

TRIPURA UNIVERSITY

Department of Business Management

BBA CBCS Syllabus

Session 2015-16

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BBA (1st Semester)

BMGT 101C

PRINCIPLES AND PRACTICE OF MANAGEMENT

1. FRAME WORK OF MANAGEMENT:

- A. Nature of management: management & administration, management science or art, management as a profession, applying management theories in practice, effective management and different managerial effectiveness approaches.
- B. Development of management thoughts: early thinking about management, importance to study management theories, evolution of management theory, scientific management school (Frederick W. Tylor, Henry) classical organisation theory school, the behavioural school, relation theories, management science school, the system approach.
- C. Management process & skills: management functions, management roles, levels of management, management skills, and functional areas of management.
- D. Managers & environment: concept of environmental, changing Indian business environment, challenges before Indian managers.
- E. Social & ethical issues in management: social responsibility of managers, social responsibility & business, social responsibility in India, ethical issues in management, values, value system of Indian managers.

2. PLANNING:

- A. Fundamentals of planning: concept, nature, importance, steps, types of planning, barriers in effective planning, planning in Indian organisations.
- B. planning premises & forecasting: concept of planning premises, forecasting, sales & demand forecasting.
- C. Strategic & operational plans: formulation of strategy, strategy implementation, policy procedures, methods, rules, project, budget.
- D. Missions & objectives: formulation of mission statement, hierarchy of objectives, role of objectives, management by objectives, MBO in Indian organizations.
- E. Decision making: types of decisions, decisions making process, individual VS group decision, problem solving, problem solving approaches.

3. ORGANISING:

- A. Fundamentals of organising: various organisation theories, steps in organising, factors affecting organisation structures.

B. Design of organisation structure: formal organisation informal relationship in formal organisation structure, departmentation, span of management & chain of command & de-centralisation.

C. Forms of organisation structure: line organisation structure, line & staff organisation, matrix organisation structure, team based organisation structure (committee organisation).

D. Delegation of authority: concept of authority, sources of authority, limits of authority, authority & responsibility, delegation of authority.

4. STAFFING:

A. Fundamentals of staffing: traditional view of staffing, staffing concepts, manpower planning, job analysis, changing human resources management scenario.

B. Recruitment & selection: job & position descriptions, sources of recruitment, legal considerations in selection process, selection tests, interview.

C. Training & development: concept of training & development, training programs, management development programmes.

D. Performance appraisal & compensation: informal appraisals, formal systematic appraisals & promotion.

5. DIRECTING AND CONTROLLING:

A. Fundamentals of directing: concept of direction, direction & supervision, directing & human factor.

B. Motivation: concept, theories of motivation, generation gaps & motivational aspects, motivation & small business, motivational applications.

C. Leadership: defining leadership, traits, behavioural & contingency approach to leadership, leadership styles, situational leaderships, leadership development.

D. Fundamentals of controlling: concept, steps & types of controlling, design of effective control system, controlling & management by exception.

E. Operations control techniques: financial control (budgetary control, control through costing, break-even analysis), quality control, inventory control (economic order quantity, selective inventory control techniques).

F. Overall control techniques: management information systems, management audit, management control system an introduction.

SUGGESTED BOOKS:

1. Management- tasks, responsibilities, practices	by C. B. Gupta	TATA McGraw Hill
2. Management- text & cases	by L.M. Prasad	Sultan Chand Publishers
3. Management- text & cases	by V.S.P. Rao	Himalaya Publication
4. Management Tasks, Responsibilities & Practises	by Peter F. Drucker	Allied Publishers
5. Essentials of Management- An Internationals Perspective	by Harold Koont, Hein Wehrich	TATA McGraw Hill

1. NATURE & PROCESS OF COMMUNICATION:

Defining communication and its nature, Role or purpose of communication, Classification of communication, Process of communication, General problems in communication, Barriers to communication, Conditions for effective communication, Characteristics of successful communication.

2. FUNCTIONAL COMMUNICATION:

a. Effective listening: Meaning & Concept of listening, Contributors to poor listening, Profile of a good listener, How to increase listening efficiency.

b. Effective Presentation: Meaning & Importance of presentation, Why presentation is a difficult job, steps towards mastering the art of Oral Presentation.

c. Non-Verbal Communication: Personal Appearance, Posture, Gestures, Facial Expression, Eye-Contact, Space Distancing etc.

3. BUSINESS CORRESPONDENCE I:

a. Meaning & Need for Business Correspondence, Meaning of Business Letter-Purpose, Qualities, Structure, Layout and form. Types of Business Letter, Concept, Principles and Drafting.

b. Notice, Agenda & Minutes: Concept & Meaning, Rules, Principles, Drafting of different types of Notice, Agenda & Minutes.

4. BUSINESS CORRESPONDENCE II:

c. Circulars: Meaning, Principles, difference between Notice and Circular, different purposes of writing Circulars, Drafting of different Circulars.

d. Report Writing: Definition, Principles, Objectives, Importance, Types, Drafting of Letter Reports.

e. Press Release: Meaning, Concept & Rules, Drafting Press Release.

5. ENGLISH PROFICIENCY:

a. English Composition: Editorial Letters/ Paragraph/ Précis Writing.

b. English Comprehension: Answering short/ multiple type questions after perusal of a given passage.

c. General Grammar: Using of Articles, Prepositions, Verbs etc. (to fill in the blanks), Correction of faulty sentences, Selection of appropriate words or its form, selection of wrong Phrase etc.

SUGGESTED BOOKS:

1. Business Correspondence & Report Writing	Sharma & Mohan	TATA McGraw Hill
2. Developing Communication Skills	Krishna Mohan & Meera Banerjee	Mc Millan
3. Business Communication Today	Bovee & Hill	Pearson Education
4. Business Communication	C.S.G. Krishnamacharyulu & R. Lalitha	Himalaya Publications

UNIT 1: Introduction- Meaning, scope, Merits and limitations of accounting; accounting cycle; double entry book keeping –meaning, merits and demerits, journal, ledger; Distinction between books of original entry and ledger; concept of accounting terminologies Viz. Assets, liabilities, transactions, entity, debtor, and creditor.

UNIT 2: Cash book- Meaning; Problems on Petty cash book; problems on triple column cash book; concept of trade discount and cash discount and their difference.

Unit 3: Preparation of Trial Balance- Concepts, merits and demerits of Trial Balance; errors- disclosed and not-disclosed by trial balance; problems on trial balance.

Unit 4: Bank Reconciliation Statement- Concept; objective and problems on bank reconciliation statement.

UNIT 5: Preparation of Final Accounts-Concept of Final account; preparation of Trading account (concept, objectives and problems), Profit and loss account (concept, objectives and problems), Balance Sheet(concept, objectives and problems); Differentiation between trading and Profit & Loss a/c.

Suggested Books:

1. Financial Accounting by Hanif & Mukherjee, Tata McGraw Hill.
2. Financial Accounting for Manager by A.K. Bhattacharya, PHI.
3. Financial Accounting for Manager by A. Gupta, PHI.
4. Financial Accounting by P.C. Tulsian, Pearson Higher Education.

1. BASIC CONCEPTS AND ISSUES IN ECONOMIC THEORY:

Central problems of an economy, elasticity of demand – price, income and cross elasticities, Concept of supply equilibrium.

2. THEORY OF PRODUCTION AND COSTS:

Production function, short-run and long-run production function, different types of cost and shapes of different cost curves.

3. MARKET STRUCTURE:

Perfect, monopoly, monopolistic and oligopoly-determination of price and output, Concept of tax, market failure, New Markets: Scope and Challenges.

4. ANALYSIS AND MEASUREMENTS OF AGGREGATE OUTPUT:

Circular flow of income-concept and measurement of national income-problems of measurement – GDP and welfare (including problems).

5. KEYNESIAN THEORY, BANKING STRUCTURE IN INDIA, INFLATION, TRADE CYCLE:

Classical and Keynesian theory of output and employment determination and their related concepts, banking structure in India and its functions causes and policies to control inflation, nature and characteristics of trade cycles.

SUGGESTED BOOKS:		
1. Advanced Economic Theory	H.L.Ahuja	S.Chand
2. Micro Economic Theory & Macro Economic Theory	Joydeb Sarkhel	Dey Book Concern

BBA (2nd Semester)

BMGT 201C

COST AND MANAGEMENT ACCOUNTING

1. INTRODUCTION TO COST ACCOUNTING AND MANAGEMENT ACCOUNTING.

Meaning and nature of Cost Accounting and Management Accounting. Advantages and disadvantages of Cost Accounting and Management Accounting. Difference between Cost Accounting, Management Accounting and Financial Accounting.

2. COST CONCEPTS, CLASSIFICATION and COST SHEET.

Meaning of cost. Nature of cost. Importance of classification of cost. Various types of costs, Meaning, Importance of cost sheet, Items of cost sheet, Method of cost sheet,

3. MARGINAL COSTING AND CVP ANALYSIS.

Marginal costing and CVP analysis, Meaning, nature, advantages and disadvantages of Marginal costing, difference between marginal costing and absorption costing. Marginal cost statements, Relation between cost volume and profit, importance of CVP and BEP analysis, Determination of Contribution, profit volume ratio, margin of safety, angle of incidence.

4. ACCOUNTING FOR MATERIALS AND LABOUR COST.

Meaning of materials cost, Importance of inventory control, ABC analysis, determination of various Stock levels and EOQ, Methods of pricing the issue of materials, Bin cards and Double bin system, Meaning of labour cost and structure of wages, Computation of wage with bonus, Labour turn over, causes of Labour turn over, Costing of Labour turn over.

5. CONTRACT COSTING.

Meaning and various terms used in contract costing, Accounting for contract profit or loss of complete and incomplete contracts.

SUGGESTED BOOKS:		
1. Cost and Management accounting	Jawharlal	Tata McGraw Hill
2. Cost Accounting	Asish K. Bhattacharya	PHI
3. Cost Accounting	Jain and Narang	Kalyani Publishers
4. Cost and Management Accounting	M.N. Arora	Himalaya Publishing House

1. STATISTICS : AN OVERVIEW

Reasons for Learning Statistics, Growth and development of statistics, statistics defined, Types of statistical methods, importance and scope of statistics, statistics in business management,

limitations of statistics, need for data and sources of data, Classification of data, organizing data using data array, Tabulation of data, graphical representation of data, Types of diagrams,

2. MEASURES OF CENTRAL TENDENCY

Objectives of averaging, Requisites of a measures of a central tendency, Measures of Central Tendency, Mathematical averages, Geometric mean, Harmonic mean, Relationship among AM,GM and HM, Average of position, Partition values-quartiles, deciles and percentiles, Mode, Relationship between mean median and mode, comparison between measures of central tendency

Significance of measuring dispersion, classification of measures of dispersion, distance measures, average deviation measures, Measures of skewness, Kurtosis.

3. PROBABILITY AND PROBABILITY DISTRIBUTION

Concepts of probability, definition of probability, combinations and permutations, rules of probability and algebra of events, Bayes' Theorem, Probability distribution, Expected value and variance of a random variable, discrete probability distribution, binomial probability distribution, Poisson probability distribution.

4. CORRELATION ANALYSIS

Significance of measuring Correlation, Correlation and Causation, Types of Correlations, Methods of Correlation analysis.

5. REGRESSION ANALYSIS

Advantages of Regression analysis, Parameters of simple linear regression model, Methods to determine regression coefficients.

SUGGESTED BOOKS:

1. Fundamentals of Business Statistics	J. K Sharma	1 st Edition, 2010, Pearson
2. Statistics for Management	Richard L Levin & David S. Rubin	PHI
3. Statistical Methods	N. G. Das	M. Das & Co.

BMGT 203C

BUSINESS ENVIRONMENT

1. INDIAN BUSINESS ENVIRONMENT:

Concepts, Components, Significance of the study of Business Environment, Economic Environment and Economic System.

2. TECHNOLOGICAL, SOCIAL AND NATURAL ENVIRONMENT:

Meaning, Technological factors influencing business, Technology policy of the government, Meaning and Impact of society and culture on Business, Meaning an Impact of natural environment on Business.

3. ECONOMIC TRENDS:

Income, Savings and Investment, Industry, Money, Finance, Price (an overall idea)

4. PROBLEMS OF GROWTH:

Unemployment, Poverty Regional Imbalances, Social Inequality, Inflation, Industrial Sickness.

5. ROLE OF GOVERNMENT:

Monetary and Fiscal Policy, Industrial Policy, Industrial Licensing, Trade Policy Privatization Disinvestment, NITI Aayog.

SUGGESTED BOOKS:		
1. Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
2. Economic Environment of Business	M. Adhikary	Sultan Chand & Sons
3. Business Environment	Shaikh Saleem	Pearson
4. Business Ethics & Professional Values	A. B. Rao	Excel Books

BBA (3rd Semester)

BMGT 301C

ORGANIZATION BEHAVIOR

1. INTRODUCTION TO OB:

Definition, Elements, Nature, Scope, Contributing Disciplines to O.B., Challenges & Opportunities for O.B,

Concept, Types, Importance of organisation, Organisational Designs (Simple, Bureaucracy and Matrix), New Designs (Team Structure, Virtual Organisation).

Hawthorn study, Lippit and White, Coch and French and practicing few case studies from Indian perspective.

2. PERSONALITY WITH EMPHASIS ON EMOTION & MOODS:

a. Concept of Personality, Determinants, Types, (Introvert, Extrovert, Type A, Type B), Theories, (Trait, Self, Psychoanalytical, Social theories, Job-Fit)

b. Emotion & Moods – Definition, Functions, Sources, Emotional Intelligence, OB Applications of Emotion & Mood.

3. PERCEPTION & MOTIVATION:

a. Concept, Influencing Factors, Process, The link between perception and Individual Decision Making in the organization.

b. Motivation, Theories: Vroom's Expectancy, Porter & Lawler theories, Application of Motivation.

4. ATTITUDES AND LEARNING:

Definition, Importance, Attitude Formation, Attitude Change, Concept and Theories of Learning: Classical Conditioning, Operant Conditioning, Social Learning.

5. STUDY OF GROUP BEHAVIOUR:

Definition of Group, Classification, Importance, Stages of Group Development, Group Properties, Group Decision Making.

An Overview of Organizational Effectiveness, Change and Development, Approaches to Manage Organisational Change and Development (Lewin 3 Stage Model, Action Research, OD), Organisational Change and Development in Indian Scenario.

SUGGESTED BOOKS:

1. Organisational Behaviour	S. P. Robbins	Pearson Publication
2. Organisational Behaviour	Robbins, Judge, Sangchi	Pearson Publication
3. Organisational Behaviour-Text & Cases	Shekharan	Tata Mcgraww Hill
4. Organisational Behaviour	K.Aswathapa	Himalaya Publications
5. Understanding Organisational Behaviour	Udai Pareek	Oxford University Press

1. INDIAN CONTRACT ACT, 1872:

Introduction, essentials of a valid contract, classification of contract according to their enforceability, Formation and Performance, offer and Acceptance, consideration, capacity to contract, Free consent - Coercion, Undue influence, void voidable unenforceable and illegal Agreements', discharge of contract termination of contract, Preach of contract - Remedies, Damages, Indemnity, guarantee.

2. SALE OF GOODS ACT, 1930:

Formation of contracts of sale, goods and their classification, price, conditions and warranties, transfer of property in goods, performance of the contract of sale, unpaid seller and his rights, sale by auction, hire purchase agreement, Sales & Agreement to Sale.

3. NEGOTIABLE INSTRUMENTS ACT, 1881:

Definitions and features of different types of negotiable instruments (promissory note, bill of exchange and cheque), parties to a negotiable instrument and their capacity, holder and holder in Due course, crossing of a cheque, types of crossing, Banker and Customer, negotiation, Dishonour and discharge of negotiable instrument.

4. COMPANIES ACT, 2013:

Nature and kind of companies, formation, Memorandum and Articles of Association - contents, procedures for allegation, prospectus, capital shares, debentures, borrowing powers, minimum subscription, etc.

5. LAWS RELATING TO PATENTS, TRADEMARKS AND COPYRIGHTS:

A general idea

SUGGESTED BOOKS:		
1. Commercial and Industrial Law	Dr. N. D. Kapoor	S. Chand and Sons
2. Company Law		Taxman
3. Business Law	P.S.H Pillai, Bagavathi	S.Chand and Co. Ltd
4. Business Law	Bulchandani	Himalaya Publishing House
5. Business Law	S.N.Maheshwari	Himalaya Publishing House

UNIT 1: Introduction to Financial Management- Meaning, Need and ;objectives of Financial Management; Goal of a Firm; Profit Maximization V/s Wealth Maximization; Concept of Valuation; Valuation of Equity Share; Valuation of Preference; Valuation of Debenture. **Time Value of Money-** Basic concept viz. compounding, discounting; Present Value of a Single Amount; present Value of an annuity; Future value of a Single Amount; Future value of an annuity.

UNIT 2: Capital Structure- Meaning and Importance of Capital Structure; Factors determining capital structure; Theories of Capital Structure viz. Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani and Miller Approach; Factors influencing capital structure; EBIT& EPS analysis; Leverages (Operating Leverage, Financial Leverage, Combined Leverage).

UNIT 3: Cost of Capital and Capital Budgeting-Meaning and significance of cost of capital; Calculating cost of debt, Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital; Capital expenditure decisions; Pay-back period; return on investment; discounted cash flow.

UNIT 4: Working Capital Management- Nature, Significance and classification of Working Capital; operating cycle and factors determining of working capital requirements (including problems); Management of working capital – cash, receivables, and inventories (Problems).

UNIT 5: Dividend Policies- Meaning and concept, Determination of dividend policy, Dividend Policy Models viz. Walter’s model, M.M. Hypothesis, Gordon’s Model (Problems).

Suggested Books:

- i. Financial Management: I.M.Pandey, Vikas Publications.
- ii. Basic Financial Management: Khan & Jain, Tata McGraw Hill.
- iii. Financial Management (Text and cases): Khan & Jain, Tata McGraw Hill.

1. OPERATIONS MANAGEMENT: TRENDS AND ISSUES

Manufacturing trends in India, Services as part of Operations Management, Operations management: A system perspective, challenges in operations management
Determinants of Process Characteristics in Operations, Types of Processes and operations Systems, Layout Planning, Implications of layout planning, Types of layouts, Design of Process Layout, Design of product layouts.

2. TOTAL QUALITY MANAGEMENT

The quality revolution, Quality Gurus, Definitions of quality, Total Quality Management, Quality management tools, Quality certifications and Awards, Design of quality assurance systems.

3. FACILITIES LOCATION

Globalization of operations, Factors Affecting Location Decisions, Location Planning Methods.

4. INVENTORY PLANNING AND SIX-SIGMA

Inventory Planning for independent Demand Items, Types of inventory, Inventory Costs, Inventory Control for Deterministic Demand Items, Handling uncertainty in Demand, Inventory control systems, Selective control inventory, Inventory Planning for Single-period Demand.

The Six-Sigma approach to Quality Control Management, Defects Per million Opportunities (DPMO), Organizations for Six-Sigma Quality, Process Control Fundamentals, Setting up a process Control System, Process improvement in the Long run, Six sigma and the process capability.

5. SCHEDULING OF OPERATIONS

The Need for Scheduling, Scheduling : Alternative Terms, The Loading of Machines, The Scheduling Context, Scheduling of Flow shops, Scheduling of Job shops, Input-Output Control.

SUGGESTED BOOKS:

1.	Operations Management: Theory & Practice	B. Mahadevan	Pearson Education
2.	Operations Management	Heizer	Dorling Kindersley
3.	Operations Management for Competitive Advantage	Chase-Jacobs-Aquilano	TMH

BBA (4th Semester)

BMGT 401C

RESEARCH METHODOLOGY

1. INTRODUCTION TO RESEARCH METHODOLOGY:

Meaning, Objectives, Types of Research, Importance, Approaches, Research Process, criteria of a good Research.

Features of a good Design, Different Research, Designs, and Basic Principles of Experimental Designs.

2. SAMPLING DESIGN:

Census Vs Sample survey, steps in sampling Design, Criteria for selecting a sampling procedure, Types of Sample Design, Simple Vs Complex Random sampling Designs & Techniques.

3. MEASUREMENT & SCALING TECHNIQUES:

Measurement in Research, Measurement Scales, Errors in Measurement, Measurement Tools, Meaning of Scaling, Scale classification Bases, Scale Construction Techniques.

4. METHODS OF DATA COLLECTION:

Types of data, Collection of Primary Data, Difference between questionnaires & schedules, some other methods of data collection, Collection of Secondary data, Selecting Appropriate data collection method, Guideline for Constructing questionnaire/ Schedule, Guideline for successful interviewing, Difference between survey & Experiment.

5. TESTING OF HYPOTHESES AND REPPORT WRITING:

Definition Hypotheses, Testing of Hypotheses, Procedure for hypotheses Testing, Measuring the Power of a Hypothesis Test, Important Parametric Test: Student's T test, ANOVA, Chi-Square test.

Meaning of Interpretation, Technique of interpretation, Precaution in Interpretation, Significance of Report writing, Different steps for Report writing, layout of the Research Report, Precautions for writing Research Report, Role of Computer in Research.

SUGGESTED BOOKS:

1. Research Methodology	C.R. Kothari	New Age
2. International Business Research Methods	Zikmund, Berry, Babin	South Western
3. Statistics for Management	Richard L Levin, David S Rubin	PHI

1. CONCEPT OF HUMAN RESOURCE MANAGEMENT:

Meaning, Definition, Nature, Scope, Objectives, Importance, Functions, Qualities and Role of HR Manager, HRM- A Line or Staff Function, Difference between PM & HRM.

2. HUMAN RESOURCE PLANNING:

Meaning, Definition, Objectives, Importance, Levels of HRP, Process, Barriers to HRP, Requisites for successful HRP.

3. JOB ANALYSIS AND DESIGN:

Meaning, Uses, Process, Methods of Data collection, Concept of Job Design, Techniques.

4. RECRUITMENT AND SELECTION:

Definition, Factors affecting Recruitment, Sources, Process, Meaning, Definition, Process.

5. TRAINING , DEVELOPMENT AND PERFORMANCE APPRAISAL:

Concept, Objectives, Benefits, Need, Steps, Methods.

Meaning, Objectives, Process, Methods, Problems of Performance Appraisal, Making Performance Appraisal Effective, Steps to Appraise Potential.

SUGGESTED BOOKS:

1.	Human Resource Management (Text & Cases)	K.Aswhathappa	Tata Mcgraw Hill
2.	Human Resource Management	N.K.Singh	Excel Books
3.	Human Resource Management	P.Subba Rao	Himalaya Publications
4.	Human Resource Management	Saiyadain	Tata Mcgraw Hill

1. INTRODUCTION TO MARKETING

Meaning, Need and Importance, Qualities required for a Marketing Manager, Marketing past & present, Concepts of Marketing, Future direction of Marketing.

2. MARKETING ENVIRONMENT AND RESEARCH

Meaning & Importance, Macro & Micro Environmental factors, Meaning, Need & Importance of Marketing Research, Research Methodology, Marketing research areas and issues

3. MARKET TARGETING AND CONSUMER PSYCHOLOGY :

Marketing Strategy, Marketing Planning, Segmentation, Targeting & Positioning.

Meaning of Consumer Behaviour, Consumer Decision making process, Buying Roles & habits, Psychological, Cultural, Social & personal factors affecting Consumer Behaviour, Diffusion of Innovation

4. UNDERSTANDING COMPETITION, PRODUCT AND PRICING STRATEGY

Competition Strategy (Market leader, Challenger, Follower & Niche Markets), Marketing Mix Strategy, Understanding Product, New Product Development, Product Life Cycle (PLC) & Strategy, Product Mix, Branding.

Meaning, Need & Importance of pricing, Various Pricing methods, Factors affecting Pricing.

5. DEALING WITH DISTRIBUTION AND COMMUNICATION

Meaning of Physical Distribution, Need & Importance of Distribution, Distribution Channel Design, Issue & Challenges, Intermediaries in Distribution.

Understanding marketing communication, Various Communication tools, Integrating communication tools.

SUGGESTED BOOKS:

1. Marketing Management	Kotler, Keller, Koshi and Jha
2. Marketing	Paul Baines, Chris Fill, Kelly Page
3. Marketing Management	Ramaswamy, Namakumari
4. Marketing Management	Tapan K. Panda
5. Marketing 3.0	Kotler, Kartajaya, and Setiawan

ENTREPRENEURSHIP DEVELOPMENT:

1. ENTREPRENEURSHIP:

Concept, Entrepreneurial qualities and desirable characteristics of an effective Entrepreneur, Types of Entrepreneur, Significance of Entrepreneur in economic growth, Functions of an Entrepreneur, Scope and Importance of Entrepreneurship as career, Theories of Entrepreneurship,

2. ENTREPRENEURIAL SYSTEM:

Search for business ideas, Idea processing, Role of Innovation in Entrepreneurship, Entrepreneurial motivation, factors determining entrepreneurial growth

SMALL BUSINESS FUNDAMENTALS:

3. SMALL BUSINESS:

Introduction, Definition as per MSMED Act, 2006, Characteristics, Objectives, Significance, Problems and Present position, Sickness in Small Business.

4. LEGAL AND TAX CONSIDERATIONS:

Registration, Provisional Registrations, Permanent Registrations, Licensing. Tax Benefits under Different Act with Special reference to North East Industrial Investment Promotion Policy (NEIIPP), 2007

5. GOVERNMENT AND NON-GOVERNMENT ASSISTANCE AND POLICIES:

National Policies and Incentives including subsidies by Central and State Governments; Role of IDBI, IFCI, SFC, NABARD, KVIC, SIDBI, SIDO, NSIC, DIC, IIE.

SUGGESTED BOOKS:		
1. Management and Entrepreneurship, 1/e	Kanishka Bedi	Oxford University Press
2. Competing through innovation: Essential Strategies for Small and Medium – sized firms.	Bertrand Bellon, Graham Whittington	PHI
3. Exploring Entrepreneurship: Practices and Perspective, 1/e	Richard Blundel & Nigel Lockett	Oxford University Press
4. Small scale Industries and Entrepreneurship	Vasant Desai	Himalaya Publishing

BBA (5th Semester) MARKETING MANAGEMENT

BMGT 501C

CONSUMER BEHAVIOR

1. INTRODUCTION TO CONSUMER BEHAVIOUR:

Introduction, Evolution of Consumer Behaviour, Factors affecting Consumer Behaviour, Scope & Application, Models of Consumer Behaviour (Nicosia, Howard-Sheth Model), Communication & Consumer Behaviour.

2. THE INFLUENCING FACTORS ON CONSUMER:

Personality: Nature, Theories (Freudian, Neo-Freudian, Trait), Brand Personality.

Motivation: Introduction, Dynamics of Motivation, Hierarchy of Need Theory, Motivational Research.

Learning: Elements, Theories (Classical Conditioning, Operant Conditioning, Observational Learning), Measurement of Consumer Learning.

Perception: Elements, Dynamics, Product Positioning, Perceived Price - Quality Relationship, Perceived Risk.

Attitude: Introduction, Models (Tri-component Attitude Model, Attitude – Towards - The – Ad – Model), Attitude Formation.

3. CONSUMER IN THEIR SOCIAL & CULTURAL SETTING:

Culture: Introduction, How Cultures are learned, Measurement of Culture.

Social: Introduction, Different Social classes in India, Measurement of Culture.

Situational: Introduction, Types of Situation (Purchase, Consumption, Communication), Situational influences on Consumer Behaviour.

4. CONSUMER DECISION MAKING PROCESS:

Introduction, Levels, Model of Consumer Decision Making, Gifting Behaviour, Post Purchase Behaviour.

5. CURRENT & RELATED ISSUES:

Organisational Buying Behaviour: Introduction, Organisational Buyer Characteristics, Process; Consumerism; e-Commerce & Consumer Behaviour.

SUGGESTED BOOKS:

1. Consumer Behaviour	Schiffman and Kanuk	PHI
2. Consumer Behaviour and Marketing Action	Henry Assael	Cengage Learning
3. Consumer Behaviour in Indian Context	P.C.Jain and Monika Bhatt	S.Chand
4. Consumer Behaviour-Text & Cases	Satish K. Batra & S. H. H. Kazmi	Excel Books

ADVERTISING

1. Introduction, Nature and Importance, Different Advertising Functions, Types of Advertising, Economic Aspects of Advertising, Legal and Ethical Aspects of Advertising, Criticism of Advertising, Setting Advertising Objectives and Budget.
Advertising and Communication (Communication Model – Basic and Advertising Communication Model), Role of Source, Encoding & Decoding of Messages, Media, Audience, Feedback, Noise.
2. Creative aspects of Advertising: Introduction, The Planning and Managing Creative Strategy, Copy (Concept, How to Write Copy for Print and Broadcast Media), Advertising Appeals, Layout Planning.
3. Advertising Media and Planning: Introduction, Different Types of Media, Media Planning and Scheduling, Advertising Campaign Planning.
Roles of Advertising Agency: Introduction, Types, Function, Layout, Advertising Agency and Client Relationship
Impact of Advertising: Consumer Behaviour and Advertisement: Introduction, Cultural, Social and Behavioural Influence on Consumer Decision

SALES PROMOTION

1. Introduction, Concept, Nature, Function, Limitations of Sales Promotion, Reasons for Rapid Growth, Types of Sales Promotion Schemes.
Sales Promotion Objectives, Pull and Push Strategies, Sales Promotion and Consumer Behaviour: Theories (Classical Conditioning, Instrumental Conditioning, Dissonance Theory), Consumer Decision Making Related to Sales Promotion
2. Sales Promotion Design: Promotion Choice, Approaches, Product Choice, Market Areas, Timing, Duration and Frequency;
Sales Promotion Budget: Concept, Various Techniques of Fund Allocation; Characteristics Successful Sales Promotion; Sales Promotion Effectiveness
Sales Promotion Schemes: Sample, Coupon, Price Off, Premium, Contests, POP, Trade Fairs and Exhibitions, Internet Promotion

SUGGESTED BOOKS:		
1. Advertising Principles and Practice	Wells, Moriarty, Burnett	Pearson Publication
2. Advertising Management	Jethwaney and Jain	Oxford University Press
3. Advertising and Sales Promotion	Kazmi and Batra	Excel Books
4. Advertising and Promotion	Belch and Belch	Tata McGraw Hill

1. INTRODUCTION TO RETAILING:

Definition, An overview of Indian Retail Industry, Global Concept, Functions performed by the Retailers, Changing Retail Land space, Growth of Retail in India, Opportunities & Challenges ahead.

Evolution of Retail Formats, Theories of Retail Development, Retail Lifecycle, Classification of Retail Stores, Franchising – A dynamic Retail opportunity

2. RETAIL STORE LOCATION:

Importance of Store Locations, Types of Locations, Steps in choosing a Retail Location, Legal considerations in Location Decisions, Trade Area Analysis.

3. RETAIL MERCHANDISING AND MERCHANDISE BUYING:

Definition, Evolution, Factors affecting Merchandising function, Functions of Merchandise Manager, Functions of a Buyer, Merchandise Planning.

Merchandise Buying process, Branding strategies, Category Management.

4. RETAIL PRICING & MERCHANDISE PERFORMANCE:

Considerations in setting Retail Price, Developing a Pricing Strategy, Price Adjustments, Pricing to increase sales, Analysing Merchandise Performance, Gross Margin Return on Investment (RMROI)

5. STORE LAYOUT, DESIGN AND VISUAL MERCHANDISING:

Importance of Store design, Objectives of Store design, Store Layouts, Space Management, Visual Merchandising, Atmospherics, and Website Design Considerations.

SUGGESTED BOOKS:

1. Retailing Management	Michael Levy, Barton A Weitz, Ajay Pandit	The McGraw Hill
2. Retailing Management – Text & Cases	Swapna Pradhan	Tata McGraw Hill
3. Retail Management – A Strategic Approach	Barry Berman, Joel R. Evans	Pearson Education

A. FORMAT OF PROJECT REPORT**With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

Note: For any query contact your respective Project Guide / Class coordinator

**Schedule for Project Completion
Department of Business Management
Summer Training Project Report**

S. No.	Activities to be Completed.	Signature with Date
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1& 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

B. INSTRUCTIONS FOR TYPING/ PRINTING

The project report should be strictly prepared according to the following guidelines.

- **Finalization of the Project Report**
Student should obtain clearance from their respective guide before final printing of the final project report.
- **Paper**
The size of the paper sheet: A4
Typing should be done on one side of the paper.
- **Font**
Type: Times New Roman
Size: 12
- **Line Spacing**
Body of the text: 1.5 lines
List of tables/ graphs/ charts/ bibliography: Single Line
- **Alignment**
Title page: Centre
Chapter heading: Centre
Subheading: Left
Body of Text: Justify
- **Margins**
At the binding edge (Left): not less than 3 cm
Other margins (Right, Top, Bottom): not less than 2 cm.
- **Titles**
All titles and subtitles should be printed in BOLD.
All the Tables/ Graphs/ Charts/ should have appropriate titles.
- **Numbering of the Tables/Graphs/Charts**
Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.
- **Pagination**
The title page should not carry any page number.
For initial pages (i.e. from student's declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc.)
Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.

Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.

Page numbers are to be given at the centre of bottom of the page.

Pages separating Chapters should not be numbered but be counted.

- **Binding of the report**

The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

C. TITLE OF THE PROJECT REPORT

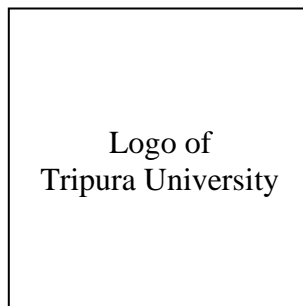
Title of the Project Report (14, Title Case, Bold)

Submitted in Partial Fulfilment for the Award of the

Degree of Bachelor in Business Administration YYYY-YYYY (14, Bold)

Under the Guidance of: (14, Bold)
Name of the Guide from Institute (14 size)
Designation (14 size)

Submitted By: (14, Bold)
Name of the Student (14 size)
University Enrolment No. (14 size)



Department of Business Management (14, Bold)
Tripura University (A Central University) (14 size)
Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

D. WRITING THE SUMMER PROJECT REPORT

- Student's Declaration
- Certificate from the Company
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organisation/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
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Table of Contents

Chapter 1 - Introduction to the topic

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

Chapter 2 - Methodology

Research Design (Exploratory, Analytical etc.)

Data Collection

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

Chapter 3 Findings & Analysis

Chapter 4 Conclusions

Chapter 5 Recommendations / Suggestions

Chapter 6 Limitations of the Study

- Bibliography
- Annexure
 - 1. Questionnaire (If Applicable)
 - 2. Miscellaneous :
- Schedule for Project completion.

E. STUDENT DECLARATION

STUDENT DECLARATION

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

Date:

Signature:

Place:

Name:

University Enrollment No.:

F. CERTIFICATE FROM THE INSTITUTE GUIDE

CERTIFICATE FROM THE INSTITUTE GUIDE

This is to certify that the summer project titled “_____” is an academic work done by “_____” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

G. BIBLIOGRAPHY

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13 (2), 1967, pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

H. ATTENDANCE SHEET

DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

Attendance Sheet

Name of the Student : _____

University Enrolment No. : _____

Name of the Supervisor from the Industry : _____

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
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7					
8					
9					
10					

***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (5th Semester) FINANCIAL MANAGEMENT

BMGT 505C

FINANCIAL STATEMENT ANALYSIS

UNIT 1: Introduction: Nature, components and limitations of Financial Statement; Meaning and Need of Financial Statement Analysis; Meaning and Preparation of Profit/Loss account and Balance Sheet; Common Size statements – Meaning; Trend Analysis-Meaning; Parties interested to FSA.

UNIT 2: Techniques of Financial Statement Analysis: Comparative Financial Statement Viz. Comparative income statement, comparative expenses statement, comparative balance sheet; common-size income statement, common-size balance sheet; Trend percentage- objective, advantage and disadvantage.

UNIT 3: Financial Statements: Meaning and types of financial statements; Limitations of financial statements; Objectives and methods of financial statements analysis; Ratio analysis; Classification of ratios –Profitability ratios, turnover ratios, liquidity ratios; Advantages of ratio analysis; Limitations of accounting ratios; Preparation and use of Funds Flow Statement as per Indian Accounting Standard, Preparation, use and limitation of cash flow statement.

UNIT 4: Annual report Preparation and Presentation: Framework for preparation and presentation of financial statements in accordance with **Indian accounting standards (Ind-AS)**; Application of Ind. AS with reference to general purpose financial statement; basic idea of corporate restructuring (including demerger).

UNIT 5: Reporting and concerned Ind-AS: Reporting of financial instruments (as per Ind. AS); Analysis of financial statements (common defects in financial statements of corporate entities); concept of carbon credits, corporate social responsibility reporting, human resource reporting; Distress Analysis-concepts, factors and distress prediction using Univariate and Multivariate model.

Suggested Books:

1. Financial Statement Analysis, S.K.Paul, New Central Book Agency.
2. Financial Statement Analysis, G. Foster, PHI.
3. Financial Statement Analysis and reporting, S.K.Gupta and R.K.Sharma, Kalyani Publishers.
4. Students guide to Accounting Standards, R.S.Rawat, Taxman.

1. INDIAN FINANCIAL SYSTEM:

Meaning, nature and functions of financial system, Structure of Indian financial system, Components of Indian financial system

2. BASICS OF MONEY MARKET :

Meaning and Feature of money market, Participants in money market operations, Function of money market, Money market instruments: C-Paper, T-Bill, C-Deposits.

3. BASICS OF CAPITAL MARKET:

Meaning and feature and function of capital market, Instruments of capital market, Types of capital market and issue procedure, Stock exchange operations in India, Currents issues.

4. REGULATORS OF FINANCIAL MARKETS.

Role of RBI in promoting money market, Current scenario and issues.

Role of SEBI in promoting capital market and protecting the interests of investors, Current issues.

5. BASICS OF MUTUAL FUNDS OPERATIONS (MF).

Meaning, feature and importance of mutual funds, Organisation structure of mutual fund, Classification of mutual funds, Mutual fund operations in India, Current issues.

SUGGESTED BOOKS:

1.	Indian Financial System	M. Y. Khan	Tata McGrawHill
2.	The Indian Financial System	Bharti V. Pathak	Pearson Education
3.	Financial Institutions and Markets,	Meir Kohn	Oxford University Press
4.	Chanakya Niti - A Perspective to Investing in Shares	B L Mittal Ravi Kant Sharma	Taxmann Publication.

UNIT 1: Basic Concept and Definitions: Meaning and purpose of Income Tax; Nature of Income Tax; Assessee; Person; Assessment Year; Previous Year; Sources of Income; Heads of Income; Earned Income; Unearned Income; Gross Total Income; Total Income; Tax Evasion; Tax Avoidance; Rebate Relief.

UNIT 2: Residential Status, Tax incidence and Exempted Income: Residential status of all persons except company; Incidence of Tax; Exempted Income [U/S 10(11), 10(12), 10(11A), 10(12A), 10(13A), 10(23B), 10(23AAB), 10(23D), 10(25)].

UNIT 3: Profits and Gains of Business or Profession including Depreciation: Meaning of Business and Profession; Depreciation of Block of Assets as per IT rules; Computation of Business Income; Computation of Professional Income; Valuation of stock.

UNIT 4: Capital Gains: Meaning; Capital Assets; Types of Capital Assets; Period of holding of capital assets; Transfer not regarded as transfer; Computation of short term capital Gain and computation of long term capital gain (including exemption us 54).

UNIT 5: Introduction to Goods and Service Tax: Meaning of GST; Advantages and limitation of VAT-GST as preferred tax structure; salient features of GST model; Major advantages of IGST Model; Interstate Goods and Service Tax with illustration.

Note: The assessment year immediately prior to the current assessment year will be considered (e.g. if the examination is held on 2019-20, the assessment year to be considered for the purpose is 2018-19).

Suggested Readings:

1. Direct Tax & Law, Singhanian and Singhanian, Taxman.
2. Direct and Indirect Taxes, S.K.Roy, ABS publishing House.
3. GST Ready Reckoner, V.S. Datey, Taxman's.

A. FORMAT OF PROJECT REPORT

With general guide lines on how to write a Project Report

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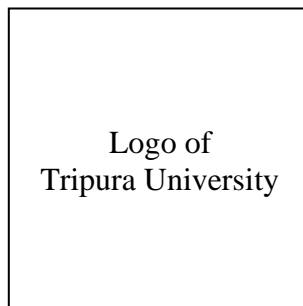
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Date:

Signature:

Place:

Name:

University Enrolment No.:

F. CERTIFICATE FROM THE INSTITUTE GUIDE

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To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

G. BIBLIOGRAPHY

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967,pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

H. ATTENDANCE SHEET

DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

Attendance Sheet

Name of the Student : _____

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***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (5th Semester) Human Resource Management

BMGT 509C

HUMAN RESOURCE PLANNING

1. HUMAN RESOURCE PLANNING:

Introduction, Definition, Objectives, Need, Importance, Barriers, Suggestions.

Strategic Human Resource Planning: Concept, Characteristics, Levels, Process, Requirements, and Benefits.

2. JOB ANALYSIS AND DESIGN:

Job Analysis – Meaning, Need, Process, Factors, Techniques of Data Collection, Uses & Limitations, Job Description & Job Specification, Job Design – Approaches, Process, Job Enrichment.

Job Evolution: Concept, Objectives, Procedure, Advantages, Drawback, Methods, Essentials of successful Job Evaluation Programme.

3. RECRUITMENT AND SELECTION:

Definition, Factors affecting Recruitment, Sources, Process. Selection- Meaning, Definition, Process, Methods of Recruitment and Selection.

4. PLACEMENT, INDUCTION, SOCIALISATION, DISLOCATION, RELOCATION:

Meaning, Definition, Different Phases, Causes, Problems, solutions in regard to dislocation and relocation.

5. INTERNAL MOBILITY AND SEPARATION:

Promotion, Transfer, Demotion, Separations.

SUGGESTED BOOKS:		
1. Manpower Management	Dwivedi, R. S.	PHI
2. Human Resource Planning	D.K.Bhattacharya	Excel Books

1. HRD - AN INTRODUCTION:

Historical Development, Concept, Characteristics, Objectives, Need, Functions of HRD, HRD & Personnel Management.

HRD Philosophy, Policies, Strategy, HRD Organisation, Barriers of HRD Programmes, Suggestions to make HRD Effective in Indian Organisations, Attributes of HRD Manager, HRD in Indian Industry.

2. HRD SYSTEM:

Process of Designing HRD System, Principles in Designing HRD Systems, Factors Affecting HRD System Designing, Prerequisite for HRD, Variable in HRD Mechanism, HRD Process, HRD Outcomes, Organisational Effectiveness.

Meaning, Evaluation, Forms, Objectives, and Advantages of Effective WPM, Empowerment – Meaning, Process, Merits, Demerits, Requisites for the success of Empowerment.

3. TRAINING & EXECUTIVE DEVELOPMENT:

Concept, Meaning, Definition, Features, Principles, Need & Importance, Methods, Evolution, Steps to Training & Development, Drawbacks, Suggestive System.

4. CAREER PLANNING & DEVELOPMENT:

Concept, Objectives, Process, Advantages, Limitations, Suggestions, Succession Planning, Individual & Organisational Career Development Steps, Suggestions, HRD & Career Planning & Development.

5. PERFORMANCE & POTENTIAL APPRAISAL:

Concept, Purpose, Factors, Process, Methods, Limitations, Essentials of good Appraisal System, Assumptions of Performance Appraisal System, Main Components, Potential Appraisal; Steps to Develop Potential Appraisal.

SUGGESTED BOOKS:

1. Human Resource Development	D.K Bhattacharya	Himalaya Publishing House
2. Management of change through HRD	Maheshwari, B.L. & Sinha, Dharni P.	Tata Mcgraw Hill

1. WAGES CONCEPTS:

Definition, Piece Rates, Cash a Kind; Salary, Earning, Compensation, Fringe Benefits, Dearness Allowance, Real Wages, Basic Wages, Labour Cost.

2. WAGE ADMINISTRATION:

Composition of Wages, Minimum Wages, Wage Structure, Wage Differentials

3. LABOUR ECONOMICS:

Wage Theories, Supply, Demand and Wages; Labour Institutions and their effects on National Income

4. WAGE FIXATION:

Criteria of Wage Fixation, Committees on Wages (Minimum Wage, Fare Wages and Living Wages) – need based minimum Wage Formula. Productivity Cost of Living, Capacity to Pay, Wage Comparison.

5. WAGE MACHINERY:

Employee Role; Tribunal Wage Board, Collective Bargaining

SUGGESTED BOOKS:

1. Understanding Waging System	A. M. Sharma	Himalaya Publishing House
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A. FORMAT OF PROJECT REPORT**With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
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Department of Business Management
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B. INSTRUCTIONS FOR TYPING/ PRINTING

The project report should be strictly prepared according to the following guidelines.

- **Finalization of the Project Report**
Student should obtain clearance from their respective guide before final printing of the final project report.
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The size of the paper sheet: A4
Typing should be done on one side of the paper.
- **Font**
Type: Times New Roman
Size: 12
- **Line Spacing**
Body of the text: 1.5 lines
List of tables/ graphs/ charts/ bibliography: Single Line
- **Alignment**
Title page: Centre
Chapter heading: Centre
Subheading: Left
Body of Text: Justify
- **Margins**
At the binding edge (Left): not less than 3 cm
Other margins (Right, Top, Bottom): not less than 2 cm.
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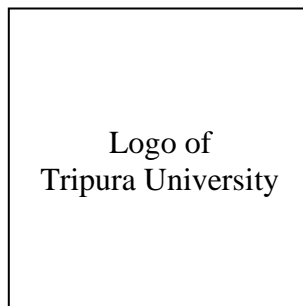
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Department of Business Management (14, Bold)
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Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967,pp 259-279.

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***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (6th Semester) Marketing Management

BMGT 601C

SERVICES MARKETING

1. INTRODUCTION TO SERVICE INDUSTRY:

Concept, Nature, Types, Importance, Difference between Goods & Service, Factors responsible for growth of service sector, Service Marketing Triangle, Service Marketing Environment, Service Market Segmentation, Problem areas in Segmentation, Targeting & Positioning.

2. UNDERSTANDING SERVICE INDUSTRY:

Current Trends in Service Industry, Customer Relationship Marketing, Service Quality: Concept, Dimensions, GAP model of service quality delivery, Measurement of service quality, Total Quality Management & Quality Circle, Consumer Behaviour: concept, models of Consumer Behaviour in Service Industry (EKB & GAP model), Customer Expectation & Perception, Factors affecting customer expectation & perception.

3. SERVICES MARKETING MIX-I:

- The Service Product: Introduction, New Service Development, Service Life Cycle
- Pricing Strategies: Introduction, Pricing Objectives, Methods of Pricing Services
- Managing Distribution Channels: Introduction, Factors Affecting Choice of Distribution Channel, Managing Distribution Channels
- Promotional Strategies: Introduction, promotion Objectives, Promotion Planning & Strategy.

4. SERVICES MARKETING MIX -II:

- People: Introduction, Challenges of Managing People, Measuring Productivity of people in Service Organization
- Physical Evidence: Introduction, Servicescape, Managing Physical Evidence
- Process: Introduction, Service Blueprinting, Managing Demand & Supply.

5. APPLICATIONS OF SERVICE MARKETING:

Marketing of Financial, Hospitality, Medicare, Educational Sectors and Tourism

SUGGESTED BOOKS:

1. Service Marketing-Text and Cases	Rajendra Nargundkar	Tata Mcgraw Hill
2. Service Marketing	Govind Apte	Oxford University Press
3. Service Marketing-The Indian Perspective	Ravishankar	Excel Books
4. Service Marketing-Text and Cases	Verma	Pearson
5. Service Marketing	S.N.Jha	Himalaya Publishing

1. RURAL MARKETING: INTRODUCTION

Defining rural markets, rural myths, The rural marketing mix: challenges, the evolving rural consumer, The evolution of rural marketing, the rural environment, the rural economic environment, the rural infrastructure, The rural Boom, The way forward, Rural Dividend

Telecommunication in Rural India, Information and Telecommunication technology (ICT) in rural areas, Financial Services in Rural India, Cloud Computing for Rural banking, Rural Healthcare services.

2. RURAL CONSUMER BEHAVIOR

The Consumer buying behaviour model, the buyer decision Process, The product adoption process.

3. SEGMENTING AND TARGETING RURAL MARKETS

Segmentation, Targeting, Positioning.

4. PRODUCT AND PRICING STRATEGIES FOR RURAL MARKET

The product concept and the classification of Rural Products, Product decision and strategies, Product branding in rural markets, Packaging for rural markets, Product warranty and after sales service, New product development in rural markets.

Pricing for Rural India, Setting the price for rural products and services, price setting strategies.

5. DISTRIBUTION AND COMMUNICATION STRATEGIES FOR RURAL MARKETS

Availability: The Challenge and the Dilemma, Distribution channels, the rural retail environment. Channel behaviour in rural areas.

Challenges for Rural Communication, The communication process: An overview, developing effective rural Communication

SUGGESTED BOOKS:

1. Rural Marketing	Pradeep Kashyap	PEARSON
2. Rural Marketing (Text and Cases)	C.S.J Krishnamacharyulu, lalitha Ramakrishnan	PEARSON
3. Introduction to Rural Marketing	R. Krishnamurthy	Himalaya Publishing House

1. DEVELOPMENT & ROLE OF SELLING IN MARKETING:

Nature & Role of Selling, Characteristics of Modern Selling, Success factor for Professional Sales People, Types of Selling, Nature & Role of Sales Management, Relationship between Sales & Marketing.

Environmental & Managerial Force Imparting Sales, Sales Channel, Selling for Resale, Selling Services, Sales Promotion, Exhibitions, Public Relations

2. SALES RESPONSIBILITIES & PERSONAL SELLING SKILLS:

Prospecting, Database & Knowledge Management, Self Management, Handling Complaints, Providing Service, Sales Preparation.

The Opening, Needs & Problem Identification, Presentation & Demonstration, Dealing Objection, Negotiation, Closing Sales, Follow-up

3. SALES FORCE MANAGEMENT:

Organisation for Recruitment & Selection, Sources of Sales Force Recruits, Pre Interview Screening, Formal Application Form, The Interview, Supplementary Selection Aids.

Motivation, Leadership, Training, Conclusions, Designing Sales Compensation Plan, Types of Compensation Plans, Fringe Benefits.

4. SALES QUOTAS:

Objectives in using Quotas, Types of Sales Quota & Procedure for Quota Setting, Administering the Quota Systems.

5. SALES FORCE EVALUATION:

Sales Force Evaluation Process, Purpose of Evaluation, Setting Performance Standards, Gathering Information, Measures of Performance, Appraisal Interviewing.

SUGGESTED BOOKS:

1. Selling & Sales Management	David Jobber, Geoffrey Lancaster	Pearson Education
2. Sales & Distribution Management - An Indian Perspective	Pingali Venugopal	Response Sage Publications Ltd
3. Sales Management Decisions, Strategies & Cases	Richard R. Still, Adward W. Cundiff, Norman A. P. Govoni	Prentice Hall

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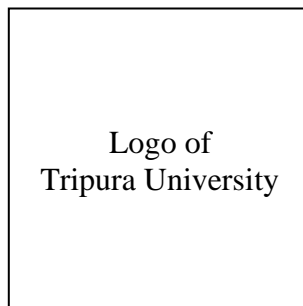
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Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

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BBA (6th Semester) Financial Management

BMGT 605C

MANAGEMENT ACCOUNTING

1. USE OF MARGINAL COSTING IN DECISION MAKING:

Decision Making Process in various situations (areas), viz. make or buy provisions, accept or reject business proposals (local market+ foreign markets), Export Order, Shut-Down or Continue, Stop or further Process, Selection of Optimum Product Mix, Key factors influencing decisions, Optimum level Production

2. STANDARD COSTING:

Meaning advantages and disadvantages of standard costing, Techniques of standard costing, Variance analysis and reporting.

3. BUDGETARY CONTROL SYSTEM:

Meaning advantages and disadvantages of Budgetary control system, the Concept of Budget factor (Key or limiting factor) and the Budget Period, Types of Budgets, functional (or operational) Budgets, Sales, Production, Purchase, Cash Budget, Flexible Budgets, Zero-Based Budgets, Performance Budgets, Master Budget.

4. ACCOUNTING FOR OVERHEADS

Meaning of overhead costs, importance of overhead costing.

Methods of overhead costing – primary distribution and secondary distribution, Problems.

5. ACTIVITY-BASED COSTING(ABC)

Meaning, feature and importance of ABC, Various term used in ABC system, Advantages and disadvantages of ABC. Difference with traditional costing system, Technique of ABC, Problems on Absorption Costing and Variable Costing.

SUGGESTED BOOKS:

1. Management Accounting	Paresh Shah	Oxford University Press
2. Advanced Cost Accounting	S. P. Jain, K. L. Narang, S. Aggarwal	Kalyani Publishers

1. BANKING:

Meaning, definition and features of banking, Evolution of banking in India

2. RESERVE BANK OF INDIA:

Functions of RBI, Management and administration of RBI, Credit control techniques by RBI.

3. COMMERCIAL BANKING IN INDIA.

Meaning and functions of commercial banks, Types of commercial banks, Current scenario and issues, cooperative banks, Regional Rural Banks (rrbs), Payments Banks, Non-Performing Assets (NPA): Meaning, Identification , Reasons and Current issues.

4. INSURANCE:

Meaning, Principles, Functions of Insurance, Various types of insurance and their importance, Procedure and settlement.

5. INDIAN INSURANCE MARKET:

Organisation of LIC, GIC, Other insurance companies in India, Current scenario and issues, Insurance Regulatory and Development Authority (IRDA).

SUGGESTED BOOKS:

1. Bank Management	Vasant Desai	Himalaya Publishing
2. Practical Approach to Recovery Management in Banks/ FIs & Securitisation Act (2 nd edition)	R.C. Kohli	Taxmann
3. Insurance : Theory and Practice	Pal Prabir, Tripathy, Nalini Prava	PHI
4. Fundamentals of Insurance	P.K Gupta	Himalaya Publishing House

1. INTERNATIONAL FINANCIAL ENVIRONMENT:

Evolution of the International Financial System, The Gold Standard, The Bretton Wood System and the IMF, The World Bank, WTO, Euro Bonds, Recent Pattern of International Banking Activities, Balance of Payment

2. FOREIGN EXCHANGE RISK MANAGEMENT:

Exchange Rate, Interest Rate, Inflation Rate and Exposure, Nature & Exposure of Risk, Exchange Rate and Interest Rate Volatility, Problems.

3. THEORIES ON EXCHANGE RATE MOVEMENTS:

Purchasing Power Parity, Fischer effect, International Fischer Effect.

4. GLOBAL FINANCIAL MARKETS AND INTEREST RATES:

The Global Financial Markets, Domestic & Offshore Markets, Euro Markets, Interest Rate in the Global Money Markets and an Overview of Money Market Instrument

5. FOREIGN EXCHANGE MARKET:

Structure, Types of Transaction and Settlements Rates, Exchange Rate Quotation, Forward Quotation, Exchange Rate Regimes and Foreign Exchange Market in India

SUGGESTED BOOKS:

1. International Financial Management	Madhu Viz	Excel Books
2. International Financial Management	V.K. Bhalla	Anmol Publications
3. International Financial Management	H.R.Machiraju	Himalaya Publications
4. International Financial Management	V.A. Avdhani	Himalaya Publications
5. International Financial Management	Shashi K. Gupta & Praneet Rangi	Kalyani Publishers

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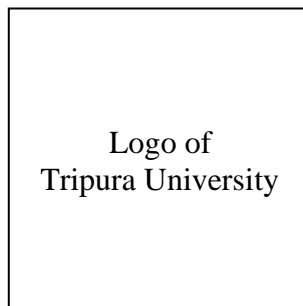
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To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

G. BIBLIOGRAPHY

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967,pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

H. ATTENDANCE SHEET

DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

Attendance Sheet

Name of the Student : _____

University Enrolment No. : _____

Name of the Supervisor from the Industry : _____

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (6th Semester) Human Resource Management

BMGT 609C

INDUSTRIAL RELATIONS

1. GROWTH OF INDUSTRIAL RELATIONS IN INDIA:

Meaning, Nature, Significance, Cause and effect for poor Industrial Relations in India, Suggestions to improve I.R.

2. INDUSTRIAL DISPUTES IN INDIA:

Meaning, forms of disputes, History of Labour disputes in India, Causes of Disputes, Results of Disputes.

3. NATIONAL COMMISSION ON LABOUR AND I.R.:

Collective Bargaining, Discipline and Disciplinary Procedure.

4. METHODS FOR PREVENTION AND SETTLEMENT OF I.D.:

Voluntary Level, Statutory Level, Authorities for the Settlement of I.D. Voluntary Level, Statutory Level, Authorities for the Settlement of I.D. Users Committees, Conciliation Officer, Board of Conciliation, Court of Equity, Labour Court, Industrial Tribunal and National Tribunal. Central Industrial Relations Machinery in India, Central Implementation and Evaluation Machinery, Industrial Disputes (Amendment) Bill Ramauryam Committee on I.R.

5. TRADE UNIONS:

Introduction, Recognition, Trade Union Act 1926. Standing Order Act 1946, I. Disputes Act, 1947. Dynamics of I.R. C. B. Memoria, Himalayan Publication.

SUGGESTED BOOKS:		
1. Industrial Relations	A.M. Sharma	Himalaya Publishing House
2. Dynamics of Industrial Relations	C.B.Mamoria	Himalaya Publishing House
3. Personnel Management & Industrial Relations	R.S.Davar	Vikas Publishing House

1. INTRODUCTION TO ORGANIZATION DEVELOPMENT:

Concept, nature & scope of organizational development, history of organizational development underlying assumptions & values, Operational components diagnostic, action & process- maintenance component.

2. ACTION RESEARCH AS A PROCESS:

An approach- history. Use & varieties of action research- when & how to use action research in organizational development.

3. ORGANIZATION DEVELOPMENT INTERVENTIONS:

Team interventions- inter- group interventions- personal, interpersonal & group process interventions- comprehensive interventions- structural interventions.

4. IMPLEMENTATION & ASSESSMENT OF ORGANISATIONAL DEVELOPMENT:

Conditions for success & failure- ethical standards in organizational development- organizational development & organizational performance- its implications.

5. KEY CONSIDERATIONS & ISSUES IN ORGANIZATIONAL DEVELOPMENT:

The future of organizational development – Indian experiences in organizational development.

SUGGESTED BOOKS:

1.	Organizational Development	French & Bell
2.	Organizational Development: Theory Practice & Research	French Bell & Zawach
3.	Organizational Development: Strategies & models	Richard Beckhard
4.	Organizational Development for Excellence	Kesho Prasad
5.	Organizational Development	J. Jayasankar

1. INTRODUCTION TO LABOUR LEGISLATION:

- a. Philosophy of labour laws.
- b. Labour laws- concept, origin, objectives.
- c. International labour organisation.
- d. Indian constitution & labour legislation.

2. THE FACTORIES ACT 1948 AND INDUSTRIAL DISPUTE ACT 1947.

Object, Definitions under the Factories Act, (Factory, Manufacturing Process, Worker, Power, Prime mover, Transmission machinery, Machinery, Adult, Adolescent, Child, Young person, Calendar year, Pay, Week, Shift and Relay, Occupier), Approval, Licensing and Registration, Power of Inspectors, certifying surgeons, Provision regarding Health of workers, Provision regarding the safety of workers, Provision regarding the welfare of workers. The working Hours of Adults, Restrictions on the Employment of women, CASE STUDY RELATED WITH FACTORIES ACT, 1948.

Industrial Disputes, Collective Disputes, Workman, Employer, Workman, Wages, Payment of full wages, Bonus, Gratuity, Appropriate Government, Works Committee, Conciliation Officers, Board of Conciliation, Court of Enquiring, Labour Courts, Industrial Tribunals, National Tribunal, Grievance settlement Authorities, Lockout, Strike, Prohibition of Strikes and Lock Outs, Penalties under the Industrial Dispute Act. Lay off, Retrenchment and Close. CASE STUDY RELATED WITH INDUSTRIAL DISPUTE ACT, 1947.

3. SHOPS & ESTABLISHMENT ACT AND THE EMPLOYEE'S STATE INSURANCE ACT 1948.

Employer, Employee, Commercial Establishment, weekly holiday, Working hours and Overtime work, Annual Leave, Provision for annual leave with wages, Provision of Maternity Leave and maternity benefit, Provision of right of Absence during the Pregnancy period of women workers.

Social Insurance, Reasons, Object Application of the Act, Definition: (factory, seasonal factory, Apprentices, Family, Insurable Employment, Insured Person, Managing Agent, Wages, Principal Employer, Immediate Employer, ESI Administration, Medical Benefit Council Rules regarding membership, Rules regarding contribution, Sickness benefit, Maternity benefit and it's rules, Employee's Insurance court and its function, CASE STUDY RELATED WITH ESI ACT, 1948.

4. PAYMENT OF BONUS ACT, 1965 AND PAYMENT OF GRATUITY ACT, 1972.

Definition: (Accounting Year, Allocable surplus, Available surplus, award, Employee, Employer), Scope and the applicability of payment of Bonus, Provision relating to payment of minimum and maximum bonus, Deduction from Gross Profit (Bonus), Appointment of Inspector, Payment of Bonus linked with Productivity, Provisions with reference in Agreement

for bonus under a different formula, CASE STUDY RELATED WITH PAYMENT OF BONUS ACT, 1965:

Methods of determining Gratuity, Continues Service under the payment of Gratuity, Provisions for settlement of dispute as to gratuity, Penalties under the payment of Gratuity Act, Provision regarding nomination under the payment Gratuity Act, Scope and coverage of Payment of Gratuity.

5. PAYMENT OF WAGES ACT, 1936 AND TRADE UNION ACT, 1921.

Wages of Industrial Establishment Under the payment of wages Act, Responsibility of payment of wages. Rules regarding the time of Deductions which may be made from the wages of an Employed person under the payment of wages Act. Restrictions with respect to Deduction from wages for Absence from duty. Procedure for bearing claims arising out of wrongful deduction from wages, penalty for various offences under the payment of wages Act, 1936.

Trade Union Registration, Cancellation of Registration of Trade Union, Rights and Privileges of a Registered Trade Union Provisions relating to change of Name of a Registered Trade Union, Amalgamation of Trade Union, Dissolution of Trade Union, Provision relating to Returns of a Trade Union, The Penalties Under the Trade Union Act, CASE STUDY RELATED WITH TRADE UNION ACT, 1921.

SUGGESTED BOOKS:

1. Industrial & Labour Laws	S.N.Mishra
2. Handbook of Industrial Law	N.D. Kapoor
3. Case Laws on Industrial Relations	L.Mishra
4. Labour Law	Reshma Arora
5. Industrial Laws (Bare Acts) Current Publication	

A. FORMAT OF PROJECT REPORT**With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

Note: For any query contact your respective Project Guide / Class coordinator

**Schedule for Project Completion
Department of Business Management
Summer Training Project Report**

S. No.	Activities to be Completed.	Signature with Date
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1& 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

B. INSTRUCTIONS FOR TYPING/ PRINTING

The project report should be strictly prepared according to the following guidelines.

- **Finalization of the Project Report**

Student should obtain clearance from their respective guide before final printing of the final project report.

- **Paper**

The size of the paper sheet: A4

Typing should be done on one side of the paper.

- **Font**

Type: Times New Roman

Size: 12

- **Line Spacing**

Body of the text: 1.5 lines

List of tables/ graphs/ charts/ bibliography: Single Line

- **Alignment**

Title page: Centre

Chapter heading: Centre

Subheading: Left

Body of Text: Justify

- **Margins**

At the binding edge (Left): not less than 3 cm

Other margins (Right, Top, Bottom): not less than 2 cm.

- **Titles**

All titles and subtitles should be printed in BOLD.

All the Tables/ Graphs/ Charts/ should have appropriate titles.

- **Numbering of the Tables/Graphs/Charts**

Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.

- **Pagination**

The title page should not carry any page number.

For initial pages (i.e. from students declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc,)

Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.

Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.

Page numbers are to be given at the centre of bottom of the page.

Pages separating Chapters should not be numbered but be counted.

- **Binding of the report**

The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

C. TITLE OF THE PROJECT REPORT

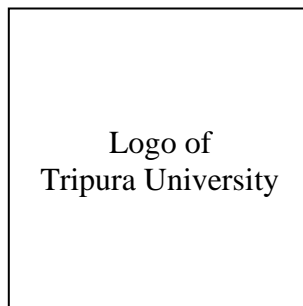
Title of the Project Report (14, Title Case, Bold)

Submitted in Partial Fulfilment for the Award of the

Degree of Bachelor in Business Administration YYYY-YYYY (14, Bold)

Under the Guidance of: (14, Bold)
Name of the Guide from Institute (14 size)
Designation (14 size)

Submitted By: (14, Bold)
Name of the Student (14 size)
University Enrolment No. (14 size)



Department of Business Management (14, Bold)
Tripura University (A Central University) (14 size)
Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

D. WRITING THE SUMMER PROJECT REPORT

- Student's Declaration
- Certificate from the Company
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organisation/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
- List of Graphs

Table of Contents

Chapter 1 - Introduction to the topic

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

Chapter 2 - Methodology

Research Design (Exploratory, Analytical etc.)

Data Collection

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

Chapter 3 Findings & Analysis

Chapter 4 Conclusions

Chapter 5 Recommendations / Suggestions

Chapter 6 Limitations of the Study

- Bibliography
- Annexure
 - 1. Questionnaire (If Applicable)
 - 2. Miscellaneous :
- Schedule for Project completion.

E. STUDENT DECLARATION

STUDENT DECLARATION

(On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

Date:

Signature:

Place:

Name:

University Enrolment No.:

F. CERTIFICATE FROM THE INSTITUTE GUIDE

CERTIFICATE FROM THE INSTITUTE GUIDE

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To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

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Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967,pp 259-279.

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***Minimum (8 out of 10) 80% attendance compulsory.**

