

SEMESTER 6

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BBA 601 : SERVICES MARKETING

Section I

- Growth of service sector economy, Service Characteristics, Service Classification, Service product, Traditional 4 P's of marketing and extended Marketing mix, Service Marketing Triangle, Service Marketing Mix, Quality Gaps Model.
- Consumer Behaviour in Services, Customer Expectation of Service, Customer Perception of Service. Understanding Customer expectation and Perception through Marketing Research.
- Relationship Marketing - Concept, Benefits and Strategies.

Section II

- Service recovery.
- Service Development and Design: New Service Types, Supplementary Services, Developing Positioning Strategy, Positioning Maps
- Services cape Types, Services cape effects on behaviour
- Importance and Strategies for effective delivery through Employees, Intermediaries and Customer Participation.

Section III

- Managing Demand, Managing Capacity, Waiting Line Strategies
- Services Marketing Communication Mix, Communication Strategies
- Factors related to Pricing, Pricing approaches, Pricing Strategies
- Customer Service Function.

Text Books:

1. Valerie Zeithaml & Mary Jo Bitner; Services Marketing – Tata-McGraw–Hill
2. Christopher Lovelock; Services Marketing, 3e – Prentice Hall, International Edition.

Reference Books:

1. Ravi Shankar; Services Marketing Text & Readings, Indian Perspective; Excel Books.
2. Leonard L berry and A Parasuraman; Marketing Services: Competing Through Quality; Macmillan India Ltd.

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BBA 602 : INTERNATIONAL FINANCE

Section I

- The international monetary system – History, Bretton woods and period after 1971.
- Foreign Exchange Market and Exchange Rate Determination.
- Currency Risk Management.

Section II

- Interest Rate Exposure Management.
- Eurocurrency Markets.
- International Project Appraisal & Project Finance.
- Currency future & options, currency swaps.

Section III

- Country Risk Analysis.
- International cash management.
- International Portfolio Management.
- International Accounting Standards - Effect of changes in Foreign Exchange Rate.

Text Books:

1. Sharan, (2010), International Business, 2nd edition, Pearson Education.
2. Tamer, Cavusgil, Gary, Knight, (2010), International Business: Strategy, Management and the New Realities, 1st Edition, Pearson Education.

Reference Books:

1. Sinha P.K, (2008), International Business Management, Excel Books.
2. K. Aswathappa, (2008), International Business, McGraw Hill Education.
3. Hodgetts, R., Luthans, F., Doh, Jonathan., (2008), International Management: Culture, Strategy and Behaviour, Pearson Education.
4. Deresky, (2010), International Management: Managing Across Borders and Culture, Pearson Education.

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BBA 603 : RISK MANAGEMENT

Section I

Market Risk Measurement: Risk management Principles; Sources of Market Risk; Derivatives and Risk Management; Risk Measurement before VaR; Measures of Financial Risk; VaR, Coherent Risk Measures; Estimating Market Risk; Estimating Liquidity Risk.

Section II

Credit Risk Measurement: Concept; Credit Analysis of Corporate Bonds; Agency Ratings; Modeling Credit Risk; Elements of Credit Risk; Default Risk; Measuring Default Probabilities; Loss given Default; Loan Portfolios, Expected Losses & Unexpected Losses; Credit Derivatives; CLN; CDO; CDS.

Section III

Operational Risk Measurement: Concept; Identification; Drivers; Approaches; Managing operational risk; Insurance; Hedging using derivatives; Application of VaR; Risk Adjusted Performance Measurement; VaR Based; Earnings Based; SVA; Integrated Risk Management; Legal; Reputational; Accounting; Other types – Regulatory, Political; Firm wide performance; Controlling Firm Wide Risk; Model Risk.

Section IV

Investment Risk Measurement: Investment companies & Evaluation Portfolio Performance; Hedge Fund Management; Hedge fund basics; Analysis of performance of Hedge funds; Risks in Hedge Funds; Individual Hedge Fund Strategies; Style Drifts – Monitoring, detection and control.

Text Books:

1. GARP – FRM Handbook, 4th Edition.
2. Philippe Jorion – Value at Risk, 3rd Edition.
3. Alexander J. McNeil, Rüdiger Frey, Paul Embrechts – Quantitative Risk Management.

Reference Books:

1. Kevin Dowd – Measuring Market Risk, 2nd Edition.
2. Frank K Reilly, Keith C Brown - Investment Analysis and Portfolio Management- 5th Edition.

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BBA 604 : BUSINESS LAW AND INDUSTRIAL RELATIONS

Section I

- **Indian Contract Act:** nature of contract, offer and acceptance, consideration, capacity to contract, free consent, legality of object, agreements not declared – avoid, contingent contract, quasi contract. Special Contracts – Indemnity and Guarantee, Bailment and Pledge, Contract of Agency. Sale of goods act 1930 – Formulation of contract, Conditions and Warrants transfer of Property, Performance of Contract, Right of an unpaid seller.
- **Negotiable Instruments Act:** Definition Bills & Cheques, Parties to Negotiable, Instruments, Negotiation Presentment, Dishonor, Discharge of a Negotiable Instruments, Rules of Evidence, Estoppel, Hundies, Bank and Customer.

Section II

- Concept and Importance of Industrial Relations
- Trade Unions: Structures of Trade Unions, management of trade Unions, Problems of Trade Unionism, in India New Directions in Trade Unions-White Collar Unionism, Rural Unionism.

Section III

- Workers Participation in management: Conceptual Aspects, Practice of Workers Participation-Self Management Systems Member of Management Bodies, Work Councils, Joint management Councils.
- Collective Bargaining: Concept and Importance, process of Bargaining, Goals and Strategy in Bargaining; Problems of collective Bargaining.

Section IV

- Industrial Disputes: Theoretical Framework, Causes of Disputes. Types of Disputes: Settlement of Industrial Disputes, Conciliations, Arbitration, Adjustments.
- Grievances: Causes, Grievance Procedure, Employee Discipline.

Text Books:

1. Industrial Relation & Labor Law; Sunita Latkar; Vision Publications.
2. Collective Bargaining & Labor Relations; Terry L. Leap; ISBN: 9780023691010
3. Labor Relations: Development, Structure, Processes; John Fossum; ISBN: 9780072987133.

Reference Book:

1. Contemporary Labor Economics; Campbell McConnell, Stanley Brue, & David Macpherson; ISBN: 9780073375953.
2. Principles of Taxation: Advanced Strategies; Sally M. Jones, & Shelley C. Rhoades-Catanach; ISBN: 9780072443806.
3. The Worm in the Apple: How the Teacher Unions Are Destroying American Education; Peter Brimelow; ISBN: 9780060096625.

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BBA 605 : MANAGEMENT THESIS

**[BASED ON 2 WEEKS INTERNSHIP IN SERVICES
INDUSTRY]**

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