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**Faculty of Management**

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**Second Semester, 2021 – 22**  
**BBA Course Handouts**

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# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- I Year II Semester

Course Code	Course Title	L	P	U
MG119	Research Methodology	3	0	3

Course Instructor: Ms.R. VIJAYA LAKSHMI

Course Type: Regular

## Learning Outcomes:

1. To introduce students to the process of conducting Business Research
2. Students in the process will equip themselves to formulate problems, design the process, collect the information, analyze, interpret and apply research to arrive at solutions.
3. Understand different statistical techniques, its context of usage, application of software and interpret the results.

<b>Text books</b>	
<b>T1</b>	Research Methodology , ICFAI University Publication 2005
<b>Reference books</b>	
<b>R1</b>	Business Research Methods,7e , William G Zikmund, Thomson South-Western, Singapore 2003

## Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	Introduction to Research: Meaning & definition of Research – Relevance and significance of Research in business – Types of Research. Ethics in research, consequences of Plagiarism.	Introduction to Research	T1:Chapter 1/ Pg. 4-10
3-5	Understand the Research Process: An overview- Introduction to critical review of literature- identification of research problem, formulation of constructs, statement of objectives, statement of hypothesis, identification of variables, data collection, data analysis, report writing.	Research Process	T1:Chapter 2/ Pg. 12-18
6-10	Understand the concept of Research design:- Exploratory research- Exploratory research with secondary data –types of secondary data, sources of secondary data, advantages and disadvantages of secondary data- testing the validity of secondary data, Explorative research through critical review of literature- Causal Research- concept of causality, concomitant variation, internal and external validity, causal studies with Experimentation,	Research design	T1:Chapter 3/ Pg. 22-31

	threats through validity, Experimental designs, causal studies through inferential statistics.		
11-15	Learn to Scale and Measure: Measurements – Types of measurements –Different Scales – Comparison between different scales- Characteristics – Validity –Different Methods of measurement Developing Scales – Classification of scales – Rating Scales – Attitude Scales – Thurston scale– Likert scale– Semantic Differential scale – Types of Errors in measurement – Test of Reliability – Measures of Stability – Threats to Reliability	Scales and Measurements	T1:Chapter 4-5/ Pg. 32-60
16-20	Learn to Survey Research: Introduction– Purpose – Methods of data collection - Interviews, observation schedule, Questionnaire - Other methods of data collection - Panel research, warranty cards, Pantry audit and consumer panel- Mechanical Devices – Projective Techniques – Sociometry.	Survey Research	T1:Chapter 7,8,9/ Pg. 82-128
21-25	Understand the concept of Sampling- Sampling process- identification of sampling frame, sampling techniques, sample size determination	Sampling	T1:Chapter 6/ Pg. 62-77
26-30	Learn the Data Preparation: Data Coding, Data Cleaning, Identification Outlier, Handling Missing Values, and frequency tables, cross tabulation.	Data Preparation	T1:Chapter 12/ Pg.164-179
31-33	Introduced to Multivariate analysis:- Nature and techniques of Multivariate Analysis- Introduction to dependency and interdependency techniques, criteria on the choice of technique, assumptions behind the techniques, criteria on the scales of data for the usage of techniques.	Introduction to Multivariate analysis	T1:Chapter 16/ Pg.238-245
34-36	Learn to Analyse the Multivariate techniques with statistical packages: Multiple regression, Factor analysis	Analysis of Multivariate techniques	T1:Chapter 16/ Pg. 246-254
37-40	Learn the Report writing: types of reports – planning and organizing a research project, Harvard system of referencing – Bibliography – footnotes – checklist - evaluation of report.	Report writing	T1: Chapter 17/ Pg. 258-270

**Evaluation Scheme:**

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage (%)</b>	<b>Date*</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	50 Minutes	16	21.03.2022	1-10	CB
Test 2	50 Minutes	17	25.04.2022	11-20	CB
Test 3	50 Minutes	17	17.05.2022	21-40	CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	06.06.2022	1-40	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date-28-02-2022**

**Ms.R. VIJAYA LAKSHMI**  
**Course Instructor**

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- I Year II Semester

Course Code	Course Title	L	P	U
MG120	E-Business	3	0	3

**Course Instructor: Dr.JAYANT ISAAC**

**Course Type: Regular**

## Learning Outcomes:

To give a comprehensive understanding of creating ,funding and managing the E-Business.To integrate professional skills in their learning through hands on experience so as to enhance the scope of employment and entrepreneurship.

## Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Book	Author/Publication	Remarks
E-BUSINESS	IUP	T1
Reference Books / Magazines	Author/Publication	
Electronic Commerce: A Managerial Perspective	Turban, E. et al., Prentice Hall-2008	R1
Electronic Business and Electronic Commerce Management, 2nd edition	Dave Chaffey, Prentice Hall, 2006	R2
e-Learning Tools and Technologies	Horton and Horton, Wiley Publishing	R3

## Lecture Wise Plan \*:

Session	Topics	Reference
01	Introduction of E-Business: The Digital era, history of Internet, Evolution of E-Business, The Rise of E-Business	T1, R1, R2, R3
02	Traditional Business Vs E-Business, The Emergence of Infomediaries	T1, R1, R2, R3
03	Principles of E-Business	T1, R1, R2, R3
04	E-Business Infrastructure	T1, R1, R2, R3
05	Organizational culture for E-Business	T1, R1, R2, R3
06	E Business Models	T1, R1, R2, R3
07	E selling process: E-Browsing, E Buying	
08	E Purchasing: E auction, E-Sourcing	T1, R1, R2, R3
09	E-Business Strategy: Enabling the Value Chain, Procuring Raw Materials, Product Development	T1, R1, R2, R3

10	Formulating a Pricing Strategy	T1, R1, R2, R3
11	Basic steps in Business blueprint planning	T1, R1, R2, R3
12	Integrating E-Business Processes	T1, R1, R2, R3
13	Development of E Business Case	T1, R1, R2, R3
14	E Business execution plan	T1, R1, R2, R3
15	E-Collaboration	T1, R1, R2, R3
16	E Marketplaces: Evolution of E-Marketplaces	T1, R1, R2, R3
17	Phases of E-Marketplaces	T1, R1, R2, R3
18	E-Marketplaces models	T1, R1, R2, R3
19	Strategies for E-Marketplaces	T1, R1, R2, R3
20	Human element in E-Marketplaces	T1, R1, R2, R3
21	Benefits of E-Marketplaces	T1, R1, R2, R3
22	Success factors for E-Marketplaces	T1, R1, R2, R3
23	Current trends in E-Marketplaces	T1, R1, R2, R3
24	Supply Chain Management and E-Business: An Overview	T1, R1, R2, R3
25	Components of E-Supply Chain	T1, R1, R2, R3
26	Supply Chain Planning	T1, R1, R2, R3
27	Supply Chain Execution	T1, R1, R2, R3
28	The future of E-Supply Chain	T1, R1, R2, R3
29	Enterprise Resource Planning	T1, R1, R2, R3
30	Knowledge Management and E Business	T1, R1, R2, R3
31	E-Marketing	T1, R1, R2, R3
32	E-Banking	T1, R1, R2, R3
33	E-Governance	T1, R1, R2, R3
34	Mobile Business	T1, R1, R2, R3
35	E-Business Applications	T1, R1, R2, R3
36	E-Security	T1, R1, R2, R3
37	Issues in E-Business	T1, R1, R2, R3
38	Challenges in E-Business	T1, R1, R2, R3
39	Future of E-Business	T1, R1, R2, R3
40	Doubt Clearing	T1, R1, R2, R3

*\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.*

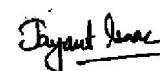
### **Evaluation Scheme:**

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	21.03.2022	1-10	CB
Test 2	50 Minutes	17	25.04.2022	11-20	CB
Test 3	50 Minutes	17	17.05.2022	21-40	CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	07.06.2022	1-40	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.



**Dr.JAYANT ISAAC**  
Course Instructor

**Date: 28-02-2022**



# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- I Year II Semester

Course Code	Course Title	L	P	U
MATH102	Quantitative Methods	3	0	3

Course Instructor: Ms. SNEHAL VAIRAGADE

Course Type: Regular

## Learning Outcomes:

The learning objectives of this course are to:

To teach the student the various statistical techniques to apply them on factual data so that they learn to derive statistical interpretation.

Text Book T1	Business Statistics ,By S.C.Gupta & Idra Gupta
Text Book T2	Quantitative Techniques in Management By N D Vohra
Reference book(s) R1	Quantitative Analysis for management By Barry Render, Ralph M.Stair

## Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-5	To learn the concept of Nature and Importance of quantitative Techniques in statistical data interpretation.(Part I)	Nature and Importance of quantitative Techniques in statistical data interpretation.(Part I):- Origin and Development of statistics, Definition of statistics' Importance and scope of statistic, Limitation of statistics	T 1 Ch-1 1.1 to 1.13,
6-15	To learn the concept of Nature and Importance of quantitative Techniques in statistical data interpretation.(Part II)	Nature and Importance of quantitative Techniques in statistical data interpretation.(Part II) Introduction to collection of data, Classifications and tabulation	T1 Ch-2 2.1 to 2.20 T1 Ch-2 3..1to 3.37
16-22	To learn the concept of Standard Deviation, Variation, Covariance	Standard Deviation, Variation, Covariance.	T1 Ch-6 6.16 to 6.19 T1 Ch-6 6.32 to 6.39
23-30	To learn the concept of Forecasting	Forecasting – Concept, Techniques, Advantages, Disadvantages, Methods.	T2 Ch-18 839 to 865, 4.6
24-25	To learn the concept of Time Series	Time Series - Concept, Advantages, Disadvantages, Methods, Simple	T1 Ch-11 11.1 to 11.24

26-30	To learn the concept of Average Method	Average Method, Moving Average Method, Seasonal Variation Method.	T1 Ch-11 11.35 to 11.48
31-40	To learn the concept of Index Numbers	Index Numbers – Simple Average Method, Aggregative. Method, Marshall, Fisher Index Number	T1 Ch-10 10.1 to 10.17

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	16	22.03.2022	1-12	CB
Test 2	60 Minutes	17	26.04.2022	13- 28	CB
Test 3	60 Minutes	17	19.05.2022	29- 40	CB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	08.06.2022	1- 40	CB

\*\* To be announced in the class

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**SNEHAL VAIRAGADE**  
**Instructor-In-charge**

# The ICFAI University, Raipur

Faculty of Management  
Second Semester, 2021 – 2022

Course Handout  
BBA- I Year II Semester

Course Code	Course Title	L	P	U
EG124	Business Communication	3	0	3

Course Instructor: Ms.R. VIJAYA LAKSHMI

Course Type: Regular

## Learning Outcomes:

The objective of this course is to enhance the student's business communication skills, which include business reports, presentations, telephone and e-mail etiquette, CVs and applications, memorandum, business claims, business proposals, agenda and minutes of meeting.

<b>Text Book T</b>	Business Communication N.Gupta and P .Mahajan –sahitya Bhawan Publication
<b>Reference book(s) R1</b>	Business Vocabulary in Use, Bill Mascull – Cambridge University Press
<b>Reference book(s) R2</b>	Business Communication, Kitty O Locker, Stephen Kyo- Tata McGraw-Hill Publishing Company Ltd.

## Lecture-wise plan:

Lect. Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Understand the importance of communication	Introduction: Communication- Definition. Nature, objectives, Importance to Managers,	1-23(T1) <a href="https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf">https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf</a>
2-3	To learn different channels of communication	Channels of communication	24-48(T1)
4	Understand the differences between types of communication	Formal and informal communication	49-54(T1)
5-6	Understand the types of Ego states	Interpersonal behaviour -Transactional analysis	55-62(T1)
7	To learn importance of Non-verbal communication	Non -verbal communication	63-72(T1)

8	Learn different barriers to communication	<i>Barriers to communication</i>	73-82(T1)
9-10	To Understand the 7 <sup>C</sup> of communication	Principle of effective communication and audience analysis	83-89(T1)
11-12	Accumulate the listening skills	Listening skills or effective listening	90-99(T1)
13-14	Understand the importance of SWOT analysis	Swot analysis and self development	100-108(T1)
15-16	To learn positive personal attitudes	Development of positive personal attitudes	109-113(T1)
17-18	Learn corporate communication in business context	Whole communication and corporate communication	114-118(T1)
19-20	Learn Speech or oral presentation	Speech or oral presentation	119-130(T1)
21-22	Improve the interview skills	<i>interview</i>	131-148(T1)
23-24	Improve the <i>Group discussion skills</i>	<i>Group discussion</i>	149-152(T1)
25-26	Improve the <i>Conference and seminar participation skills</i>	<i>Conference and seminar</i>	153-159(T1)
27-28	Improve the Written communication	Written communication	160-163(T1)
29-30	Learn Dictation ,reading , effective writing skills	Dictation ,reading , effective writing skills	164-174(T1)
31-32	Learn how to write <i>Business letter</i>	<i>Business letter writing</i>	175-186(T1)
33-34	Learn how to write <i>Business letter</i>	<i>Letter regarding enuiries, quotations , and orders</i>	187-197(T1)
35-36	Learn how to write <i>Business letter</i>	<i>Letters regarding trade references</i>	198-202(T1)
37-38	Learn how to write <i>Business letter</i>	<i>Letter of complaint</i>	203-209(T1)
39-40	Learn how to write <i>Business letter</i>	Agency letters	210-226(T1)
41	Learn how to write <i>Business letter</i>	Report writing ,Modern techniques of communication, International communication	227-231(T1) 382-413(T1) 414(T1)

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

#### Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	22.03.2022	1-10	CB
Test 2	50 Minutes	17	26.04.2022	11-20	CB
Test 3	50 Minutes	17	19.05.2022	21-41	CB
Quizzes (2)	20 Minutes each	5 each		Continuous	CB
Comprehensive Exam	3 Hrs	40	09.06.2022	1-41	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Ms.R. VIJAYA LAKSHMI**  
**Course Instructor**

**Date: 28-02-2022**

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- I Year II Semester

Course Code	Course Title	L	P	U
CB102	Computer Programming	3	0	3

Course Instructor: Ms. SNEHAL VAIRAGADE

Course Type: Regular

## Learning Outcomes:

The learning objectives of this course are to:

Give students an in-depth understanding of why computers are essential components in business, education and society.

Text Book T1	V. Raja Raman, "Introduction to Computers", PHI.
Text Book T2	Pradeep K.Sinha, Priti Sinha, "Computers Fundamentals", BPB, Publishing House.
Text Book T3	E Commerce for Entrepreneurs: Launch your E-commerce startup with strong technology and digital marketing (English Edition), by Dr. Sudeshna Chakraborty, Priyanka Tyagi
Reference book(s) R1	Norton Peter, "Introduction to computers", 10th Ed., TMH.

## Lecture wise plan

Lect Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	To learn the concept of Computer	building blocks of computers, I/O devices	T1 Ch2-2.1-3.5
3-4	To learn the concept of fundamentals of Computing	Introduction: Fundamentals of Computing, Fundamentals of Computing II,	T1 Ch1-1.1-3.5 T2-ch-2,2.1-2.4
5-6	To learn the concept of Computer Networking	Networks	T1 Ch14-14.1-14.5
7-8	To learn the concept of Programming Languages	Programming Languages	T1 Ch9-9.1-9.4
9-12	To learn the concept of Database	Relational Databases, Introduction to Microsoft® Access.	T2 Ch16-3..19-3.5
13-14	To learn the concept of Memory	concept of auxiliary and main memory and memory devices	T2 Ch7-2..7.6
15-17	To learn the concept of Number system	introduction to number systems	T2 Ch-3,2.3-3.2

18-20	To learn the concept of web applications	Web Technologies Fundamentals	T3 Ch-4,4.1-4.5
21-22	To learn the concept of security while using computers	Computer Security I: Encryption and Digital Signatures	T3 Ch-7,7.1-7.5
23-25	To learn the concept of Information representation	Information representation inside computer	T3 Ch-5,5.1-5.5
26-28	Understand UNIX operating System	Introduction to OS,window,UNIX.	T2 Ch-14.14.1-14.6
29-32	To learn the concept of Problem solving	Problem analysis, solution design and program coding using structural programming language	T2 Ch-21.,21-1-21.6
33-34	To learn the concept of Computers with business	Under the Hood" of a Commercial Website, Enterprise Systems, Systems that Span Multiple Enterprise	T3 Ch-5,5.1-5.5
35-38	To learn the concept of Emerging Technologies for data storage	Business Intelligence: Data Mining and Data Warehousing, Emerging Technologies	T3 Ch-9,9.1-9.5
39-40	Review all contents	Course Wrap-up.	T1, T2,T3

#### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	23.03.2022	1-12	CB
Test 2	60 Minutes	17	27.04.2022	13- 28	CB
Test 3	60 Minutes	17	21.05.2022	29- 40	CB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	09.06.2022	1- 40	CB

\*\* To be announced in the class

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Ms. SNEHAL VAIRAGADE**  
**Instructor-In-charge**

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- II Year II Semester

Course Code	Course Title	L	P	U
MG 202	Financial Management	3	0	3

**Course Instructor: Dr.ABHA SHUKLA**

### Learning Outcomes:

After successful completion of the course student will be able to

- 1.Efficient acquisition, utilization, and distribution of finance and then disposal of surplus or profit Tax projection
- 2.Review all investment to reduce overall tax burden
- 3 Identify opportunities to maximize the PROFIT

Text Book T	Financial Management by Dr. Awadhesh Pratap Singh, Sahityabhawan Publications
Reference book(s) R1	Dr. Anil Kumar Dhagat
Reference book(s) R2	Financial Management by John Tennent
R3	Financial Management by Eugene F. Brigham

### Lecture-wise plan:

Lect Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Financial Management – an Overview	Meaning definition, scope ,function, organizing finance	R1-1 to 14
3-4	Long term Financing	Introduction , financial market, long term sources of finance, shares debentures and term loans etc	R-1 23 to 43
5-7	Short term Financing	Definition, instruments for short term financing, short term financing, agencies providing short term financing	56 to 78
8-12	Concepts of organizational health and financial analysis	Introduction, parameters for deterring organizational health, tools of financial analysis	R 79 to 91
13-17	Cash flow and fund flow statement	Concepts and objectives and practical questions of cash flow and fund flow statement	129 to 149
18-23	leverages	Introduction, exploring the concept of leverages in finance	179 to 202
24- 27	Financial business decisions	Introduction, analyzing financial business decisions	208 to 227



28-32	Budget : concept and types	Concepts and types of budget	254 to 270
32-36	Capital structures management	Introduction , capital structure management , capitalization cost of capital	285 to 299
37 - 42	Working capital management	Introduction, concept of working capital, principles affecting working capital management	359 to 400

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	17	25.02.2022	1-15	CB
Test 2	60 Minutes	17	23.03.2022	16- 30	CB
Test 3	60 Minutes	16	25.04.2022	31- 42	CB
Quizzes (2)	20 Minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	20.05.2022	1- 42	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.



Date: 12/01/2022

**DR. ABHA SHUKLA**  
Instructor-In-charge

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- II Year II Semester

Course Code	Course Title	L	P	U
MG 215	B2B Marketing	3	0	3

**Course Instructor: Dr.JAYANT ISAAC**

**Course Type: Regular**

### Learning Outcomes:

To impart the fundamentals of the key elements of a business organization and to provide a critical perspective on theoretical knowledge and practical approach to various functional areas of management and decision making.

### Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Reference Books / Magazines	Author/Publication	Remarks
Business 2 Business s Marketing Management ,a Global Perspective	Alan Zimmerman & Jim Blythe, (second -e)	R1
Business 2 Business s Marketing	Ross Brennan, Louise Canning, Raymond McDowell(second-e)	R2

### Lecture Wise Plan \*:

Session	Topics	Reference
01	Introduction to Business to Business Marketing	R1 , R2
02	Defining the B2B Market	R1 , R2
03	Trapping Vs Substance	R1 , R2
04	Conversion Sequence	R1, R2
05	Impact of Internet , Size of Market	R1
06	Conceptual difference between B2B marketing and consumer marketing	R1
07	Relationship Building, The IMP Approach	R1
08	Business Goods Classification	R1
09	Case Study –Rising Sun	R1
10	Strategic Planning for Global Business Markets: Introduction	R1
11	Strategic Planning Process	R1

12	Mission ,Vision and Objectives,	R1
13	Strategy, Planning and Competitive advantage	R1
14	Value Chain Analysis	R1
15	Value Network	R1
16	Competition and Hypercompetition: The 7S Framework	R1
17	Globalization Strategy	R1
18	Case Study: Tullow Oil PLC	R1
19	Market Research: Introduction, The Need for Market Research	R1
20	Differences between Consumer and Business market Research	R1
21	Changes in Market Research	R1
22	Developing a Marketing Information System	R1
23	The Marketing Research Process	R1
24	Sampling and Validity	R1
25	Developing Questionnaires	R1
26	Analyzing the Data	R1
27	Market Potential and Sales forecasts	R1
28	Organizing for Market Research	R1
29	Managing Research Projects	R1
30	Benchmarking	R1
31	The Future of Business Marketing : Introduction	R1
32	Globalization	R1
33	Rapidly changing Technology	R1
34	Social Networking	R1
35	<b>Increased Visibility</b>	R1
36	Product Development	R1
37	Post Modern Marketing	R1
38	Value Based Marketing , Relationship Marketing	R1
39	21 <sup>st</sup> century Market Place ,Importance of Basics	R1
40	Case Study: Formica Group	R1

*\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.*

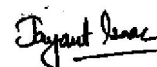
**Evaluation Scheme:**

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	24.02.2022	1-10	CB
Test 2	50 Minutes	17	22.03.2022	11-20	CB
Test 3	50 Minutes	17	26.04.2022	21-40	CB
Quizzes (2)	20 Minutes each	5 each		Continuous	CB
Comprehensive Exam	3 Hrs	40	23.05.2022	1-40	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.



**Dr.JAYANT ISAAC**  
Course Instructor

**Date: 27-01-2022**

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- II Year II Semester

Course Code	Course Title	L	P	U
MG 242	Human Resource Management	3	0	3

Course Instructor: Ms.R. Vijaya Lakshmi

Course Type: Regular

## Learning Outcomes:

After successful completion of the course student will be able to

- Discuss the scope of Human Resource Management functions.
- Develop Human Resources Plan for an organization
- Evaluate the effectiveness of Recruitment and Selection Process
- Design Performance and Potential Appraisal
- Explain Employee Training and Management Development Programs.
- Assess Compensation Management
- Explain Employee Relations, Collective Bargaining and Grievance Handling
- Describe the contemporary trends in Human Resource Management

The course is aimed at developing an understanding of human resource function to enable the students to design and structure human resource processes and practices.

Text Book T1	Human Resource Management-Text and Cases, VSP Rao, 2nd e, 2007, Excel Books
Reference book(s) R1	Personnel/Human Resource Management, 3rd e, Decenzo, David A. / Robbins, Stephen P. Prentice Hall of India, 2002
Reference book(s) R2	Personnel Management: Text & Cases, 27th e, Mamoria, C.B. /Gankar, S.V. Himalaya Publishing House, 2007
Other Resources	HR Magazine, The International Journal of HRM , <a href="http://www.peplematters.in">www.peplematters.in</a>
	People Matters, Asia Pacific Journal of HR, <a href="http://www.shrm.org">www.shrm.org</a>

Lect Nos.	Learning Objectives	Topics to be covered	Reference (Chapter/Sec./ Page Nos. (of Text/ Ref. Books)
1-4	Role of HR Executives-HRM Functions– Challenges of Human Resource Management– New Challenges for HR Executives. HR Management Competencies and Careers, Line Vs Staff Authority – Structure and Organizational Chart of HR Department. Globalization and its impact on HR- IT Systems and HR.	Introduction to HRM & HRM at Work (including case discussion)	T1/Chapter 1 & 2
5-6	Concept of Job Analysis and Design, Role analysis –Methods of Job analysis - Job Description - Job Specification – Modern Management Techniques: Job rotation – job enlargement – Job enrichment. Managing the dejobbed world, Competency mapping.	Job Analysis and Design	T1/Chapter 4
7-9	Definition – Need and Importance of HRP- Process of HRP–Levels and Types of HRP – Forecasting Demand for employees- Forecasting supply for employees-Balancing supply and demand considerations- HRP Model, Workforce Composition, HRIS	Human Resource Planning (including case discussion)	T1/Chapter 5
10-12	Definition and concept of Recruitment – Factors Affecting Recruitment–Recruitment Policy-Equal Employment, Diversity and Discrimination Issues- Sources of recruitment– Information technology and HR recruiting on the net(e-Recruitment) -Methods and Techniques of recruitment Selection Process- Person JobFit - Person Organization Fit–Elements of Selection Process	Recruitment & Selection (including case discussion)	T1/Chapter 6 & 7
13-15	Steps in the Selection Procedure – Various types of Tests – Reliability and Validity of Selection Process - Selection Interview: Methods and Process (including reference check and medical examination)Placement and induction- Competency testing systems.	Test, Interviews,	T1/Chapter 7&8
16-19	Concept of performance management and performance appraisal - Objectives of Performance Appraisal - The Appraisal Process - Traditional Methods and Modern Methods of Appraisal, (including MBO, 360 degree, Assessment Centre, Balance Scorecard, etc) –	Performance and Potential appraisal (including case discussion)	T1/Chapter 15
20-23	Importance and objectives - Distinction between Training and Development – Principles of Learning – Systems approach to Training and Development: Need Assessment, Program Design, Delivery and Evaluation On-the Job and Off-the-	Employee Training and Management Development	T1/Chapter 9 & 10

	Job Training Methods, e-learning, Competency Mapping		
24-25	Concept – Career stages -Career Anchors – Career Development Cycle – Benefits of career planning to individual as well as organization –Internal mobility: promotions, transfers, Separation and Succession planning, downshifting.	Managing Careers (including case discussion)	<b>T1/Chapter 11</b>
26-27	Objectives - Methods of Job evaluation – Factors determining compensation- Pay Structures: pay grades, broad banding and ranges. – Current trends in compensation- Executive Compensation.	Compensation Management	T1/Chapter 16
28-30	Wage and Salary Administration - Nature and Purpose Minimum Wage, Fair Wage, Living Wage - Basic Kinds of Wage Plans - Elements of a Good Wage Plan, Rewards and Incentives - Short- term –and Long-term Incentive Plans – Individual, Group and Organizational (Profit Sharing, Employee Stock Ownership Plans ) – Monetary and Non-monetary components of compensation, , Employee Benefits and Services. Payment of Bonus Act,1965, Payment of Gratuity Act 1972, Minimum Wage Act 1948, Payment of Wages Act 1936	Wage and Salary Administration Rewards and Incentives	T1/Chapter 17
31-33	Concept and purpose Industrial Relations - Collective Bargaining - Types – Process - Pre-requisites - Issues Involved - Worker Participation in Management, Trade Unions, Trade Union Act 1926, Industrial Disputes Act 1947, Factories Act 1948, Workmen’s Compensation Act 1923	Employee relations and collective Bargaining (including case discussion)	T1/Chapter 23, 25, 26
34-35	Definition of Grievance - Causes/Sources of Grievances - Grievance Redressal Machinery - Model Grievance Procedure Legislative Aspects of the Grievance Redressal Procedure in India.	Grievance Handling (including case discussion)	T1/Chapter 22
36-37	Discipline and disciplinary actions – The red hot stove rule, Domestic enquiry, Principle of Natural Justice, Dismissal and Discharge of an employee-Trade Unions.	Discipline and Disciplinary Action	T1/Chapter 22
38-42	Quality of Work Life – Concept, Strategies for Improving QWL, Family integration processes, Talent Management - PCMM- Entrepreneurship (Intrapreneurship), E-HRM, GHRM, QHRM, SHRM,Cyber Offences and penalties	Emerging trends in HRM	T1/Chapter 3, 29 & 30

*\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.*

**Evaluation Scheme:**

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage (%)</b>	<b>Date*</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	50 Minutes	16	23.02.2022	1-10	*CB
Test 2	50 Minutes	17	21.03.2022	11-20	*CB
Test 3	50 Minutes	17	27.04.2022	21-42	*CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	25.05.2022	1-42	*CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date-27-01-2022**

**Ms.R. Vijaya Lakshmi**  
**Course Instructor**



# The ICFAI University, Raipur

Faculty of Management  
Second Semester, 2021 – 2022

**Course Handout**  
**BBA- II Year II Semester**

Course Code	Course Title	L	P	U
SS202	Soft Skills	3	0	3

**Course Instructor: : Ms. RASHMI KULKARNI**

## Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the concept, importance and types of soft skills.
2. Learn the usage of effective soft skills and draw benefit from it.
3. Develop listening, writing and speaking skills.
4. Personality development and attributes of success.
5. Prepare students for interviews, group discussions and make them ready for corporate life.

Text books	
T1	Soft skills and Business Communication (SSBC) by Prof. Mahesh Kumar Soma
Reference books	
R1	Professional Communication by ArunaKoneru (Tata McGraw Hill)
	You can win by Shiv Khera (Bloomsbury)

## Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1.2	Introduction techniques, samples and classroom practical	Effective self introduction, language usage, self appraisal and communication	PC by Aruna Koneru
3,4,5	Learning basic concepts & definitions	Introduction to soft skills, Basics of Communication	PC by Aruna Koneru
6,7,8	Develop effective speaking skills – includes practical sessions	Speaking skills - Theory & Concept, Practical (Extempore)	PC by Aruna Koneru
9,10	Dressing up	Effective occasion-based dressing, power dressing, appropriate vs inappropriate dressing	NA
11,12,13,14	Discipline	Attain discipline in daily behavior, setting rules, avoid distractions and result-orientation.	SSBC by Prof. Soma
15,16,17,18	Leadership	Leadership and interpersonal skills, leading and getting along with people	YCW by Shiv Khera
19,20,21	Self awareness	SWOT analysis, career orientation based on individual SWOT, devotion towards success	PC by Aruna Koneru

22,23,24	Organizational skills	Goal charting, planning and prioritizing, effective time management	SSBC by Prof. Soma
25,26,27,28,29	Interviews and presentation	Job profile, prepare CV, cover letter, practice (in peer groups), time management and positive attitude – includes live mock sessions	PC and SSBC
30,31, 32	Public speaking	Contents, time-bound message delivery, language, confidence – includes live sessions	SSBC by Prof. Soma
33,34	Diary/ itinerary writing	Taking minutes of meeting, daily task tracking with dairy writing, event/ itinerary planning	NA
35,36	General awareness	Enhancement techniques, selective reading, web browsing, seminars/ webinar attendance	NA
37,38	Negotiations and assertiveness	Objective driven approach, quick mental calculations, give and take and deal closures	SSBC by Prof. Soma
39,40	Professionalism	Distinction between personal and professional space, avoid distractions, getting over emotions	SSBC by Prof. Soma

### Classroom Practical

S.No	Name of the Practical
1	Professional Self-introduction, Specific Skills for PI
2	Public speaking, presentation and pitch delivery
3	Mock Interviews & GD
4	Job hunting, company/ profile short-listing, professional approach

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weight age	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	23.02.2022	1-15	CB
Test 2	60 Minutes	17	21.03.2022	16- 30	CB
Test 3	60 Minutes	17	25.04.2022	31- 40	CB
Practical's	Throughout the Semester	10		---	CB
Comprehensive Exam	3 Hours	40	18.05.2022	1- 40	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Ms. RASHMI KULKARNI**  
**Instructor-In-charge**

# The ICFAI University, Raipur

Faculty of Management  
Second Semester, 2021 – 2022

Course Handout  
BBA- III Year II Semester

Course Code	Course Title	L	P	U
HS 304	Current Affairs International	3	0	3

Course Instructor: DR.JAYANT ISAAC

Course Type: Regular

## Learning Outcomes:

To impart the fundamentals of the key elements of a business organization and to provide a critical perspective on theoretical knowledge and practical approach to various functional areas of management and decision making.

## Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

## Lecture Wise Plan \*:

Session	Topics	Reference
01	<b>Israel: Introduction, Land</b>	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
02	People	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
03	Economy	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
04	Administration and Social Conditios	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
05	Cultural Life	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
06	History	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
07	Intelligence organization	<a href="https://www.britannica.com/topic/intelligence-international-relations/France#ref42304">https://www.britannica.com/topic/intelligence-international-relations/France#ref42304</a>
08	Prime ministers of Israel	<a href="https://www.britannica.com/place/Israel">https://www.britannica.com/place/Israel</a>
09	Nuclear Weapon	<a href="https://www.britannica.com/technology/nuclear-weapon/Pakistan#ref275665">https://www.britannica.com/technology/nuclear-weapon/Pakistan#ref275665</a>
10	The Israel Economy Today	<a href="https://embassies.gov.il/san-francisco/AboutIsrael/Economy/Pages/The-Israeli-Economy-Today.aspx">https://embassies.gov.il/san-francisco/AboutIsrael/Economy/Pages/The-Israeli-Economy-Today.aspx</a>
11	<b>Australia: Introduction, Land</b>	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
12	People	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
13	Economy	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
14	Government and society	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
15	Cultural Life	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
16	History	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
17	Facts and Stats: Australia	<a href="https://www.britannica.com/place/Australia">https://www.britannica.com/place/Australia</a>
18	List of notable companies based in Australia.	<a href="https://en.wikipedia.org/wiki/List_of_companies_of_Australia">https://en.wikipedia.org/wiki/List_of_companies_of_Australia</a>
19	Presentation	
20	<b>Indonesia: Introduction, Land</b>	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>

21	People	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>
22	Economy	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>
23	Government and society	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>
24	Cultural Life	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>
25	History	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>
26	Facts and Stats: Indonesia	<a href="https://www.britannica.com/place/Indonesia">https://www.britannica.com/place/Indonesia</a>
27	List of notable companies based in Indonesia	<a href="https://en.wikipedia.org/wiki/List_of_companies_of_Indonesia">https://en.wikipedia.org/wiki/List_of_companies_of_Indonesia</a>
28	Presentation	
29	<b>Singapore: Introduction, Land</b>	<a href="https://www.britannica.com/place/Singapore">https://www.britannica.com/place/Singapore</a>
30	People	<a href="https://www.britannica.com/place/Singapore">https://www.britannica.com/place/Singapore</a>
31	Economy	<a href="https://www.britannica.com/place/Singapore">https://www.britannica.com/place/Singapore</a>
32	Government and society	<a href="https://www.britannica.com/place/Singapore">https://www.britannica.com/place/Singapore</a>
33	Cultural Life	<a href="https://www.britannica.com/place/Singapore">https://www.britannica.com/place/Singapore</a>
34	History	<a href="https://www.britannica.com/place/Singapore">https://www.britannica.com/place/Singapore</a>
35	Facts and Stats: Singapore	
36	List of notable companies based in Singapore	<a href="https://en.wikipedia.org/wiki/List_of_companies_of_Singapore">https://en.wikipedia.org/wiki/List_of_companies_of_Singapore</a>
37	<i>Presentation: Singapore</i>	
38	<i>Presentation: Indonesia</i>	
39	<i>Presentation: Australia</i>	
40	<i>Presentation: Singapore</i>	

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

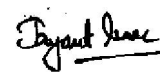
#### Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	23.02.2022	1-10	CB
Test 2	50 Minutes	17	21.03.2022	11-20	CB
Test 3	50 Minutes	17	25.04.2022	21-40	CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Exam	3 Hrs	40	16.05.2022	1-40	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.



**Dr.JAYANT ISAAC**  
Course Instructor

Date:27-01-2022

# The ICFAI University, Raipur

Faculty of Management  
Second Semester, 2021 – 2022

**Course Handout**  
**BBA- III Year II Semester**

Course Code	Course Title	L	P	U
MG312/BNK641	Money, Banking & Financial Services	3	0	3

**Instructor-in-charge: Prof. D SHADANGI**

### Learning Outcomes:

After successful completion of the course student will be able to

1. Basics of Financial Market, Money market, Capital Market
2. Know details of banking products
- 3 Identify opportunities to know about banking operations & Financial Services
4. Able to handle banking assignments with a practical knowledge in banking

Text books	
T1	Dr. M.N Gopinath Banking Operations & Management
Reference books	
R1	Principles & Practices of Banking by IIBF
R2	Money & Banking by IU Publication
SWAYAM	<a href="https://swayam.gov.in/course/management/direct">https://swayam.gov.in/course/management/direct</a> banking -law and practice

### Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	General Introduction of Money	Meaning definition salient features & function of Money	R-1
3-4	Concept of financial system in India	Introduction Money Market	<a href="https://www.bankbazaar.com">https://www.bankbazaar.com</a>
5-7	Concept of Money Market	Definition, Condition, Types and products of money market	<a href="https://www.moneycontrol.com">https://www.moneycontrol.com</a> & R-1
8-10	Concept of Capital Market	Details of capital market including equity market and debt market	R-1
11-13	Money Market Regulation	Concepts and objectives of regulator in money market	R-1
14-18	Capital Market reregulation	Role ,function ,objectives & powers of SEBI	R-1
19-23	Theory of money supply	Monetary policy of RBI, Money supply, quantitative & qualitative measures	R-1
24-28	Theory of employment and Interest	Classical & Keynesian theory of employment and Interest	R-1
29-32	Concept of Banking	Definition, role, function, customer	R-1

		relationship in banking	
33-38	Banking Products	Digital products, Liability products. and Asset products.	R-1
39-42	Banking reforms & regulatory reforms, Latest in Banking	Latest changes in Banking , Reform measures of RBI	R-1

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	24.02.2022	1-18	CB
Test 2	60 Minutes	17	22.03.2022	19- 30	CB
Test 3	60 Minutes	17	26.04.2022	31- 42	CB
Quizzes (2)	20 Minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	23.05.2022	1- 42	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Prof. D SHADANGI  
Instructor-In-charge**

**Date: 06/03/2022**

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

Course Handout

BBA- III Year II Semester

Course Code	Course Title	L	P	U
MG332	Services Marketing	3	0	3

**Course Instructor: Dr. Anand Bethapudi**

**Course Type: Regular**

### Learning Outcomes:

This course is designed to familiarize students with the necessary information about theory and practicalities of differentiation between service and Product, Marketing Strategies of Services Sector, Services Taxes, trends in services.

### Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Book	Author/Publication	Remarks
Services Marketing and Management	Audrey Gilmore /Sage Publications	R1
Management and Marketing of Services	Peter Mudie and Angela Cottam/ Routledge	R2
Marketing Plans for Services Businesses	Malcolm McDonald, Adrian Payne/ - <b>Butterworth Heinemann</b>	R3
Principles of Service Marketing and Management	Christopher Lovelock Christopher H. Lovelock/ Pearson	R4
Services Marketing Management	Peter Mudie, Angela Pirrie/Routledge	R5

### Lecture-wise Plan

Session	Topics	Reference
1	Evolution of Services Economy,	R1, R2, R3, Studymaterial
2	Significance of Services Economy	R2, R3, Studymaterial
3	Examples of Services	R1 Studymaterial
4	Definition of a Service	R1, R2 Studymaterial
5	Characteristics of a Service	R1, R3 Studymaterial
6	Differentiation between a Product and Service	R3, R4 (studymaterial-02)
7	Marketing Mix of services	R2, R4 Studymaterial
8	Services Marketing Strategies	R2, R3, R4 Studymaterial
9	Physical evidence of a service	R1, R3, R4 Studymaterial
10	Significance of a Physical evidence of a service	R1, R2, R3 Studymaterial
11	Service Quality Significance	R1, R4, R3, R2 Studymaterial
12	Measurement of services Quality	R1, R4, R3, R2, Studymaterial
13	Demand and supply of services business	R4, R4, R2 Study material



14	Management and control of services marketing	R3,R4Study material
15-16	Marketing research services businesses	R2,R3 Studymaterial
17-18	Management of the services marketing effort	R2,R3, R4 Studymaterial
19-22	Service tax provisions	R3, Studymaterial
23	Services characteristics	R4, Studymaterial
24	Service categories	R5, Studymaterial
25	Trends in services marketing	R4, Studymaterial
26	Consumer behavior	R4, Studymaterial
27	Marketing mix elements of services marketing	R4 Study Material
28	Product strategies in services marketing	R1, R4,R2 Study Material
29	Price strategies in services marketing	R1, R4,R2 Study Material
30	Place strategies in services marketing	R1, R4,R2 Study Material
31	Promotion strategies in services marketing	R4, R2, Study Material
32	Physical evidence strategies in services marketing	R3, R2,R1 Study Material
33	Process strategies in services marketing	R1, R2,R3 Study Material
34	Role of People in services marketing	R1,R3,R2, Study Material
35	Case study in Tourism & travel	R1, R2,R3 Study Material
36	Case study in medical services	R1, R4,R2 Study Material
37	Applications of services marketing	R1,R1,R3, Study Material
38	Technology role in services marketing	R1, R2 Study Material
39	Eductaional services	R1 R2, R3, Study Material
40	Entertainment in services	R1, R2, R3, Study Material

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

#### Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	25.02.2022	1-10	*CB
Test 2	50 Minutes	17	11.03.2022	11-20	*CB
Test 3	50 Minutes	17	21.04.2022	21-40	*CB
Quizzes (2)	20 Minutes each	5 each		Continuous	
Comprehensive Examination	3 Hrs	40	09.05.2022	1-40	*CB

\*CB –Closed Book Exam

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.



Date-23/02/2022

Prof.(Dr.) Anand Bethapudi  
Course Instructor

# The ICFAI University, Raipur

Faculty of Management

Second Semester, 2021 – 2022

**Course Handout**

**BBA- III Year II Semester**

Course Code	Course Title	L	P	U
<b>MG342</b>	<b>Consumer Behaviour</b>	<b>3</b>	<b>0</b>	<b>3</b>

**Course Instructor: Dr. SANJAY KUMAR YADAV**

**Course Type: Regular**

### Course Objectives:

The objective of this course is to provide students with an understanding of consumer behavior.

### Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Reference Books	Author/Publication	Remarks
Thomas Cline Publisher: Cengage Learning	Frank Kardes, Maria Cronley	R1
Consumer Behaviour,	Schiffman, Wisenbilt and Kumar	R2

### Lecture-wise Plan

Session	Topics	References
1-3	Concepts and characteristics of modern consumer behaviour	R2) R1, ,(study material-02)
4-5	Marketer's and consumer's views of Consumer behavior.	R2,(study material-02)
6-8	Introduction and concept:-Introduction market strategy and consumer behaviour	R1,(study material-02)
9-10	Market Analysis, consumer decision process	R2, R1,(study material-02)
11-12	Market segmentation of consumers, consumers motivation,	R1,R2, ,(study material-02)
13-14	Personality, values and involvement. Culture and consumer behaviour: - Meaning of culture	R1,R2, ,(study material-02)
15	Characteristics of culture	R1,R2, study material-02)
16-17	Function of culture. types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives	R1,(study material-02)
18-19	Basic areas for cross-cultural marketing, problem in cross cultural marketing. Motivation and consumer	(study material-02) , R1, R1, R2
20	Behavior: - Introduction, motives and motivation, positive or negative motivation, Consumer motives	(study material-02) , R1, R1, R2

21	Personal ,social motives, Involvement:-types of involvement	(study material-02) , R1, R1, R2
22	Measuring involvement, values, values and attitudes, means and end chain model.	(study material-02) , R1,
23-24	Perception, learning and attitudes, external influences on consumer behaviour, Perception and consumer	(study material-02) , R1, , R2,
25	behavior:- Introduction, of groups , advantages and disadvantage of groups, reference group	(study material-02) , R1,R2
26	types of reference group	(study material-02) ,R2
27	social class and consumer behavior	(study material-02) , R1, R2
28	Introduction social class categorization	, R1, R2study material-02)
29	Social class life style and buying behavior, social class and market segmentation	(study material-02) ,R1, R2,
30	social factors, social class and consumer behavior- capabilities through Internal Marketing	(study material-02) , R1, R1, R2
31	Influences of sales persons and advertising	(study material-02) , R1, R1, R2, R2,R1
32	Consumer behaviour, consumers decision process. Perception and consumer behaviour	(study material-02) , R1, R2
33	Introduction, meaning, nature, Importance and limitation of perception	(study material-02) , R1, R2,
34	Barriers to accurate perception, Sensation, perception of values, perception of process.	(study material-02) , R1, R1, R2
35	Determining consumer buying Behaviour:-Consumer purchase decision, types of decision,	(study material-02) , R1, R1, R2
36	types of decision behaviour, buying stage and situational influence	(study material-02) , R1, R2
37	models of consumer behaviour, Economic model,	(study material-02) , R1, R2,
38	learning model	(study material-02) ,R1, R2,
39	sociological model,	(study material-02)
40	Howard Sheth model of buying	(study material-02) ,R2,R1

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

### Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	16	25.02.2022	1-10	*CB
Test 2	50 Minutes	17	23.03.2022	11-20	*CB
Test 3	50 Minutes	17	27.04.2022	21-40	*CB
Quizzes (2)	20 Minutes each	5 each		continuous	*CB
Comprehensive Exam	3 Hrs	40	27.05.2022	1-40	*CB

\* CB- Closed Book Exam

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date-9<sup>th</sup> January 2022**



**Dr. SANJAY KUMAR YADAV**  
**Course Instructor**