

COURSE CONTENT FOR SEMESTER – II

BBA-201: QUANTATUVE TECHNIQUES FOR BUSINESS

UNIT – I: Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Census and Sample Investigation, Diagrammatical and Graphical Presentation of Data.

UNIT – II, Measures of Central Tendency (Mean, Median & Mode) Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

UNIT – III: Correlation : significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

UNIT – IV: Analysis of Time Series, Index Numbers, Interpolation and Extrapolation.

UNIT – V: Probability: Definitions of Probability, Additive and Multiplicative Rules of probability, Bay's Theorem (Simple numerical) Probability Distributions: Binomial, Poisson and Normal.

Suggested Readings:

1. Raghavachari; Mathematics for Management
2. Zamiruddin; Business Mathematics
3. Gupta S.P.& Gupta M.P; Business statistics
4. Elhance,D.N ; fundamentals of Statistics
5. Gupta C.B; introduction of statistical Methods
6. K. G. Gupta ; Quantitative Techniques

BBA-202: BUSINESS COMMUNICATION

Unit – I: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication

Unit – II: Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication ,Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

Unit – III : Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

Unit – IV: Ora l& Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language ,Effective Listening, Interviewing skill, Writing resume and Letter or application.

Unit – V:Modernformsof communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international Situations. Importance of business language, vocabulary words often confused, words often miss spelt, common errors in English.

Suggested Readings:

1. Bapat & Davar; A Text book of Business Correspondence
2. Bhende D.S.; Business Communication
3. David Berio; The Process of Communication
4. Gowd& Dixit ; Advance Commercial Correspondence
5. Gurky J.M. ; A reader in human communication

BBA-203: HUMAN RESOURCE MANAGEMENT

Unit – I: Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

Unit – II: Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Program, developing HR policies and strategies, International HRM, Domestic HRM compared to International HRM.

Unit – III: Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process, Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal, Promotion & Transfer.

Unit – IV: Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc.

Unit – V: Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions, the e-HRM, Nature, e-activities, recruitment, selection, performance management, compensation.

Suggested Readings:

1. Human Resource Management; Dipak Kumar Bhattacharya
2. Managing Human Resource; ArunMonappa
3. Essential of HRM and Industrial Relations; P.SubbaRao
4. Personnel Management; C.B. Memoria
5. Human Resource Management; k. Ashwathappa

BBA-204: MARKETING MANAGEMENT

Unit – I: Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Social marketing, Understanding of Consumer Behavior, Purchase decision Process.

Unit – II: Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

Unit – III: Marketing Mix: Product: Product Mix, New Product development levels of Product, Product life cycle, Branding and packaging, Distribution: Concept, Importance, different types of distribution channels etc.

Unit – IV: Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management

Unit – V: Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing

Suggested Readings:

1. Marketing Mgt. ; Philip Kotlar (PHI)
2. Marketing by ; Etzet, Walker, Stanton
3. Marketing Management ; Rajan Saxena
4. International Marketing ; Cateora Graham
5. Marketing Management; Ramaswamy V.S. & NamaKumar . S

BBA-205: BUSINESS ENVIRONMENT

Unit – I: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.

Unit – II: Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

Unit – III: Industrial Policy – Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation.

Unit – IV: Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA, Start-ups, Skill development, Thrust on make in India.

Unit – V: Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade, Increasing trends of e-commerce with respect to e-platform like flipcart, Amazon, Myntra.

Suggested Readings:

1. Francis Cherunilum ; Business Environment
2. K.Aswathapa ; Business Environment
3. PAUL ; Business environment
4. V. Neelamegum ; Business Environment

BBA-206: FUNDAMENTALS OF COMPUTER

Unit – I: Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.

Unit – II: Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM.

Unit – III: Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Topology (Ring, Star, Bus, Mesh), Digital Piracy Management, Cyber Security / Cyber Laws, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet.

Unit – IV: Windows (latest Version): Introduction, Features, Installation, Activation, Security Features , MS Word with all the applications and uses.

Unit – V: Excel(latest Version): Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Tables.

Suggested Readings:

1. Computer Fundamental:- V. K. Singh
2. Fundamentals of Computers:- G. B. Jain
3. Operating System:- Godbol
4. Window-98:- Manual

BBA-207: ASSESSMENT ON SOFT SKILL BASED ON PRESENTATION/G.D./P.D

Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.

The phrase ‘soft skills’ incorporates a wide variety of personality traits, communication and people skills, social attitudes and emotional intelligence. These qualities (also known as ‘core skills’) are increasingly important for success in the workplace – and not just for those in leadership positions. Everyone can benefit from some focused training and development to help them realise their full potential.

Group discussion: Group Discussion improves verbal communication nonverbal behavior, Decision making ability and cooperation.

Management Games: It improves Team Work, Internships, Volunteering, Leadership Skills

Grooming Sessions: It improves Communication, Interaction, helps in admitting your flaws and Weakness, helps in discovering things and new ideas. It makes you more adaptable and accommodative.

Presentation skills: It helps in making clear objectives, Well-rehearsed, Information clearly featured and it includes call to action

Communication Skills

1. Verbal Communication
2. Body Language
3. Physical Communication
4. Writing
5. Visual Communication
6. Listening
7. Presentation Skills
8. Public Speaking
9. Interviewing

Leadership

1. Team Building
2. Mentoring
3. Delegation
4. Dispute Resolution
5. Giving Feedback
6. Decision Making

7. Supervising
8. Managing

Interpersonal Skills

1. Networking
2. Interpersonal Relationships
3. Dealing with Difficult People
4. Conflict Resolution

Personal Skills

1. Stress Management
2. Tolerance of Change and Uncertainty
3. Taking Criticism
4. Self Confidence
5. Adaptability
6. Resilience
7. Self-Leadership
8. Self-Assessment
9. Enthusiasm
10. Empathy

Professional Skills

1. Time Management Technology
2. Meeting Management
3. Technology Savvy
4. Trend Awareness
5. Business Trend Awareness
6. Business Etiquette

Creativity

1. Problem Solving
2. Critical Thinking
3. Innovation
4. Troubleshooting
5. Design Sense