



TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

SYLLABUS

For

Ist Year

(Applicable from 2022)

Syllabus (Revised from 2022) BBA – Semester I

Subject Code: **BBA22-111**

Subject Name: Principles of Management

No of Hours: 3 hours per week

Core / Elective: Core

Credits: 03

INTRODUCTION:

The field of management has undergone a sea change and has today assumed the form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

COURSE OBJECTIVES:

1. To provide adequate basic understanding about the managerial functions like planning, organizing, staffing, leading and controlling to the students.
2. To provide a basis of understanding to the students with reference to working of business organization through the process of management.

COURSE OUTCOMES:

By the end of the course, students will be able to understand:

1. Fundamental concepts and principles of management including roles, skills and functions of management.
2. Concepts and approaches to decision making, leadership, motivation, management control, quality management.

COURSE STRUCTURE

Unit I Management- Meaning, Definition, Nature & Significance of Management, Evolution of Management, Management as a combination of Art & Science, Management Vs Administration.

Unit II Features and Functions of Management: Planning, Organizing, Staffing, Directing, Controlling, Levels of Management, Manager- Roles and Responsibilities of Manager, Skills required by manager, Manager Vs Administrator

Unit III: Introduction to Planning: Meaning and Importance of Planning, characteristics of planning, Advantages and Disadvantages of Planning, Steps in Planning Process, Types of Plans.

Unit IV: Introduction to Decision Making: Meaning and Importance of Decision Making, Characteristics of Decision Making, Types of Decisions, Decision-making process.

Unit V: Theories of Management: Classical, Neoclassical, Modern Theories of Management.

Text Books:

Principles and Practices of Management – Dr. P.C. Shejwalkar & Dr. Anjali Ghanekar

Principles and Practices of Management – P.K.Saxena , Global India Publication

Essentials of Management - Koontz

Syllabus (Revised from 2022)
BBA – Semester I

Subject Code: **BBA22-112**

Core / Elective: Core

Subject Name: Fundamentals of Financial Accounting-I

Credits: 03

No of Hours: 3 hours per week

INTRODUCTION:

Financial Accounting as a discipline has evolved over the years due to the perennially changing requirements of the industry. With the advent of computerization, it now also encompasses new techniques and new issues caused by changes in the legislations pertaining to the preparation and publication of Financial Statements.

COURSE OBJECTIVES:

Knowledge:

- To introduce with fundamentals of accounting.
- To develop right understanding regarding role and importance of monetary and financial transactions in business.

Skills:

- To develop skills of recording business transactions.
- To analyze business transactions.

Attitude:

- To cultivate right approach towards classifications of different transactions and their implications.
- To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

COURSE OUTCOMES:

After this course students will be able:

- To analyze and record business transitions in correct way.

- To cross verify accounting records

COURSE STRUCTURE

Unit 1 Acquainting with Accounting (Theory)

- 1.1 Accounting- Meaning, objective, importance, utility
- 1.2 Basis of Accounting – Cash Basis and Accrual Basis
- 1.3 Branches of Accounting
- 1.4 Concepts of Accounting
- 1.5 Accounting Concepts and Conventions
- 1.6 Accounting Standards – Meaning, need, application, Indian Accounting Standards, IFRS

Unit 2 Theoretical Framework (Theory and Problems)

- 2.1 Double Entry System- Introduction, advantages, limitations
- 2.2 Classification of Accounts
- 2.3 Rules for different accounts for passing entries n
- 2.3 Accounting Equation

Unit 3 Journal (Theory and Problems)

- 3.1 Introduction, advantages, limitations, utility
- 3.2 Passing Journal Entries
- 3.3 Subsidiary Books
- 3.4 Cash Book – Simple Cash Book, Petty Cash Book

Unit 4 Ledger and Trial Balance (Theory and Problems)

- 4.1 Ledger - Meaning, Purpose
- 4.2 Posting of entries to ledger
- 4.3 Balancing of Ledger
- 4.4 Trial Balance – Meaning, Purpose
- 4.5 Specimen of Trial Balance
- 4.6 Preparation of Trial Balance

Unit 5 Bank Reconciliation Statement (BRS) (Theory and Problems)

- 5.1 BRS – Meaning, Purpose, Importance
- 5.2 Reasons for difference in bank balance
- 5.3 Specimen of BRS
- 5.4 Preparation of BRS

Reference Books:

- Book Keeping and Accountancy : By Mrs. Jayashree Kotibhaskar
- Financial Accounting: By P. C. Tulsian (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
- Financial Accounting: By A. Mukharji&M.Hanif (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
- Financial Accounting: By S.N. Maheshwari& S.K. Maheshwari (Vikas Publishing House Pvt. Ltd)

Syllabus (Revised from 2022)
BBA – Semester I

Subject Code: **BBA22-113**

Core / Elective: **Core**

Subject Name: **Basics of Marketing-I**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

This course is designed to provide students with an understanding of the basics of marketing as an organizational function. There will be a focus on the management of the marketing activities and how marketing relates to overall organisational functioning, including the management of exchange processes between business units and consumers and between firms. Along with theoretical learning the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills by means of face-to-face seminars and tutorials and online learning.

COURSE OBJECTIVES:

The objective of the course is to familiarize the students with the evolution of marketing as an important function of any business activity. The course seeks to introduce students to basic concepts in marketing and help the students to undergo meaningful exercises to implement the knowledge in their further tasks.

COURSE OUTCOMES:

By the end of this course students will be able to:

1. Understand the significance of marketing in business practices.
2. Understand basic marketing concepts to implement in developing marketing strategies at a later stage.
3. Describe a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution;
4. Use examples from current events and real-world marketing situations to apply, illustrate and

discuss applications of marketing concepts.

COURSE STRUCTURE

Unit 1: Meaning, Scope and Importance of Marketing: Definition of Marketing, Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty.

Unit 2: Marketing orientation: Production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept, marketing myopia.

Unit 3: Functions of Marketing: Various functions, difference between Marketing and Selling

Unit 4: Consumer: Meaning of Consumer, difference between Consumer and Customer, Factors influencing consumer / buyer behaviour – Buying Motives – Stages of buying decision process. Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.

Unit 5: Market segmentation – Meaning of market segmentation, bases for segmentation.

Text Books:

- Marketing Management by Kotler, Keller , Koshy and Jha Pearson Education
- Fundamental of Marketing by Stanton ,Etzel,Walker McGraw Hill Inc

Reference Books:

1. Marketing Management : Indian context by Ramaswami & Namakumari, Macmillan(India) Limited ,New Delhi
2. Marketing Strategies by Rajan Saxena Tata- McGraw Hill Publishing Company
3. Marketing management by Tapan Panda Excel Books
4. Strategic Marketing Management by Khurana & Ravihandran Global Business Press ,New Delhi

**Tilak Maharashtra Vidyapeeth,
Pune.**
DEPARTMENT OF MANAGEMENT
Syllabus (Revised from 2022)
BBA – Semester I

Subject Code: **BBA22-114**

Core / Elective: Core

Subject Name: Introduction to Human Resource Management-I

Credits: 03

No of Hours: 3 hours per week

INTRODUCTION:

This subject of human resource management will give insights to the students so as to make them understand the concept underlying this subject.

COURSE OBJECTIVE:

- To enable the students to bring insights into the basics of human resource management and its implications in today's world.
- To familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a resource.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
- Understand the basic concepts which characterize the field of human resource management.
- Understand how human resource is acquired and trained
- Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them.
- Comprehend the role human resource management plays in an organization.

COURSE STRUCTURE

Unit 1: Introduction to Human Resource Management

- Nature
- Philosophy
- Need
- Objectives
- Evolution of Human Resource Management;
- Functions of HRM
- Challenges of HRM

Unit 2: Overview of HR department

- Responsibilities of HR Managers
- Role of HR Manager
- Competencies of HR Department
- Human Resource Management VS Personnel Management

Unit 3: Acquisition of human resource

Recruitment & Selection:

- Introduction
- Meaning & definition
- Purposes & importance
- Factors governing recruitment
- Recruitment process – Internal, External
- Evaluation of Recruitment Process

Selection:

- Meaning & Definition
- Role of selection
- Selection process
- Audit of Selection Programs
- Barrier to effective selection
- Orientation and placement

Unit 4:

- Voluntary retirement;
- Employee Retention;
- Succession Planning;
- Employee Termination;

- Discharge; Dismissal;
- Retrenchment / Layoffs / Downsizing

Unit 5: Assignment / Letter writing –

- Termination letter;
- Suspension letter;
- Leave application;
- Appreciation letter;

Reference and Text Books:

1. Human Resource Management - Dr. C.B. Gupta - Sultan and Sons.
2. Personnel & Human Resource Management - P. Subba Rao – Himalaya Publishing House.
3. Human Resource and Personnel Management - K. Aswathappa - Tata McGraw Hill Publishing Co. Ltd.
4. Personnel Management & Human Resources - C.S. Venkata Rathnam & B.K.Srivastava. TMPL.
5. Dynamics of Industrial Relations - Dr. C.B. Memoria, Dr. Satish Memoria & S.V. Gankar - Himalaya Publishing House.

Syllabus (Revised from 2022)
BBA – Semester I

Subject Code: **BBA22-115**

Core / Elective: **Core**

Subject Name: **Environmental Studies**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

This subject of environmental management would develop the fundamental understanding of the environment and social issues.

COURSE OBJECTIVE:

To enable students gain meaningful insights about the various aspects of the environment and how they are of significance.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Understand the basic concepts pertaining to the environment.
- Gain insights to the various societal concerns and the remedies thereof.
- Understand such concepts as ecosystem, pollution-related aspects, population.
- Understand the social issues which are of concern.

COURSE SYLLABUS

Unit 1: Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Unit 2: Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3: Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological Invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit 6 : Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 7 : Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit 8: Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Reference Books:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999.*Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll.*Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.

7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29-64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.

Syllabus (Revised from 2022)
BBA – Semester I

Subject Code: **BBA22-116**

Core / Elective: **Core**

Subject Name: **Basics of Communication Skills**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

The course in business communication intends to acquaint the students with the basics of communication and various aspects related to it.

COURSE OBJECTIVES

- To develop effective inter-personal communication skills in the students.
- To train the students for expressing their ideas and thoughts with appropriate word usages and sentence construction.
- To develop confidence in using English language fluently.

COURSE OUTCOMES:

- At the end of the course, the students should have developed the ability to construct sentences in English Language and Express their thoughts with confidence.
- Students should be able to listen actively to the spoken communication and understand as well as interpret them effectively.

COURSE STRUCTURE

Unit 1: Introduction to Communication

- Introduction
- Nature, Scope and Importance of Communication
- Functions of Communications.
- Internal Communication
- External Communication
- Conclusion

Unit 2: The Communication Process

- Principles of Communication: 7 Cs of Communication, ABC Rule
- Elements of Communication

- The Communication Cycle

Unit 4 The Modes of Communication

- Introduction
- Types of Communication
- Verbal Communication: Oral and Written
- Non-Verbal Communication
- Visual Signs in Non-Verbal Communication
- Audio Signals in Non-Verbal Communication
- Merits and Demerits of types of communication.

Unit 5: The Art of Listening

- Listening & Hearing
- The Value of Listening
- The Functions of Listening
- How to Listen Efficiently
- The Barriers to Efficient Listening
- The Types of Listening
- Conclusion

Unit 6: Communication in groups

- Debate
- Group Discussions
- Meetings

Syllabus (Revised from 2022)
BBA – Semester I

Course Code: BBA22-117-A
Course: Leadership Skills

Credits: 02
Hours: 30 hrs

INTRODUCTION:

Great leaders show integrity, enthusiasm, determination, confidence and wisdom. They understand people's needs and group characteristics. They appreciate hard work and reward it accordingly. Their flexible approach allows them to change their strategy and even beliefs to deal with different situation and unexpected developments especially in times of crisis. They are good problem solvers and encourage creativity, confidence and determination in their staff to overcome setbacks and problems. Although skills are an important part of making a strong leader, it is the behaviour that often marks a successful leader.

COURSE OBJECTIVES:

This course has been created to give students the tools they need to enhance their own personal and professional leadership qualities. The course aims to help learners comprehend the importance of leadership and develop skills and abilities for both individual and organisational success.

COURSE OUTCOMES:

After completion of the course the student will gain:

- Increased knowledge to understand and evaluate organisational, management and leadership problems and possibilities.
- Knowledge and skills to design and change work environment to contribute to organisational learning and success.
- Awareness of his/her personal leadership style.
- To strengthen his/her leadership skills, e.g. interpersonal skills, team development, conflict management, communication and change skills.

COURSE STRUCTURE

Unit-I: Introduction to Leadership: Meaning and Definition of Leadership. importance of Leadership in organization building, qualities of a good leader.

Unit-II: Personality Traits and Leadership Styles

Unit III: Theories of Leadership (Trait Theory, Behavioural theories, Contingency Theories, Transactional Theories and Transformational Leadership Theory)

Unit IV: Skills required for a Leader: Communication, Negotiation and Motivation.

Unit V: Challenges faced by a leader and means to overcome challenges and conflicts.

Unit VI: Ethics in Leadership: Self discipline, Honesty, Values etc.

Unit VII: Case Studies and Discussions on famous leaders and their leadership styles.

Reference and Text Books:

1. **The Art of Business Leadership** - Indian Experiences,– Author: S Balasubramanian: Sage Publications
2. **Introduction to Leadership: Concepts and Practice-** Author- Peter G. Northouse- Paperback publications
3. **The Age of the Imperfect Leader-** Author-Pawan Varma
4. **Leaders Eat Last-** Author- Simon Sinek- Published by Portfolio

Syllabus (Revised from 2022)

BBA – Semester II

Subject Code: **BBA22-211**

Core / Elective: **Core**

Subject Name: **Organisational Behaviour**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

This subject introduces the students to the various concepts related to how employees tend to behave in an organization.

COURSE OBJECTIVE:

To enable the students to gain insights into the concepts that go into the making of a successful organization.

COURSE OUTCOMES:

After completion of the course, student will be able to:

- Understand Meaning of personality and perception
- Understand group dynamics and motivation
- Understand the fundamentals of organizational behavior.
- Understand how to manage employee emotions inside the organization

SYLLABUS

Unit 1: Introduction to Organisational Behaviour

- 1.1 Definition,
- 1.2 Need and Importance of organizational behaviour
- 1.3 Nature and scope
- 1.4 Organizational behaviour models

Unit 2: Perception:

- 2.1 Meaning
- 2.2 Importance
- 2.3 Factors influencing perception
- 2.4 Process of Perception

Unit 3: Motivation:

- 3.1 Meaning
- 3.2 Importance
- 3.3 Theories of Motivation: Maslow's Hierarchy of Needs, Herzberg Two factor Theory.

Unit 4: Group Behaviour:

- 4.1 Concept and Classification
- 4.2 Stages of Group Development
- 4.3 Group Structure
- 4.4 Roles and Norms
- 4.5 Group Vs Individual
- 4.6 Group Decision Making Techniques

Unit 5: Personality

- 5.1 Concept and Determinants of Personality
- 5.2 Characteristics of Personality
- 5.3 Major Personality Attributes Influencing Organizational Behavior

Recommended Books:

Title	Author	Publisher
Organisational Behaviour	Aswathappa, K.	Himalaya Publishing House
Organisational Behaviour	Dr. Anjali Ghanekar	Everest Publishing House
Organisational Behaviour	Saiyadain, Mirza.S.	Tata Mcgraw-hill publishing company ltd
Organisational Behaviour	McShane,Steven L.	Tata Mcgraw-hill publishing company ltd

Syllabus (Revised from 2022)
BBA – Semester II

Subject Code: **BBA22-212**

Core / Elective: **Core**

Subject Name: **Fundamentals of Financial Accounting-II** Credits: **03**

No of Hours: **3 hours per week**

Course Objectives:

Knowledge:

- To introduce with fundamentals of accounting.
- To increase awareness about Accounting of various forms of business

Skills:

- To enhance the student's practical skills of managing and recording different forms of business transactions.

Attitude:

To find opportunities and making best possible use of situation.
To develop scientific approach for identification and solving problems.
Optimistic, Leadership and Proactive attitude will be developed

Course Outcomes:

After successful completion of this course students will be able to:

- Get motivated for startups through various forms of business.
- Prepare accounts for various forms of business.
- Exposed to new career opportunities.

SYLLABUS

Unit 1 : Final Accounts of Trading Organization

- 1.1 Introduction
- 1.2 Parts of Final Account : Trading Account, Profit and Loss Account
- 1.3 Adjustments
- 1.4 Interpretation of final accounts

Unit 2 : Departmental Accounting

- 2.1 Introduction, Meaning, Objectives, Features
- 2.2 Basis of allocation of expenses in Departmental accounts
- 2.3 Trading and Profit and Loss Account (Basic problems on Departmental Accounts)
- 2.4 Problems on Inter Departmental Transfers at invoice price
- 2.5 Case study on departmental accounting

Unit 3 : Consignment Accounts

- 3.1 Introduction & Meaning of Consignment Accounts
- 3.2 Parties involved in consignment
- 3.3 Goods Invoiced at Cost Price and selling price
- 3.4 Types of commission: Regular Commission, DelcrederCommision
- 3.5 Normal & Abnormal Loss
- 3.6 Valuation of Stocks in Consignment accounting and Stock reserve calculation
- 3.7 Journal entries and Ledgers in the books of Consignor and Consignee
- 3.8 Problems related to Consignment accounts
- 3.9 Case study on consignment

Unit 4 : Accounting for Joint Ventures

- 4.1 Introduction, Meaning and Objective of Joint Venture
- 4.2 Distinction between joint venture and consignment and partnership
- 4.3 Maintenance of accounts in the books of co-ventures
- 4.4 Maintaining separate books for joint venture, Preparation of memorandum joint venture
- 4.5 Problems related to Joint Ventures, Case studies on Joint Ventures

Unit 5 : Piecemeal Distribution of Cash on Dissolution of Partnership Firm

- 5.1 Introduction, Need of Piecemeal Distribution
- 5.2 Order for repayment of Liabilities
- 5.3 Surplus Capital method, Maximum Loss method

Recommended Books:

Title	Author	Publisher
Advanced Accounts	M.C.Shukla& S.P. Grewal	Sultan Chand & Sons, New Delhi
Advanced Accountancy	S.P. Jain & K.N. Narang	Kalyani Publishers, New Delhi
Advanced Accountancy	R.L.Gupta& M. Radhaswamy	Sultan Chand & Sons, New Delhi
Accountancy theory and practice	Sanwaria, F. S.	Essential Books

Syllabus (Revised from 2022)
BBA – Semester II

Subject Code: **BBA22-213**

Core / Elective: **Core**

Subject Name: **Basics of Marketing-II**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

This course attempts to enable students to apply relevant theories and concepts to various aspects of doing business, and to deal with global firms and competition in domestic market. This course will provide a general introduction to marketing management and a brief outline on the basic concepts in marketing.

COURSE OBJECTIVES:

- To develop an overview about concepts underlying in the marketing management process.
- To learn about market, product, consumer behaviour, distribution, promotion and pricing decisions.

COURSE OUTCOMES:

- Developed understanding of various facets of Marketing management.
- The ability to take decisions and plan, develop, execute and control marketing strategies
- Attainment of organisational marketing goals.

SYLLABUS

Unit 1: MARKETING MIX: Meaning, Definition and Importance of Marketing Mix ;
Elements of marketing Mix (4 Ps), Extended Marketing Mix (3 Ps of Services)

Unit 2: PRODUCT: Product – Meaning, Goods & Services, Types of Products. Product
Life Cycle - Managing the product in Product Life Cycle.

Unit 3: New Product Development: Process of New Product Development

Unit 4: PRICE: Meaning, Importance, Pricing objectives, Factors influencing pricing
decision - Approaches to pricing – Price & Non-price competition, setting the price and
managing the price changes.

Unit 5: PLACE: Importance, functions of distribution channels - Introduction to the various channels of distribution – Designing marketing channels – Introduction to Wholesaling, Retailing, Franchising, Direct Marketing, Impact of technology & Internet on distribution.

Unit 6: PROMOTION: Promotional Mix - Advertising, Sales Promotion, Direct / Personal Selling, Public Relations, Publicity.

Unit 7: Caselets Discussions

Recommended Books:

Title	Author	Publisher
Marketing Management	Philip Kotler , Kevin Lane Keller , Alexander Chernev	Pearson Education, 2021
Marketing Management	V.S.Ramaswamy and S.Namakumari	McMillan Publishers
Marketing Management	Rajan Saxena	Tata McGraw Hill Education Private Limited.
Basics of Marketing	Pardeshi, Prukash Chandrakishor.	Nirali Prakashan
Modern Marketing Management	Davar, Rustom S.	Universal Book Stall
Marketing Management	Sanwaria, F. S.	Tata McGraw Hill Education Private Limited.

Syllabus (Revised from 2022)
BBA – Semester II

Subject Code: **BBA22-214**

Core / Elective: **Core**

Subject Name: **Introduction to Human Resource Management-II** Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

This subject of human resource management will give insights to the students so as to make them understand the concept underlying this subject.

COURSE OBJECTIVE:

- To enable the students to bring insights into the basics of human resource management and its implications in today's world.
- To familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a resource.

COURSE OUTCOMES:

- After completion of the course, student will be able to:
- Understand the basic concepts which characterize the field of human resource management.
- Understand how human resource is acquired and trained
- Understand how a company arrives at the best possible fit for its employee's vis-à-vis the tasks given to them.
- Comprehend the role human resource management plays in an organization.

SYLLABUS

Unit 1.

Human Resource Planning

- Introduction
- Definition
- HRP & Strategic Planning
- Activities in HRP
- HRP & Environment scanning
- Importance of HRP
- Factors affecting HRP
- HRP implementation
- Succession Planning
- Barrier to HRP

Unit 2.

Relationship of Job Requirement and HRM Functions

- Job Analysis – Process Responsibilities gathering information, approaches to job analysis.
- Job description – job title, job identification section, job duties,
- Problems with Job Descriptions,
- Job Design
- Job Enrichment

Unit 3.

International Human Resource Management

- Approaches to Global Staffing
- Expatriate Management
- Impact of Expatriate Staffing
- Concept of Host country national
- Concept of Third country national

Unit 4.

Performance Appraisal

- Meaning and Definition
- Objectives
- Appraisal Process
- Methods of appraisal
- Feedback mechanism
- Errors in performance appraisal
- Challenges of appraisal

Unit 5.**Assignment / Letter writing –**

- Writing clear Job Descriptions;
- Promotion,
- Transfer,
- Resignation,
- Job Application,
- Appointment / offer;

Recommended Books:

Title	Author	Publisher
Human Resource Management	Pattanayak, Biswajeet.	Prentice Hall of India Private Limited
Human Resource Management	Dr. Anjali Ghanekar	Everest Publishing House
International Human Resource Management	Bhatia, S.K.	Deep & Deep Publication (P) Ltd
Future of human resource management 64 thought leaders	Losey, Mike.	Society for Human Resource Management

Syllabus (Revised from 2022)
BBA – Semester II

Subject Code: **BBA22-215**

Core / Elective: **Core**

Subject Name: **Introduction to Productions and Operations Management**

Credits: **03**

No of Hours: **3 hours per week**

- Unit 1 Introduction to Production and Operations Management**
Concept of Production and Operations Management, Definition of Operations Management, Evolution of Operations Management, Nature and Scope of Production and Operations Management
- Unit 2 Plant Location**
Concept of Plant location, Factors affecting plant location, location analysis, Capacity planning, Importance of capacity planning, principles of capacity planning
- Unit 3 Plant Layout**
Definition of plant layout, Objectives of plant layout, Principles of plant layout, factors influencing plant layout, Types of plant layout –Product layout, Process layout, Fixed position layout, Hybrid layout
- Unit 4 Material Handling**
Concept of material handling, objectives of material handling, General principles of material handling, material handling equipment’s –cranes, conveyors, industrial trucks, elevators and lifts
- Unit 5 Materials and Maintenance Management**
Concept of materials management, materials planning, inventory control, stores management, Material Requirement Planning(MRP), Concept of Maintenance management, types of maintenance
- Unit 6 Recent trends in Production and Operations Management**
Total quality management, lean production, logistics and supply chain management, Concept of Just-in-Time, Kaizen, Quality circles

Recommended Books:

Title	Author	Publisher
Production and Operations Management	Panneerselvam	PHI Learning
Production and operations management	Aswathappa, K.	Himalaya Publishing House
Production and operations management	Chary, S. N.	McGraw Hill Education (India) Private Limited
Production and Operations Management	Yadav, K.S	Vayu Education of india
Production and operations management	Nair, N. G.	Tata McGraw Hill Education Private Limited.

Syllabus (Revised from 2022)
BBA – Semester II

Subject Code: **BBA22-216**

Core / Elective: **Core**

Subject Name: **Basics of Computers**

Credits: **03**

No of Hours: **3 hours per week**

INTRODUCTION:

This would ensure that the students get real-time insights into the fundamentals of computers as business tools and how to handle data.

COURSE OBJECTIVES:

- This is an introductory course in basic computer use and to expose the students
- To IT relevant to the immediate needs of managers; Microsoft Office is powerful and popular application software that is used in businesses around the world.
- To enable them to develop proficiency in using certain components of the package includes MS Word, MS Excel, MS Power Point, MS Access and MS project.

COURSE OUTCOMES:

At the end of the course, the student should have developed:

- How to use computers and basic application software packages effectively for different types of work like formal report preparation, making presentations, using excel effectively to have aid in financial and statistical analysis, plan your activity and appointments using outlook and plan project for effective implementation.
- Students will develop basic computer skills in above mentioned area which not only aid them in college studies but also helpful in the industry.

SYLLABUS

1. Introduction

- What is a computer?
- Characteristics of Computer
 - Basic Building Blocks
 - o Input Unit
 - o Central Processing Unit(CPU)
 - o Output Unit
 - Generations of Computers
- Classification of Computers

2. Hardware

- Input Devices
- Output Devices
- Memory Devices
- Multimedia

3. Software

- System Software
- Application Software
- Files
- Operating Systems DOS and Windows

4. Operating System

- Functions of an Operating System
- Types of Operating Systems
- Features of Windows Vista
- Mobile Operating System

5. Communication & Networking

- Types of Communication
- Communication Media
- Networking
- Goals of Computer Networks
- Types of Networks
- Organisational Applications of Networks
- Network Topologies
- Communication Process
- Communication Protocols
- Electronic mail
- Introduction to wireless network

6. System Security

- Introduction
- Viruses
- Anti virus software

Recommended Books:

Title	Author	Publisher
Computer Fundamentals	P. K. Sinha	BPB Publications
Fundamental of Computer	V. Rajaraman	Prentice-Hall of India (PHI)

Syllabus (Revised from 2022)
BBA – Semester II

Subject Code: **BBA22- 217-A**

Core / Elective: **Elective**

Subject Name: **Stress Management**

Credits: **02**

No of Hours: **2 hours per week**

INTRODUCTION:

Stress is an automatic physical, mental and emotional response to a challenging event. It's a normal part of everyone's life. When used positively, stress can lead to growth, action and change. But negative, long-term stress can lessen your quality of life. However effective stress management helps to break the hold, stress has, on one's life, which will help anyone to lead a healthy, happy and more productive life. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and happiness.

COURSE OBJECTIVES:

The purpose of this course is to teach each student the basic principles, theories and relaxation techniques to effectively manage personal stress. Also, to understand the psychosomatic (mind-body) relationship and to employ a holistic approach to stress management: cognitive strategies and relaxation techniques, throughout one's life as a behavioral lifestyle toward optimal health.

COURSE OUTCOMES:

By the end of the course, students will be able to learn

1. Basic causes and effects of stress.
2. Assess and analyze the symptoms, causes and effects of personal and academic stressors
3. Practice techniques to prevent stress.
4. Monitor effectiveness of stress management techniques

COURSE STRUCTURE

Unit 1: UNDERSTANDING THE NATURE OF STRESS: Meaning and Definition of Stress, Types of Stress, Eustress Vs Distress, Signs and Symptoms of Stress.

Unit 2: SOURCES OF STRESS: Psychological, Social, Environmental, Academic, Professional, Family and Work stress

Unit 3: IMPACT OF STRESS: Physiological Impact of stress, Psychological Impact of stress, Social Impact of Stress.

Unit 4: METHODS TO PREVENT AND OVERCOME STRESS: Physical methods, Psychological methods, Spiritual methods.

Unit 5: Discussions: Maintaining Work Life balance, Counseling, Yoga, Meditation.

Recommended Books:

Title	Author	Publisher
The Complete Book of Yoga	Swami Vivekanand	Vijay Goel Publishers
Stress Management	Heena Bhagtani	Himalaya Publications
Think like a MONK	Jay Shetty	Simon & Schuster
Life's Amazing Secrets	Gaur Gopal Das	Penguin Random House India