

**BBA 3rd Semester**  
**Group A- Human Resource**  
**Subject: Human Resource Management**  
**Paper: Major**  
**Code- M2-BBAA2T**

**Credit Value:6**

**Max. Marks:100**

**(External:60+ Internal:40)**

**Course Outcomes:**

- To Identify and Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real-world situations. Formulate human resources policies and practices that help promote the organization's strategic goals.
- To explain and understand how organizations link training programs to organizational needs.
- To analyze and learn how organizations evaluate jobs and design salary structures based on that.
- To evaluate the challenges of human resources management and successfully manage and resolve conflicts.

**Unit 1**

Concept And Functions of Human Resource Management, Structure & Role of Personnel Management in An Organization, Implementation of Personnel Policy, The Future Challenges Of FIRM, International HRM .

**Unit II**

Strategic Management of Human Resource, Staffing Policy, And Process, Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion, And Transfer

**Unit III**

Manpower Training & Development. Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal. Employee Morale and Productivity

**Unit IV**

Wage & Salary Administration, Job Evaluation & Designing, Salary Structure. Compensation Management and Benefits

**Unit V**

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Management Of Organizational Climate & Industrial Relations, Industrial Disputes  
Employee Relations and Participative Management, Grievance Vs Dispute,  
Grievance Handling Procedure, Disciplinary Action, Conflict

#### Reference Books

- Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
- Mondy & Mortochhio, Human Resources Management, Persons Education, (2016-14th Edition)
- C.B Mamoria, A Text Book of Human Resources Management, Hiomalaya Publishing House (2014)
- Susan L. Verhulst, David A. DeCenzo & Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13<sup>th</sup> Edition)
- Gary Dessler & Biju Varrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, Kailash Pustak Sadan, Bhopal

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**BBA III Sem**

**Group A - Human Resource**

**Subject: Marketing Management**

**Paper: Minor**

**Code- M2-BBAB1T**

**Credit Value:6**

**Max. Marks: 100**

**(External:60+ Internal:40)**

**Course Learning Outcomes:**

- Students will be able to identify the marketing process and its applicability in business operations.
- List best practices for responsible marketing and how to manage marketing efforts.
- Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.

**UNIT I**

Nature and Scope of Marketing, Selling V/s Marketing, Marketing management philosophies, Market segmentation, Marketing Mix, Marketing Environment

**Unit II**

Product Strategy, Product Classification & Product mix, Branding and Packaging decision, Integrated Marketing Communication-Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations

**Unit III**

Pricing Decision- Pricing Strategies, Rural Marketing, Modern & future Marketing –Concepts of Internet Marketing, Non-Profit Marketing, Holistic Marketing

**Unit IV**

Service marketing – Introduction, growth of service sector, concept, characteristics, *classification of service designing*, marketing of services with special reference to (1. Financial Services 2. Health Services 3. Hospitality Services (travel, hotel, tourism) 4. Professional Services 5. Public Utility Services 6. Educational Services)

**Unit V**

Channel of Distribution, Types of intermediaries and their roles, Factors affecting choice of channel, Introduction to Logistics Supply Chain Management, Retail Management (Definition, types)

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Rover, Anshu, Jyoti, V, RD, chitranshu, TS

### Reference Books:

- Saxena Rajan, Marketing Management ; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019-6<sup>th</sup> Edition)
- S.A. Sherlekar , Marketing Management, Himalya Publishing House (2015)
- Philip Kotler, Marketing Management , Pearson Education (2015)
- Krishna K. Havaladar & Shailendra Dasari B2B , Marketing Text & Cases , Mc Graw , New Delhi (2021-5<sup>th</sup> Edition)
- Nair Rajan Gupta C.B, Marketing Management , Sultan Chand & Sons, New Delhi (2018)

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**BBA III SEM**

**Group A - Human Resource**

**Subject: Financial Markets & Financial Services**

**Paper: Elective**

**Code- M2-BBAC2T**

**Credit Value:4**

**Max. Marks: 100**

**(External:60+ Internal:40)**

**Course Objective :**

- Assessing students with the structure and components of the Indian Financial System and types of financial institutions and their place in the Indian Financial System.
- Understand the financial market working under the central bank and SEBI.
- Elaborating students with an overview of commercial banking and non-banking financial institutions in India .
- Explaining students to fee-based financial services provided by financial companies and regulatory of merchant banking, in the Indian financial sector .
- Demonstrate fund-based financial counselling and credit rating in venture capital finance.

**Unit I**

Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system.

**Unit -II**

Financial Markets: Money market: functions, organisation, and instruments. Role of central bank in money market; Indian money market - An overview Capital Markets - functions, organisation, and instruments. Indian debt market; Indian equity market - primary and secondary markets; Role of stock exchanges in India.

**Unit- III**

Financial Institutions: Commercial banking introduction, its role in project finance and working capital finance; Development Financial institutions (DFIs) - An overview and role in Indian economy: Life and non-life insurance companies in India; Mutual Funds - Introduction and their role in capital market development. Non-banking financial companies (NBFCs). Role of IRDA and AFFI

**Unit- IV**

Financial Services: Overview of financial services industry: Merchant banking - pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.

### Reference Books

- LM Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
- Phathak. Indian Financial System, Pearsons Education. (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education. (2019-11th Edition)
- Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)
- Annual Reports of Major Financial Institutions in India.

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