

**BBA III Year**  
**Group A - Human Resource**  
**Subject – Human Resource Development**  
**Paper – DSE I**  
**Code - M3-BBAA2D**

**Credit Value: 6**

**Max. Marks: 100**

**(External: 70+ Internal:30)**

**Course Learning Outcomes:**

- To learn the conceptual framework of Human Resource Development.
- To understand Human Resource Planning.
- To understand the Human Resource Development Process.
- To understand the importance of learning and Human Resource Development.
- To learn about the various HRD activities and their applications.

**UNIT – I**

**Introduction to Human Resource Development-** Concept and Evaluation, Relationship between Human Resource Management and Human Resource Development. Human Resource Development process and outcomes.

**UNIT – II**

**Human Resource Planning-** Introduction, Meaning, Definition, Features, Need, Objectives, Importance of Human Resource Planning, Factors Affecting Human Resource Planning.

**UNIT – III**

**Human Resource Development Process-** Assessing Human Resource Development Needs, Administration of HRD programmes- Designing, Developing, Implementing and Evaluating HRD Programmes.

**UNIT – IV**

**HRD and Learning:** Maximizing learning, differences in the learning process; Learning strategies and styles; Principles of learning; Human Resource Development culture and climate. Quality of Work Life.

**UNIT – V**

**HRD Activities and Applications & Career Management:** Human Resource Development for workers, employee coaching, counseling and performance monitoring. Career Planning and Management.

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### Reference Books:

- Ghai, Human Resource Development (Text & Cases), Vrinda Publication (P) Ltd.
- Dawra Sudhir, Human Resource Development, Indica Publishers & Distributors Pvt Ltd New Delhi.
- Balyan and Others, Human Resource Development, Himalaya Publishing House New Delhi.
- Raymond and Kodwani, Employee Training and Development, McGraw-Hill Education India.
- Mehta and Upadhyaya, Human Resource Development, RBD Publishing House Jaipur.

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BBA III Year

Group A - Human Resource

Subject – Employee Relation & Compensation Management

Paper – DSE II

Code- M3-BBAA4D

Credit Value: 6

Max. Marks: 100

(External: 70+ Internal:30)

**Course Learning Outcomes:**

- To identify the Concept and Importance of Employee Relation
- To explain the Strategies and Policies of Employee Relations.
- To apply the Objectives and Principles of Compensation Management
- To analyze and Understand the Compensation Planning
- To assess and Understand Designing of Compensation System

**UNIT – I**

**Introduction to Employees Relation-** Meaning, Definition of Employee Relation Nature of Work and Importance of Employee Relationship, Challenges and Barriers.

**UNIT – II**

**Employee Relations and Role of Employment-Determining** shape of the Employee Relationship, Significance, Strategies and Policies of employee relations, Individualism and Collectivism, Joint and Unilateral regulation of employment, Centralized and Decentralized approaches to employment relations, the role of Government in Employment relations.

**UNIT – III**

**Introduction to Compensation Management-** Definition, Objectives, Principles, Importance of Compensation Management, Types of Compensation, Compensation Approaches.

**UNIT – IV**

**Compensation Planning-** Level, Structure and System, Decision of Compensation level and planning, Factors influencing Compensation Planning. Employee Benefit Programs, Nature and Types of Benefits.

**UNIT – V**

**Designing Organization System-** Building internally consistent Compensation System- Creating internal equity through job analysis and job evaluation, building a market competitive compensation System, and Compensation Surveys. **Grievance Management under compensation management.**

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## Reference Books

- ❖ Employee Relations Management Paperback – Illustrated, 15 January 2020, D P Sahoo (Author) ,SAGE Publications Pvt. Ltd
- ❖ Compensation: Special Indian Edition Paperback – 1 July 2017, George Milkovich (Author), Jerry Newman (Author), C S Venkataratnam (Author), McGraw Hill Education

The image shows five distinct handwritten signatures in blue ink, arranged horizontally. From left to right: the first signature appears to be 'Rouman'; the second is a stylized 'H' followed by a circled 'A' and a flourish; the third is a stylized 'R' with a flourish; the fourth is a stylized 'V' with a flourish; and the fifth is a stylized 'A' with a flourish.



**BBA III Year**  
**Group A - Human Resource**  
**Subject – Functional Management**  
**Paper – Minor**  
**Code- M3-BBAA2T**

**Credit Value: 6**

**Max. Marks: 100**

**(External: 70+ Internal:30)**

**Course Learning Outcomes:**

- Explaining the students regarding financial management tools and techniques in financial decision making and investments .
- Demonstrate carrier planning and management of students through managerial style, their assumptions and belief about people.
- Knowledge for strategic thinking and decision making to analyse the enterprise as a whole with a specific focus on production planning process.
- Demonstrate an understanding of fundamental concepts of marketing and marketing research.
- Acquire the knowledge , concepts and tools of digital marketing decisions and practice the ethics in performing the management activities.

**UNIT – I**

**Financial Management :** Concept , Nature , Scope , Characteristics of sound financial plan , Objectives of sound financial plan , consideration of formulation of financial plan , steps in financial plan .

**Finance Decision :** Financing decisions , Investment decisions , Working capital decisions , Dividend decisions .

**UNIT – II**

**Personnel Management :** Concept , Duties of Personnel Manager , Scope and Importance , Career Planning: Introduction , Meaning and objectives , Career planning v/s Manpower planning , Individual career planning , Self-awareness career management meaning and elements , career models . Benefits of career planning and development , success in career .

**UNIT – III**

**Production Management:** Concept , Importance, Scope and Functions. Types of Production Systems, Production Planning, Procedure of Production Control, Process of New Product Development, Concept of Product Diversification, Standardization, Simplification and Specialization.

## UNIT – IV

**Marketing Management:** Concept, Nature and Scope, Marketing Environment, Marketing Information and Research. Marketing Mix, Advertising Management, Media of Advertising. Sales Promotion- Meaning, Importance, Methods and limitations.

## UNIT – V

**Digital Marketing:** Introduction, Digital Vs. Real Marketing, Digital Marketing Channels, Creating Initial Digital Marketing Plan .

**Business Ethics:** Nature, Characteristics and need. Ethical Practices in Management. Fair Trade Practices.

### Reference Books:

- Motihar M . – Functional Management
- Pandey I.M -Financial Management
- Flippo Edwin B.- Personnel Management
- Chary S. N.- Production and Operations Management
- Kotler Philip- Marketing Management
- Chaffey Dave and Ellis Chadwick- Digital Marketing
- Maxwell John C. — Ethics 101

A collection of handwritten signatures and initials in blue ink, arranged horizontally. From left to right, there is a signature that appears to be 'Poon', a set of initials 'SL', a checkmark-like mark, another set of initials 'SL', a signature that looks like 'Ravi', and a final signature that is partially obscured.

**BBA III Year**  
**Group A - Human Resource**  
**Subject – Retail Management**  
**Paper – Elective**  
**Code-M3-BBAB2T**

**Credit Value: 6**

**Max. Marks: 100**

**(External: 70+ Internal:30)**

**Course Learning Outcomes:**

- Familiarize with retail management concepts and operations being applied in marketing
- Understanding of retail management terminologies including merchandize management, Visual merchandising display
- Encapsulate with emerging trends in retail management
- Comprehension of Web retailing and familiarizing students with technological changes in electronic retailing.
- Acknowledge the shift in with regard to online payment system & security concerns related to its usage

**UNIT – I**

Fundamentals of Retail Management :Basic concept of Retailing, Types of Retailer, Multi-Channel Retailing, organize retailability, organized Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy & Consumer behaviors, Determinants of consumer Marketing strategy, consumer decision making Process, Organizational consumer Behavior, Post purchase behavior . Service Retailing-Importance of service retailing and its Challenges. Consumer Behavior in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation.

**UNIT – II**

Merchandise Management: Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy. Basics of Visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Planograms .

**UNIT - III**

E-Retailing: Introduction: The concepts of E-Commerce, E Business and E-Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. ECommerce applications: Consumer Applications, Organization Applications. Procurement—Online Marketing and Advertising, Online Interactive

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Retailing, E-Commerce--Business Models: B2B, B2C, C2C, B2 Government, Government to Government.

#### UNIT - IV

**E-Marketing:** Information Based Marketing, E-Marketing Mix — Cost, Connectivity, Convenience, Customer interface.Speed of delivery—Web retailing , Process of website development . E-Retailing / reverse marketing .

#### UNIT – V

Electronic payment systems: Introduction to payment system, Prepaid E-payment systems, Postpaid E-payment systems, E-Cash or Digital Cash, E-Cheque, Credit cards. Smart Debit Cards .

#### Reference Books:

- Michaelaellacy, Barton A Weitzand Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
- KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt.Ltd New Delhi.
- K. Rama Mohana Rao: Services Marketing, Pearson, 2 Ed. New Delhi.
- Valeri eithmal, ary J Binter, Dwayne D Gremler and Ajay Pandit: Services Marketing, Tata McGraw Hill, New Delhi
- Kalakota & Winston-Frontier of E-commerce, Pearson Education

A collection of handwritten signatures and initials in blue ink, arranged horizontally. From left to right, there is a signature that appears to be 'Ravi', a large circular initial 'Q', a signature 'R', a checkmark, a signature 'RS', and a signature 'Chaitan' with a small 'P' at the end.