

BBA II Year
Syllabus (As per NEP)
Session 2022-23
Format for Syllabus of Theory Paper

GROUP A

Part A- Introduction

GROUP A

Part A- Introduction				
Program: Diploma		Class: BBA	Year: II	Session:2022- 2023
Subject: HUMAN RESOURCE MANAGEMENT				
1	Course Code		M2-BBAMT	
2	Course Title		BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/)		Group -1	
			Paper I - Major	
4	Pre-requisite (if any)		Not Required (Open for All)	
5	Course Learning outcomes (CLO)		<ul style="list-style-type: none">• 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.• Students will understand how organizations link training programs to organizational needs.• Students will learn how organizations evaluate jobs and design salary structure based on that.• Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.	
6	Credit Value		6 CREDITS	
7	Total Marks		Max. Marks:30+70	Min. Passing Marks: 33
Part B- Content of the Course				
Total No. of Lectures-Tutorials-Practical in hours per week): 3 Hours				
L-T-P: 90				
Unit	Topics			No. of Lectures
1	Concept and functions of Human Resource Management, Structure &Role of Personnel Management in an Organization, implementation of Personnel policy, The Future Challenges of			18

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	FIRM, International HRM	
2	Strategic Management of Human resource, Staffing Policy, and process, Talent Management and Talent acquisition, Management Planning, Job Analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, promotion, and transfer	18
3	Manpower Training & Development. Employment training and Development, Employee training, performance appraisal and Potential appraisal. Employee morale and productivity	18
4.	Wage & Salary Administration, Job evaluation & designing, Salary Structure. Compensation management and benefits, Introduction of code of wages	18
5	Management of organizational climate & Industrial relations, Industrial disputes Employee relations and participative management, grievance vs dispute, Grievance handling procedure, Disciplinary Action, conflict	18

Note:

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments. References from Updated Journals in UGC

Part C- Learning Resources

Suggested Readings:

- 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- 13th Edition)
- Gary Dessler&BijuVarrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, KailashPustakSadan, Bhopal

Suggested web links:

Part A Introduction			
Program: Diploma		Class: BBA	Year
			Session: 2022 2023
Subject: ORGANISATIONAL BEHAVIOUR			
1	Course Code	M2-BBAAZT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic/Elective/Vocational.....)	Group 1 Paper II –Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior. This outcome of organizational behavior will introduce to several theories on management framework, role of managers, skills of managers, and manager's jobs. Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively Analyze various Stress management and coping strategies. Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior. 	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
PART B - CONTENT OF THE COURSE			
Total No. of Lectures-Tutorials-Practical (in hours per week) : 3 Hours L-T-P: 90			
Unit	Topics	No. of Lectures	
1.	Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB	18	

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Dr. Anshu Rana
Dr. Anshu Rana
Dr. Anshu Rana
Dr. Anshu Rana



2.	Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement	18
3.	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
4.	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
5.	International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing cultural diversity, learning organisation.	

Note:

- Theoretical exposition should be accompanied by Discussions, Case Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
- References from Updated Journals in UGC Care list

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PART C- LEARNING RESOURCES

Textbooks, Reference Books, Other Resources

Suggested Readings:

- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010 International Edition)
- Robbins S.P., Organizational behavior, Pearsons Education, (2018-18 Edition)
- Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015)
- French Wendell, Bell Jr.Cecil H & Vehra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16th Edition)
- K. Chitale, Avinash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

Suggested web links:

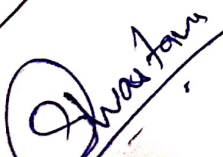
Suggested equivalent online courses:



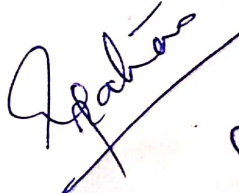
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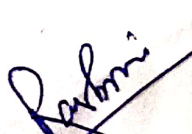
GROUP B

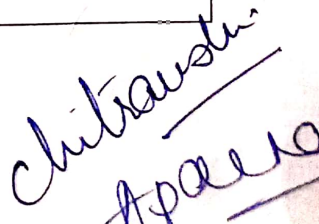
PART A			
Program: Diploma		Class : BBA II	
Session:2022-2023			
Subject :Marketing Management			
1.	Course Code	M2-BBAB1T	
2.	Course Title	BBA	
3.	Course Type (Core Course/Elective/Generic Elective/Vocational/.)	Group II Paper I - Major	
4.	Pre-requisite (if any)	Not Required (Open for All)	
5.	Course Learning outcomes (CLO)	<ul style="list-style-type: none">• Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral; written and graphic formats.• Differentiate between categories of consumer criteria for determining value.• Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.• List best practices for responsible marketing and how to manage marketing efforts Synthesize ideas into a business plan for entrepreneurial start-up venture.• The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.	
6.	Credit Value	6 CREDITS	
7.	Total Marks	Max. Marks : 30+70	Min. Passing Marks:33
PART -B Contents of the Course			
Total No. of Lectures – Tutorials- Practical (in Hours per week): Hours			
L-T-P:90			
Unit	Topics	No. of Lectures	
1.	Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies, Concept of Holistic Marketing, Market segmentation, Marketing Mix, Marketing Environment,	18	

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	Marketing System	
2.	Product Strategy. Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication, Promotion mix: Advertising, publicity, Selling, Sales Promotion and Public Relations	18
3.	Pricing Decision- Methods of setting prices, pricing strategies, Pricing Strategies, Rural Marketing, Modern & future trends of Marketing	18
4.	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	18
5.	Channel of Distribution, Logistics Supply Chain Management, Factors affecting choice of channel, Types of intermediaries and their roles, Types of retailing, Retail Management, Internet Marketing, Non-Profit Marketing	18
<p>Note:</p> <ul style="list-style-type: none"> Theoretical exposition should be accompanied by Discussions, Case Studies preferably with Indian Context, Presentations and Industry based assignments. References from Updated Journals in UGC Care List. 		

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Part A Introduction			
Program : Diploma	Class : BBA	Year : II	Session :2022-23
Subject: MARKETING RESEARCH			
1	Course Code	M2-BBAB2T	
2	Course Title BBA	BBA	
3	Course Type (Core Course/Elective/ Generic Elective/Vocational)	Group II Paper II – Major	
4	Pre-requisite (if any) :	Not Required (Open for All)	
5	Course Learning Outcome	<ul style="list-style-type: none"> • Discuss the scope and managerial importance of the market research and its role in the development of marketing strategy. • Provide a detailed overview of the stages in the market research process • Develop research questions and objectives that can be addressed in a research design • Develop an appropriate market research design for the clients • Manage the data collection process Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data .Interpret data analysis in the context of the identified business problem • Communicate research results in written report and oral presentation formats 	
6	Credit Value	6 CREDITS	
7	Total Marks :100	Max .Marks :70+ 30	Min Passing Marks :33
Total No. of Lectures-Tutorials-Practical (in hours per week) : 3 Hours L-T-P: 90			
Unit	Topics		No of Lectures

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1	Definition, Concept and Objectives of Marketing research. Advantages and limitation of Marketing Research. Problems and precaution in Marketing Research .Analyzing Competition and Consumer Markets Market Research Methodology	18
2	Types of Marketing Research: Consumer Research, Product research ,Sales Research ,and Advertising research. Various issue involved in Marketing research .Rural Marketing, Institutional Management and Research	18
3	Problem formulation and statement of research. Research design – exploratory research, descriptive research, experimental research. Research process. Decision Theory and decision tree	18
4	Methods of data collection –observational and survey method. Questionnaire and Schedule, Design attitude measurement techniques	18
5	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.	18

Note:

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
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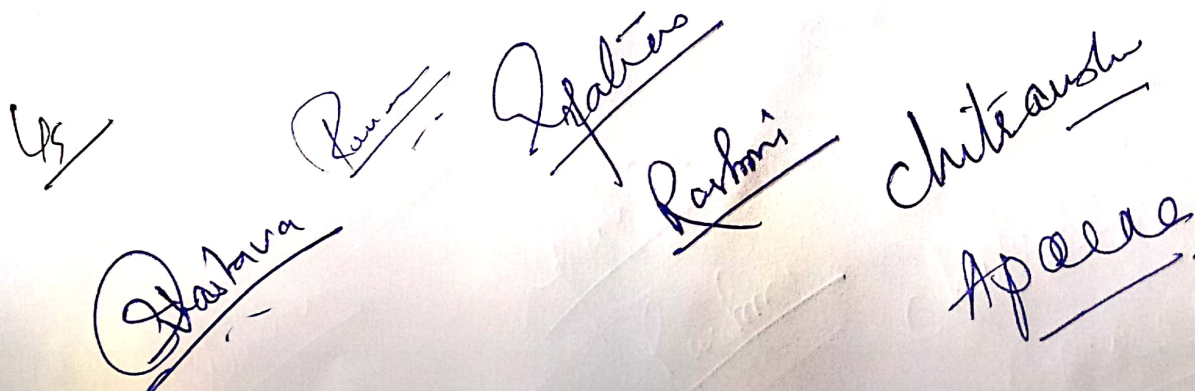
PART C – LEARNING RESOURCES

Text Books ,Reference Books ,Other Resources

Suggested Readings:

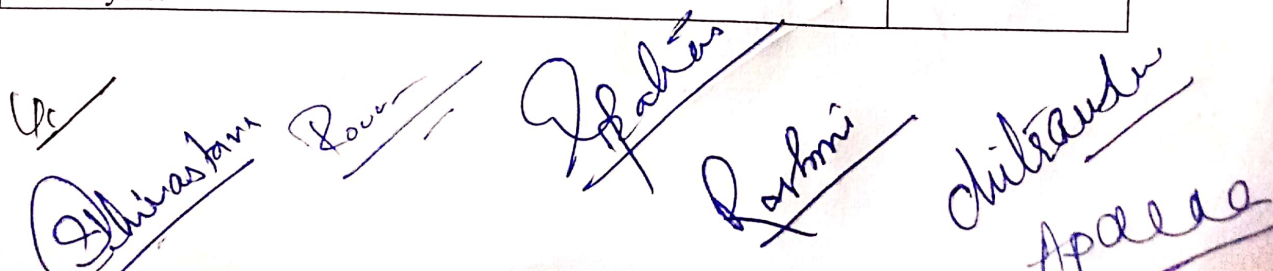
- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4th Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satya Bhusan Das Marketing Research Pearsons Education (2019-7th Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)

G.C. Berry, Marketing Research, TMH, New Delhi. (2020)



GROUP C

Program: Diploma		Class: BBA		Year II	Session 2022-23
Part A					
Introduction					
Subject: Financial Management					
1	Course Code			M2-BBAC1T	
2	Course Title			BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/)			Group III Paper I – Major	
4	Pre-requisite (if any)			Not Required (Open for All)	
5	Course Learning outcomes (CLO)			<ul style="list-style-type: none">Students will have the awareness about the various types of support rendered by the institutions to the entrepreneurs. The students will be able to do the financial analysis and interpretation of any business concern independently.The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. They will be also able to design the combination of debt and equity used to finance a firm.The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.The students will be able to differentiate between the different models of dividend payout policy and their calculations.	
6	Credit Value			6 CREDITS	
7	Total Marks			30+70(Min Passing Marks-33)	
PART B					
Content of the Course					
Total No. of Lectures-Tutorials-Practical (in hours per week):hours L-T-P: 90					
Unit	Topics				No. of Lectures
1	Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.				18
2	Ratio analysis: Meaning, Interpretations of ratios, classification of ratio, funds flow and cash flow analysis.				18





3	Working Capital Management , Factors determining the adequate working capital. Requirement management of working capital, Source of Capital, Cost of capital, financial and operating, leverage,	18
4	Capital Structure: optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm, Shareholder Value Creation dividend payment and valuation of firms, dividend policy of the firm, Hire Purchase and Venture Capital	18
5	Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives	18

Note:

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments
- References from Updated Journals in UGC Care list.

Part C : Learning Resources

Text books, Reference Books and other resources

Suggested Readings:

- R.P. Rustagi, Fundaments of Financial Management, Taxmann Company, New Delhi (2021)
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi (2019)
- M. Y. Khan & P. K. Jain Financial Management: Text, Problems and Cases McGraw Hill New Delhi (2018 — 8th Edition)
- C.Paramasivan (Author), T. Subramanian (Author): Financial Management and Policy, New Age International Publishers, New Delhi (2018)

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Program: Diploma		Class: BBA	Year II	Session:2022- 2023
Part A				
Introduction				
Subject: FINANCIAL MARKETS AND FINANCIAL SERVICES				
1	Course Code		M2-BBAC2T	
2	Course Title		BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/)		Group III Paper II – Major	
4	Pre-requisite (if any)		Not Required (Open for All)	
5	Course Learning outcomes (CLO)		<ul style="list-style-type: none">• To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.• They will be able to know various money market and capital market instruments.• The will be able to understand the functions and organisation of capital market and money market in India.• They will be able to know about various financial services provided in the financial market.• They will understand various financial institutions and their role in financing of the business.	
6	Credit Value		6 CREDITS	
7	Total Marks		Max. Marks: 30+70	Min. Passing Marks: 33
Part B – Content of the Course				
Total No. of Lectures-Tutorials-Practical (in hours per week) : 3 hours L-T-P: 90				
Unit	Topics			No. of Lectures
1	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.			18
2	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.			20
3	Financial Institutions: Commercial banking — introduction, its role in project finance and working capital finance; Development Financial institutions			20

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	(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). 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	
4	Financial Services: Overview of financial services industry: Merchant Banking — pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	10
5	Leasing and hire—purchase, Consumer, and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit Credit rating; Financial counselling	22

Note:

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with

Indian Context, Presentations and Industry Based Assignments.

- References from Updated Journals in UGC Care list

Part C – Learning Resources

Textbooks, Reference Books, Other resources

Suggested Readings:

- L M 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.

Suggested web links:

Suggested equivalent online courses:

Dr. Nishu Bhatnagar

Dr. Anurag

Rounak

Rahmi

Idhar

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