



Program: BBA
Semester: Sixth
Course: MARKETING RESEARCH (Open Electives)

L	T	P	C
4	0	0	4

Course Code: 11.351

Course Objective:

- Explain market research theories and concepts to colleagues and use this knowledge to design research studies in response to managerial problems.
- Compare and contrast a range of common market research tools in order to evaluate the most appropriate tool for a unique research question.
- Design and implement a research tool in response to a client brief within a team or individually.
- Summarise a market research project and reflect on constructive feedback to improve the summary.
- Develop a report that critically analyses market research data and provides a recommendation.

Unit I

Basic concepts: Introduction of Marketing Research, scope, limitations of Marketing research, Marketing research analysis, sales analysis and Market potential.

Unit II

Research process, formulating the Research Problem, Research design and its types, exploratory, descriptive and experimental. Choice of Research Design, Sources of Experimental Errors.

Data collection: primary and secondary. Scaling: meaning of scaling, classification, important scaling techniques: rating scales and ranking scales. Scale construction techniques, multidimensional scaling, **Questionnaire:** questionnaire, types of questionnaire, Process of designing questionnaire, pretesting of questionnaire,

Preliminary data analysis: Data preparation, data transferring, data clearing, tabulation, coding, editing of data.

Unit III

Sampling: concepts, types and techniques, estimation of sample size.

Measurement of Central Tendency, Mean, Median, mode, Dispersion, Univariate Analysis, bivariate analysis

Data analysis: Data Analysis: Testing of Hypothesis, Null hypothesis, alternative hypothesis, procedure to setting the hypothesis, type I and Type II error. Tests of significance based on t, f and z distribution and chi-square test; Analysis of variances, factor analysis, component analysis.

Unit IV

Correlation, rank correlation & Regression analysis; Interpretation and Report Writing, Types of Research Reports, Guidelines for Writing a Report, Writing a Report Format, Evaluation of Research Report.

Suggested Reading:

1. Marketing Research RamanujanMazindar, Vikas Pub.
2. Marketing Research Luck & Rubin, Vikas Pub.
3. Research for Marketing Decision, Donald S. Tull & Paul E. Green: Prentice-Hall international
4. Marketing Research C.R.Kothari, Pearson Education



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Program: BBA
Semester: Sixth
Course: HUMAN VALUES AND ETHICS
Course Code: 40B.451

L	T	P	C
2	0	0	0

Course Objective:

To develop students' sensibility with regard to issues of gender in contemporary India.

- To provide a critical perspective on the socialization of human beings.
- To introduce students to information about some key aspects of Indian culture and ethics.
- To expose the students to debates on the politics and economics of work.
- To help students reflect critically on gender violence.
- To expose students to more egalitarian interactions between men and women.
- Students will attain a finer grasp of how gender discrimination works in our society and how to counter it.

LEARNING OUTCOME:

- Leads students to be aware of gender issues and try to resolve them on personal basis
- Active critical engagement with moral issues and have secular thinking
- Give importance to human solidarity and dignity
- Make something positive of their life

1. VALUE CRISIS IN CONTEMPORARY INDIAN SOCIETY

- 1.1 Value Crisis at the Individual Level
- 1.2 Societal Level
- 1.3 Intellectual Level
- 1.4 Cultural Level
- 1.5 Value – What are they?
- 1.6 The Indian Concept of Values.
- 1.7 Modern Approach to the Study of Values.
- 1.8 Aesthetic Sensibilities

2. MORAL AND ETHICAL HUMAN VALUES

- 2.1 Bases for Moral Judgment
- 2.2 Some Canons of Ethics.
- 2.3 Virtue Ethics.
- 2.4 Ethics of Duty.
- 2.5 Ethics of Responsibility
- 2.6 Factors to be considered in Making Ethical Judgments.
- 2.7 Different Meanings of Human Values
- 2.8 A New Approach to Human Value ,Freedom, Creativity Love &Wisdom

3. MORAL VALUES IN PROFESSION

- 3.1 What is a Profession?
- 3.2 Professional Ethos
- 3.3 Code of Professional Ethics
- 3.4 Practicing the Code
- 3.5 Corporate Social Responsibility
- 3.6 The Larger Domain of Human Values



4. GENDER SENSITIZATION

4.1 Socialisation of women

4.2 Just Relationships, being together as equals

4.3 Declining sex ratio, demographic consequences

4.4 Women's work, its politics and economics, fact and fiction, unrecognized and unaccounted work

4.5 Domestic violence, eve teasing and harassment. Is home a safe place?

Suggested readings:

1. Dr. Rajan Mishra, Human Values: Laxmi Publications Pvt. Ltd.
2. S. Dinesh Babu, Professional Ethics and Human Values; Laxmi Publications Pvt. Ltd.
3. P.S. Rathore. Business Ethics And Communication; S.Chand Publishing
4. Dr. K.Alex. Managerial Skills; S. Chand Publishing.
5. Dr. M. Adithan, Study Skills For Professional Students For Higher Education , S.Chand Publishing
6. Govindarajan M "Professional Ethics and Human Values."
7. R.R. Gaur and R. Sangal " A Foundation Course in Human Values and Professional Ethics"



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Program: BBA
Semester: Sixth
Course: ENTREPRENEURSHIP MANAGEMENT
Course Code: 11.352

L	T	P	C
4	0	0	4

Course Objective:

- To expose the students of Business Management to appreciate and understand the concepts and fundamentals of Entrepreneurship
- To make them understand the process of business idea generation and converting the idea into a business model.

Unit I

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship. Concept of entrepreneurship: meaning & characteristics of entrepreneurship, entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, entrepreneur and manager

Unit II

Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and Kakinada experiment, Establishment of entrepreneurial systems: search, processing and selection of idea, Input requirements

Unit III

SSI: meaning, importance, characteristics, advantages and problems of SSI's. Steps for starting a small industry, guidelines for project report, registration as SSI. Assistance to SSI, need for incentives & subsidies, need for institutional support, role of government and other institutions.

Unit IV

Case studies of Entrepreneurs

Suggested Reading:

1. Entrepreneurial Development C.B. Gupta & N.P. Srinivasan: Sultan Chand & Sons
2. Management of a Small Scale Industry Vasant Desai: Himalaya Publishing House
3. Entrepreneurship Development, Dr. C. B. Gupta Udyamita and Sudha G.S. Modern World Publishing House 8th ed.
4. Dynamics of Entrepreneurship Development & Management: Vasant Desai; Himalaya Publishing House
5. Entrepreneurship Development: G. A. Kaulgud, Vikas publication.



Program: BBA
Semester: Sixth
Course: ENVIRONMENTAL MANAGEMENT
Course Code: 11.354

L	T	P	C
4	0	0	4

Course Objective:

- The course will provide a critical survey of the contemporary field of environmental policy, planning and management in the Indian contexts.
- The course is centrally based with understanding deliberate efforts to translate environmental knowledge into action in order to achieve particular outcomes in the way landscapes, societies and/or natural ecosystems are used and managed.
- The course will critically examine contemporary thinking on these environmental themes including: sustainable use practices, political-ecology, decentralized environmental management.

Unit 1: Multidisciplinary nature of environmental studies, Natural Resources

- Definition, scope and importance need for public awareness. (2 lecture)
- Renewable and non-renewable resources:
- Natural resources and associated problems.
- a) Forest resources: Use and over-exploitation, deforestation, case studies.
- Timber extraction, mining, dams and their effects on forest and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles. (2+8 lectures)

Unit 2: Ecosystems, Biodiversity and its conservation

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
 - Introduction – Definition: genetic, species and ecosystem diversity.
 - Bio geographical classification of India
 - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option



- values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. (6 lectures + 8 lectures)

Unit 3: Environmental Pollution, Social Issues and the Environment

- Definition
- Cause, effects and control measures of:-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disastermanagement: floods, earthquake, cyclone and landslides.
- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmentalethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

(8 lectures + 7 lectures)



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Unit 4: Human Population and the Environment, Field work

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.
- Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (6 lectures Field work Equal to 5 lecture hours)

References:

1. G. Kiely - Environmental Engineering Irwin/ McGraw Hill International Edition, 1997

2.M. L. Davis and S. J. Masen, Principles of Environmental Engineering and Science, McGraw Hill International Edition 2004