**B.B.A.**

**I YEAR - I SEMESTER**

**COURSE CODE: 7BBAA1**

**ALLIED COURSE - I - ENTREPRENEURSHIP**

**Unit I**

Entrepreneur: Meaning, definition, functions – kinds of entrepreneurs – differences between entrepreneur and manager – Entrepreneurship: characteristics and competencies – Relevance of Entrepreneurship to Socio-economic gain –.Role & Process of Entrepreneurial Development.

**Unit II**

Entrepreneurial Growth – Factors affecting entrepreneurial growth: Economic, Non-Economic –Entrepreneurship development programmes: need, objectives, course contents, phases, evaluation – Institutional support to entrepreneurs.

**Unit III**

Entrepreneurial Competencies: meaning, traits, major competencies, ways for developing the competencies. Women Entrepreneurs: Challenges to them – Development of women entrepreneurs in India

**Unit IV**

Project Management: Meaning of project, concepts – Project identification - selection - projectformulation – Characteristics of a project – Project categories – Project Life Cycle: Phases – Project manager: Role and responsibilities of project manager

**Unit V**

Source of finance for a project – Project Evaluation: Objectives, types, and methods – Project report – significance and contents of it –Preparation of a specimen project report.

**Text Books:**

1. Entrepreneurial Development: S.S.Khanka

2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan

3. Project Management : S.Choudhury

4. Project Management : Denis Lock

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**I YEAR – II SEMESTER**

**COURSE CODE: 7BBAA2**

**ALLIED COURSE- II –MODERN BANKING PRACTICES**

**Unit I**

Banking – An overview -Nature and functions of commercial banks and RBI – credit creation – nationalization of banks – scheduled and non-scheduled banks - village adoption scheme – unit banking – branch banking– deposit banking – investment banking – correspondent banking

**Unit II**

Banker, customer –meaning, definition - relationship between banker and customer – duties and rights of banker and customer –Negotiable instruments- Cheque-Legal characteristics of a Cheque – endorsement, material alteration, crossing of cheques – collection and payment of cheques

**Unit III**

Types of Customers and Account holders: Procedure and practice opening and operating the accounts of customers -individuals including minors - joint account holders - Partnership firms - joint stock companies - executors and trustees-clubs and associations- Pass book -its features

**Unit IV**

Paying banker- his duties-collecting banker and statutory protection to the collecting banker Innovations in Banking-ATMs, E-Banking, mobile alerts-Credit cards, Online & Offshore Banking,

**Unit V**

Loans and advances -Secured and unsecured loans and advances – principles of lending – kinds of lending-modes of securing loans and advances-lien, pledge, mortgage a hypothecation

**Text Books:**

1. Varshney and Sundaram, Banking and financial system of India,
2. Sultan Chand Sekar, Banking theory & practice, Vikas Publishing House
3. Gordan and Natarajan, Banking theory, law & practice, Himalaya Publishers

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**II YEAR – III SEMESTER**

**COURSE CODE: 7BBAA3**

**ALLIED COURSE - III -ADVERTISING AND SALES PROMOTION**

**Unit I**

Advertisement- Meaning, definition, importance, objectives – media, forms of media – press, Newspaper, trade journal, Magazines - outdoor advertising-poster, banners, neon signs, publicity literature booklets, folders, house organs - direct mail advertising - cinema and theatre programme - radio and television advertising – exhibition, trade fair, transportation advertising.

**Unit II**

Advertising agencies - Advertising Budget - Advertising Appeals - Social Effects of Advertising - Advertisement Copy - Objectives-Essentials - Types-Elements of Copy Writing: Headlines, Body Copy - Illustration-Catch Phrases and Slogans-Identification Marks.

**Unit III**

Advertising layout- functions-design of layout-typographic printing: process- lithography- printing Plates and reproduction paper, and cloth - size of advertising-repeat advertising-advertising Campaign- steps in campaign planning.

**Unit IV**

Sales force Management- Importance -sales force decision –sales force size-recruitment & selection-training-methods-motivating salesmen, Controlling - compensation & incentives-fixing sales territories, quota – Evaluation - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

**Unit V**

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: techniques of sale promotion-consumer and dealer promotion. After sales service-packing – guarantee

**Books for Reference**:

1. Advertising and Sales Management : SontakkiC.N.
2. Salesmanship and advertising : Davar S.K.
3. Advertising Management–Sherslekar,Victor&Nirmala Prasad
4. Foundations of Advertising – Theory & Practice – S.A.Chunawala
5. Promotion Management - S.A. Chunawalla

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**II YEAR - IV SEMESTER**

**COURSE CODE: 7BBAA4**

**ALLIED COURSE - IV - CUSTOMER RELATIONSHIP MANAGEMENT**

**Unit I**

**Introduction:** Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – Using Customer touch points – Deciding who should lead the CRM Functions.

**Unit II**

**Strategy and Organization of CRM:** CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM.

**Unit III**

**Analytical CRM:** Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package

**Unit IV**

**CRM Subsystems:** Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy.

**Unit V**

**Operational CRM:** CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – in manufacturing, banking hospitality and telecom sectors – Best Practices in Marketing Technology – Indian Scenario.

**Books for Reference:**

1. Customer Relationship Management – Peelen, Ed. Pearson
2. The CRM Handbook – D. Jill Pearson
3. CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley
4. CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.
5. Marketing Research – Harper Boyd & Ralph Westfall
6. Consumer Behaviour – Schifman

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