, Premiums, Contest etc.	20

<b>5.</b>	Trade oriented sales promotion- Allowance and Discount, Training of distributors, Sales force contest and rewards.	<b>20</b>
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### **Suggested Readings**

1. Aaker David a. Advertising Management, 4th ed.,. PHI NewDelhi, 1985.
2. Ogilvy, David,nlgilvy on Advertising London,Lonfman, 1983.
3. Sontakki Advertisingn Management
4. Mohan M Advertising Management



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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Name of Program : BBAVI		Program Code: BBA
Name of Group: DSE		
Name of the Course: <b>INDUSTRIAL &amp; LABOUR LAWS</b>		
Course Code: <b>BBA-603 H</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Objectives:**

Organizational efficiency and performance are interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relation at both macro and the micro levels.

**Course Learning Outcomes**

**CO1** This course is an attempt to appreciate the conceptual and practical aspects of industrial relation at both macro and the micro levels.

**CO2** Gain knowledge of the legal aspects of workplace safety and health, including occupational safety and health regulations

**CO3** The participants will learn role of trade unions, social and political influences of labour relations on business

**CO4** It will help them to deal with the realities of managing a business in the complex world within the boundaries of defined legislations.

**CO5** Understanding comprehensive framework for occupational safety, health, and working conditions.

**Syllabus**

Units	Content	Marks
1	Industrial Relation: Historical evaluation of I.R. Concept, Scope and Objectives of IR, Emerging Trends in IR. Trade Unions: Concept, Objectives and Functions.	20
2	Industrial unrest in India, ILO, Worker's participation in Management (WPM), Collective Bargaining: concept, function and importance.	20
3	Grievance; Nature and course, Difference between grievance and dispute, Resolution method of Grievance, Strikes, Lock Outs, Layoff and Retrenchment, negotiation and settlement.	20
4	Labour Legislation, factors influencing labour legislations, Industrial disputes act, 1947, contract labour Act 1970, Factory Act 1948.	20
5.	Trade Union Act 1926 Definition & Scope, Registration of Trade Union, rights and liabilities of registered trade union,	20

**Suggested Readings**

1. Das R.P. Management of Industrial Relations, Varanasi, Kkrishna Trading Corp. 2001.
2. Agrawal SN Labour Relations Law in India.
3. Taxmann Lsnpit Lsed. 1999.
4. Monal Arora Industrial Relations, Exel Books.1997
5. Maheswari Industrial Law
6. Pylee Industria Relations & Personnel Management
- 7.Chawla R.C. Mercantile Law



**RKDF UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

<b>Name of Program : BBAVI</b>		<b>Program Code: BBA</b>
<b>Name of Group: Core</b>		
<b>Name of the Course: Internship</b>		
<b>Course Code: BBA-604</b>	<b>Max. Marks :100</b> <b>(External :60 + Internal 40)</b>	

**Course Learning Outcomes**

**CO1** This will give participants the hands-on experience and develop practical skills related to their field of study or career interests.

**CO2** Interns build professional networks by connecting with professionals in their field, including mentors, supervisors, and colleagues.

**CO3** Gain a deeper understanding of their industry or field of interest by observing and participating in real-world work environments

**CO4** This will enable personal growth by challenging interns to step out of their comfort zones, adapt to new environments

**CO5** This will also expose interns to professional etiquette and workplace norms, including communication protocols, dress code, and workplace etiquette.