



UNIVERSITY OF RAJASTHAN, JAIPUR

Three/ Four Year Undergraduate Programme

Faculty of Commerce

**Programme Name: UG0201–Three/ Four Year
Bachelor of Business Administration (B.B.A.)**

Subject/Discipline - Bachelor of Business Administration (B.B.A.)

(Syllabus as per NEP – 2020 and Choice Based Credit System)

Medium of Instruction: Hindi/English

Academic Session 2024-25

Programme Name: UG0201 – Three/Four Year Bachelor Business Administration (B.B.A.)

Name of University	University of Rajasthan, Jaipur
Name of Faculty	Commerce
Name of Discipline	Bachelor Business Administration (B.B.A.)
Type of Discipline	Major
List of Programme were offered as Minor Discipline	ABST/EAFM
Prerequisites	XII Pass
Offered to Non-Collegiate Students	No

Programme Outcomes (POs):

- **Business Acumen:** Acquire a strong foundation in key business disciplines, including management, finance, marketing, and operations, to effectively manage business activities.
- **Analytical Thinking:** Develop critical thinking and analytical skills to solve complex business problems and make strategic decisions.
- **Communication Skills:** Enhance both written and verbal communication abilities to clearly and effectively convey business ideas and information.
- **Leadership Development:** Cultivate leadership qualities and the ability to lead and manage teams in a variety of business settings.
- **Ethical Responsibility:** Understand and apply ethical principles in business practices, promoting social responsibility and integrity.
- **Global Awareness:** Gain insight into the global business environment, including international trade, cultural differences, and global market trends.
- **Entrepreneurial Mindset:** Foster an entrepreneurial spirit by identifying business opportunities and developing strategies for new ventures.
- **Technological Proficiency:** Develop proficiency in using modern business technologies and information systems to enhance business operations.
- **Adaptability and Innovation:** Learn to adapt to changing business environments and innovate solutions that address emerging business challenges.
- **Strategic Thinking:** Understand and apply strategic management concepts to plan and execute long-term business goals.

Programme Specific Outcomes (PSOs):

- **Business Strategy Development:** Design and implement effective business strategies that align with organizational goals and market conditions.
- **Financial Management:** Apply principles of financial management to analyze financial data, manage budgets, and make sound financial decisions.
- **Marketing Management:** Develop and execute marketing strategies that effectively promote products and services, leveraging consumer behavior insights.
- **Human Resource Management:** Implement HR practices that attract, develop, and retain talent, ensuring organizational growth and employee satisfaction.
- **Operations Management:** Optimize business operations to improve efficiency, productivity, and quality in product and service delivery.
- **Organizational Behavior Analysis:** Apply knowledge of organizational behavior to improve team dynamics, motivation, and workplace culture.
- **Entrepreneurship and Innovation:** Develop the ability to launch and manage startups, fostering innovation and business growth in entrepreneurial ventures.
- **International Business Acumen:** Understand global business operations, including international trade laws, cross-cultural management, and global supply chains.
- **Business Analytics:** Utilize data analysis tools and techniques to make informed business decisions and drive organizational success.
- **Risk Management:** Identify and manage business risks, developing strategies to mitigate potential threats to the organization.

SEMESTER-WISE PAPER TITLES WITH DETAILS

UG0201 – Three/Four Year Bachelor of Business Administration (B.B.A.)								
				Bachelor of Business Administration (B.B.A.)	Credits			
S. No.	Level	Semester	Type	Title	L	T	P	Total
1.	5	I	MJR	UG0201-BBA-51T-101-Legal Aspects of Business	6	0	0	6
2.	5	I	MJR	UG0201-BBA-51T-102-Business Communication Skills	6	0	0	6
3.	5	I	MJR	UG0201-BBA-51T-103-Fundamental of Accounting	6	0	0	6
4.	5	II	MJR	UG0201-BBA-52T-104-Business and Management	6	0	0	6
5.	5	II	MJR	UG0201-BBA-52T-105-Strategic Management	6	0	0	6
6.	5	II	MJR	UG0201-BBA-52T-106-Business Economics	6	0	0	6
7.	6	III	MJR	UG0201-BBA-63T-201-Fundamentals of Company Law	6	0	0	6
8.	6	III	MJR	UG0201-BBA-63T-202-Entrepreneurship and Small Business Management	6	0	0	6
9.	6	III	MJR	UG0201-BBA-63T-203-International Business	6	0	0	6
10.	6	IV	MJR	UG0201-BBA-64T-204-Marketing Management	6	0	0	6

11.	6	IV	MJR	UG0201-BBA-64T-205-Human Resource Management	6	0	0	6
12.	6	IV	MJR	UG0201-BBA-64T-206-Tourism Marketing	6	0	0	6
13.	7	V	MJR	UG0201-BBA-75T-301-Human Resource Development	6	0	0	6
14.	7	V	MJR	UG0201-BBA-75T-302-Advertising and sales Promotion	6	0	0	6
15.	7	V	MJR	UG0201-BBA-75T-303-Services Marketing	6	0	0	6
16.	7	VI	MJR	UG0201-BBA-76T-304-Organizational Behaviour	6	0	0	6
17.	7	VI	MJR	UG0201-BBA-76T-305-Research Methods in Business Management	6	0	0	6
18.	7	VI	MJR	UG0201-BBA-76P-306-Project Report & Viva-Voce	0	0	6	6

Examination Scheme

- 1 credit = 25 marks for examination/evaluation
- For Regular Students there will be Continuous Assessment, in which sessional work and the terminal examination will contribute to the final grade. Each course in Semester Grade Point Average (SGPA) has two components- Continuous assessment (20% weightage) and (End of end-semester examination) EoSE (80% weightage).
- For Regular Students, 75% Attendance is mandatory for appearing in the EoSE.
- To appear in the EoSE examination of a course/subject a regular student must appear in the mid-semester examination and obtain at least a C grade in the course/subject.
- Credit points in a Course/Subject will be assigned only if, the regular student obtains at least a C grade in the CA and EoSE examination of a Course/Subject.
- In the case of Non-Collegiate Students there will be no Continuous assessment and credit points in a course/subject will be assigned only if, the non-collegiate student obtains at least a C grade in the EoSE examination of a Course/Subject.

Letter Grades and Grade Points

Letter Grade	Grade Point	Marks Range (%)
O (Outstanding)	10	91 – 100
A+ (Excellent)	9	81 – 90
A (Very good)	8	71 – 80
B+ (Good)	7	61 – 70
B (Above average)	6	51 – 60
C (Average)	5	40 – 50
P (Pass)	4	
F (Fail)	0	
Ab (Absent)	0	

Examination Scheme for Continuous Assessment (CA)

DISTRIBUTION OF CONTINUOUS ASSESSMENT (CA) MARKS

S. No.	CATEGORY	Weightage (out of total internal marks)	THEORY					PRACTICAL			
			CORE (Only Theory)	CORE (Theory + Practical)	AEC	SEC	VAC	CORE (Theory +Practical)	SEC	VAC	
	Max Internal Marks		30	20	20	10	10	10	10	10	
1	Mid-term Exam	50%	15	10	10	5	5	5	5	5	
2	Assignment	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
3	Attendance	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
		Regular Class Attendance	= 75%	3	2	2	1	1	1	1	1
			75-80%	4	3	3	1.5	1.5	1.5	1.5	1.5
			80-85%	5	4	4	2	2	2	2	2
			> 85%	7.5	5	5	2.5	2.5	2.5	2.5	2.5

Note:

1. Continuous assessment will be the sole responsibility of the teacher concerned.
2. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
3. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
4. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
5. Colleges are advised to keep records of continuous assessment, attendance etc.

Examination Scheme for EoSE:

The question paper consists of **three** parts A, B & C.

PART-A: 20 Marks

Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

PART-B: 20 Marks

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 10 marks each.

PART-C: 80 Marks

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.

Examination Scheme for EoSE

CA – Continuous Assessment
EoSE – End of Semester Examination

Type of Examination	Course Code and Nomenclature	Duration of Examination	Maximum Marks	Minimum Marks
Theory	UG0201-BBA-51T-101- Legal Aspects of Business	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-51T-102- Business Communication Skills	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-51T-103- Fundamental of Accounting	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-52T-104- Business and Management	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE-32Marks
Theory	UG0201-BBA-52T-105- Strategic Management	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-52T-106- Business Economics	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-63T-201- Fundamentals of Company Law	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm-8Marks EoSE- 48 Marks
Theory	UG0201-BBA-63T-202- Entrepreneurship and Small Business Management	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-63T-203- International Business	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-64T-204- Marketing Management	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-80 Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-64T-205-	Midterm-1 Hr	Midterm-30	Midterm-

	Human Resource Management	EoSE-3 Hrs	Marks EoSE-80 Marks	12Marks EoSE- 48 Marks
Theory	UG0201-BBA-64T-206- Tourism Marketing	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-75T-301- Human Resource Development	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-75T-302- Advertising and sales Promotion	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-75T-303- Services Marketing	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Theory	UG0201-BBA-76T-304- Organizational Behaviour	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE-32Marks
Theory	UG0201-BBA-76T-305- Research Methods in Business Management	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks
Practical	UG0201-BBA-76P-306- Project Report & Viva- Voce	Midterm-1 Hr EoSE-3 Hrs	Midterm-30 Marks EoSE-120Marks	Midterm- 12Marks EoSE- 48 Marks

**Syllabus UG0201-B.B.A.
Semester-I B.B.A.**

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Legal Aspects of Business

Paper Code: UG0201—BBA-51T-101

Semester: I

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
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I	UG0201—BBA-51T-101	Legal Aspects of Business	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to Theory commercial situations.

Unit I

Law of contract: Nature of contract, Classifications, Offer and Acceptance, Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performance of Contract, Discharge of Contract, Remedies for breach of contract.

Unit-II

Special Contracts: Indemnity and Guarantee, Bailment and Pledge, Agency.

Unit-III

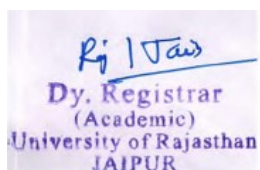
Sale of Goods Act: Formation of Contract of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale, Unpaid seller, sale by auction.

Unit-IV

The Limited Liability Partnership Act, 2008: Salient Features and Nature of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Incorporation Document, Incorporation by Registration, Registered office of LLP and change therein, Change and Rectification of name of LLP, Partners and Designated Partners, Partners and their Relations, Extent and limitation of liability of LLP and Partners, Conversion into LLP.

Suggested Books and References:

1. Kuchal, M.C. and Kuchhal Vivek : Business Laws, Vikas Publishing House, Noida (UP).
2. Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
3. Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata



4. Kapoor, N.D. : Business Law , Sultan Chand & Sons, New Delhi
5. Tulsian P.C., Tulsian Bharat, TulsianTushar: Business Laws, S.Chand Publishing.
6. Chandra, P.R. : Business Law, Galgotia, New Delhi
7. The Indian Contract Act, 1872- Bare Act.
8. The Sale of Goods Act, 1930- Bare Act.

Course Learning Outcomes:

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Business Communication Skills

Paper Code: UG0201—BBA-51T-102

Semester: I

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UG0201—BBA-51T-102	Business Communication Skills	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

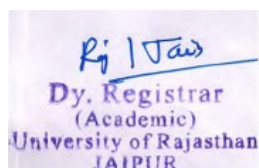
Detailed Syllabus

Objectives of the Course:

1. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program.
- 2- To understand the various types of business communication media are covered.
- 3-This course also develops an awareness of the importance of succinct written expression to modern business communication. Objectives for Business Communication:

Unit I

Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication. Media of Communication: Written, oral, face to face, Visual,



audio-visual, modern media-telex, fax, Tele Conferencing. E-mail media, Non-verbal communication, Kinesics Effects, Comprehension of reality.

Unit II

Barriers to Communication: Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality. Socio-Psychological barriers.

Unit III

Business Letters: Layout, kinds of business letter - Interview, Appointment. Acknowledgement, Promotion, Inquiries, Replies, Orders. Sales. Circular, Complaints.

Unit IV

Theory Aspects of Business Communication: Report Writing, Public Speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

Suggested Books and References:

1. Business Communication- K.K. Sina, Galgotia Publishers Cooperative. New Delhi.
2. Media and Communication Management - C.S. Rayudu, Himalaya Publishing House, Bombay.
3. Essentials of Business Communication, Rajendra Pal and J.S. Korlhali-Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh- Deep & Deep Publication Pvt.Ltd., New Delhi.
5. Business Correspondence and Report Writing - R.C. Sharma, Krishna Mohan- Tata Mc Graw-Hill Publishing Company Ltd., New Delhi.
6. Business Communication-M. Balasubrahmanyam- Vani Education Books.
7. Business Communication- H.S.Pandey and Nilima Pareek (RBD Jaipur.)

Course Learning Outcomes:

1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction,
2. Write effective and concise letters and memos,
3. Prepare informal and formal reports, Proofread and edit copies of business correspondence.
4. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage, Use e-mail effectively and efficiently,
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilise electronic presentation software.

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Fundamental of Accounting

Paper Code: UG0201—BBA-51T-103

Semester: I

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UG0201—BBA-51T-103	Fundamental of Accounting	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To impart Conceptual Knowledge of Accounting.
2. To provide knowledge and understanding of financial statements of a business.
3. To prepare profit and loss account and balance sheet.

UNIT I

Meaning and definition of Accounting and Book Keeping, Accounting Process, Objective, Users, Limitations and Basic Terminology of Accounting. Accounting Concepts, Conventions and Equation. Generally Accepted Accounting Principles. Indian Accounting standards and IFRS.

UNIT II

Accounting equations, Types of accounts, Rules of Debit and Credit. Recording transactions in Journal and Subsidiary books: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book and Cash Book. Preparation of Ledger Accounts. Preparation of Trial Balance.

UNIT III

Depreciation Accounting: meaning, features, need and methods of Charging Depreciation, Provisions and Reserves, Difference between Provisions and Reserves. Bank Reconciliation Statement: Need and Preparation of Bank Reconciliation Statement. Errors and their Rectification.

UNIT IV

Preparation of Financial Statements: Preparing Trading Account, Profit and Loss Account and Balance Sheet with adjustments for a Sole Proprietor. Preparation of Accounts of Non-Profit Organization: Preparing Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Suggested Books and References:

1. Sharma, Shah, Mangal, Agarwal: Financial Accounting, RBD, Jaipur.
2. Jain, Khandelwal, Pareek, Dave: Financial Accounting, Ajmera Book Company, Jaipur.
3. Agrawal, Sharma, Purohit, Sharma: Financial Accounting, Shivam Book House, Jaipur.
4. Tulsian: Financial Accounting: Sultan Chand & Sons, New Delhi.
5. Maheshwari S.N.: Financial Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.
6. Monga J.R.: Financial Accounting, Mayur Paper Book, New Delhi.

Course Learning Outcomes:

1. Understanding of the Basic Concepts and Process of Accounting.
2. Ability to Prepare Journal, Subsidiary Books, Ledger and Trial Balance of a Business.
3. Ability to Prepare Trading, Profit and Loss Account and Balance Sheet.

**Syllabus: UG0201-B.B.A.
Semester-II B.B.A.**

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Business and Management

Paper Code: UG0201—BBA-52T-104

Semester: II

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UG0201—BBA-52T-104	Business and Management	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm-30 Marks	Midterm -12 Marks	
EoSE-3 Hrs		EoSE-120Marks	EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

Unit I

Business & Management: Features and scope of Business. Elementary knowledge of Trade, Industry and Commerce, Types of Industries, Forms of ownership- Sole trading, Partnership, Company, Cooperatives, Joint sector, Public Enterprises.

Unit-II

Concept of management, Nature and scope of management. Management Functions, An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Principles of Management,

Planning: Nature and components of planning. Types of Plans, Process of planning, Effective planning

Unit-III

Decision-making: Process and Techniques of decision-making. Management by Objectives (MBO); Organisation: Definition, Principles of organisation, Forms of structure, Formal and informal Organisation, Delegation of authority. Coordination: Principles and Techniques of coordination, Effective coordination

Unit-IV

Direction; Meaning & Principles of Leadership: Function and Theories of Leadership, Leadership Styles. Motivation: Human needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, and Victor Vroom) Managerial Control: Nature and process of control, Techniques of control elementary knowledge only. Effective control system

Suggested Books and References:

1. Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).
2. Koontz and Weinrich--Essentials of Management (Tata McGraw Hill Co.)
3. Newman, Warren & McGill--The process of management (Prentice-Hill of India Pvt, Ltd.)
4. Terry and Franklin --Principles of Management (All India Travellers Booksellers)
5. Joseph.L Massie--Essentials of management (Prentice Hall of India)
6. Stoner, Freeman and Gilbert- -Management (Prentic Hall of India)
7. Robert N. Lussier-M, Lussier--Management Fundamentals (South-Western college Publishing)
8. Dr B.S. Mathur--Principles of Management (National Publishing House, Chaura Rasta, Jaipur)
9. M.J. Mathew--Business Management(Sheelsons, Jaipur) G.S. Sudha--Business Management (RBSA, Jaipur)

Course Learning Outcomes:

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.

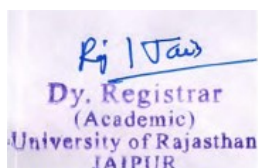
Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Strategic Management

Paper Code: UG0201—BBA-52T-105

Semester: II

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
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II	UG0201—BBA-52T-105	Strategic Management	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm 8 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To integrate and apply learning to strategic decision making in organisations.
2. To explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

UNIT I

Introduction: Meaning of Strategic: Management, Role of Strategic Management, Process of Strategic Management, Limitations of Strategic Management, Organizational Mission, Vision, Objectives and Goals.

UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.

UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.
Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

UNIT IV

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic valuation and Control.

Suggested Books and References:

1. David, F.R. (1997), Cases in Strategic Management, New Jersey : Prentice Hall.
2. Prasad, L.M. (1995), Business Policy & Strategy, New Delhi : Sultan Chand & Sons.
3. Jauch, L.R. & Glueck, W.F. Business Policy and Strategic Management, McGraw- Hill.

4. Ramaswamy, V.S. & Namakumari, S., Strategic Planning Formulative of Corporate Strategy, Delhi: Macmillan India.
5. Azhar Kazmi: Strategic Management.

Course Learning Outcomes:

1. Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
4. Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Business Economics

Paper Code: UG0201—BBA-52T-106

Semester: II

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	UG0201—BBA-52T-106	Business Economics	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture,-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. The objective of this course is to acquaint the students with concepts and techniques used in Micro & Macro Economic theory and to enable them to apply this knowledge in Business decision-making.
2. Business economics also aims to help students understand the broader economic environment in which businesses operate, including the macroeconomic factors that affect the overall performance of the economy.

UNIT -I

Business Economics- Meaning, Nature and Scope, Role of Business Economics in Business.

Central problems of the economy. Micro Economics & Macro Economics: Concept & aim; Scope. Role of Micro and Macro Economic Analysis in Formulation of Business Decisions, Difference and Interdependence of Micro and Macro Economic Analysis. Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility, Consumer's Surplus.

UNIT-II

Indifference Curve-Meaning, Characteristics, Consumer's Equilibrium, Income Effect, Price Effect and Substitution Effect.

Demand Analysis, Law of Demand, Elasticity of demand and its measurement and significance.

Supply and Law of Supply, Elasticity of supply.

Demand Forecasting.

Revenue and Cost Analysis: Revenue Analysis, Relationship between Total Revenue, Marginal Revenue and Average Revenue. Various concepts of cost, short and long run cost curves.

UNIT-III

Production Function – Types of Production functions, Laws of Returns, Law of Variable Proportions, Returns to scale, Isoquant curves, Expansion path.

General Theory of Price Determination. Role of Time Element in Price Determination.

Market Analysis: Price and Output determination under Perfect Competition, Monopoly, Discriminating Monopoly, Imperfect

Competition and Oligopoly: Price Leadership and Kinked Demand Curve.

Unit-IV

Business Cycles-Theories and Phases.

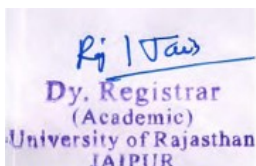
Factor Pricing: Determination of Rent, Wages, Interest and Profit.

Marginal Productivity theory of Distribution.

National Income and its measurement, National Income and Its relationship with Economic welfare.

Suggested Books and References:

1. D.M. Mithani: Fundamentals of business and managerial economics, Himalaya Publishing House.
2. Mote and Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi.



3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. B.P. Gupta: VyavsayikArthashastra (Hindi), Malik and Company, Jaipur.
5. Agarwal and Agarwal: VyavsayikArthshastra, (Hindi) Ramesh Book Depot., Jaipur.
6. M. D. Agarwal and Som Deo: Business Economics, Ramesh Book Depot, Jaipur.
7. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.

Course Learning Outcomes:

1. Business economics courses should encourage students to develop critical thinking skills, including the ability to evaluate economic arguments and theories, identify biases, and make well-reasoned judgments.
2. Overall, the outcome of a course in business economics should be to equip students with the knowledge and skills necessary to make informed decisions in the complex and dynamic business environment. Graduates of business economics programs should be able to apply economic principles and analytical skills to solve business problems and make strategic decisions that contribute to the success of their organizations.



**Syllabus: UG0201-B.B.A.
Semester-III- B.B.A.**

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Fundamentals of Company Law

Paper Code: UG0201—BBA-63T-201

Semester: III

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UG0201—BBA-63T-201	Fundamentals of Company Law	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013.

UNIT I: Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil. Formation and Incorporation of company- Promoters and their legal position, pre- incorporation contract and provisional contract, online registration of a company, Certificate of Incorporation. Memorandum of Association, Articles of Association - Doctrine of Constructive Notice and Indoor Management.

UNIT II: Prospectus: Meaning and Definition – Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.

Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities - Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy-back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.

UNIT III: Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number (DIN), Appointment of Director, Qualification and Dis-Qualifications. Legal Position, Powers and Duties, Removal of Director, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors.

Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director.

UNIT IV: Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders.

Winding-up of Company: Meaning of winding-up, Dissolution of Company, Conceptual understanding of Winding-up by the Tribunal, Compulsory Winding-up, Members' Voluntary Winding-up, Creditors' Voluntary Winding-up.

Suggested Books and References:

1. Avtar Singh, Indian Company Law, Eastern Book Company.
2. Roy & Das, Company Law, Oxford University Press.
3. GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.
4. C.R. Datta, Datta on the Company Law; Lexis Nexis, Butterworths Wadhwa, Nagpur.
5. K.C. Garg, R.C. Chawla, Vijay Gupta : Company Law; Kalyani Publishers.
6. Kuchhal M.C., Modern Indian Company Law, Shri Mahavir Book Depot, Delhi.
7. H.K. Saharay, Company Law; Universal Law Publishing Co., Delhi.
8. V.S. Datey, Guide to Tax and Corporate Laws; Taxmann, New Delhi.
9. Shukla S.M., Company Adhinyam evam Sachiviya padhati
10. Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi

Course learning outcome:

1. Understand the regulatory aspects and the broader procedural aspects involved in different companies covered in Companies Act.
2. Comprehend the process and legal documents of formation and incorporation of a company.
3. Acquire an understanding of the process and documents for raising capital for the company.
4. Understand the process of company meetings and corporate decision making. Develop an understanding of the winding up process.

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Entrepreneurship and Small Business Management

Paper Code: UG0201—BBA-63T-202

Semester: III

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UG0201—BBA-63T-202	Entrepreneurship and Small Business Management	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To inspire students and help them to imbibe an entrepreneurial mind-set.
2. To familiarise with the basic concept, role and structures of Entrepreneurship and Small Business Management.
3. To understand the latest trends and developments in Entrepreneurship.
4. To create awareness about government programmes and schemes for Entrepreneurs.
5. To analyse and solve the problems of Entrepreneurship and Small Business Management.

UNIT I: Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.

UNIT II: Entrepreneurs from Rajasthan, Rural Entrepreneurs, Technopreneurship, Agripreneurs, Women Entrepreneurs, Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

UNIT III: Concept of Small and Medium Enterprises, Role of Small and Medium Enterprises, Policies Governing Small and Medium Enterprises in India, Management of Small and Medium Business Enterprises, Role of Financial Institutions Promoting Small and Medium Enterprises.

UNIT IV: Start up process of Small Enterprises, Organization Structure of Small Scale Industries in India, Taxation benefits and Concessions to Small Scale Industries in India, Problems of Small Scale Industries in India.

Suggested Books and References:

1. Rao, T. Venkateswara & Pareek, Udai, Developing Entrepreneurship, New Delhi learning system company.
2. Bhansali, Entrepreneurship Development, HPB.
3. Sharma, Pradeep, Entrepreneurship and Small Business management, RBSA, Jaipur.
4. Desai, Drevasant, Fundamentals of Entrepreneurship and Small business management, Himalya Publishing House Pvt. Ltd.
5. Patna, K.K., Fundamentals of Entrepreneurships, Himalya Publishing House Pvt. Ltd.
6. Shrivastava, S.B., A Theory Guide to Industrial Entrepreneurship, Sultan Chand & Sons.

Course Learning Outcome

1. Develop understanding about entrepreneurship and successful entrepreneurs.
2. Develop an entrepreneurial mind set, learning key skills such as negotiation, personal selling and communication.
3. Understand the thought process of entrepreneur and understand their strength, weakness and decision making power from an entrepreneurial perspective.

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: International Business

Paper Code: UG0201—BBA-63T-203

Semester: III

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UG0201—BBA-63T-203	International Business	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

To impart the knowledge of Indian and International Business

Unit I: International Trade Theory: Absolute advantage theory, Law of Comparative advantage, Opportunity Cost Theory: Production Possibility Curve with opportunity costs and relative commodity prices basis and

gains from trade under constant costs. Production Possibility Curve with increasing costs, Community Indifference Curve, Equilibrium in Isolation.

Unit II: Gains from Trade- Gains From trade with increasing costs, Gains from exchange and specialization, Offer Curves: Terms of Trade. International Business Environment- Nature of Business Environment- Micro and Macro Environment, Environmental Analysis- SWOT Analysis, PESTLE Analysis, Scanning- Globalization.

Unit III: Factor Endowments and the Heckscher – Ohlin Theory- Meaning of Factor Endowment; Assumptions of the theory, Interpretation of Heckscher Ohlin Theorem, General equilibrium framework of Heckscher Ohlin Theorem, Diagrammatic presentation of the theory. Factor Price equalisation and income distribution.

Unit IV: International Trade Policy- Tariffs: Definition, Types Partial equilibrium analysis of a tariff, Effects of a tariff on consumer and producer surplus, Cost and benefit analysis of tariff. Rate of effective protection, General equilibrium analysis, Optimum tariff.

Non-Tariff Barriers and the New Protectionism: Quota – comparison with tariff, Voluntary Export Restraints, Technical, Administrative and other regulations. International Cartels, Dumping, Export Subsidies, Strategic trade policies.

Suggested Books and References:

1. V. K. Bhalla, S. Shiva Ramu, International Business, Environment and Management, Anmol Publications Pvt Ltd, New Delhi
2. Srinivasan, T. N.: Developing Countries and Multilateral Trading System, OUP, Delhi
3. Francies Cherunilam, “International Business – Text and Cases”, PHI Pvt. Ltd, New Delhi
4. V Sharan, International Business, Pearson Education, New Delhi
5. Janet Morrison – The Global Business Environment-Palgrave Mcmillan Publishers , New Delhi
6. Debra Johnson, Colin Turner – International Business – Routledge Publishers , New Delhi
7. Aswathappa - International Business- Tata McGraw Hill, New Delhi
8. Justin Paul - International Business - PHI Publishers , New Delhi

Course Learning Outcome

1. To identify the concepts of International Business
2. To evaluate the concepts of business environment that influences International Business
3. To appraise the theories of doing business at International level
4. To evaluate the Tariff and non-tariff barriers.
5. To develop strategies for doing business at International level.

**Syllabus: UG0201-B.B.A.
Semester-IV - B.B.A.**

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Marketing Management

Paper Code: UG0201—BBA-64T-204

Semester: IV

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
IV	UG0201—BBA-64T-204	Marketing Management	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To familiarize with the basic concepts, and techniques of marketing management
2. To understand the behaviour of consumers
3. To create awareness of marketing mix elements, and
4. To analyse and solve marketing problems in the complex and fast changing business environment.

UNIT-I Introduction to Marketing and Marketing Management, Marketing Concepts. Consumer and buying behaviour. Market segmentation, targeting and positioning.

UNIT-II Product Decisions - concept of a Product, Classification of products, Product mix decisions- Product line and product mix, Brand. New Product Development- Steps, Product Life Cycle- Stages and strategies

UNIT-III Marketing environment- macro and micro components and their impact on marketing decisions; Marketing mix –Price, Place, Promotion and Physical Distribution. Price Decisions - Pricing objectives, Factors affecting price determination, Pricing policies and constraints, Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

UNIT-IV Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Suggested Books and References:

1. K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.
2. Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, Prentice Hall of India, New Delhi.
3. Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi,
4. Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi
5. Stanton, Etzel, Walker, FUNDAMENTALS OF MARKETING, Tata-McGraw Hill, New Delhi.
6. Saxena, Rajan, MARKETING MANAGEMENT, Tata-McGraw Hill, New Delhi.
7. McCarthy, E.J., BASIC MARKETING: A Managerial Approach, Irwin, New York.

Course Learning Outcome:

1. Critically evaluate the key analytical frameworks and tools used in marketing
2. Apply key marketing theories, frameworks and tools to solve Marketing problems
3. Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
4. Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment
5. Critically evaluate the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings
6. Evaluate and act upon the ethical and environmental concerns linked to marketing activities

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: Fundamentals of Human Resource Management

Paper Code: UG0201—BBA-64T-205

Semester: IV

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
IV	UG0201—BBA-64T-205	Fundamentals of Human Resource Management	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm-30 Marks	Midterm -12 Marks	

EoSE-3 Hrs	EoSE-120Marks	EoSE- 48 Marks
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Objectives of the Course:

This course aims at acquainting students with the knowledge of Human Resource Management.

UNIT I: Human Resource Management- Meaning, Definition, Importance, Concept of HRM, Functions of HRM, Role and Competencies of HR Manager. HRM vs Personnel Management. Human Resource Planning: Concept, Objectives, Need and Process of HRP.

UNIT II: Job Analysis: Meaning and Definitions, objectives, Uses, Process and Techniques of Job Analysis.

Job description and Job Specification: Meaning and definition of Job Description, Contents and Characteristics of a good Job Description, Meaning of Job Specification, Job Description vs Job Specification.

UNIT III: Recruitment: Meaning and Definitions, Recruitment Process, Factors Affecting Recruitment, Sources of Recruitment.

Selection: Meaning and Definitions, Selection Process.

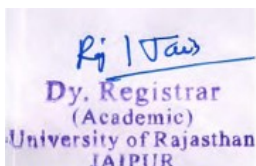
Placement: Concept, Principles of Placement.

UNIT IV: Training: Definition and Meaning, Need and Importance of Training, Steps in Systematic Training Plan, Training Methods and Techniques. Performance Appraisal: Meaning and Definition, Objectives, Performance Appraisal Process, Methods of Performance Appraisal.

Suggested Books and References:

1. D'Çenzo, David A. & Stephen P. Robbins: Human Resource Management, John Wiley and Sons, New Delhi.
2. Ian, Beardwell and Len Holden: Human Resource Management, MacMillan, Delhi.
3. Dessler, Garry: Human Resource Management, Prentice Hall of India, New Delhi.
4. Saiyadain Mirza S.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi.
5. Chhabra, T.N.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi.
6. Dwivedi, R.S.: Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Company, New Delhi.
7. Harzing, A.W. and Joris Van Ruysseveldt: International Human Resource Management: An Integrated Approach, Sage Publication, London.
8. Seema Sanghi: Human Resource Management, Vikas Publishing House.
9. S.S. Khanka: Human Resource Management S. Chand Publishing.
10. Sharma and Surana: Sevivargiya Prabandh evam Audyogik Sambandh (Hindi).

Course Learning Outcome



1. Understand and demonstrate the concept of HRM, Job Analysis, Job Design, Recruitment, Selection, Placement and Performance Appraisal.
2. Apply HR Managers quality, Methods and Techniques of Training and Performance at personal and business level.

Name of the Programme: Three/ Four Year Bachelor of Business Administration

Title of the Course: TOURISM MARKETING

Paper Code: UG0201—BBA-64T-206

Semester: IV

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
IV	UG0201—BBA-64T-206	TOURISM MARKETING	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture- Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

Objectives of the Course:

1. To enhance the students with the concept of marketing and its role in the promotion of tourism products
2. To make the students aware of various tour packages and the use of technology in marketing
3. Familiarize the students with the various marketing strategies adopted by major tour operators
4. To provide student basic understanding of tourism marketing.
5. Students will learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies.
6. The course will provide both theoretical and applied understanding.

Unit I

Travel Agency and Tour operation Business History, growth and present status of Travel agency; Definition & Functions of Travel agency and Tour operator, Organizational Structure, Procedure to become a travel agent or Tour operator, Approval by Ministry of Tourism, Approval by Department of Tourism.

Unit II

Tourism Marketing: Service characteristics of Tourism, Unique features of tourist demand and tourist product, Tourism marketing mix, Marketing of tourism services, Marketing of Airlines, Hotels, Travel

agencies and other tourism related services, Challenges and strategies, Measuring and forecasting tourism demand, Forecasting methods, Managing capacity and demand.

Unit III

Tourism products Tourism Products- Definition, concept, nature, characteristics of tourism products. Natural and Man-made tourism resources in India Flora and fauna, Wildlife sanctuaries – National parks – Biosphere reserves – Mountain Tourist Resources and Hill stations – Islands – Beaches –Deserts of India. Major tourism circuits of India- Religious Circuits – Heritage Circuits- monuments. Socio- cultural resources of India as a tourist product: Religion- fairs and festivals- handicrafts- performing arts- customs and traditions- folklore-cuisine.

Unit IV

Tour Packaging & Costing Definition, types, forms, and components of package tour; advantages and disadvantage of package tours; promotion of tour packages; media selection criteria. Costing - Components, considerations; FIT costing and group costing; pricing strategies and distribution mechanism.

Suggested Books and References:

1. Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991).
2. Foster, Dennis L. An Introduction to Travel and Tourism (1994)
3. Chand, Mohinder, Travel Agency Management- An Introductory Text (New Delhi, 2003)
4. Jha, S.M., Tourism Marketing (Mumbai, 1998)
5. Jha, S.M., Service Marketing (Mumbai, 2000)
6. Kotler, P., et.al., Marketing Places (USA, 1993)
7. Kotler, P., et.al., Marketing for Hospitality and Tourism (Singapore, 1996)
8. Morgan.M.,et.al., Advertising in Tourism and Leisure (UK, 2000)

Course Learning Outcome

1. Students get an overview of the concept of marketing and its role in the promotion of tourism products
2. Students are exposed to various tour packages and the use of technology in marketing
3. Students obtain knowledge about various marketing strategies adopted by major tour operators