

**BBA II Year**  
**REVISED SYLLABUS**  
**SESSION 2020-2021**

**BBA II year**

**Group IV**

**Paper VII Marketing Management**

**Course Objective**

1. To enable the student to understand the concepts of marketing
2. To understand the environment and its influence on marketing .

**Course Outcome**

At the end of the course students will have an understanding of marketing concept, process and will be able to apply in decision making.

**Unit –I** Nature and Scope of marketing, Selling vs Marketing, basic concepts and approaches. Marketing management philosophies. Concept of Holistic Marketing.

**Unit –II** Market Segmentation, Marketing Mix, Marketing Environment, Marketing System, Marketing research.

**Unit –III** Product Strategy, Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication. Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations.

**Unit – IV** Pricing decision, method of setting prices, prices strategies product promotion. Consumer behaviour and Decision Making

**Unit –V** Channel of Distribution, Factor affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet marketing, Services & Non –Profit Marketing.

**Suggested Readings:**

1. Philip Kotler, Principles of Marketing, Prentice Hall of India.
2. William J. Stanton, Fundamentals of Marketing, MC Graw, New Delhi.
3. V.S Ramaswami & S Namakumari – Marketing Management, TMH, Publication Fifth Edition , New Delhi.

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## Group IV

### Paper VIII MARKETING RESEARCH

#### **Course Objective**

1. To familiarize the students with the marketing research skills , key concepts, process and techniques of Marketing Research
2. To make them aware of concepts of population and sample and use them in analytical decisions.

#### **Course Outcome**

Students would be able to understand the applicability of marketing research in different areas which would aid them in making sound business decisions.

**UNIT - I** Problem formulation and statement of research, Research Process, research design – exploratory research, descriptive research and experimental research designs, Decision Theory and Decision Tree

**UNIT -II** Methods of Data Collection- Observational and Survey methods, Questionnaire design, attitude measurement techniques

**UNIT-III** Administration of Surveys, Sample Design, Selecting an appropriate Statistical Technique, Tabulation and analysis of data, Scaling techniques, Hypothesis Testing: Chi-Square, t Test & ANOVA

**UNIT- IV** Concept and Objectives of Marketing Research, Advantages and Limitations of Marketing Research, Problems and precautions in Marketing research, Analysing Competition & Consumer Markets

**UNIT- V** Types of Marketing Research: Consumer research, Product research, Sales research and Advertising research, Various Issues involved and ethics involved in Marketing research

#### **Suggested Readings:**

- Kothari , C.R. , Research Methodology, Kalyani Publications, New Delhi
- Fowler, floyd J.Jr., Survey Methods, sage Publications , New Delhi
- Malhotra , N.C., Marketing research , Pearsons, New Delhi
- Bery G.C., Marketing Research, TMH, New Delhi

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**Group V**

**Paper- IX Financial Management**

**Course objective**

- 1.To impart the fundamentals of finance
- 2.To develop an understanding of the financial tools available for the evaluation of business

**Course Outcome**

At the end of the course the students will have the knowledge of financial and cost control for managerial decision making.

**Unit I** Finance – function and objectives, tools for financial for analysis, Capitalization: over capitalization and under capitalization, concept of value and return, Valuation of Securities, Time value of Money.

**Unit II** Ratio analysis, fund flow and cash flow analysis, Meaning ,Interpretation of ratio, classification of ratio

**Unit III** Working capital management, Capital structure ,source of capital, cost of capital financial and operating leverage, Optimum capital structure, Theories of capital structure, Factor influencing capital structure, classification of working capital, Adequate factor determining the working capital requirement, management of working capital,

**Unit IV** Capital Budgeting, methods of investment evaluation, Payback period and accounting rate of return, discounted cash flow system and internal rate of return, Introduction of Investment : CAPM, APT Models & Derivatives

**Unit V** Capital structure decision of the firm, Shareholder value creation, Dividend payment and valuation of firms, dividend policy of the firm, Determinants of dividend policy, Hire Purchase and Venture capital.

**Suggested Readings**

1. Bhalla V.K : Financial Management and Policy , Anmol publication, New Delhi
2. Jain & Narang, Cost Accounting, Kalyani Publishers, New Delhi, 2015
3. Murthy & Gurusamy S, Cost Accounting, Tata McGraw Hill, 2012
- 4.T.S. Reddy & Y. Hari Prasad, Cost Accounting, Margham Publications, Chennai, 2010

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## Group V

### Paper X Project Management

#### **Course Objective**

1. To acquaint the students with the planning process and implementation of projects in business
2. To familiarize them with the function and techniques of project management and help them implement actionable strategies

#### **Course Outcome**

Students would be able to implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success.

**Unit- I** Generation and Screening of Project idea, Capital expenditure; importance and difficulties

**Unit- II** Market Demand & Situational analysis, Technical analysis, analysis of project risk, social cost benefit analysis

**Unit- III** Multiple Projects and Constraints, Network Techniques for Project Management, Project Review and Administrative Aspects

**Unit -IV** Project Financing In India; problem of Time and Cost Over run in Public sector enterprises in India

**Unit -V** Assessment of tax burden of various projects, making comparative analysis, Environmental appraisal of Projects – Financial and Technical environment

#### **Suggested Readings:**

- Chandra, Prasanna, Projects: Preparation, Appraisal, Budgeting & Implementation
- Ahuja, G.K. & Gupta Ravi, Systematic Approach to Income Tax, Allahabad, Bharat Law House, 1997
- Bhalla, V.K. , Working Capital Management, New Delhi, Anmol, 1997

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**Group – VI**

**Paper XI HUMAN RESOURCE MANAGEMENT**

**Course Objective**

1. To understand the importance of human resource management as a field of study and as a central management function.
2. To interpret the key elements of the Human Resource management.

**Course Outcome**

On successful completion of the syllabi the student will understand the fundamental principles of Human Resource Management and learn to apply the techniques of HRM Process in an organisation.

**Unit – I** Concept and Functions of Human Resource Management, Structure & Role of Personnel Management in an Organisation, Implementation of Personnel Policy, The future Challenges of HRM, 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.

**Unit – III** Manpower Training & Development, Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal, Employee Moral and Productivity.

**Unit – IV** Wages & Salary Administration, Job Evaluation & Designing, Salary Structure, Compensation Management and Benefits.

**Unit – V** Management of Organisational Climate & Industrial Relations, Industrial Disputes and Participative Management, Grievance vs. Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict Management and Negotiations, New Dimensions in HRM- HR Audit and HR Accounting.

**SUGGESTED READING:**

- Rustons Daver, Personnel Management & Industrial Relations, Vani Books, New Delhi.
- Edwin Philip, Principles of Management, McGraw Hill, New Delhi
- C. B. Mamoria, Personnel Management, Tata McGraw Hill, New Delhi.

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## GROUP VI

### PAPER XII ORGANISATIONAL BEHAVIOUR

#### **Course Objectives**

1. To develop an understanding of basic elements that shape human behaviour.
2. To provide an in-depth look at key factors essential for the successful execution of managerial roles and responsibilities.
3. To learn the implication of OB in today's organization work life.

#### **Course Outcome**

At the end of the course students will get to understand the effect of interpersonal behaviour of individuals on organizational work-life and will also understand other's perspective in diverse cultural environment.

**Unit I:** Concept of Organisational Behaviour, Contributing Disciplines to Organisational Behaviour; Background/ Historical perspective and Framework of OB

**Unit II:** Individual Behaviour, Personality, Perception- Perceptual selectivity, Perceptual organisation, Social Perception and Impression Management, Attitude and Values, Learning and Re-enforcement.

**Unit III:** Leadership- Concepts and Theories of Leadership, Qualities of a good Leader. Group Dynamics- group formation, Nature of groups, Types of Group, Group Member Resources, Reasons of joining groups, Functions of group within organisation.

**Unit IV:** Stress Management- Meaning, Causes, Effects and coping strategies for stress. Work Stress, Organisational Change and Development.

**Unit V:** International Dimensions of Organisational Behaviour, Equal Employment Opportunities, Organisational Culture, Managing Cultural Diversity, Learning Organisation.

#### **SUGGESTED READING:**

- Robbins S. P., Organisational Behaviour, 7<sup>th</sup> Ed., New Delhi, PHI, 1996
- Huse, F E and Cunnings T G, Organisation Development and Change, 3<sup>rd</sup> ed., New York. West, 1985
- Shekcharam Uma, Organisational Behaviour, Text & cases, New Delhi THM, 1989.
- Singh Dalip, Emotional Intelligence at work, Response Books, Sage Publication , Delhi 2001.

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