

K.S.K.V. Kachchh University
Bachelor of Business Administration

Semester-IV
CC401: Indian Financial System

1. **Objective:** 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.
2. **Key features:** Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. **Evaluation :**

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	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).	25%
2	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) Coperative Banking Institutions: Meaning, definition, principles, Features and Structure. (e) Non-Banking Finance Companies: Meaning, Role, Types of	25%

NBFC services, Reclassification of NBFCs.

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

3 Financial Markets in India: 25%

(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 Commercial bills, Inter-corporate deposits, Inter-bank participation certificates.

4 Financial services: 25%

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

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

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

4. **Underwriting:** Meaning and benefits

5. **Credit Rating Agencies:** Meaning and role of such agencies. A brief idea about : CRISIL, CARE ICRA.

6. **Others:** A brief idea about : NSDL, STCI.

5. Topics for Assignments :

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

6. Suggested Topics for 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.

7. Recommended Text Books & Suggested 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.
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.

8. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

9. Distribution of Marks :

- | | | |
|-----|---|----------|
| Q.1 | 14 marks will have multiple choice questions based on the given units | 14 Marks |
| Q.2 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.3 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

K.S.K.V. Kachchh University
Bachelor of Business Administration

Semester-IV
CC402: 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.

- 1. 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.

- 2. Key features:** Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. Evaluation :

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Product Management Part-I	25%
	(a) Product Decisions	
	- Concepts of Products	
	- Levels of Products	
	- Classification of Products	
	- Product Decisions	
	(b) Individual Product Decision (branding, packaging, labeling, servicing)	
	(c) Product Line Decisions	
	(d) Product Mix Decisions Product Differentiation	
	(e) The Concept of Product Life Cycle	
	- The Product Life Cycle	
	- Stages in PLC and Marketing Strategies	
	(f) The New Product Development Process	

- Introduction – need for new products
- The Product Development Process
- 2 Product Management Part-II AND Pricing Decisions : 25%**
 - a. Brand Concepts: (Weightage 15%)**
 - Brand Equity
 - Brand Strategy Decisions
 - Brand Re launch
 - b. Pricing Decision and Strategies (Weightage 10%)**
 - Objectives of Pricing
 - Factors Influencing Pricing Decisions
 - Pricing Strategies
 - Special Pricing Strategies
- 3 Distribution Decisions: 25%**
 - 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
- 4 Marketing Communications: 25%**
 - Integrated Marketing Communications
 - Advertising and Publicity
 - Developing Effective Advertising Programs
 - Difference between Advertising and Publicity
 - Sales Promotions
 - a) Consumer Sales Promotion
 - b) Trade Promotion
 - Public Relations
 - Personal Selling
 - a) Steps in Personal Selling Process
 - b) Sales Force Management
 - c) Direct Marketing

5. Topics for Assignments :

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

6. Suggested Topics for Seminar:

1. Distribution strategy of any one company.
2. Promotional tools (communication mix) adopted by any one company.
3. Comparative advertising strategies of any two companies.
4. Sales promotions offered by FMCG companies/brands (Minimum two companies/brands).

7. Recommended Text Books & Suggested reference Books:

10. Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.
11. Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
12. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
13. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

8. Structure of Course Examination

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- Q.4 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks
- Q.5 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks

K.S.K.V. Kachchh University
Bachelor of Business Administration
Semester-IV
CC403: Corporate Financial Statement

1. **Objective:** 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.
2. **Key features:** Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. **Evaluation :**

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	(A) Financial Statements – Meaning, types and Limitations. Meaning of Financial Statements Analysis, Meaning of various tools of Financial Analysis – Horizontal Analysis, Vertical Analysis Trend Analysis, Common Size Statement. (B) Ratio Analysis – Meaning and Functional Classification of ratios. (Profitability, Liquidity, Leverage, Turnover, Market Strength Analysis and Coverage), Calculation and Interpretation of Ratios from Balance Sheet and Income Statement	25%
2	Cash Flow Statement – Meaning, Preparation of Cash Flow Statements (As per AS. 3) Meaning of Fund flow statement. Difference between Fund flow statement and Cash flow statement.	25%
3	(A) Common Size statements – Meaning and Preparation of Common size Profit/Loss A/C and B/S. (B) Value Added statement – Meaning and Preparation of Value Added Statement. (C) Introduction to concept of Extensible Business Reporting Language (XBRL)	25%
4	(A) Understanding the Contents of Corporate Annual Reports: Balance Sheet ; Income Statement ; Cash flow Statement ; Significant Accounting Policies; Auditors Report; Directors Report; Management Discussion and Analysis; Notes to Accounts. (B) Corporate Financial Reporting – Meaning, Objectives of	25%

corporate financial reporting, Qualitative characteristics of financial reporting information. Window Dressing in corporate financial reporting, Creative Accounting/ Creative Financial Practices adopted in window dressing.

(c) **Specific Issues in Corporate Financial Reporting:**

- (a) Segment reporting - Meaning and need
- (b) Interim reporting – Meaning and need.
- (c) Corporate Governance - Meaning.

5. Topics for Assignments :

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

6. Suggested Topics for Seminar:

- 1. Distribution strategy of any one company.
- 2. Promotional tools (communication mix) adopted by any one company.
- 3. Comparative advertising strategies of any two companies.
- 4. Sales promotions offered by FMCG companies/brands (Minimum two companies/brands).

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Semester-IV

CC404: Managerial Economics (Paper-II)

1. **Objective:** 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.
2. **Key features:** Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. **Evaluation :**

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	PERFECT COMPETITION AND MONOPOLY : <ol style="list-style-type: none"> 1. Meaning and Characteristics of Perfect Competition. 2. AR, MR and Elasticity under Perfect Competition. 3. Short run equilibrium of the firm under PC 4. Long run equilibrium of the firm under PC. 5. Meaning and Characteristics of Monopoly. 6. AR, MR and Elasticity under Monopoly. 7. Short run Equilibrium under Monopoly. 8. Long run equilibrium under Monopoly. 	25%
2	DISCRIMINATORY MONOPOLY : <ol style="list-style-type: none"> 1. When Price Discrimination is Possible, Profitable and Socially desirable with diagram. 2. Equilibrium of price discriminating monopolist. 3. Dumping Case under Monopoly MONOPOLISTIC COMPETITION : <ol style="list-style-type: none"> 1. Meaning and Characteristics of Monopolistic Competition. 2. AR, MR and Elasticity under Monopolistic Competition. 3. Short run equilibrium under Monopolistic competition. 4. Long run equilibrium under Monopolistic competition. 	25%

5. Excess capacity and monopolistic competition.

3 OLIGOPOLY: 25%

1. Meaning and characteristics of Oligopoly.
2. 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)
3. Non collusive Oligopoly
 - a. Kinky Demand Curves
 - b. Cournot's Model

4 BREAK- EVEN ANALYSIS : 25%

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

PRICING POLICY

1. Objectives
2. Different Methods of Pricing

5. Topics for Assignments :

1. Features of Market
2. Collusive Oligopoly
3. Pricing Methods
4. Break Even Analysis

6. Suggested Topics for Seminar:

1. Dumping
2. Excess Capacity
3. Non- collusive oligopoly
4. Factors affecting pricing

7. Recommended Text Books & Suggested reference Books:

1. Managerial Economics By D.M.Mithani
2. Managerial Economics By P. L. Mehta.
3. Micro Economic Theory By H.L. Ahuja.

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K.S.K.V. Kachchh University
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Semester-IV
CC405: Human Resource Management

Introduction :

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.

1. **Objective:** To enable the students gain complete insight into various domains of Human Resource Management ; To introduce core and critical areas of HRM such as employee performance evaluation, compensation and incentives administration and benefits management. ; To offer an insight into the activities that foster employer – employee relationship.
2. **Key features:** Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. **Evaluation :**

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	Industrial Relations and Trade Union: 1. Industrial Relations: Definition, Objectives, Parties to Industrial relations. 2. Trade Union: Definition, Reasons for joining trade union, Problems of Trade union. 3. 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)	25%
2	Employee Compensation: 1. Employee and Executive Remuneration: Definition of remuneration , Components of employee and executive remuneration , Reasons for higher remuneration to executives.	25%

2. Incentives : Meaning , Importance of Incentive and limitations , Methods of Incentives – Taylor, Merrick, Emerson and Gantt (both theory and practical)

3 Maintenance:

25%

1. Fringe Benefits: Definition, types and principles of fringe benefits.
2. Employee Welfare: Definition, types of welfare measures. (intramural and extra mural), Approaches to employee welfare.
3. 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.

4 Integration:

25%

1. 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.
2. HR challenges (brief knowledge of outsourcing , B.P.O. ,call centres, work life balance , ethical issues and diversity)
3. HRaudit: meaning, benefits, scope- audit of HR functions ,audit of managerial compliance , audit of HR climate ,audit of corporate strategy.

5. Topics for Assignments :

1. Trade Union Power Tactics.
2. Various Occupational Hazards.
3. Approaches to Industrial Relations.
4. Evolution of Trade Union.

6. Suggested Topics for Seminar:

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

7. Recommended Text Books & Suggested reference Books:

1. Human Resource and Personnel Management – Text and Cases; K.Aswathappa; Tata McGraw Hill ; 4rd Edition. OR Latest Edition.
2. 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]
3. Human Resource Management – Text and Cases;S.S.Khanka; S. Chand; 1st Edition reprinted in 2009.

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- Q.5 Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. 14 Marks

K.S.K.V. Kachchh University
Bachelor of Business Administration

Semester-IV
CC406: Business State

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.

1. **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.
2. **Key features:** Conceptual framework, understanding dynamics of individual behaviour, understanding dynamics of group behavior, organizational dynamics, managing change towards organizational effectiveness.

3. Evaluation :

Evaluation pattern

End Semester	70%
Mid-Semester	20%
Projects, Assignments, Quizzes, Class Participation	10%

4. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	<u>1.Sampling Methods</u> 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 (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	25%

2.Normal Distribution

2.1 Continuous Probability Distribution, Probability Density Function

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

2 1.Testing of Hypothesis: Large Sample Tests 25%

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 .

3 1.Testing of Hypothesis: Small Sample Tests 25%

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)

4 1.Chi Square Test 25%

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

(a) Types of non-parametric tests

(b) The one sample Sign test

(c) The one sample Runs Test

(d) Mann-Whitney U Test

5. Topics for Assignments :

1. Assignments on Decision theory and sampling methods
2. Assignments on Normal Distribution and Large Sample Tests
3. Assignments on Small Sample Tests
4. Assignments on Chi Square Test and Non-Parametric Tests

6. Suggested Topics for Seminar:

1. Prepare a project on application large and small sample tests in real life
2. Prepare a project on application of chi square test and non-parametric tests in real life

7. Recommended Text Books & Suggested reference Books:

1. Fundamental Mathematical Statistics by S. C. Gupta & V. K. Kapoor
2. Statistical Methods by S. P. Gupta
3. Comprehensive Statistical Methods by P. N. Arora, Sumeet Arora & S. Arora
4. Business Statistics by J. K. Sharma
5. Statistics for Management by Levin & Rubin
6. Statistics for Business and Economics by Anderson, Sweeney & Williams

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Bachelor of Business Administration

Semester-IV
CC407: Industrial Exposure

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.

- 1. Objective:** 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.

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 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

(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 UNCTIONS)

3.3 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.

3.4 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
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

(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.

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 judgment 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