

BBA VI Semester
BBA 3077
Corporate Planning & Strategic Management

Unit 1

Significance of Planning – types, needs, requisites, corporate planning system – approach, role of planner, corporate planning & budgeting, corporate responsibility Vs profitability and productivity. Corporate Objective – concept of corporate purpose, mission, objectives and goals process of setting corporate objectives. Forces intersecting with corporate objectives external and internal.

Unit 2

Strategy Formulation – identifying strategic alternatives of business, objectives and goals, environmental appraisal – concept and components evaluation and strategic option key involved in the evolution. Strategy implementation – Introduction to growth strategies. Diversification, acquiring, merger and joint venture.

Unit 3

Organizing the strategies implementation operations, developing production, marketing and financial strategies. Organizational apparition – dynamics, capacity, factors consideration, methods and techniques and structuring gaps analysis, manager, audit and significance of gap.

Reference:

Business Policy by A. Kazmi
Exploring corporate strategy by G. John
Business Policy – W.F. Gluek.

BBA 3078
International Marketing

Unit 1

Nature and Importance of International marketing – process of International marketing, International dimensions of marketing and benefits of international marketing, steps of development of the transnational corporation.

Unit 2

Global marketing information system and research – nature of marketing research, sources of information and marketing research – primary and secondary global market segmentation, targeting and positioning. Foreign market entry strategy – market analysis, export, licensing, joint ventures, Manufacturing, management contracts turn key operations, acquisition and mergers, analysis of entry strategy.

Unit 3

Global marketing mix – International product decision, what is product development, product positioning, theory of IPLC, Product standardization and product adaptation, branding and packaging, International pricing decision – role of price supply and demand, international channel decisions – importance and scope of channel decision, direct and indirect selling channel sales and promotion, advertising.

Reference:

Global marketing management by Warren J Keepen
Global marketing management by Varshney and Bhattacharya.

BBA 3079
Marketing of Services

Unit 1

Introducing services marketing the comparative study – salient features of services, concept of services marketing and its significance. Bank Marketing – the concept, users of banking services, structure of bank product, the marketing mix of banking services.

Unit 2

Tourism Marketing – introduction, tourism product, salient features of tourism product, marketing segmentation of tourism, formulation of marketing mix for tourism industry, Hotel marketing – the concept, hotel and its topology, hotel product, marketing segmentation of hotel industry, formulation of marketing mix of hotel industry.

Unit 3

Marketing of some selected services – personal care service, hospital marketing international, services, education service, consultancy services, transportation services and communication services.

Reference:

Service Marketing by SM Jah
Services Marketing

BBA 3080

Financial Institutions and Markets

Unit 1

Financial System – financial activities, meaning, one markets, features, commercial paper, certificate of deposits, primary and secondary markets, unorganized financial, system, bullion market and financial sector. Financial Institutions – meaning, purpose, IDBI – establishment, purpose, working, limitations and sources of finances.

Unit 2

IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds ad utilization, public sector, mutual funds.

Unit 3

Security, mobilization of services, primary issues and derivative securities, security and exchange board of India (SEBI) – Introduction, objectives, powers, free pricing of equity shares. Reserve Bank of India (RBI) – introduction, objective, powers implementation, financial schemes etc.

Reference:

Financial Institutions and markets by L M Bhole.

BBA 3081

Entrepreneurial Development

Unit 1

Definition, concept of entrepreneurship, classification of entrepreneurship, socioeconomic impact of entrepreneurship. Nature and importance of entrepreneurs, Entrepreneurs Vs Professional managers.

Unit 2

Characterstics of entrepreneur, barriers to entrepreneurship, entrepreneurial environment, entrepreneurial functions, entrepreneurial process, entrepreneurial structure. Entrepreneurial development training – importance of training, objectives of training methods of training, benefits of training process.

Unit 3

Institutions in aid of entrepreneurs – Introduction, entrepreneurship development program organization – MDI, NIESBUD, IED, EDII

Reference:

Entrepreneurial development & management by Vasant Desai

Small scale industries & entrepreneurship by Vasant Desai