

Veer Narmad South Gujarat University

Business Environment

T.Y. B.B.A., Semester V

Effective from June 2012

Objectives-

- To sensitise the class, that there are continuous changes taking place in the environment. These changes are beyond the control of organisation but they have significant impact on organisational functioning.
- To help understand importance of scanning environment on continuous basis.
- To sensitise with external factors (micro and macro) that can have potential impact on organisation.

Contents

- 1. Introduction (15%)**
Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment- Micro, Macro
- 2. Economic Environment (20%)**
Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market: (A brief Introduction)
- 3. Technological Environment (15%)**
Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.
- 4. Legal and Political Environment (15%)**
Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, Competition Act,2002.
- 5. Social Environment (20%)**
Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility, Business Ethics, Consumerism, Consumer Protection Act: 1986

6. International Environment

(15%)

Globalization of World Economy, Drivers and Hurdles of globalization, Advantages and Disadvantages of Globalization, Policy issues in Globalization, WTO-Functions, Final Act, Implications (For and Against)

Books for Reference

- 1. *Business Environment: Text and Cases Francis Cherunilam* Himalaya Publishing House.**
- 2. *Essentials of Business Environment* - K Ashwathapa Himalaya Publishing House.**
- 3. *Business Environment* - Shaikh Saleem, Pearson Education.**
- 4. *Business Environment* - Vivek Mittal, Excel Books.**

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Entrepreneurship Development

T.Y. B.B.A., Semester V

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OBJECTIVES: -

- To make the students understand qualities of an entrepreneur.
- To make the students aware about the related aspects of entrepreneurship, including project appraisal, analysis and management of a project.

PAGOGIC TOOLS: -Lectures, Case study, Presentation, Group Discussion, Seminars, Biography of corporate leaders..

COURSE CONTENT :- Topics with Weightage

PART – A ENTREPRENEURSHIP

I CONCEPTUAL FRAMEWORK (20%)

- Definition, functions and qualities of entrepreneur
- Difference between entrepreneur and manager
- Definition of entrepreneurship and barriers
- Types of Entrepreneurs
- Development of entrepreneurship
- Rural entrepreneurship
- Concepts of Women Entrepreneurship
- Institutes in aid of Entrepreneurship (CED , EDI I, NIESBUD, STEPS, SIDBI)

II MOTIVATING THE ENTREPRENEUR (10%)

- Definition and process of motivation
- Implication of Maslow's and McClelland's theory
- Motivating factors
- Concept of Entrepreneurial mobility
- Concept of Entrepreneurial Competencies
- Integrated Contextual model of factors influencing emergence of entrepreneurship

III CONCEPT OF MSME (10%)

- Concept and Definition
- Registration procedure
- Whom to approach for what - organizations for assistance under MSME sector
- Special assistance to SC/S

IV SICKNESS IN ENTERPRISES (10%)

- Warning signals and remedies required
- Rehabilitation of sick projects
- Definition of sick units and causes
- Rehabilitation package by financial Institutions for sick projects

V PROJECT MANAGEMENT (15%)

- Project - Definition, meaning, characteristics, and types
- Project cycle/stages

- Sources and preliminary screening of project ideas, identification and formulation
 - Project design and Network Analysis (Gantt charts, CPM and PERT) (Numerical only on deterministic time estimates.)
- Project Report- General format (A) Scope(B) Feasibility report
Setting (C) Contents (D) Performa

VI PROJECT APPRAISAL (15%)
(Definition, Meaning and scope)

(A) – MARKET ANALYSIS

- Information required for market analysis
- Definition of situational analysis
- Sources of market information – primary & secondary
- Demand forecasting
(Qualitative – Jury and Delphi)
(Quantitative – Exponential and Leading Indicator)

(B) – TECHNICAL ANALYSIS

- Location and site
- Raw Materials
- Product technology
- Site preparation
- Project engineering
- Factors affecting manpower planning(MMP)

VII FINANCIAL PROJECTIONS (10%)

- Preparation of projected financial statements
- Projected fund flow and cash flow
- Debt service coverage ratio

VIII FINANCING THE PROJECT (10%)

- Types of financial assistance
- Procedure for project loan

(Presentations, Case studies, Discussion, Guest interactions)

Text and Reference books/Journals :-

- 1) Dynamics of Entrepreneurship development – Vasant Desai
(Himalaya Publishing House) IV Edi 2007
- 2) Entrepreneurial Development - S.S.Khanka (S.Chand & Co) III Edi. 2007
- 3) Essentials of Business Environment – K. Aswathappa (Himalaya Publishing House)
- 4) Project Planning to Implementation – Prasanna Chandra TMH Publishing 6th Edi
- 5) Essentials of entrepreneurship and small business management, Thomas Zimmerer.
Norman Scarborough, Prentice Hall of India

- 6) Business Maharajas , Gita Piramal, PenguinBook
 - 7) Business Legends , Gita Piramal, PenguinBook
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Research Methodology

T.Y. B.B.A., Semester V

Effective from June 2012

Objectives:

1. To expose students with the process of conducting scientific business research starting with identifying a problem, through research design preparation, identifying the source of data, collection of required data, analysis of collected data, interpreting the data up to results & conclusion & preparation of research report.
2. To give proper orientation to students about business research process so that they can effectively do final semester project.
3. To provide them with enough knowledge of scientific business research so that while solving business problems in actual business situation, they can systematically apply this knowledge & take proper & rational decision.

Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world.

Course Content:

Chapter 1. Introduction to Business Research. (16 %)

1. Definition of business research
2. Various classifications of business research
 - Basic V/s applied research
 - Quantitative v/s qualitative research
 - Comparative v/s absolute research
 - Problem identifying v/s problem solving research
 - Longitudinal v/s cross-sectional research
 - Internal v/s External Research
3. Methods of knowing: Scientific & non-scientific methods. Differences between scientific & non- scientific methods.
4. Various non-scientific methods: Method of tenacity, Method of appeal to authority, Method of self evident truth
5. Characteristics of Scientific methods of knowing. OR Characteristics of a good scientific research.
6. Types of research design
7. Different types of errors in business research
8. Meaning of terms : “ Concept “, “ Construct” and “Definition “ in relation to business research
9. Different types of variables in business research.
10. Definition of hypothesis. Types of hypothesis. Role of hypothesis in research Qualities of a good hypothesis
11. Inductive & deductive logic of reasoning in relation to business research
12. Business Research Process
 - Formulation of research problem

- Choice of a research design
- Determination of sources of data & method of collection.
- Sampling design & sample size determination
- Design of data collection instruments
- Organizing & conduction a field survey.
- Editing, tabulation, classification & coding of data
- Processing & analysis of data
- Preparation of research reports
- Conclusions & suggestions & actions

Chapter 2. Secondary Data Sources: (7 %)

1. Difference between terms : “Data” and “ Information “
2. Difference between Primary Data & Secondary Data. Their relative merits & de-merits.
3. Various sources of secondary data. (Internal & External)
4. Use of internet in secondary data collection

Chapter 3. Primary data collection techniques. (13 %)

1. Three methods viz. observation, survey & experiments.
2. Observation as a method of primary data collection. Definition of observation
3. When observation is suitable?
4. Advantages & limitations of observation methods
5. Different classifications of observation methods:
 - Structured v/s unstructured observation
 - Disguised v/s undisguised observation
 - Natural v/s laboratory observation
 - Direct v/s indirect observation
 - Human observation v/s mechanical observation
 - Participative v/s non-participative observation
6. Definition of Experiment.
7. Types of experiments: Field v/s laboratory experiments. Their comparison on various parameters.
8. Various survey methods (Just names)

Chapter 4. Survey methods of primary data collection (13 %)

1. General Idea of survey methods
2. Process of conducting survey
3. Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey. Detailed idea of various sub-classes of these four methods
4. Comparison of four survey methods on various parameters

Chapter 5. Design of questionnaire: (17 %)

1. Definition of questionnaire
2. Variables to be decided in questionnaire design
3. Objectives of questionnaire
4. Three types of information collected by questionnaire
5. Process of questionnaire design
6. Importance of pre-testing of questionnaire
7. Case study of questionnaire design

Chapter 6. Sampling & Sampling Techniques (7 %)

1. Objectives of sampling.
2. Difference between sample survey and census survey.
3. Meaning & definition of various terms related to samplings. Process of sampling
4. Factors affecting sample size decision.
5. Various probabilistic sampling plans.
6. Various non-probabilistic sampling plans.

Chapter 7. Fieldwork & data preparation (7 %)

1. Field work to collect data. Activities or process of field work.
2. Data editing & preparation cycle
3. Checking of Questionnaire.
4. Editing
5. Coding & code-book construction
6. Tabulation. Idea of cross-tabulation
7. Transcribing
8. Data Cleaning
9. Statistical Adjustment of data
10. Selection of data analysis strategy.

Chapter 8. Data analysis & scaling (10 %)

1. Definition & General meaning of scaling.
2. Definition of attitude & limitations of attitude measurement
3. Discussion on Reliability, Validity & sensitivity of scales
4. Idea of various comparative & Non-comparative scales. Examples of attitude scales & perception scales.
5. Purposes of statistical analysis.
6. Revision of statistical tools of analysis, like Frequency counting & Percentage, Mean, Median, Mode, Standard Deviation, Co-Relation, Regression, Frequency distribution & concepts of probability.

Chapter 9. Report preparation & presentation of research findings (10 %)

1. Objectives & importance of Report preparation.
2. Format & Contents of a research report.
3. Different types of audiences of a research report.

4. Various types of research reports. Idea of multi-media presentations.
5. Various types of graphs & guidelines for graphs.
6. Qualities of a good research report
7. Guidelines for preparing tables.
8. Ethics in Business Research.

Total Lectures: 60

Text Books & Reference Books:

1. Business Research Methods: Donald Cooper & Schindler, Tata McGraw Hill (Main Text)
2. Marketing Research : Naresh Malhotra, Pearson Publications (Second Text)
3. Marketing Research: Churchill, Dryden Press, Harcourt Publications
4. Business Research Methods: Zikmund , Cengage Publishing
5. Business Research Methods : Saunders, Pearson Publications.

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Services Management

T.Y. B.B.A., Semester V

Effective from June 2012

Objectives:

To introduce student with concept of services, help them appreciated special characteristics of it and equip with special tools to manage service business.

Pedagogic Tools:

Lectures, assignments, Case studies, Practical examples from corporate & business world, projects & presentations.

- 1. Introduction to Service Industry (15)**
Introduction to Services, Unique characteristics of Services, Classification of Services, Challenges confronted by Service sector, Factors responsible for growth of Service Economy, Service Management.
- 2. Service Marketing Mix (15)**
Product: Core and supplementary Elements, Branding service Products, Price: Role of Non monetary costs, Pricing strategy, Pricing and Revenue Management, Yield Management, Place: Service Distribution, Role of Customers in Service Delivery, delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies, Promotion: Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication
- 3. Extended Marketing Mix (15)**
People: Employee's role in Service Delivery, Service Leadership and culture, Process: Service Blueprinting, Service Process Redesign, Physical Evidence: Servicescape, Service Environments
- 4. Service Quality and Measurement (15)**
What is Service Quality, The Gaps Model, Measuring and Improving Service Quality, Defining and Measuring Service Productivity, Improving Service Productivity.
- 5. Managing Service Demand and capacity (20)**
Demand patterns and managing fluctuations in Service demand, Constraints in service capacity and capacity management, Yield management, Managing waiting lines.
- 6. Introduction to Different Services (Through case discussions and student assignments) (20)**
Retailing, Hospitality - Travelling and Tourism, IT Enabled Services, Consultancy Services, Transportation Services, Banking Services, Insurance Services, Healthcare and Hospital Management etc.

List of references

1. *Services: Marketing, Operations and Management - Jauhari Dutta, Oxford University Press.*
2. *Services Marketing - Govind Apte, Oxford University Press.*
3. *Services Marketing: Text and cases - Rajendra Nargundkar, Tata Mcgrow Hill.*
4. *Services Marketing: Concept, Planning and Implementation - C Bhattacharjee, Excel Book.*
5. *Services Sector Management: An Indian Perspective - C Bhattacharjee, Jaico Publishing House.*
6. *Services Marketing - Zeithmal, Bitner, Gremler and Pandit, Tata Macgrow- Hill*
7. *Services Marketing: a south Asian Perspective - Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Pearson Education.*
8. *Services Management: Operations, Strategy, Information Technology - Fitzsimmons and Fitzsimmons, Tata Macgrow- Hill.*