

Course Title: Organizational Behavior
Course Code: BBA 311
Duration of Examination: 3 hours

Total Marks:100
University Examination:80
Sessional Assessment:20

Objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario .

Unit I

Introduction: Concept and nature of organizational behavior, contributing disciplines to the field of organizational behavior,O.B Models; Need to understand human behavior; Challenges and Opportunities.

Unit II

Attitudes and perception: Concept of attitude; attitude, opinions and beliefs; attitudes and behavior; theories of attitude; formation of attitude; factors determining formation of attitude, Definition and meaning of perception; perceptual process; factors influencing perception.

Unit III

Personality Development: Definition and meaning of personality. Factors contributing personality development. **Learning:** Meaning and process of learning, Importance of learning.

Unit IV

Group Dynamics: The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, group dynamics and informal organization, Group dynamics and informal communication, management's role in informal groups.

Unit V

Organizational Effectiveness: The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness.

Learning Outcomes: On successful completion of the course, the student will be able to:

1. Explain the models, challenges and opportunities in the field of organization behavior.
2. Analyze the behavior of individuals in the workplace as influenced by personality, values, perceptions and learning.
3. Outline the elements of group behavior including group dynamics, communication, effectiveness and conflict.

4. Explain how organizational change and culture affect working relationship within organizations.

Note for Paper Setters

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each unit. The candidate will be required to answer 5 questions one from each unit. Each question carries 10 marks.

Suggested Readings

1. Stephen P Robbins (2012), Organization Behavior, 12th Edition, Pearson Education Asia.
2. Greenburg and Baron (2010), Behavior in Organization, Pearson Publications.
3. Fred Luthans (2010), Organization Behaviour, 10th Edition, Tata McGraw Hill.
4. Prasad L. M. (2011), Organizational Behavior, Sultan Chand Publications.
5. Gupta S.K&Joshi Rosy (2012), Organisational Behaviour, Kalyani Publishers

Course Title: Human Resource Management
Course Code: BBA 312
Duration of Examination: 3 Hours

Total Marks: 100
University Examination: 100
Sessional Assessment: 40

Objective: The main purpose of the course is to expose the students to the basics of human resource management to acquire and develop decision making and problem solving skills required in management.

Unit 1

Personnel Management and HRM: Introduction, meaning and definition of Personnel Management, role of Personnel manager, HRM: Concept, function, importance, scope of HRM, Personnel Management vs. HRM, and Competencies of HR Professionals.

Unit II

Human Resource Planning (HRP): Introduction, Features and Objectives, Process of HRP, Benefits of HRP, Factors affecting HRP, **Recruitment:** meaning, sources, methods, process of recruitment, Sources and Methods, Selection: Meaning and Procedure, **Induction:** Meaning and importance.

Unit III

Training and Development: Meaning, objectives, need, types of training, steps in systematic training plan, training techniques, Development: meaning, features, objectives, benefits, and methods of development programmes.

Unit IV

Performance Appraisal (PA): Meaning, definition, features, objectives, benefits, methods of performance appraisal, essentials of an effective appraisal system. Ethical issues in human resource management.

Unit V

Industrial Relations: Introduction, definition, objectives, significance of good industrial relations, Industrial disputes: meaning, forms, causes, machinery for prevention and settlement of industrial disputes.

Course Outcome

After teaching the syllabus, the students shall be able to understand and conceptualize

1. Importance of Human Resource management in organizations.
2. Methods of training and development undertaken by professionals
3. Different methods of appraisal
4. Basic laws of industries and grievance handling procedure
5. Human resource planning and its related concepts.

Note for Paper Setting

Third Semester

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each unit. The candidate will be required to answer 5 questions one from each unit. Each question carries 10 marks.

Suggested Readings

1. Gary Dessler, (2011), Human Resource Management, Pearson Education, New Delhi
2. Monappa & Saiyadain, (2001), Personnel Management, 2nd edition, Tata McGraw Hill, New Delhi.
3. Memoria C.B (2012), Personnel Management, Himalyan Publishing House, Bombay.
4. Memoria C.B (2012), Dynamics of Industrial Relations, 3rd edition, Himalyan Publishing House Mumbai.

Course Title: Marketing Management
Course Code: BBA 313
Duration of Examination: 03 hours

Total Marks: 100
University Examination: 60
Sessional Assessment: 40

Objective: The aim of the course is to get students equipped with modern marketing procedures, practices and promotions avenues prevailing in the business markets.

Unit I

Marketing: Definition and Characteristics of marketing, Marketing and Selling, Differences between marketing and selling, Marketing management: Objectives and Importance of marketing management towards business and consumers, importance of marketing for society and nation, process of marketing, creation of utilities through marketing process.

Unit II

Functions of Marketing Management: Introduction and classification of functions (Merchandising functions, Physical Distribution functions and Facilitating Functions), importance of each function of marketing management, Role of marketing in a developing economy, Importance of transportation, storage and warehousing in marketing management.

Unit III

Marketing Planning: Introduction and characteristics of marketing planning, principles of marketing planning, essentials of a good marketing planning, marketing planning process and steps involved in marketing planning process, **Green marketing:** Introduction and ways for making green marketing effective, **Ambush Marketing:** Origin and types of ambush marketing.

Unit IV

Market Segmentation: Definition and levels of market segmentation, requirements of market segmentation, process of market segmentation, criteria and bases for market segmentation, people oriented and product oriented approach for market segmentation, e-marketing: benefits of e-marketing over traditional marketing, e-marketing tools, impact of e-marketing on society.

Unit V

Product Planning: Definition, Meaning and objectives of product planning, product planning assistance to firms, components of product planning (product innovation, product diversification, product standardization and product elimination component), significance of product planning in modern arena, product mix: structure of product mix, factors affecting product mix

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and /or multiple choice and/ or fill in the blanks ,each carrying 1 mark. **Section B** will contain 10 long answer type questions; two from each unit. The candidate will be required to answer 5 questions one from each unit. Each question carries 10 marks.

Course Outcome: Teaching the syllabus, the student shall be able to understand the concepts:

- To offer the understanding on fundamental aspects, ideas, concepts and examples of how marketing is understood and practiced in real world.
- To establish a strong understanding of the role played by the customer in today's market and also to know how a marketer could make business decisions by providing customer insights to the top management.
- To discuss at length the philosophy behind marketing as a business orientation in comparison with other orientations such as production, product and sales.
- To provide conceptual and practicing knowledge or product / brand development; pricing mechanisms and various pricing options available for markets; develop effective communication strategies and identify and evaluate distributing options for the designed customer value proposition.
- To provide practical understanding of market segmentation, the pre-requisites to be considered while choosing a target market and positioning strategies to be concerned by a marketer.

Suggested Readings

1. **Parag Diwan & L.N.Aggarwal** (2001), **“Marketing Management”**- Vanity Books, New Delhi, India
2. S.Jagroop (2011), **“Marketing Management”** Kalyani Publishers, New Delhi, India.
3. M. Krishna and K.V Nagaraj (2017), **“Marketing Management”** Himalaya Publishing House, New Delhi India
4. J.K. Raju & Hema Patil (2014), **“Marketing Management”** Himalaya Publishing House, New Delhi India
5. Sherleker & Krishnamoorthy (2015), **“Marketing Management”** Himalaya Publishing House, New Delhi India

Course Title: Financial Management
Course Code: BBA 314
Duration of Examination: 3 Hours

Total Marks: 100
University Examinations: 60
Sessional Assessment: 40

Objective: The objective of this course is to familiarize students with the concepts and techniques of Financial Management.

Unit I

Nature and Scope of Financial Management: finance functions: Investment, financing and dividend decision. Financial manager's role and financial goals, concept of value of money, time preference for money, calculation by compounding and discounting technique of time value of money.

Unit II

Principle of Working Capital: Concept of working capital. Determinants of working capital, estimating working capital needs, working capital finance, Inventory Management: EOQ, ABC analysis, JIT, VED analysis.

Unit III

Sources of Finance: Short term and long term finance, Treasury bills, Commercial papers, call loan, discounting of bills. Equity shares, features of equity shares, preference shares, pros and cons of preference shares, bonds and debentures.

Unit IV

Cost of Capital: Concept and Significance, Determining of Cost of Capital: Cost Of debt, Cost of Preference Capital, Cost of Equity Capital, Weighted Average Cost of Capital.

Unit V

Capital Budgeting Decisions: Nature and types of Investment Decisions, Investment Evaluation Criteria: Payback Period, Accounting Rate of Return, NPV, IRR, and Profitability Index.

Course Outcomes

CO 1: To understand the basics of financial management, decisions in finance and time value of money.

CO 2: To explain the concept of working capital and its determinants. To know about the various techniques of inventory management

CO 3: To be able to differentiate short term and long term sources of finance.

CO 4: To have an idea of cost of capital and to be able to calculate costs of various debt and equity finance sources.

CO 5: To know about capital budgeting decisions and various methods of investment evaluation.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and /or multiple choice and/ or fill in the blanks ,each carrying 1 mark. **Section B** will contain 10 long answer type questions; two from each unit. The candidate will be required to answer 5 questions one from each unit. Each question carries 10 marks.

Suggested Readings:

1. I.M.Pandey (2010), Financial Management, Vikas Publishers.
2. Khan and Jain (2011), Financial Management, Tata McGraw Hill, Delhi.
3. Van Home (2001), Financial Management, Tata McGraw Hill, Delhi.
4. S.K.Gupta (2011), Financial Management, Kalyani Publishers.
5. Prasana Chandra (2010), Financial Management, Tata McGraw Hill, Delhi.