

# Semester III

**301 :Entrepreneurship Development**

<b>Course Code</b>	301	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**The aim of this course is

- to provide the students with introduction to the process of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- To understand the management of family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

**Learning Outcomes:**

At the end of the course, the students will have a fair idea about aspects of entrepreneurship development, role of entrepreneurs, and the importance of entrepreneurship in nation building along with the challenges and opportunities.

**Unit-1 Introduction to Entrepreneurship Development**

Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Role of Entrepreneurs in nation building, Difference between entrepreneur and manager.

**Unit-2 Entrepreneurship, Creativity And Innovation**

Idea Generation, Business idea generation techniques, Identifying Business Opportunities and Evaluation. Stimulating Creativity; Organizational actions that enhance/hinder creativity, Process of Innovation, Sources of Innovation in Business;

**Unit 3: Business Plan**

Meaning and importance of business plan, Preparation of Business Plan, Feasibility study – Marketing, Finance, Technology & Legal Formalities.

**Unit 4:****Financing entrepreneurial ventures**

Sources of entrepreneurial finance, Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

**Unit 5: Emerging Forms**

Forms of ownership – Sole proprietorship; partnership; limited liability partnership, corporation; advantages/disadvantages. Franchising; advantages/disadvantages of franchising; types of franchise arrangements. Start ups, support of government for startups, case studies of popular startups. Family Businesses – concept, structure and types. Women entrepreneurs – challenges and growth.

**Reference Books :**

1. Khanka S. S. – Entrepreneurship Development, S. Chand.
2. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
5. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
6. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
7. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
8. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid ,eradicating poverty through profits. Wharton school Publishing.
9. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston:Harvard Business Press.

**Online Resources:**

<https://www.entrepreneur.com/>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>

**MOOCs:**

<https://startupindia.upgrad.com/> - Startup India Learning Programme  
Swayam

**BBA- Sem -III (CBCS 2019)**  
**302: Organizational Behavior**

<b>Course Code</b>	302	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**

- To expose the students to the fundamentals of Organizational Behaviour (OB) - such as working with people, nature of organizations, communication, leadership and motivation of people.
- To help students develop a conceptual understanding of OB theories
- to enable the students to put the ideas and skills of OB into practice

**Learning Outcomes:**

On completion of this course, students will be able

- to understand the dynamics of individual and organizational behavior and relationships.
- To understand the importance of organizational behavior in managerial functions.

**Unit 1:** ( 12 hours)

Introduction to Organizational Behavior : Definition, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB study

**Unit 2:** ( 12 hours)

Foundations of Individual Behavior Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception.

**Unit 3: Motivation and Leadership**(14 hours)

Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow’s need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland’s Theory, Equity Theory, Vroom’s Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager

**Unit 4: Groups and Teams** ( 10 hours)

Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication.

**Unit 5 :** ( 10 hours)

Culture, Definition, Culture’s function, need and importance of Cross Cultural management, Stress and its Management.

**Reference Books :**

- 1) Kavita Singh, Organizational Behavior, Vikas Publications
- 2) Robbins, Timothy Judge, SeemaSanghi, Organizational Behavior, Stephen Pearson Prentice Hall,12 edition
- 3) Fred Luthans, Organizational Behavior, McGraw Hill Inc.
- 4) John Newstrom and Keith Davis, Organizational Behavior, Tata McGraw Hill, 11 edition
- 5) AshwaThapa, Organizational Behavior

**Online Resources:**

[www.algonquincollege.com/ccol/courses/organizational-behaviour/](http://www.algonquincollege.com/ccol/courses/organizational-behaviour/)  
[www.algonquincollege.com/ccol/courses/organizational-behaviour-3](http://www.algonquincollege.com/ccol/courses/organizational-behaviour-3)  
[https://www.imi.edu/delhi/organizational\\_behaviour\\_human\\_resources](https://www.imi.edu/delhi/organizational_behaviour_human_resources)

**MOOCs:**

<https://www.mooc-list.com/tags/organizational-behavior>  
<https://www.openlearning.com/courses/organisational-behaviour-an-overview>  
<https://www.coursera.org/learn/managing-people-iese>

## 303 :Principles of Marketing

<b>Course Code</b>	303	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

<b>Learning Objectives:</b>	
1.	To enhance students' knowledge as regards to basics of marketing.
2.	To develop practical insights into application of marketing concepts.

<b>Learning Outcomes:</b> After studying this course students will be able to -	
1.	Understand the need and importance of marketing in the current business scenario.
2.	Analyze the need and importance of market segmentation, targeting and positioning.
3.	Understand the steps involved in developing a marketing plan.
4.	Know the recent trends in marketing.

**Unit 1 :Introduction to Marketing (12 Hours)**

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

**Unit 2 : Market segmentation, Targeting & Positioning (STP) (12 Hours)**

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

**Unit 3 : Marketing Research (12 Hours)**

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

**Unit 4 : Marketing Mix (7 P's of Marketing) (12 Hours)**

**Product** :Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.

**Price** :Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

**Place** : Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

**Promotion** : Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc.

Brief overview of people, process and physical evidence.

**Unit 5 :Recent Trends in Marketing (12 Hours)**

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc

**Reference Books:**

- 1) Dr. Philip Kotler, Marketing Management.
- 2) Ramswamy&Namkumari, Marketing Management, Indian context.
- 3) RajanSaxena, Marketing Management, Tata McGraw Hill Publication.
- 4) Tapan Panda, Marketing Management, Excel Publication.
- 5) William Stantan, Fundamentals of Marketing.

**Journals:**

1. Journal of Marketing (American Marketing Association).
2. European Journal of Marketing (Emerald Publishing Limited).

**MOOCS:**

- a) <https://swayam.gov.in/courses/147-principals-of-marketing-mgmt>
- b) <https://www.coursera.org/browse/business/marketing>
- c) <https://www.mooc-list.com/tags/marketing>
- d) <https://www.bestmarketingdegrees.org/best-moocs-marketing>

**Other Readings:**

Marketing Whitebook 2018.

**304 :Introduction to Financial Management**

<b>Course Code</b>	304	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**

1. To provide a conceptual orientation and application of financial management
2. To provide a basic understanding of financial sources and capital structure.

**Learning Outcomes:**

1. Students will be able to gain basic understanding of financial management.
2. Students will be able to have knowledge of financial sources and capital structure.

**Unit 1 : Introduction to Financial Management (10 Hours)**

Finance : Definition, Nature and Scope of Finance Functions

Financial Management : Meaning, Scope, Objectives

Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

**Unit 2 : Sources of Long term Finance (10 Hours)**

Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks : Their Meaning, Types, Merits and Demerits

**Unit 3 : Capital Budgeting Decision (10 Hours)**

Meaning, Importance, Time Value of Money

Techniques of evaluation : Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return

**Unit 4 : Capital Structure (15 Hours)**

Meaning, Factors to be considered while framing capital structure

Leverage : Operating financial and combined leverage

Cost of Capital : Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital

Dividend Policy : Meaning and factors affecting Dividend Decision

**Unit 5 : Management of Working Capital (15 Hours)**

Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital : Reserves and Surplus, Bonus Shares and Retained Earnings

**Reference Books :**

1. J. M. Pandey, Financial Management, Vikas Publishing House
2. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
3. R. P. Rustogi: Financial Management: Theory Concepts and



- Practices, Taxmann Publication.
4. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing co. Ltd., New Delhi
  5. R. M. Shrivastava, PragatiPrakashan, Meerut
  6. Maheshwari S. N., (2009), Financial Management, Principles and Practice, 9th Edition Sultan Chand & Sons.
  7. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
  8. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
  9. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

**Online Resources:**

1. Investopedia for basic financial concept
2. NSE – BSE Official websites
3. Moneycontrol for analytical study

**MOOCs:**

1. Allison
2. Swayam

**305 :Computer Applications For Business**

<b>Course Code</b>	305	<b>Course Type</b>	Core Course
<b>Credits</b>	Two.	<b>Examination Pattern</b>	UE+IA: 70:30

**Course Objectives:**

to introduce IT in a simple language to all undergraduate students, regardless of their specialization.

to introduce the students to the world of computers and software applications.

**Learning Outcomes:**

This course will provide learners with a solid foundation on which to build a strong knowledge of computer applications for business.

students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software.

**Unit I: Introduction to Computer Fundamentals(6 hours)**

Introduction to Computer, Computer System Hardware, Computer Memory, Input and Output Devices, Interaction between User and Computer, Introduction to Free and Open Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software

**Unit II Basics of Operating System (10 hours)**

Definition of Operating System, Objectives, types and functions of Operating Systems, Working with Windows Operating System: Introduction to The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Configuring the Screen, Adding or Removing New Programs using Control Panel, Applications in windows (Paint, Notepad, WordPad, Calculator)

**Unit III:Use of Computer in Business (12 hours)**

Data Processing, Files and Records, File Organization (Sequential, Direct/Random, Index ) Computer Applications in Business – Need and Scope Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance Introduction to E-Commerce, Evolution of E-Commerce, Role of e-Commerce, e-Commerce Framework, e-Commerce Categories

**Unit IV: Introduction to Business Communication Tools(20 hours)**

**MS-Word:** Introduction, Starting MS-Word, MS-Word Screen and its Components,

Elementary Working with MS-Word

**MS-Powerpoint:** Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MSPowerPoint

**Unit V: Spreadsheet tool (12 hours)**

**MS-Excel:** Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel.

**Reference Books :**

- 1) Computer Fundamentals By P.K. Sinha
- 2) HTML, Java Script, DHTML & PHP by Evan Bayross
- 3) Electronic Commerce A Managers Guide by Ravi Kalkota& Andrew Whinston
- 4) MS-Office in Nutshell by Sanjay Saxena

**Online Resources:**

<https://www.tutorialspoint.com>  
youtube.com

**MOOCs:**

<https://swayam.gov.in/>  
<https://alison.com/en>

## BBA SEM III

### 306 Introduction to Business Analytics

<b>Course Code</b>	306	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE+IA: 70:30

#### Objectives:

- To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- To become familiar with the processes needed to develop, report, and analyze business data

- 1 Introduction, What is Business Analytics, Overview of Areas where Business Analytics is applied
- 2 Visualization and Data Issues, organization of Source of Data, Importance of Data Quality, Dealing with Missing or incomplete data, data classification, Introduction to Data Mining, Data mining process, data mining tools XL MINER.
- 3 Introduction to decision modeling – optimization, use of excel to solve business problems
- 4 Applications of Business Analytics - Risk - Fraud Detection and Prediction, Recovery Management, Loss Risk Forecasting, Risk Profiling, Portfolio Stress Testing, Market share estimation and Sensitivity Analysis
- 5 • Loyalty Analytics, Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer Analytics Customer Segmentation, Cross- Sell or Upsell Models
- 6 Recruitment Analytics, Compensation Analytics, Talent Analytics, Training Analytics, Human Resource Retention Analytics, Workforce Analytics

#### Project Work

1. PurbaHaladyRao, Business Analytics – an application focus, PHI Learning, 2013, ISBN 978-81-203-4819-6

**306 :Community Work-III (Open Course)**

<b>Course Code</b>	306	<b>Course Type</b>	GE
<b>Credits</b>	Two	<b>Examination Pattern</b>	IA

**Course Objectives:**

This course aims to expose the students to the societal issues and help them participate in the community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

**Learning Outcomes:**

Students will be able to know the community needs and understand their role towards community development

**Unit 1: Community work through Education**

Teaching at Schools, Teaching at Orphanages, Teaching to poor children ,study the role of government in the education sector ,study the NGOs particularly working in education sector.

**Unit 2:Community Work for Slums**

Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO.

**UNIT 3:Community Work for Environment**

Role of Govt.and NGOs which are working to save the environment, Initiatives like Clean your city drive,Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environemnt awareness activities etc.

**COMMUNITY HOURS:**

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken.

**Reference Books :**

1. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014

2. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

**Online Resources:**

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf>

<https://www.ahaprocess.com/solutions/community/events-resources/free-resources/>

**MOOCs:**

<https://alison.com/course/diploma-in-community-development>

**306 :Start-Up Management (Open Course)**

<b>Course Code</b>	306	<b>Course Type</b>	GE
<b>Credits</b>	Two	<b>Examination Pattern</b>	IA

**Course Objectives:**

The objectives of the course is

- To Introduce to the students the idea of start ups and their role in the society and nation
- To impart knowledge about the organization and management of start ups

**Learning outcomes:**

Students will be able to understand the role of start ups and case studies of well known start ups in India.

**Unit I:****(06 Hrs)**

Meaning of Start ups, Formation of a start up, idea generation for start ups, scaling up process.

**Unit II: (12 hrs)**

Managing a startup, Customer Development, Market Sizing, Lean Startups, Support by government for startups,

**Unit III: (12 hrs)**

Case Studies on well known startups

**Reference Books :**

- 1) Khanka S. S. – Entrepreneurship Development, S. Chand.
- 2) Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
- 3) Mullins, J. (2004). New business road test. New Delhi: Prentice Hall..

**Online Resources:**

<https://www.entrepreneur.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

**MOOCs:**

<https://startupindia.upgrad.com/> - Startup India Learning Programme  
Swayam

**306 :Agro Tourism (Open Course)**

<b>Course Code</b>	306	<b>Course Type</b>	GE
<b>Credits</b>	Two	<b>Examination Pattern</b>	IA

**Course Objectives:**

The objectives of the course is to familiarize students with principles and relationship between tourism and agricultural activities.

**Learning outcomes:**

Students will be able to obtain and diversify knowledge from tourism, rural tourism and their specific form agri-tourism.

**Unit I:**

Introduction, importance, scope, forms of agro-tourism, advantages and implementations, sustainability component, difficulties involved.

**08 Hr.****Unit II:**

Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism Farm, forest, garden, fish tank/ponds, residential huts, etc. Introduction to Indian culture through agro tourism.

08 Hr.

**Unit III:**

Profiling the tourist for: age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.

**14 Hr.****Reference Books :**

1. Talwar, Prakash. Travel and Tourism Management. Gyan Books Pvt., Ltd., Main Ansari Road, Darya Ganj, New Delhi- 110 002.
2. Bagri, S. C. Trends in Tourism Promotion 2003. International Books Distributors, 9/3, Rajpur Road, Dehradun-248 001 Uttarakhand (India).

**Online Resources:**

<http://www.agritourism.in>

<http://www.ecoindia.com>

**MOOCs:**

<https://www.mooc-list.com/tags/tourism>

<https://www.coursera.org/>

<https://swayam.gov.in/>

<https://alison.com/courses?query=agriculture+tourism>





# **Semester IV**

**BBA CBCS 2019**

**SEM IV**

**401: Business Laws**

<b>Course Code</b>	401	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**

To educate the students about the different laws related to business

**Learning Outcomes:**

Student will be able to understand the importance and relevance of the various laws related to business

**Unit I:**

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

**Unit II:**

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.  
Negotiable Instruments Act 1881:  
Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

**Unit III:**

The Companies Act 2013:  
Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.  
The Limited Liability Partnership Act 2008:  
Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

**Unit IV:**

Consumer Protection Act 1986:  
Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

**Unit V:**

The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

**Reference Books :**

1. M.C.Kucchal: Business Law/Mercantile Law, VikasPublishing.House (P) Ltd.
2. M.C.Kucchal,&VivekKucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
3. Dr. G. K. Kapoor& Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book CompanyGulshanKapoor: Business Law, New Age International Pvt Ltd Publishers
6. Maheshwari&Maheshwari: Principle of Mercantile Law, National Publishing Trust
7. Rohini Aggarwal: Mercantile & Commercial Law, Taxmann.

**Online Resources:**

<https://www.khanacademy.org/>

**MOOCs:**

<https://alison.com/en>

**BBA CBCS 2019                      SEM IV**  
**402: Human Resource Management**

<b>Course Code</b>	402	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

Course Objectives:

- To help students understand the basic elements of Human Resource Management
- To facilitate the students to acquire the specific knowledge and skills associated with human resource management in organizations.

Learning Outcomes:

The course will prepare the students to understand and perform the essential functions of human resource management in organizations.

**Unit 1:** ( 12 hours)

**Human Resource Management (HRM) :** Definition, Nature, Scope, Functions and Objectives of HRM, Organization and functions of HR Department. Changing environment of HRM – globalization, cultural environment, technological advances. HRM issues in Indian organization, Strategic HRM – case of TATA.

**Unit 2:** ( 12 hours)

**Human Resource Planning (HRP) :** Importance and benefits of HRP, Steps in Human resource planning process, Factors affecting HRP, Job analysis, job description and job specification, Job Analysis – importance and methods, Job Design – meaning, steps and benefits, Factors Affecting Job Design.

**Unit 3:** ( 12 hours)

**Recruitment and Selection: Recruitment -** meaning, Recruitment Process, Sources of Recruitment, Outsourcing, Selection Process – meaning and steps, Tests, Interviews, assessment centres, Placement of personnel.

**Unit 4:** ( 10 hours)

**Induction and Training :** meaning, objective and purpose of induction, Training – need for training, benefits of training, identification of training needs, Methods of training.

**Unit 5:** ( 14 hours)

**Performance Appraisal:** Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal, Job Evaluation – concept, objectives and procedures of job evaluation.

**Reference Books :**

- 1) V. S. P. Rao, Human Resource Management
- 2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises, Galgotia Publishing Company
- 3) Clarke Liz, The Essence of Change, Prentice Hall of India Pvt. Ltd., 1997

- 4) Dessler G., Human Resource Management, Pearson Education Pvt. Ltd.
- 5) Stephen Robbins, The Management of Human Resource Management

**Online Resources:**

<https://www.coursera.org/specializations/human-resource-management>

<https://www.humanresourcesedu.org/what-is-human-resources>

<https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme>

<https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification>

**MOOCs:**

<https://www.class-central.com> › Coursera.

<https://www.coursera.org/specializations/human-resource-management>

[https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux.](https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux)

**BBA CBCS 2019**

**SEM IV**

**403: International Business**

<b>Course Code</b>	403	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**

- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

**Learning Outcomes:**

- Students will be able to understand and apply the concepts of international business to current global development issues.

**Unit 1 : International Business Environment**

- Nature, Definition of International Business
- Theories of International Trade / Mercantilism - Ricard's Theory / Smith Theory, Heckscher-Ohlin Theory / Porters Model
- Role of culture in business environment

**Unit 2 : Foreign Trade:**

- Balance of Trade
- Balance of Payments

**Unit 3 : Foreign Exchange Market**

- Meaning of Exchange rate
- Determination of Exchange rate – Fixed, Flexible and Managed

**Unit 4 : International Financial Institutions**

- International Monetary Fund (IMF) – Objectives and functions.
- World Bank – Objective and Functions

**Unit 5 : India's Foreign Trade**

- Composition and direction of India's Foreign Trade
- Current Foreign Trade Policy of India.

**Reference Books :**

- 1) Miltiades Chacholiades, International Economics, McGraw Hill Publishing Co., New York, 1990
- 2) W. Charles Sawyer and Richard L. Sprinkle, International Economics, Prentice Hall of India Pvt. Ltd.
- 3) M. L. Jhingan, International Economics, Vrinda Publications, Delhi,
- 4) Charles Hill, Arun Kumar Jain, International Business, Competing in the

Global Market Place, Tata McGraw Hill, New Delhi, 2008

**Online Resources:**

<https://internationalaffairsresources.com/intlbus.html>

<https://www.bestcolleges.com/resources/international-business/>

**MOOCs:**

<https://www.mooc-list.com/course/international-business-i-coursera>



**BBA CBCS 2019**

**SEM IV**

**404: Business Research**

<b>Course Code</b>	404	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**

- To give the learner an understanding of the basic techniques and tools of business research.
- To provide an exposure to the learners about business research which they are expected to possess when they enter the industry as practitioners.

**Learning Outcomes:**

Learner will be able to understand and apply the steps involved in a research project. Students will be able to know the skill of writing a research report.

**Unit I: Introduction to Business Research (12 hours)**

Nature and Scope of Research, Definition, objectives and types of business research, Role of Research in decision making. Steps of the Research process, Steps in Problem Formulation, writing the research proposal – objectives, hypothesis, methodology, time frame.

**Unit II: Research designs (12 hours)**

Research Design: importance and types - Exploratory, Descriptive, Causal. Sampling – need and importance of sampling, Sampling techniques, representative sample,

**Unit III: Data Sources (12 hours)**

Secondary Data - Advantages & Disadvantages, Criteria for evaluating secondary sources, Primary Data Collection: Comparison of different methods of collecting primary data, Observation, interviews – personal and telephone, questionnaire – self administered, mail, email, Qualitative Research Tools: in-Depth Interviews, focus groups and projective techniques; Surveys. Measurement: Scales of Measurement -Nominal, Ordinal, Interval and Ratio. Questionnaire – form & design.

**Unit IV: Data Analysis (12 hours)**

Data Analysis – Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

**Unit V: Report Writing (12 hours)**

Types of reports, steps in Writing Reports, Format of a good report, Precautions in report writing.

**Reference Books :**

1. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
2. Aaker, Kumar, Day - Marketing Research. Wiley.
3. Gupta Kirti, Research Methodology - Tools and Techniques, NiraliPrakashan.

**Online Resources:**

[https://edisciplinas.usp.br/pluginfile.php/2317618/mod\\_resource/content/1/BLOCO%20Research%20Methods%20The%20Basics.pdf](https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOCO%20Research%20Methods%20The%20Basics.pdf)

[http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit\\_Kumar-Research\\_Methodology\\_A\\_Step-by-Step\\_G.pdf](http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf)

[http://edutechwiki.unige.ch/en/Research\\_methodology\\_resources](http://edutechwiki.unige.ch/en/Research_methodology_resources)

<http://rmit.libguides.com/researchmethods>

<https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

**MOOCs:**

<https://www.coursera.org/learn/research-methods>

<https://www.class-central.com/tag/research%20methods>

<https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enrol/?activationCode=&course=courses/introduction-to-research-methodology&inviteData=&cohortName=&redirected=True&enrol=1>

**BBA- Sem -IV (CBCS 2019)**

**405: BUSINESS ETHICS**

<b>Course Code</b>	405	<b>Course Type</b>	Core Course
<b>Credits</b>	Two	<b>Examination Pattern</b>	UE + IA: 70:30

**Course Objectives:**

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility

**Learning Outcomes:**

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability

**Unit 1:( 12 hours)**

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Business Ethics : Meaning, Nature and Importance of ethics in business, meaning of corporate social responsibility, Relation between corporate responsibility & Business Ethics.

**Unit 2:( 14 hours)**

Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

**Unit 3:( 12 hours)**

Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

**Reference Books :**

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
2. Professional Ethics by R. Subramanian, Second Edition, OXFORD
3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
4. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
5. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai 2011.
6. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi
7. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
8. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

**Online Resources:**

<https://managementhelp.org/businessethics/index.htm>

**MOOCs:**

<https://www.edx.org/learn/business-ethics>

## BBA- Sem -IV (CBCS 2019)

### 406: Societal concerns and NGO Operations

<b>Course Code</b>	406	<b>Course Type</b>	Core Course
<b>Credits</b>	Two	<b>Examination Pattern</b>	UE + IA: 70:30

#### Content

- 1 Introduction: NGO: concept, Characteristic features , types of NGO, social clubs, blood banks. Changing roles of NGO , NGO organizational structures .
- 2 NGO vs. Profit oriented organizations, features, Objectives , process and tasks of NGO, problems and prospects of NGO in India.
- 3 Problems and prospects of NGO in India and abroad, Role of government as a caretaker, planner for growth and development of NGO in India.
- 4 Business system and Societal aspects of Business- concept of Business – society relationships, Business as social system.
- 5 Social obligations and social responsibilities of business enterprise, Impact of business enterprise on society-business –its objectives and socially oriented organization.
- 6 Business its relationships with its stakeholders, business types of business enterprise , its contribution towards society, business core competency, sustainable advantage concept and applicability.

## Generic Electives / Interdisciplinary

BBA CBCS 2018

SEM IV

### 406: Community Work-IV

<b>Course Code</b>	406	<b>Course Type</b>	<b>GE - Generic Elective / Interdisciplinary</b>
<b>Credits</b>	Two	<b>Examination Pattern</b>	IA : 50 marks

#### Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

#### Learning Outcomes:

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

#### Unit 1: (8 hrs)

Community work in Food and Nutrition related social concerns ,role of government and NGOs in India

#### Unit 2: (12 hrs)

Community work for old age people and its related social concerns, role of government and NGOs in India

#### UNIT 3: (10 hrs)

Community work for woman empowerment ,its related social concerns ,role of Govt. and NGOs in in India

#### COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

#### Reference Books :

- a. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014

- b. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

**Online Resources:**

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf>  
<https://www.ahaprocess.com/solutions/community/events-resources/free-resources/>

**MOOCs:**

<https://alison.com/course/diploma-in-community-development>

**BBA CBCS 2018**

**SEM IV**

**406: Basics of Taxation**

<b>Course Code</b>	406	<b>Course Type</b>	<b>GE - Generic Elective / Interdisciplinary</b>
<b>Credits</b>	Two	<b>Examination Pattern</b>	IA : 50 marks

**Course Objectives:**

1. To provide a basic knowledge about direct tax system in India
2. To provide a basic knowledge about indirect tax system in India.
3. To upgrade with the latest amendments in taxation policy of India..

**Learning Outcomes:**

1. Students will be able to have a basic knowledge about direct tax system in India
2. Students will be able to have a basic knowledge about indirect tax system in India.
3. Students will be upgraded and upskilled with the latest amendments in taxation policy of India..

**Unit 1: Introduction (5 Lectures)**

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

**Unit 2: Direct and Indirect Tax (10 Lectures)**

Income from Salaries; Income from house property, Profits and gains of business or profession; Capital gains; Income from other sources, Deductions from gross total

income; Rebates and reliefs Computation of total income of individuals and firms;  
Tax liability of an individual  
Indirect taxes.

**Unit 3: Overview of GST.(5 Lectures)**

Overview Of GST:Introduction to GST-Key Concepts – Taxes under GST – Central  
GST – State GST – Union Territory GST – Integrated GST - Cess

**Reference Books :**

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins& K.A. Merchant: Accounting Text & Cases (Tata McGrawHill)

**Online Resources:**

1. <https://incometaxindiaefiling.gov.in/>
2. <https://www.taxmann.com/#>
3. <http://www.gstcouncil.gov.in/>

**MOOCs:**

Alison  
Swayam

## 406: Meditation &amp; Yoga- I

<b>Course Code</b>	406	<b>Course Type</b>	<b>GE - Generic Elective / Interdisciplinary</b>
<b>Credits</b>	Two	<b>Examination Pattern</b>	IA : 50 marks

**Course Objectives:**

To introduce the practice of yoga and its benefits to students  
To impart practices of basic yogic kriyas

**Learning Outcomes:**

Students will be able to understand the advantages of Yoga and practice basic yogkriyas

**UNIT-I**

- i) Origin of Yoga & its brief development.
- ii) Meaning of Yoga & its importance
- iii) Yoga as a Science of Art (Yoga Philosophy).
- iv) Meaning of meditation and its types and principles.

**UNIT- II**

- i) Classification of Yoga/Types of Yoga
- ii) Hatha Yoga , Raja Yoga, Laya Yoga, Bhakti Yoga, Gyan Yoga, Karma Yoga.
- iii) Asthang Yoga.

**UNIT -III**

- i) Principles of Yogic Practices.
- ii) Meaning of Asana, its types and principles.
- iii) Meaning of Pranayama, its types and principles.
- iv) Meaning of Kriya its types and principles.
- v) Yogic therapies and modern concept of Yoga
- vi) Naturopathy, Hydrotherapy, Electrotherapy, Messothrapy, Acupressure, acupuncture.

**Reference Books :**

1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
2. Yoga – SivanandYog Vedanta Center

**Online Resources:**

<https://www.yogatoday.com/>  
<https://www.youtube.com/user/yogatoday>  
<https://m.youtube.com/user/yogawithadriene/playlists>

**MOOCs:**



Swayam