

Objective: To familiarize the student with Business Laws and its interpretation.

Unit 1:

Introduction

Meaning and Scope of business law – Sources of Indian business law.

Indian Contract Act of 1872

Definition – types of contract – essentials – offer, acceptance, consideration capacity of parties – free consent (meaning only) – legality of object and consideration – various modes of discharge of a contract – remedies for breach of contract.

Unit 2:

Intellectual Property Legislations

Meaning and scope of intellectual properties – Patent Act of 1970 and amendments as per WTO agreements: Background – objects – definition – inventions – patentee – true and first inventor – copyright – trademark – geographical indicators – procedure for grant of process and product patents, WTO rules as to patents (in brief), rights to patentee – infringement – remedies.

Unit 3:

The Environment Protection Act of 1986

Back ground – definition of 1) Environment 2) Environmental pollutant 3) Environment pollution 4) Hazardous substances, and 5) Occupier –Power of central Government in relation to protection of environment and prevention of environment pollution.

Foreign Exchange Management Act 1999

Objectives, Scope and salient features – offences under the act.

Unit 4:

Consumer Protection Act. [COPRA] 1986

Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service – Consumer Protection Council –consumer redressal agencies – District Forum, State Commission and National Commission.

Unit 5:

The Companies Act 1956:

Introduction to the definition of company - the salient features, the significance of memorandum, articles, prospectus and company meetings . Brief Introduction to role played by Directors, Auditors and Company Secretary

Competition Law 2003:

Meaning and scope, salient features, offences and penalties under the Act.

BOOKS FOR REFERENCE:

1. Sulphrey and Basheer, Laws for Business, PHI Learning Private Ltd., New Delhi
2. Tulsian - Business Law, Tata McGraw Hill, New Delhi.

BBA H 502 : STRATEGIC MANAGEMENT

Objective: To introduce students to the applications of Strategic Management which will enable them to develop appropriate Strategies for Small and Medium Business Enterprises.

Unit I:

Meaning and nature of strategic management, characteristics of strategic management, the strategic management process, Strategic Management – its importance and its role in changing business environment, Organizational goal and strategy, relationship between a business model and Strategy, Key terms in Strategic Management – Core competence, Competitive Advantage, Vision and Mission Statements, Policies, Internal Strengths & Weaknesses, External Opportunities & Threats, Strategic Planning.

Unit II:

Analysis of Strengths, Weaknesses, Opportunities and Threats;
Social, Cultural, Demographic, Political, Economic and Legal environment analysis;
Porter's five force model, Value Chain Analysis, GE nine-cell planning grid and BCG matrix.

Unit III:

Competitive Nature of Strategy, generic competitive strategies, business and corporate level strategy, Merger and Acquisition [basic understanding], joint ventures [basic understanding], Diversification and Differentiation; outsourcing.

Unit IV:

Corporate Governance and Strategic Framework, Organizational Structure and Strategy, Organizational culture and Strategy, Strategic leadership and style, ethics and social responsibility.

Unit V: Case Studies:

Cases on the recent trends in the strategy formulation and implementation.

Strategies of:

- major FMCG corporations like ITC, Hindustan Unilever and P&G,
- major software companies like Infosys, Wipro and TCS
- major financial service providers like ICICI and SBI.

Books recommended:

- Fred David, 2007, Strategic Management, PHI, New Delhi.
- Thompson, Strickland, Gamble & Jain. 2006, Crafting & Executing Strategy, Tata McGraw Hill, New Delhi
- Hitt, Hoskinson, Ireland, 2007, Management of Strategy – Concepts and Cases, Cengage, New Delhi.
- Wheelen & David Hunger: 2005, Strategic Management & Business Policy, PHI, New Delhi,
- Gupta, Golakota & Srinivasan, 2006, Business Policy and strategic management, PHI, New Delhi.
- Ghemawat, Pankaj, 2000, Strategy & the business landscape, Pearson, New Delhi.
- Ansoff, H. Igor, 1990, Implanting Strategic Management, Prentice Hall, New Jersey.
- Porter, Michael E, 1990, Competitive Advantage of Nations The Free Press,

BBA H 503 (FM): FINANCIAL SERVICES AND DERIVATIVES

Objectives: To introduce the principles of financial services prevailing in the Indian markets and to expose the learners to contemporary ideas and concepts related to financial derivatives.

Unit I:

Financial Services: Meaning, types and their importance.

Merchant Banking: Origin, scope and development of merchant banking in India

Mutual funds and Asset Management Companies (AMCs): concept, origin and growth of mutual funds, constitution & management of MFs – Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund units. State of mutual funds in India. Mutual funds and SEBI

Unit II:

Credit rating - the concept and objective of credit rating, various credit rating agencies in India, factors affecting credit rating & procedural aspects.

Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Unit III:

Mergers and Acquisitions: Kinds of Takeover, Motives for M&A: Strategic, Financial and Organizational, Motives for Cross Border M&A, Categories of M&A: Horizontal, Vertical and Conglomerate, Steps in Merger Transactions, Methods of payment in Merger transactions. Hostile Takeovers, Defensive Measure in Hostile Takeover Bids: Defensive and Active, SEBI regulations as to Takeovers

Unit IV:

Leasing: concept and development of leasing, business difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Basic problems in Leasing and hire purchase.

Factoring: development of factoring, types & importance, procedural aspects in factoring, financial aspects

Unit V:

Financial Derivatives: Concept and Characteristics of Derivatives

Forward and Futures Contract: Types. Forward contract vs. Future Contracts, Mechanism in Futures Contracts: Buyer's Payoff and Seller's payoff.

Options: Concept and Features, Differences between Options and futures, Call and Put Options, Valuation of Call and Put from Both Holder's and Writer's point of view on and before the expiration date, Numerical problems.

Recommended Books:

1. M. Y. Khan, Financial Services, Tata McGraw Hill
2. V. K. Bhalla, Investment Management: Security Analysis and Portfolio Management, Sultan Chand & Sons
3. Kumar, Financial Derivatives, Prentice-Hall India
4. Tripathy, Financial Services, Prentice-Hall India
5. Gomez, Financial Markets, Institutions and Financial Services, Prentice-Hall India
6. Hull, Options, Futures and Other derivatives, Prentice-Hall India
7. E. Gordon & K. Natarajan, Financial Markets & Services, Himalaya Publishing House
8. Lalit K. Bansal, Merchant Banking and Financial services, Unistar Books Pvt. Ltd
9. Sischer & Jordan, Security Analysis and Portfolio Management, Prentice-Hall India

BBA H 503 [HR] : COMPENSATION MANAGEMENT

Objective: This paper is aimed at familiarizing students with the basic issues involved in the compensation and to understand the critical role it plays in accelerating economic growth of employees and ensuring competitive performance for an organisation.

Unit I:

Employee compensation – Its significance to management, employee, consumer and society. Wage concepts – wage, salary, minimum wage, need based minimum wage, national minimum wage, fair wage, living wage, guaranteed minimum wage, fall back wage, money and real wage

Unit II:

Compensation determination methods – principles and policies, determinants and methods – job evaluation – wage differentials; occupational, regional and inter and intra-industry differentials – compensation components; basic pay, dearness pay, dearness allowance, house rent allowance, other allowance

Unit III:

Incentives- wage and non-wage incentives – types of bonus – production bonus, efficiency bonus, profit sharing bonus; fringe benefits- scope and extent, economic aspect of fringe benefits, statutory and non-statutory fringe benefits in India.

Unit IV:

Compensation problems and practices in India : elements and evaluation of wage policy in India – Wage Boards and Pay Commissions – role of HR department in wage and salary administration – performance appraisal and its linkage with compensation management.

Unit V:

Legal framework of compensation management; wage deduction, methods of wage payment, time and piece rate incremental time scales as per Payment of Wages Act 1926; legality of wage payment under Minimum Wages Act 1948; calculation of bonus under the Payment of Bonus Act, 1965.

Books recommended:

1. Richard I Henderson, Compensation management in a knowledge based world, Prentice Hall of India
2. Sarma A M, Understanding wage system, Himalaya publication house, 1997

BBA H 503 [MM] : SALES AND ADVERTISING MANAGEMENT

Objective: To familiarize the students with the basic concepts, tools and techniques of advertising and sales.

Unit I:

Advertising communication model, meaning, nature, roles and functions of advertising, evolution of advertising and history of Indian advertising, types of advertising, advertising response hierarchy models Ethical issues in advertising, social responsibility and self-regulation, the psychology of advertising (message reception)

Advertising agencies – types, structure and functions, criterion for evaluating advertising agencies

Unit II:

Types of advertising appeals, execution styles, copy writing principles, types of headlines, usage of illustrations, types of layouts in print media.

Creative advertising – facets of creative strategy, planning and managing creative strategy

Advertising strategies at different stages of the product life cycle, developing the advertising campaign, advertising budgets

Unit III:

Effective advertising media types – print and out-of-home, broadcast, interactive and alternative media – advantages and limitations of each, Media planning and buying
Evaluation of effectiveness of campaign and IMC evaluation, copy testing.

Unit IV:

Organizing the sales department, recruitment and selection of sales personnel, training and motivation of sales force, sales quota and sales territories, routing and scheduling
Compensation plans for sales force, sales forecasting methods

Unit V:

Managing expense of sales personnel; field sales reports – purpose and types;
Prospecting, pre approach, negotiation and concession analysis, personal selling skills (presentation and demonstration, handling objections, closing a sale, follow up)
Measures of sales force performance – quantitative and qualitative; sales audit, sales analysis, marketing cost analysis

Recommended books:

1. Chunawalla S A, Sethia K C, Foundations of advertising : theory and practice, 5th edition, Himalaya publishing house, Bombay, 2006
2. Batra, Myers and Aaker, Advertising management, 5th edition, Prentice Hall of India, New Delhi, 2003
3. Stanton William J, Spiro Rosanne, Management of sales force, 10th edition, Irwin McGraw Hill, 1999
4. Buskirk Richard H, D Buskirk Bruce, Selling: Principles and Practices, 14th edition, McGraw Hill, 2002
5. Eugene M Johnson, David L Kurtz, Bernhard E Schening, Sales management: Concepts, practices and cases, 2nd edition, McGraw Hill, 2000
6. Jethwaney J, Jain S; Advertising Management, Oxford University Press, 2006
7. Sharma S, Singh R, Advertising Planning and implementation, Prentice Hall of India, 2006
8. Wells W, Moriarty S, Burnett J, Advertising principles and Practices, 7th ed, 2007
9. Jobber D, Lancaster G, Selling and sales management, 6th ed, Pearson education, 2004
10. Still R R, Cundiff E D, Govoni N A P, Sales Management, 5th ed, Prentice Hall of India, 2004