

COURSE CONTENT FOR SEMESTER – I

BBA-101: FUNDAMENTALS OF MANAGEMENT

Unit – I: Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of management thought- Contribution of Taylor, Weber and Fayol management.

Unit – II: Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

Unit – III: Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control

Unit – IV: Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.

Unit – V: Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Readings:

1. Pagare Dinkar; Principles of Management
2. L M Prasad; Principles and Practice of Management
3. Satya Narayan and Raw VSP ; Principles and Practice of Management
4. Srivastava and Chunawalla; Management Principles and Practice

BBA-102: ORGANISATION BEHAVIOUR

Unit – I: Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit – II: Individual Behavior - Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory

Unit – III: Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.

Unit – IV: Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit – V: Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organizational Quality of work life, Recent advances in OB.

Suggested Readings:

1. Bennis, W.G.; Organization Development
2. Breech Islwar ; Organization -the frame-Work of Management
3. Dayal, Keith ; Organizational Development
4. Sharma, R.A. ; Organizational Theory and Behavior
5. L.M Prasad ; Organizational Behavior

BBA-103: MANAGERIAL ECONOMICS

Unit – I: Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Nature and Scope of Managerial Economics, its relationship with other subjects.

Unit – II: Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve, Laws of Demand, Elasticity of Demand Types & Measurement, Supply Analysis, Demand Forecasting.

Unit – III: Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.

Unit – IV: National Income: Concepts and Measurements, instruments of fiscal policy, Tools of monetary policy.

Unit – V: Economic Growth and Development, Business Cycle, The balance of payments, Inflation.

Suggested Readings:

1. Adhikari M ; Management Economics
2. Gupta G.S. ; Managerial Economics
3. Lal S.M ; Principles of Economics
4. Vaish & Sunderm ; Principles of Economics

BBA-104: ACCOUNTING FOR MANAGERS

Unit – I: Introduction to course Basic rules. Accounting concepts and conventions, Accounting information system: Mechanism of financial accounting, Accounting records ,Journal ledger, Trial Balance.

Unit – II: Concept of balance Sheet, Income statement and basic Accounting equations, Introduction and definition of Income statement ,Comprehensive exercise in banking income statement and Balance sheet.

Unit – III: Depreciation: meaning, methods and importance Accounting statement of depreciation.

Unit – IV: Cash flow: cash flow statement, preparation and interpretation of cash flow statement.

Unit – V: Introduction of financial statement analysis. Cost value profit analysis.

Ratio analysis: using Ratio in financial assessment, manufacturing firms, preparation of financial statements.

Suggested Readings:

1. Agarwal B.D ; Advanced Accounting
2. Chawla & Jain ; Financial Accounting
3. Chakrawarti K.S ; Advanced Accounts.
4. Gupta R.L. & Radhaswamy ; Fundamentals of Accounting
5. Jain & Narang ; Advanced Accounts
6. Shukla & Grewal ; Advanced Accounts

BBA-105: BUSINESS LAW

Unit – I: Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Performance of Contracts; Termination of Contract, Consequence and Remedies for Termination of Contract.

Unit – II: Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency.

Unit – III: Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.

Unit – IV: Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up

Unit – V: Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of NIs.

Suggested Readings:

1. Dhanda PMV ; Commercial and Industrial Laws
2. N.D. Kapoor ; Elements of Mercantile law (including Company Law Industrial Law)
3. Gulshan S and Kapoor ; Lectures on Business & Economics Laws
4. Kuchall ; Business Laws

5. Mandal C ; Economics and other Legislations
6. Awtar Singh : Principles of Mercantile Law

BBA-106: BUSINESS ORGANIZATION AND ETHICS

Unit –I : Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization . Modern Business, Business & Profession.

Unit – II: Business Unit, Establishing a new business unit. Meaning of Promotion.Features for business, Plant location, Plant Layout & size of business unit.

Unit – III: Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Unit – IV:Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics. Relationship between Ethics & Corporate excellence – Corporate mission and statement, Code of Ethics and culture

Unit – V: Business and Society Changing Concepts and Objectives of Business, Professionalization, Business ethics, Gandhian Philosophy, Organizational Culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

Suggested Readings

1. Koltar Philip ; Marketing Management
2. Stanton, Etzel Walker ; Fundamentals of Marketing
3. SaxenaRajan; Marketing Management
4. ChottorjeeS.K.Business Organisation
5. JagdishPrakash Business Organistaton and Management
6. Om Prakash Business Organisation

QUALIFYING PAPER

ENVIRONMENTAL STUDIES (CODE-008)

Unit-1: The Multidisciplinary Nature of Environmental Studies:

Definition, Scope and Importance, Need for Public Awareness.

Unit-2: Natural Resources

- ❖ 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 forests 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 nonrenewable 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

Unit-3: Ecosystems

- ❖ 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)

Unit-4: Biodiversity And Its Conservation

- ❖ Introduction – Definition: genetic, species and ecosystem diversity.
- ❖ Bio geographical classification of India
- ❖ Value of biodiversity: Consumptive use, productive use, social, ethical, and 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.

Unit-5: Environmental

Pollution Definition:

- ❖ Causes, 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 pollution
- ❖ Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- ❖ Role of an individual in prevention of pollution
- ❖ Pollution case studies
- ❖ Disaster Management: Floods, earthquake, cyclone and landslides.

Unit-6: Social Issues And The Environment

- ❖ 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
- ❖ Environmental Ethics: 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

Unit-7: Human Population And The Environment

- ❖ Population growth, variation among nations.
- ❖ Population explosion: Family Welfare Programme.
- ❖ Environment and human health
- ❖ Human Rights
- ❖ Value Education
- ❖ Women and Child Welfare
- ❖ Role of Information Technology in Environment and human health
- ❖ Case Studies

Unit-8: Field Work

- ❖ 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. (Field work Equal to 5 lecture hours).

COURSE CONTENT FOR SEMESTER – II

BBA-201 :QUANTATIVE TECHNIQUES FOR BUSINESS

UNIT – I: Matrix: Introduction, Types of Matrix, Addition, Subtraction & Multiplication of Matrix, Inverse of Matrix, Solution of Linear equations by matrix inversion Method.

UNIT – II: Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Graphical Presentation, Measures of Central Tendency (Mean, Median & Mode) Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

UNIT – III: Correlation : significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

UNIT – IV: Probability: Definitions of Probability, Additive and Multiplicative Rules of probability, Bay's Theorem (Simple numerical) Probability Distributions: Binomial, Poisson and Normal.

UNIT – V: Sampling: Methods of sampling, sampling and non-sampling errors. Testing of Hypothesis, Type I and Type II Errors, Large Sample tests.

Suggested Readings:

1. Raghavachari; Mathematics for Management
2. Zamiruddin; Business Mathematics
3. Gupta S.P.& Gupta M.P; Business statistics
4. Elhance,D.N ; fundamentals of Statistics
5. Gupta C.B; introduction of statistical Methods

BBA-202: BUSINESS COMMUNICATION

Unit – I: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication

Unit – II: Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication ,Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

Unit – III :Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

Unit – IV: Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language,

Para Language ,EffectiveListening, Interviewing skill, Writing resume and Letter or application.

Unit – V:Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international Situations. Importance of business language, vocabulary words often confused, words often miss spelt, common errors in English.

Suggested Readings:

1. Bapat&Davar; A Text book of Business Correspondence
2. Bhende D.S.; Business Communication
3. David Berio; The Process of Communication
4. Gowd& Dixit ; Advance Commercial Correspondence
5. Gurky J.M. ; A reader in human communication

BBA-203: HUMAN RESOURCE MANAGEMENT

Unit – I: Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

Unit – II: Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Program, developing HR policies and strategies, International HRM, Domestic HRM compared to International HRM.

Unit – III: Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process, Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal, Promotion & Transfer.

Unit – IV: Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc.

Unit – V: Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions, the e-HRM, Nature, e-activities, recruitment, selection, performance management, compensation.

Suggested Readings:

1. Human Resource Management;Dipak Kumar Bhattacharya
2. Managing Human Resource;ArunMonappa

3. Essential of HRM and Industrial Relations;P.SubbaRao
4. PersonnelManagement; C.B. Memoria
5. Human Resource Management; k. Ashwathappa

BBA-204: MARKETING MANAGEMENT

Unit – I: Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Social marketing, Understanding of Consumer Behavior, Purchase decision Process.

Unit – II: Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

Unit – III: Marketing Mix: Product: Product Mix, New Product development levels of Product, Product life cycle, Branding and packaging, Distribution: Concept, Importance, different types of distribution channels etc.

Unit – IV: Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management

Unit – V:Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing

Suggested Readings:

1. Marketing Mgt. ; Philip Kotlar (PHI)
2. Marketing by ; Etzet, Walker, Stanton
3. Marketing Management ; RajanSaxena
4. International Marketing ; Cateora Graham
5. Marketing Management; RamaswamyV.S. & NamaKumar . S

BBA-205: BUSINESS ENVIRONMENT

Unit – I: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.

Unit – II: Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

Unit – III: Industrial Policy – Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation.

Unit – IV: Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA, Start-ups, Skill development, Thrust on make in India.

Unit – V: Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade, Increasing trends of e-commerce with respect to e-platform like flipcart, Amazon, Myntra.

Suggested Readings:

1. Francis Cherunilum ; Business Environment
2. K.Asathapa ; Business Environment
3. PAUL ; Business environment
4. V. Neelamegum ; Business Environment

BBA-206: FUNDAMENTALS OF COMPUTER

Unit – I: Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.

Unit – II: Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM.

Unit – III: Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Topology (Ring, Star, Bus, Mesh), Digital Piracy Management, Cyber Security / Cyber Laws, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet.

Unit – IV: Windows (latest Version): Introduction, Features, Installation, Activation, Security Features , MS Word with all the applications and uses.

Unit – V: Excel(latest Version): Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Tables.

Suggested Readings:

- 1.Computer Fundamental:- V. K. Singh
- 2.Fundamentals of Computers:- G. B. Jain

- 3. Operating System:-Godbol
- 4. Window-98:- Manual

BBA-207: ASSESSMENT ON SOFT SKILL BASED ON PRESENTATION/G.D./P.D

Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.

The phrase ‘soft skills’ incorporates a wide variety of personality traits, communication and people skills, social attitudes and emotional intelligence. These qualities (also known as ‘core skills’) are increasingly important for success in the workplace – and not just for those in leadership positions. Everyone can benefit from some focused training and development to help them realise their full potential.

Group discussion: Group Discussion improves verbal communication nonverbal behavior, Decision making ability and cooperation.

Management Games: It improves Team Work, Internships, Volunteering, Leadership Skills

Grooming Sessions: It improves Communication, Interaction, helps in admitting your flaws and Weakness, helps in discovering things and new ideas. It makes you more adaptable and accommodative.

Presentation skills: It helps in making clear objectives, Well-rehearsed, Information clearly featured and it includes call to action

Communication Skills

1. Verbal Communication
2. Body Language
3. Physical Communication
4. Writing
5. Visual Communication
6. Listening
7. Presentation Skills
8. Public Speaking
9. Interviewing

Leadership

1. Team Building
2. Mentoring
3. Delegation
4. Dispute Resolution
5. Giving Feedback
6. Decision Making
7. Supervising
8. Managing

Interpersonal Skills

1. Networking
2. Interpersonal Relationships
3. Dealing with Difficult People
4. Conflict Resolution

Personal Skills

1. Stress Management
2. Tolerance of Change and Uncertainty
3. Taking Criticism
4. Self Confidence
5. Adaptability
6. Resilience
7. Self Leadership
8. Self Assessment
9. Enthusiasm
10. Empathy

Professional Skills

1. Time Management Technology
2. Meeting Management
3. Technology Savvy
4. Trend Awareness
5. Business Trend Awareness
6. Business Etiquette

Creativity

1. Problem Solving
2. Critical Thinking

3. Innovation
4. Troubleshooting
5. Design Sense

BBA- III Semester

BBA N 301 Advertising Management

COURSE OUTCOMES

- CO 1** Explain the Scope, importance, Role of advertising in business and social economic
- CO 2** Explain the IMC, meaning, Importance , process, Communication mix-components, role in marketing, Branding.
- CO 3** Elaborate Promotional objectives, DAGMAR and Advertising budget.
- CO 4** Explain Advertising Copy, components types of advertising, importance of creativity in advertising; Media planning, media mix.
- CO 5** Elaborate the importance, testing advertising effectiveness, market testing for ads, international Vs local advertising

Unit I Advertising: Introduction, Scope, importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

Unit II Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding meaning, importance in advertising.

Unit III Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.

Unit IV Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning importance, strategies, media mix.

Unit V Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising importance, international Vs local advertising.

Suggested Books

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI

Course Outcomes

- CO-1 Explain the context of banking the financial system and its interlinking.
- CO-2 Define the broad functions of SBI and its challenges.
- CO-3 Describe knowledge of banking regulation Act 1949.
- CO-4.Explain the role and responsibility of Regional Rural, Co-Operative Banks.
- CO-5 Define the functions, working policy of RBI.

BBA N- 302 Indian Banking System BBA- III Semester

Unit I

Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.

Unit II

State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.

Unit III

Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.

Unit IV

Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.

Unit V

Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

Suggested Readings:

- 1.Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta 2.Sayers R.S. : Modern Banking; Oxford University, Press. 3.Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman 4. Reserve Bank of India : Functions and Working 5. Dekock : Central Banking; Crosby Lockwood Staples, London 6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

BBA- III HUMAN RESOURCE MANAGEMENT

BBA N 303

On completion of this course, the students will be able to understand

CO1: Explain the concept of human resource management and relevance in organizations.

CO2: Define necessary skill set for application of various HR issues.

CO3: Describe the strategic issues and develop manpower resources.

CO4: Explain the knowledge of HR concepts to take correct business decisions.

CO 5: Define the employee handling procedures and issues related to trade unions.

Unit I

Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower

Unit II

Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

Unit III

Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process Recruitment & Selection Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.

Unit IV

Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.

Unit V

Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions

Suggested Books:

1. Human Resource Management – Dipak Kumar Bhattacharya
2. Managing Human Resource-Arun Monappa
3. Essential of HRM and Industrial Relations-P.Subba Rao
4. Personnel Management-C.B. Memoria

BBA N 304 Marketing Management

COURSE OUTCOMES

Co1 Explain the Marketing Management, factors affecting and Societal Marketing.

CO2 Discuss the Market Segmentation with brand positioning.

CO3 Discuss the role marketing mix and types of distribution channel

CO4 Define the role Price factors, Promotional tools.

CO5 Discuss the Marketing research for consumer behavior.

Unit I

Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.

Unit II

Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting : Concept Types, Importance; Positioning : Concept, Importance, Brand positioning, Repositioning.

Unit III

Marketing Mix:Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging, Distribution : Concept, importance, different types of distribution channels etc.

Unit IV

Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management.

Unit V

Marketing Research: Importance, Process & Scope Marketing Information Systems : Meaning Importance and Scope, Consumer Behavior : Concept, Importance and factors influencing consumer behavior.

Suggested Books:

1. Marketing Mgt. by Philip Kotlar (PHI)
2. Marketing by Etzet, Walker, Stanton
3. Marketing Management by Rajan Saxena

**BBA- III Semester BBA N 305
Company Accounts**

Course Outcomes

- CO1 Explain the features of Shares and Debentures, different situations of capital issue to public like issue at premium, issue at discount, forfeiture of shares, redemption of Shares and Debenture.
- CO2 Explain the managerial Remuneration and disposal of profit. Preparation of financial accounts.

- CO3 Explain the Accounting for Amalgamation and Accounting for Internal reconstruction.
 CO4 Describe Consolidated Balance Sheet of Holding Companies with one Subsidiary Only and also prepare Consolidated Balance Sheet.
 CO5 Explain Liquidation of Company and prepare Statement of Affairs, final statement, Receipt and Payment A/c.

Syllabus

- Unit I Joint Stock Companies- its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.
 Unit II Final Accounts : Including Computation of managerial Remuneration and disposal of profit.
 Unit III Accounting for Amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.
 Unit IV Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.
 Unit V Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c.

Suggested Books:

1. Gupta R.L. Radhaswamy M, Company Accounts, Sultan chand &
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
5. Moore C.L. and Jaedicke R.K., Management Accounting

BBA 306 Company Law

COURSE OUTCOME

- CO 1 Explain corporate personality, kinds, promotion and incorporation of companies.
 CO 2 Define Memorandum of Articles, Association of Articles, Prospectus.
 CO 3 Explain shares, share capital and board of directors.
 CO 4 Explain borrowing, mortgages, debentures and capital management.
 CO 5 Define professional ethics in corporate culture.

Syllabus

Unit I Corporate Personality : Kinds of Company, Promotion and Incorporation of Companies.

Unit II Memorandum of Association, Articles of Association Prospectus.

Unit III Shares; Share Capital, Members, Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director.

Unit IV Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes.

Unit V Majority Powers and minority Rights Prevention of oppression and mismanagement, winding up-Kinds and Conduct.

Suggested Books:

1. Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London
2. Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur
3. Singh, Avtar Company Law, Eastern Book Co., Lucknow
4. Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
5. Kapoor, N.D. Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons