



# **TRIPURA UNIVERSITY**

**(A Central University)  
Suryamaninagar-799022**

**Syllabus**

**OF**

**BBA**

**2015**

## **BBA (1<sup>st</sup> Semester)**

**BMGT 101C**

**PRINCIPLES AND PRACTICE OF MANAGEMENT**

### **1. FRAME WORK OF MANAGEMENT:**

- A. Nature of management: management & administration, management science or art, management as a profession, applying management theories in practise, effective management, different managerial effectiveness approaches.
- B. Development of management thoughts: early thinking about management, importance to study management theories, evolution of management theory, scientific management school (Frederick W. Tylor, Henry) classical organisation theory school, the behavioural school, relation theories, management science school, the system approach.
- C. Management process & skills: management functions, management roles, levels of management, management skills, and functional areas of management.
- D. Managers & environment: concept of environmental, changing Indian business environment, challenges before Indian managers.
- E. Social & ethical issues in management: social responsibility of managers, social responsibility & business, social responsibility in India, ethical issues in management, values, value system of Indian managers.

### **2. PLANNING:**

- A. Fundamentals of planning: concept, nature, importance, steps, types of planning, barriers in effective planning, planning in Indian organisations.
- B. planning premises & forecasting: concept of planning premises, forecasting, sales & demand forecasting.
- C. Strategic & operational plans: formulation of strategy, strategy implementation, plicy procedures, methods, rules, project, budget.
- D. Missions & objectives: formulation of mission statement, hierarchy of objectives, role of objectives, management by objectives, MBO in Indian organizations.
- E. Decision making: types of decisions, decisions making process, individual VS group decision, problem solving, problem solving approaches.

### **3. ORGANISING:**

- A. Fundamentals of organising: various organisation theories, steps in organising, factors affecting organisation structures.
- B. Design of organisation structure: formal organization informal relationship in formal organisation structure, departmentation, span of management & chain of command & decentralisation.
- C. Forms of organisation structure: line organisation structure, line & staff organisation, matrix organisation structure, team based organisation structure ( committee organisation ).
- D. Delegation of authority: concept of authority, sources of authority, limits of authority, authority & responsibility, delegation of authority.

### **4. STAFFING:**

- A. Fundamentals of staffing: traditional view of staffing, staffing concepts, manpower plannings, job analysis, changing human resources management scenario.
- B. Recruitment & selection: job & position descriptions, sources of recruitment, legal considerations in selection process, selection tests, interview.
- C. Training & development: concept of training & development, training programs, management development programmes.
- D. Performance appraisal & compensation: informal appraisals, formal systematic appraisals & promotion.

### **5. DIRECTING:**

- A. Fundamentals of directing: concept of direction, direction & supervision, directing & human factor.
- B. Motivation: concept, theories of motivation, generation gaps & motivational aspects, motivation & small business, motivational applications.
- C. Leadership: defining leadership, traits, behavioural & contingency approach to leadership, leadership styles, situational leaderships, leadership development.

## 6. CONTROLLING:

- A. Fundamentals of controlling: concept, steps & types of controlling, design of effective control system, controlling & management by exception.
- B. Operations control techniques: financial control (budgetary control, control through costing, break-even analysis), quality control, inventory control (economic order quantity, selective inventory control techniques).
- C. Overall control techniques: management information systems, management audit, management control system an introduction.

<b>SUGGESTED BOOKS:</b>		
1. Management- tasks, responsibilities, practices	by C.B.Gupta	TATA McGraw Hill
2. Management- text & cases	by L.M. Prasad	Sultan Chand Publishers
3. Management- text & cases	by V.S.P. Rao	Himalaya Publication
4. Management Tasks, Responsibilities & Practises	by Peter F. Drucker	Allied Publishers
5. Essentials of Management- An International Perspective	by Harold Koont, Hein Wehrich	TATA McGraw Hill



**1. NATURE & PROCESS OF COMMUNICATION:**

Defining communication and its nature, Role or purpose of communication, Classification of communication, Process of communication, General problems in communication, Barriers to communication, Conditions for effective communication, Characteristics of successful communication.

**2. FUNCTIONAL COMMUNICATION:**

a. Effective listening: Meaning & Concept of listening, Contributors to poor listening, Profile of a good listener, How to increase listening efficiency.

b. Effective Presentation: Meaning & Importance of presentation, Why presentation is a difficult job, steps towards mastering the art of Oral Presentation.

c. Non-Verbal Communication: Personal Appearance, Posture, Gestures, Facial Expression, Eye-Contact, Space Distancing etc.

**3. BUSINESS CORRESPONDENCE:**

a. Meaning & Need for Business Correspondence, Meaning of Business Letter-Purpose, Qualities, Structure, Layout and form. Types of Business Letter, Concept, Principles and Drafting.

b. Notice, Agenda & Minutes: Concept & Meaning, Rules, Principles, Drafting of different types of Notice, Agenda & Minutes.

c. Circulars: Meaning, Principles, difference between Notice and Circular, different purposes of writing Circulars, Drafting of different Circulars.

d. Report Writing: Definition, Principles, Objectives, Importance, Types, Drafting of Letter Reports.

e. Press Release: Meaning, Concept & Rules, Drafting Press Release.

**4. GENERAL ENGLISH:**

a. English Composition: Editorial Letters/ Paragraph/ Précis Writing.

b. English Comprehension: Answering short/ multiple type questions after perusal of a given passage.

c. General Grammar: Using of Articles, Prepositions, Verbs etc. (to fill in the blanks), Correction of faulty sentences, Selection of appropriate words or its form, selection of wrong Phrase etc.

**SUGGESTED BOOKS:**

1. Business Correspondence & Report Writing	Sharma & Mohan	TATA McGraw Hill
2. Developing Communication Skills	Krishna Mohan & Meera Banerjee	Mc Millan
3. Business Communication Today	Bovee & Hill	Pearson Education
4. Business Communication	C.S.G. Krishnamacharyulu & R. Lalitha	Himalaya Publications

1. Accounting: meaning, Scope, Merits & Limitations.
2. Accounting Concepts and conventions.
3. Journal, Ledger, Double Entry Principle.
4. Cash Book.
5. Preparation of Trial Balance.
6. Bank Reconciliation Statement.
7. Depreciation Accounting.
8. Preparation of Financial Statement/ Final Account.

**SUGGESTED BOOKS:**

1. Financial Accounting	Md. Hanif & A Mukherjee	TATA McGraw Hill
2. Financial Accounting for Managers	Asish K. Bhattacharya	PHI
3. Financial Accounting for Managers	Ambrish Gupta	PHI
4. Financial Accounting	P.C. Tulsian	Pearson Higher Education

## BBA (2<sup>nd</sup> Semester)

**BMGT 201C**

**COST AND MANAGEMENT ACCOUNTING**

1. Introduction to cost accounting and Management Accounting.
2. Cost concepts and classification.
3. Cost sheet
4. Marginal costing and CVP analysis.
5. Accounting for materials and labour cost.
6. Contract costing.

### **SUGGESTED BOOKS:**

1. Cost and Management accounting	Jawharlal	Tata McGraw Hill
2. Cost Accounting	Asish K. Bhattacharya	PHI
3. Cost Accounting	Jain and Narang	Kalyani Publishers
4. Cost and Management Accounting	M.N. Arora	Himalaya Publishing House

**1. STATISTICS : AN OVERVIEW**

Reasons for Learning Statistics, Growth and development of statistics, statistics defined, Types of statistical methods, importance and scope of statistics, statistics in business management, limitations of statistics, need for data, sources of data.

**2. DATA CLASSIFICATION, TABULATION AND PRESENTATION**

Classification of data, organizing data using data array, Tabulation of data, graphical representation of data, Types of diagrams,

**3. MEASURES OF CENTRAL TENDENCY**

Objectives of averaging, Requisites of a measures of a central tendency, Measures of Central Tendency, Mathematical averages, Geometric mean, Harmonic mean, Relationship among AM, GM and HM, Average of position, Partition values-quartiles, deciles and percentiles, Mode, Relationship between mean median and mode, comparison between measures of central tendency

**4. MEASURES OF DISPERSION**

Significance of measuring dispersion, classification of measures of dispersion, distance measures, average deviation measures

**5. SKEWNESS AND KURTOSIS**

Measures of skewness, Kurtosis

**6. PROBABILITY AND PROBABILITY DISTRIBUTION**

Concepts of probability, definition of probability, combinations and permutations, rules of probability and algebra of events, Bayes' Theorem, Probability distribution, Expected value and variance of a random variable, discrete probability distribution, binomial probability distribution, Poisson probability distribution.

**7. SAMPLING AND SAMPLING DISTRIBUTION**

Reasons for sample survey, Population parameters and sampling statistics, Sampling methods, Sampling Distributions, Sampling distribution of sampling mean, Sampling distribution of sampling proportion

**8. HYPOTHESIS TESTING**

General Procedure of Hypothesis testing, Direction of Hypothesis Test, Errors in Hypothesis Testing, Hypothesis testing for single population mean, Hypothesis testing for difference between two population means, Hypothesis testing for difference between two population proportions, Hypothesis Testing for population mean with small samples, Hypothesis testing for single population mean, Hypothesis testing based on F-Distribution.

**9. CORRELATION ANALYSIS**

Significance of measuring Correlation, Correlation and Causation, Types of Correlations, Methods of Correlation analysis.

### 10. REGRESSION ANALYSIS

Advantages of Regression analysis, Parameters of simple linear regression model, Methods to determine regression coefficients.

#### SUGGESTED BOOKS:

1. Fundamentals of Business Statistics	J. K Sharma	1 <sup>st</sup> Edition, 2010, Pearson
2. Statistics for Management	Richard L Levin & David S. Rubin	PHI
3. Statistical Methods	N. G. Das	M. Das & Co.

**1. BASIC CONCEPTS AND ISSUES IN ECONOMIC THEORY:**

Central problems of an economy, elasticity of demand – price, income and cross elasticities.

**2. THEORY OF PRODUCTION AND COSTS:**

Production function, short-run and long-run production function, different types of cost and shapes of different cost curves.

**3. MARKET STRUCTURE:**

Perfect, monopoly, monopolistic and oligopoly-determination of price and output, impact of unit tax, lump-sum tax under perfect competition and monopoly, market failure.

**4. ANALYSIS AND MEASUREMENTS OF AGGREGATE OUTPUT:**

Circular flow of income-concept and measurement of national income-problems of measurement – GDP and welfare.

**5. KEYNESIAN THEORY, BANKING STRUCTURE IN INDIA, INFLATION, TRADE CYCLE:**

Classical and keynesian theory of output and employment determination and their related concepts, banking structure in India and its functions causes and policies to control inflation, nature and characteristics of trade cycles.

<b>SUGGESTED BOOKS:</b>		
1. Advanced Economic Theory	H.L.Ahuja	S.Chand
2. Micro Economic Theory & Macro Economic Theory	Joydeb Sarkhel	Dey Book Concern

**1. INDIAN BUSINESS ENVIRONMENT:**

Concepts, Components, Significance of the study of Business Environment.

**2. ECONOMIC ENVIRONMENT:**

Meaning, Economic System.

**3. TECHNOLOGICAL ENVIRONMENT:**

Meaning, Technological factors influencing business, Technology policy of the government.

**4. SOCIAL AND CULTURAL ENVIRONMENT:**

Meaning, Impact of society and cultures on Business.

**5. NATURAL ENVIRONMENT:**

Meaning an Impact on Business.

**6. ECONOMIC TRENDS:**

Income, Savings and Investment, Industry, Money, Finance, Price (an overall idea)

**7. PROBLEMS OF GROWTH:**

Unemployment, Poverty Regional Imbalances, Social Inequality, Inflation, Industrial Sickness.

**8. ROLE OF GOVERNMENT:**

Monetary and Fiscal Policy, Industrial Policy, Industrial Licensing, Trade Policy Privatization Disinvestment.

**9. CURRENT 5 YEAR PLAN:**

Major policies, Resource allocation.

**SUGGESTED BOOKS:**

1. Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
2. Economic Environment of Business	M. Adhikary	Sultan Chand & Sons
3. Business Environment	Shaikh Saleem	Pearson
4. Business Ethics & Professional Values	A. B. Rao	Excel Books



## BBA (3<sup>rd</sup> Semester)

**BMGT 301C**

### **ORGANIZATION BEHAVIOR**

**1. INTRODUCTION TO OB:**

Definition, Elements, Nature, Scope, Contributing Disciplines to O.B., Challenges & Opportunities for O.B.

**2. PERSONALITY WITH EMPHASIS ON EMOTION & MOODS:**

- a. Concept of Personality, Determinants, Types, (Introvert, Extrovert, Type A, Type B), Theories, (Trait, Self, Psychoanalytical, Social theories, Job-Fit)
- b. Emotion & Moods – Definition, Functions, Sources, Emotional Intelligence, OB Applications of Emotion & Mood.

**3. PERCEPTION & MOTIVATION:**

- a. Concept, Influencing Factors, Process, The link between perception and Individual Decision Making in the organization.
- b. Motivation – Concept, Contemporary Theories (Vroom's Expectancy, Porter & Lawler theories), Application of Motivation (Employee Involvement).

**4. ATTITUDES AND VALUES:**

Definition, Importance, Attitude Formation, Major Job Attitudes – Job Satisfaction, Job Involvement, Organisational Commitment with emphasis on Job Satisfaction, Formation of Values; Types (Terminal versus Instrumental)

**5. LEARNING:**

Concept, Theories (Classical Conditioning, Operant Conditioning, Social Learning), Reinforcement Concept

**6. STUDY OF GROUP BEHAVIOUR:**

Definition of Group, Classification, Importance, Stages of Group Development, Group Properties, Group Decision Making.

**7. COMMUNICATION & LEADERSHIP:**

- a. Communication: Concept, Functions, Process, Direction of Communication, Interpersonal and Organisational Communication.
- b. Leadership: Concept, Styles, Theories (Trait and Behavioural Ohio State Studies, Michigan Studies), Concept of Managerial Grid.

**8. STUDY OF ORGANIZATION:**

Concept, Types, Importance, Organisational Designs (Simple, Bureaucracy and Matrix), New Designs (Team Structure, Virtual Organisation)

**9. ORGANISATIONAL CHANGE AND DEVELOPMENT:**

An Overview of Organizational Effectiveness, Change and Development, Approaches to Manage Organisational Change and Development (Lewin 3 Stage Model, Action Research, OD), Organisational Change and Development in Indian Scenario.

**10. SOME WELL KNOWN STUDIES:**

Hawthorn study, Lippit and White, Coch and French and practicing few case studies from Indian perspective.

<b>SUGGESTED BOOKS:</b>		
1. Organisational Behaviour	S. P. Robbins	Pearson Publication
2. Organisational Behaviour	Robbins, Judge, Sangchi	Pearson Publication
3. Organisational Behaviour-Text & Cases	Shekharan	Tata Mcgraw Hill
4. Organisational Behaviour	K.Aswathapa	Himalaya Publications
5. Understanding Organisational Behaviour	Udai Pareek	Oxford University Press

**1. LAW:**

Definitions, sources, scope, need, objectives.

**2. INDIAN CONTRACT ACT, 1872:**

Introduction, essentials of a valid contract, classification of contract according to their enforceability, Formation and Performance, offer and Acceptance, consideration, capacity to contract, Free consent - Coercion, Undue influence, void voidables unenforceable and illegal Agreements', discharge of contract termination of contract, Preach of contract - Remedies, Damages, Indemnity, guarantee.

**3. SALE OF GOODS ACT, 1930:**

Formation of contracts of sale, goods and their classification, price, conditions and warranties, transfer of property in goods, performance of the contract of sale, unpaid seller and his rights, sale by auction, hire purchase agreement, Sales & Agreement to Sale.

**4. NEGOTIABLE INSTRUMENTS ACT, 1881:**

Definitions and features of different types of negotiable instruments (promissory note, bill of exchange and cheque), parties to a negotiable instrument and their capacity, holder and holder in Due course, crossing of a cheque, types of crossing, Banker and Customer, negotiation, Dishonor and discharge of negotiable instrument.

**5. COMPANIES ACT, 1956:**

Nature and kind of companies, formation(iii) Memorandum and Articles of Association - contents, procedures for allegation, prospectus, capital shares, debentures, borrowing powers, minimum subscription, etc.

**6. LAWS RELATING TO PATENTS, TRADEMARKS AND COPYRIGHTS:**

A general idea

<b>SUGGESTED BOOKS:</b>		
1. Commercial and Industrial Law	Dr. N. D. Kapoor	S. Chand and Sons
2. Company Law		Taxman
3. Business Law	P.S.H Pillai, Bagavathi	S.Chand and Co. Ltd
4. Business Law	Bulchandani	Himalaya Publishing House
5. Business Law	S.N.Maheshwari	Himalaya Publishing House

**1. INTRODUCTION TO FINANCIAL MANAGEMENT:**

Basic Concepts & Introduction to Financial Management, Goal of a Firm, Profit Maximisation versus Wealth Maximisation, Functions of Chief Financial Officer, Problems faced by Finance Manager under Indian Context.

**2. TIME VALUE OF MONEY:**

Concept & Simple Calculations under compounding & discounting concept.

**3. CAPITAL STRUCTURE:**

Meaning & Importance of Capital Structure, Factors determining Capital Structure, Capital Structure Theories- Simple mathematical problems under different theories.

**4. COST OF CAPITAL:**

Concept & Significance, Cost of various sources of Capital.

**5. WORKING CAPITAL MANAGEMENT:**

Meaning, Definition, Classification of Working Capital, Factors determining Working Capital requirement, Simple determination of Working Capital requirement, Basic concept of Receivables Management.

**6. BASIC CONCEPTS OF CAPITAL BUDGETING:**

Meaning, Importance, Basic calculations using different techniques.

**7. DIVIDEND POLICIES:**

Meaning & Concept, Determinants of Dividend Policy, Dividend policy models and simple calculations.

**SUGGESTED BOOKS:**

1. Financial Management	I.M.Pandey	Vikas Publications
2. Basic Financial Management	Khan & Jain	Tata McGraw Hill
3. Financial Management (Text & Cases)	Khan & Jain	Tata McGraw Hill

**1. MARKETING**

Meaning, Need and Importance,

**2. MARKETING EVOLUTION AND FUTURE****3. MARKETING ENVIRONMENT****4. MARKETING RESEARCH****5. CONSUMER PSYCHOLOGY AND MARKETING****6. MARKETING STRATEGY, STP****7. UNDERSTANDING COMPETITION, MARKETING MIX, PRODUCT AND PRODUCT STRATEGY****8. PRICE AND PRICING STRATEGY****9. DEALING WITH DISTRIBUTION****10. MARKETING COMMUNICATION****SUGGESTED BOOKS:**

1. Marketing Management	Kotler, Keller, Koshi and Jha
2. Marketing	Paul Baines, Chris Fill, Kelly Page
3. Marketing Management	Ramaswamy, Namakumari
4. Marketing Management	Tapan K. Panda
5. Marketing 3.0	Kotler, Kartajaya, and Setiawan

## BBA (4<sup>th</sup> Semester)

**BMGT 401C**

### **RESEARCH METHODOLOGY**

**1. INTRODUCTION TO RESEARCH METHODOLOGY:**

Meaning, Objectives, Types of Research, Importance, Approaches, Research Process, criteria of a good Research.

**2. RESEARCH DESIGN:**

Meaning, Need, Features of a good Design, Different Research, Designs, Basic Principles of Experimental Designs.

**3. SAMPLING DESIGN:**

Census Vs Sample survey, Implications of Sample Design, steps in sampling Design, Criteria for selecting a sampling procedure, Types of Sample Design, Characteristics of good sample design, Simple Vs Complex Random sampling Designs & Techniques.

**4. MEASUREMENT & SCALING TECHNIQUES:**

Measurement in Research, Measurement Scales, Errors in Measurement, Tests of sound Measurement, Measurement Tools, Scaling, Meaning of Scaling, Scale classification Bases, Importance of Scaling Techniques, Scale Construction Techniques.

**5. METHODS OF DATA COLLECTION:**

Types of data, Collection of Primary Data, Difference between questionnaires & schedules, some other methods of data collection, Collection of Secondary data, Selecting Appropriate data collection method, Guideline for Constructing questionnaire/ Schedule, Guideline for successful interviewing, Difference between survey & Experiment.

**6. PROCESSING & ANALYSIS OF DATA:**

Processing operations, Problems in Processing, Types of Analysis, Statistics in Research.

**7. TESTING OF HYPOTHESES (PARAMETRIC OF STANDARD TESTS):**

Definition Hypotheses, Testing of Hypotheses, Procedure for hypotheses Testing, Measuring the Power of a Hypothesis Test, Important Parametric Test, Hypothesis testing of various properties limitations of the tests of hypotheses.

**8. INTERPRETATION AND REPORT WRITING:**

Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation, Significance of Report writing, Different steps for Report writing, layout of the Research Report, Precautions for writing Research Report, Role of Computer in Research.

**SUGGESTED BOOKS:**

1. Research Methodology	C.R. Kothari	New Age
2. International Business Research Methods	Zikmund, Berry, Babin	South Western
3. Statistics for Management	Richard L Levin, David S Rubin	PHI

- 1. CONCEPT OF HUMAN RESOURCE MANAGEMENT:**  
Meaning, Definition, Nature, Scope, Objectives, Importance, Functions, Qualities and Role of HR Manager, HRM- A Line or Staff Function, Difference between PM & HRM.
- 2. HUMAN RESOURCE PLANNING:**  
Meaning, Definition, Objectives, Importance, Levels of HRP, Process, Barriers to HRP, Requisites for successful HRP.
- 3. JOB ANALYSIS AND DESIGN:**  
Meaning, Uses, Process, Methods of Data collection, Concept of Job Design, Techniques.
- 4. RECRUITMENT:**  
Definition, Factors affecting Recruitment, Sources, Process.
- 5. SELECTION:**  
Meaning, Definition, Process.
- 6. TRAINING & DEVELOPMENT:**  
Concept, Objectives, Benefits, Need, Steps, Methods.
- 7. PERFORMANCE AND POTENTIAL APPRAISAL:**  
Meaning, Objectives, Process, Methods, Problems, Making Performance Appraisal Effective, Steps to Appraise Potential.
- 8. WORKERS PARTICIPATION IN MANAGEMENT:**  
Definition, Meaning, Objectives, Levels, Forms, Why WPM fails? Making WPM Effective.

**SUGGESTED BOOKS:**

1.	Human Resource Management (Text & Cases)	K.Aswathappa	Tata Mcgraw Hill
2.	Human Resource Management	N.K.Singh	Excel Books
3.	Human Resource Management	P.Subba Rao	Himalaya Publications
4.	Human Resource Management	Saiyadain	Tata Mcgraw Hill



**1. OPERATIONS MANAGEMENT: TRENDS AND ISSUES**

Manufacturing trends in India, Services as part of Operations Management, Operations as a key functional area, Operations management: A system perspective, challenges in operations management

**2. DESIGN OF MANUFACTURING PROCESSES**

Determinants of Process Characteristics in Operations, Types of Processes and operations Systems, The Process-product matrix, Layout Planning, Implications of layout planning, Types of layouts, Design of Process Layout, Design of product layouts.

**3. TOTAL QUALITY MANAGEMENT**

The quality revolution, Quality Gurus, Definitions of quality, Total Quality Management, Quality management tools, Quality certifications and Awards, Design of quality assurance systems.

**4. FACILITIES LOCATION**

Globalization of operations, Factors Affecting Location Decisions, Location Planning Methods.

**5. INVENTORY PLANNING AND CONTROL**

Inventory Planning for independent Demand Items, Types of inventory, Inventory Costs, Inventory Control for Deterministic Demand Items, Handling uncertainty in Demand, Inventory control systems, Selective control inventory, Inventory Planning for Single-period Demand.

**6. SCHEDULING OF OPERATIONS**

The Need for Scheduling, Scheduling : Alternative Terms, The Loading of Machines, The Scheduling Context, Scheduling of Flow shops, Scheduling of Job shops, Input-Output Control.

**7. SIX-SIGMA QUALITY CONTROL**

The Six-Sigma approach to Quality Control Management, Defects Per million Opportunities (DPMO), Organizations for Six-Sigma Quality, Process Control Fundamentals, Setting up a process Control System, Process improvement in the Long run, Six sigma and the process capability.

**SUGGESTED BOOKS:**

1.	Operations Management: Theory & Practice	B. Mahadevan	Pearson Education
2.	Operations Management	Heizer	Dorling Kindersley
3.	Operations Management for Competitive Advantage	Chase-Jacobs-Aquilano	TMH

**ENTREPRENEURSHIP DEVELOPMENT:****1. ENTREPRENEURSHIP:**

Concept, Entrepreneurial qualities and desirable characteristics of an effective Entrepreneur, Types of Entrepreneur, Significance of Entrepreneur in economic growth, Functions of an Entrepreneur, Scope and Importance of Entrepreneurship as career.

**2. THEORIES OF ENTREPRENEURSHIP AND THEIR IMPORTANCE****3. ENTREPRENEURIAL SYSTEM:**

Search for business ideas, Idea processing. Role of Innovation in Entrepreneurship

**4. ENTREPRENEURIAL BEHAVIOUR:**

Entrepreneurial motivation, Different theories of motivation, factors determining entrepreneurial growth

**SMALL BUSINESS FUNDAMENTALS:****1. SMALL BUSINESS:**

Introduction, Definition as per MSMED Act, 2006, Characteristics, Objectives, Significance, Problems and Present position.

**2. LEGAL AND TAX CONSIDERATIONS:**

Registration, Provisional Registrations, Permanent Registrations, Licensing. Tax Benefits under Different Act with Special reference to North East Industrial Investment Promotion Policy (NEIIPP), 2007

**3. GOVERNMENT AND NON-GOVERNMENT ASSISTANCE AND POLICIES:**

National Policies and Incentives including subsidies by Central and State Governments; Role of IDBI, IFCI, SFC, NABARD, KVIC, SIDBI, SIDO, NSIC, DIC, IIE.

**4. PROBLEMS AND SICKNESS IN SMALL BUSINESS.****SUGGESTED BOOKS:**

1.	Management and Entrepreneurship, 1/e	Kanishka Bedi	Oxford University Press
2.	Competing through innovation: Essential Strategies for Small and Medium – sized firms.	Bertrand Bellon, Graham Whittington	PHI
3.	Exploring Entrepreneurship: Practices and Perspective, 1/e	Richard Blundel & Nigel Lockett	Oxford University Press
4.	Small scale Industries and Entrepreneurship	Vasant Desai	Himalaya Publishing

## BBA (5<sup>th</sup> Semester)

### MARKETING MANAGEMENT

**BMGT 501C**

**CONSUMER BEHAVIOR**

#### **1. INTRODUCTION TO CONSUMER BEHAVIOUR:**

Introduction, Evolution of Consumer Behaviour, Factors affecting Consumer Behaviour, Scope & Application, Models of Consumer Behaviour (Nicosia, Howard-Sheth Model), Communication & Consumer Behaviour.

#### **2. THE INFLUENCING FACTORS ON CONSUMER:**

- a. **Personality:** Nature, Theories (Freudian, Neo-Freudian, Trait), Brand Personality.
- b. **Motivation:** Introduction, Dynamics of Motivation, Hierarchy of Need Theory, Motivational Research.
- c. **Learning:** Elements, Theories (Classical Conditioning, Operant Conditioning, Observational Learning), Measurement of Consumer Learning.
- d. **Perception:** Elements, Dynamics, Product Positioning, Perceived Price - Quality Relationship, Perceived Risk.
- e. **Attitude:** Introduction, Models (Tricomponent, Attitude – Towards - The – Ad – Model), Attitude Formation.

#### **3. CONSUMER IN THEIR SOCIAL & CULTURAL SETTING:**

- a. **Culture:** Introduction, How Cultures are learned, Measurement of Culture.
- b. **Social:** Introduction, Different Social classes in India, Measurement of Culture.
- c. **Situational:** Introduction, Types of Situation (Purchase, Consumption, Communication), Situational influences on Consumer Behaviour.

#### **4. CONSUMER DECISION MAKING PROCESS:**

Introduction, Levels, Model of Consumer Decision Making, Gifting Behaviour, Post Purchase Behaviour.

#### **5. CURRENT & RELATED ISSUES:**

Organisational Buying Behaviour: Introduction, Organisational Buyer Characteristics, Process; Consumerism; e-Commerce & Consumer Behaviour.

**SUGGESTED BOOKS:**

1. Consumer Behaviour	Schiffman and Kanuk	PHI
2. Consumer Behaviour and Marketing Action	Henry Assael	Cengage Learning
3. Consumer Behaviour in Indian Context	P.C.Jain and Monika Bhatt	S.Chand
4. Consumer Behaviour-Text & Cases	Satish K. Batra & S. H. H. Kazmi	Excel Books

**ADVERTISING**

1. Introduction, Nature and Importance, Different Advertising Functions, Types of Advertising, Economic Aspects of Advertising, Legal and Ethical Aspects of Advertising, Criticism of Advertising, Setting Advertising Objectives and Budget.
2. Advertising and Communication (Communication Model – Basic and Advertising Communication Model), Role of Source, Encoding & Decoding of Messages, Media, Audience, Feedback, Noise.
3. Creative aspects of Advertising: Introduction, The Planning and Managing Creative Strategy, Copy (Concept, How to Write Copy for Print and Broadcast Media), Advertising Appeals, Layout Planning.
4. Advertising Media and Planning: Introduction, Different Types of Media, Media Planning and Scheduling, Advertising Campaign Planning.
5. Roles of Advertising Agency: Introduction, Types, Function, Layout, Advertising Agency and Client Relationship
6. Impact of Advertising: Consumer Behaviour and Advertisement: Introduction, Cultural, Social and Behavioural Influence on Consumer Decision

**SALES PROMOTION**

1. Introduction, Concept, Nature, Function, Limitations of Sales Promotion, Reasons for Rapid Growth, Types of Sales Promotion Schemes.
2. Sales Promotion Objectives, Pull and Push Strategies, Sales Promotion and Consumer Behaviour: Theories (Classical Conditioning, Instrumental Conditioning, Dissonance Theory), Consumer Decision Making Related to Sales Promotion
3. Sales Promotion Design: Promotion Choice, Approaches, Product Choice, Market Areas, Timing, Duration and Frequency;
4. Sales Promotion Budget: Concept, Various Techniques of Fund Allocation; Characteristics Successful Sales Promotion; Sales Promotion Effectiveness
5. Sales Promotion Schemes: Sample, Coupon, Price Off, Premium, Contests, POP, Trade Fairs and Exhibitions, Internet Promotion

**SUGGESTED BOOKS:**

1. Advertising Principles and Practice	Wells, Moriarty, Burnett	Pearson Publication
2. Advertising Management	Jethwaney and Jain	Oxford University Press
3. Advertising and Sales Promotion	Kazmi and Batra	Excel Books
4. Advertising and Promotion	Belch and Belch	Tata McGraw Hill

**1. INTRODUCTION TO RETAILING:**

Definition, An overview of Indian Retail Industry, Global Concept, Functions performed by the Retailers, Changing Retail Landscape, Growth of Retail in India, Opportunities & Challenges ahead.

**2. RETAIL FORMAT & THEORIES:**

Evolution of Retail Formats, Theories of Retail Development, Retail Lifecycle, Classification of Retail Stores, Franchising – A dynamic Retail opportunity

**3. UNDERSTANDING THE RETAIL CONSUMER:**

Factors influencing the Retail Shopper, Consumer Decision Making Process, Retail Market Research, The ever demanding Indian Consumer.

**4. RETAIL STORE LOCATION:**

Importance of Store Locations, Types of Locations, Steps in choosing a Retail Location, Legal considerations in Location Decisions, Trade Area Analysis.

**5. RETAIL MERCHANDISING:**

Definition, Evolution, Factors affecting Merchandising function, Functions of Merchandise Manager, Functions of a Buyer, Merchandise Planning.

**6. MERCHANDISE BUYING:**

Merchandise Buying process, Branding strategies, Category Management.

**7. RETAIL PRICING & MERCHANDISE PERFORMANCE:**

Considerations in setting Retail Price, Developing a Pricing Strategy, Price Adjustments, Pricing to increase sales, Analysing Merchandise Performance, Gross Margin Return on Investment (RMROI)

**8. STORE LAYOUT, DESIGN AND VISUAL MERCHANDISING:**

Importance of Store design, Objectives of Store design, Store Layouts, Space Management, Visual Merchandising, Atmospheric, Website Design Considerations.

**SUGGESTED BOOKS:**

1. Retailing Management	Michael Levy, Barton A Weitz, Ajay Pandit	The McGraw Hill
2. Retailing Management – Text & Cases	Swapna Pradhan	Tata McGraw Hill
3. Retail Management – A Strategic Approach	Barry Berman, Joel R. Evans	Pearson Education

**BMGT 504C**

**PROJECT REPORT - I (INTERNAL)**



## BBA (5<sup>th</sup> Semester)

### FINANCIAL MANAGEMENT

**BMGT 505C**

**FINANCIAL STATEMENT ANALYSIS**

**1. INTRODUCTION:**

Nature and component of Financial Statement; Meaning and need for Financial Statement Analysis (FSA), Traditional and modern approaches to FSA, Parties interested in FSA, Limitations of Financial Statement

**2. TECHNIQUES OF FINANCIAL STATEMENT ANALYSIS.**

**3. ACCOUNTING RATIOS FOR FSA – INTERPRETATION.**

**4. FUNDS FLOW ANALYSIS AND CASH FLOW ANALYSIS.**

**5. ECONOMIC VALUE ADDED REPORTING**

**6. ANNUAL REPORT PREPARATION AND PRESENTATION.**

**7. INTERIM REPORTING AND CONCERNED AS.**

NOTE: The relevant Accounting Standards (AS) should be studied with the respective changes in to IFRS.

<b>SUGGESTED BOOKS:</b>		
1. Financial Statement Analysis	Penmen	Tata Mcgraw Hill
2. Financial Statement Analysis	G. Foster	PHI
3. Financial Statement Analysis & Reporting	Shashi K. Gupta and R. K. Sharma	Kalyani Publishers
4. Student's Guide to Accounting Standards	R.S.Rawat	Taxmann

**1. Financial System:**

Meaning, Functions

**2. INDIAN FINANCIAL SYSTEM AND ITS COMPONENTS.****3. BASICS OF MONEY MARKET :**

Features, Participants, Functions, Instruments

**4. BASICS OF CAPITAL MARKET:**

Features, Types, Instruments, Functions, Participants, issue procedure

**5. REGULATORS OF FINANCIAL MARKETS.**

SEBI and RBI.

**6. BASICS OF MUTUAL FUNDS OPERATIONS (MF).****SUGGESTED BOOKS:**

1. Indian Financial System	M. Y. Khan	Tata McGrawHill
2. The Indian Financial System	Prativa V. Pathak	Pearson Education
3. Financial Institutions and Markets,	Meir Kohn	Oxford University Press
4. Chanakya Niti - A Perspective to Investing in Shares	B L Mittal Ravi Kant Sharma	Taxmann Publication.

**1. TAX STRUCTURE IN INDIA:**

Meaning and purpose of Income Tax, Nature of Income Tax.

**2. BASIC CONCEPTS AND DEFINITIONS:**

Assessee, Person, Assessment year, Previous year, Company, Income, Assessing Officer, Heads of Income, Distinction between Heads of Income and Sources of Income, Earned Income, Un-earned Income, Gross Total Income, Total Income, Rebate, Relief.

**3. RESIDENTIAL STATUS AND TAX INCIDENCE.****4. INCOME EXEMPTED FROM TAX****5. INCOME UNDER THE HEAD SALARIES****6. PROFITS AND GAINS OF BUSINESS OR PROFESSION INCLUDING DEPRECIATION****7. CAPITAL GAINS****SUGGESTED BOOKS:**

1. Direct Tax & Law	V. K. Singhania & Monica Singhania	Taxmann
2. Direct Taxes	B. B. Lal & N. S. Vashist	PHI
3. Indirect Taxes	V. S. Datt	Taxmann

**BMGT 508C**

**PROJECT REPORT - I (INTERNAL)**

## BBA (5<sup>th</sup> Semester)

### Human Resource Management

BMGT 509C

### HUMAN RESOURCE PLANNING

**1. HUMAN RESOURCE PLANNING:**

Introduction, Definition, Objectives, Need, Importance, Barriers, Suggestions.

**2. STRATEGIC HUMAN RESOURCE PLANNING:**

Concept, Characteristics, Levels, Process, Requirements, Benefits.

**3. JOB ANALYSIS AND DESIGN:**

Job Analysis – Meaning, Need, Process, Factors, Techniques of Data Collection, Uses & Limitations, Job Description & Job Specification, Job Design – Approaches, Process, Job Enrichment.

**4. JOB EVALUATION:**

Concept, Objectives, Procedure, Advantages, Drawback, Methods, Essentials of successful Job Evaluation Programme.

**5. RECRUITMENT AND SELECTION:**

Definition, Factors affecting Recruitment, Sources, Process. Selection- Meaning, Definition, Process.

**6. PLACEMENT, INDUCTION, SOCIALISATION, DISLOCATION, RELOCATION:**

Meaning, Definition, Different Phases, Causes, Problems, solutions in regard to dislocation and relocation.

**7. INTERNAL MOBILITY AND SEPARATION:**

Promotion, Transfer, Demotion, Separations.

**8. EMPLOYEE MOTIVATION AS A PART OF RETENTION:**

Concept, Definition, Objectives, Theories, Motivation and Morale.

<b>SUGGESTED BOOKS:</b>		
1. Manpower Management	Dwivedi, R. S.	PHI
2. Human Resource Planning	D.K.Bhattacharya	Excel Books

**1. HRD - AN INTRODUCTION:**

Historical Development, Concept, Characteristics, Objectives, Need, Functions of HRD, HRD & Personnel Management.

**2. PHILOSOPHY & STRATEGIES:**

HRD Philosophy, Policies, Strategy, HRD Organisation, Barriers of HRD Programmes, Suggestions to make HRD Effective in Indian Organisations, Attributes of HRD Manager, HRD in Indian Industry.

**3. HRD SYSTEM:**

Process of Designing HRD System, Principles in Designing HRD Systems, Factors Affecting HRD System Designing.

**4. HRD MECHANISM:**

Prerequisite for HRD, Variable in HRD Mechanism, HRD Process, HRD Outcomes, Organisational Effectiveness.

**5. TRAINING & EXECUTIVE DEVELOPMENT:**

Concept, Meaning, Definition, Features, Principles, Need & Importance, Methods, Evolution, Steps to Training & Development, Drawbacks, Suggestive System.

**6. CAREER PLANNING & DEVELOPMENT:**

Concept, Objectives, Process, Advantages, Limitations, Suggestions, Succession Planning, Individual & Organisational Career Development Steps, Suggestions, HRD & Career Planning & Development.

**7. PERFORMANCE & POTENTIAL APPRAISAL:**

Concept, Purpose, Factors, Process, Methods, Limitations, Essentials of good Appraisal System, Assumptions of Performance Appraisal System, Main Components, Potential Appraisal; Steps to Develop Potential Appraisal.

**8. PARTICIPATION & EMPOWERMENT:**

Meaning, Forms, Objectives, Advantages, Evaluation, Effective WPM, Empowerment – Meaning, Process, Merits, Demerits, Requisites for the success of Empowerment.

**SUGGESTED BOOKS:**

1. Human Resource Development	D.K Bhattacharya	Himalaya Publishing House
2. Management of change through HRD	Maheshwari, B.L. & Sinha, Dharni P.	Tata Mcgraw Hill

**1. WAGES CONCEPTS:**

Definition, Piece Rates, Cash a Kind; Salary, Earning, Compensation, Fringe Benefits, Dearness Allowance, Real Wages, Basic Wages, Labour Cost.

**2. WAGE ADMINISTRATION:**

Composition of Wages, Minimum Wages, Wage Structure, Wage Differentials

**3. NATIONAL INCOME:**

National Wage Structure

**4. LABOUR ECONOMICS:**

Wage Theories, Supply, Demand and Wages; Labour Institutions and their effects on National Income

**5. WAGE FIXATION:**

Criteria of Wage Fixation, Committees on Wages (Minimum Wage, Fare Wages and Living Wages) – need based minimum Wage Formula. Productivity Cost of Living, Capacity to Pay, Wage Comparison.

**6. WAGE MACHINERY:**

Employee Role; Tribunal Wage Board, Collective Bargaining

**SUGGESTED BOOKS:**

1. Understanding Waging System

A. M. Sharma

Himalaya Publishing  
House

**BMGT 512C**

**PROJECT REPORT - I (INTERNAL)**



## BBA (6<sup>th</sup> Semester)

### Marketing Management

**BMGT 601C**

**Services Marketing**

**1. INTRODUCTION TO SERVICE INDUSTRY:**

Concept, Nature, Types, Importance, Difference between Goods & Service, Factors responsible for growth of service sector, Service Marketing Triangle, Service Marketing Environment, Service Market Segmentation, Problem areas in Segmentation, Targeting & Positioning.

**2. UNDERSTANDING SERVICE INDUSTRY:**

Current Trends in Service Industry, Customer Relationship Marketing, Service Quality: Concept, Dimensions, GAP model of service quality delivery, Measurement of service quality, Total Quality Management & Quality Circle, Consumer Behaviour: concept, models of Consumer Behaviour in Service Industry (EKB & GAP model), Customer Expectation & Perception, Factors affecting customer expectation & perception.

**3. SERVICES MARKETING MIX-I:**

- a. The Service Product: Introduction, New Service Development, Service Life Cycle
- b. Pricing Strategies: Introduction, Pricing Objectives, Methods of Pricing Services
- c. Managing Distribution Channels: Introduction, Factors Affecting Choice of Distribution Channel, Managing Distribution Channels
- d. Promotional Strategies: Introduction, promotion Objectives, Promotion Planning & Strategy.

**4. SERVICES MARKETING MIX-II:**

- a. People: Introduction, Challenges of Managing People, Measuring Productivity of people in Service Organization
- b. Physical Evidence: Introduction, Servicescape, Managing Physical Evidence
- c. Process: Introduction, Service Blueprinting, Managing Demand & Supply.

**5. APPLICATIONS OF SERVICE MARKETING:**

Marketing of Financial, Hospitality, Medicare, Educational Sectors and Tourism

<b>SUGGESTED BOOKS:</b>		
1. Service Marketing-Text and Cases	Rajendra Nargundkar	Tata Mcgraw Hill
2. Service Marketing	Govind Apte	Oxford University Press
3. Service Marketing-The Indian Perspective	Ravishankar	Excel Books
4. Service Marketing-Text and Cases	Verma	Pearson
5. Service Marketing	S.N.Jha	Himalaya Publishing

**1. THE CALL OF RURAL INDIA**

Defining rural markets, rural myths, the rural marketing mix: challenges, the evolving rural consumer.

**2. THE RURAL MARKETING ENVIRONMENT**

The evolution of rural marketing, the rural environment, the rural economic environment, the rural infrastructure.

**3. RURAL CONSUMER BEHAVIOR**

The Consumer buying behaviour model, the buyer decision Process, The product adoption process.

**4. SEGMENTING AND TARGETING RURAL MARKETS**

Segmentation, Targeting, Positioning.

**5. PRODUCT STRATEGY**

The product concept and the classification of Rural Products, Product decision and strategies, Product branding in rural markets, Packaging for rural markets, Product warranty and after sales service, New product development in rural markets.

**6. PRICING STRATEGIES**

Pricing in Rural India, Setting the price for rural products and services, price setting strategies.

**7. DISTRIBUTION IN RURAL MARKETS**

Availability: The Challenge and the Dilemma, Distribution channels, the rural retail environment. Channel behaviour in rural areas.

**8. COMMUNICATION STRATEGIES FOR RURAL MARKETS**

Challenges in Rural Communication, The communication process: An overview, developing effective rural Communication.

**9. RURAL SERVICES MARKETING**

Telecommunication in Rural India, Information and Telecommunication technology (ICT) in rural areas, Financial Services in Rural India, Cloud Computing for Rural banking, Rural Healthcare services.

**10. THE FUTURE OF RURAL MARKETING**

The rural Boom, The way forward, Rural Dividend.

**SUGGESTED BOOKS:**

1. Rural Marketing	Pradeep Kashyap	PEARSON
2. Rural Marketing (Text and Cases)	C.S.J Krishnamacharyulu, lalitha Ramakrishnan	PEARSON
3. Introduction to Rural Marketing	R. Krishnamurthy	Himalaya Publishing House

**1. DEVELOPMENT & ROLE OF SELLING IN MARKETING:**

Nature & Role of Selling, Characteristics of Modern Selling, Success factor for Professional Sales People, Types of Selling, Nature & Role of Sales Management, Relationship between Sales & Marketing.

**2. SALES SETTINGS:**

Environmental & Managerial Force Imparting Sales, Sales Channel, Selling for Resale, Selling Services, Sales Promotion, Exhibitions, Public Relations

**3. SALES RESPONSIBILITIES & PREPARATION:**

Prospecting, Database & Knowledge Management, Self Management, Handling Complaints, Providing Service, Sales Preparation.

**4. PERSONAL SELLING SKILLS:**

The Opening, Needs & Problem Identification, Presentation & Demonstration, Dealing Objection, Negotiation, Closing Sales, Follow-up

**5. RECRUITMENT & SELECTION:**

Organisation for Recruitment & Selection, Sources of Sales Force Recruits, Pre Interview Screening, Formal Application Form, The Interview, Supplementary Selection Aids.

**6. MOTIVATION, TRAINING & COMPENSATION:**

Motivation, Leadership, Training, Conclusions, Designing Sales Compensation Plan, Types of Compensation Plans, Fringe Benefits.

**7. SALES QUOTAS:**

Objectives in using Quotas, Types of Sales Quota & Procedure for Quota Setting, Administering the Quota Systems.

**8. SALES FORCE EVALUATION:**

Sales Force Evaluation Process, Purpose of Evaluation, Setting Performance Standards, Gathering Information, Measures of Performance, Appraisal Interviewing.

**SUGGESTED BOOKS:**

1. Selling & Sales Management	David Jobber, Geoffrey Lancaster	Pearson Education
2. Sales & Distribution Management - An Indian Perspective	Pingali Venugopal	Response Sage Publications Ltd
3. Sales Management Decisions, Strategies & Cases	Richard R. Still, Adward W. Cundiff, Norman A. P. Govoni	Prentice Hall

**BMGT 604C**

**PROJECT REPORT - II (EXTERNAL)**

## BBA (6<sup>th</sup> Semester)

### Financial Management

BMGT 605C

#### ADVANCED FINANCIAL MANAGEMENT

**1. USE OF MARGINAL COSTING IN DECISION MAKING:**

Decision Making Process in various situations (areas), viz. make or buy provisions, accept or reject business proposals (local market+ foreign markets), Export Order, Shut-Down or Continue, Stop or further Process, Selection of Optimum Product Mix, Key factors influencing decisions, Optimum level Production

**2. STANDARD COSTING:**

Standard Costs, Advantages and Disadvantages, Variance Analysis and Reporting.

**3. BUDGETARY CONTROL SYSTEM:**

Advantages and Disadvantages, the Concept of Budget factor (Key or limiting factor) and the Budget Period, Types of Budgets, functional (or operational) Budgets, Sales, Production, Purchase, Cash Budget, Flexible Budgets, Zero-Based Budgets, Performance Budgets, Master Budget.

**4. ACCOUNTING FOR OVERHEADS**

**5. ACTIVITY-BASED COSTING(ABC)**

**6. RESPONSIBILITY ACCOUNTING AND TRANSFER PRICING**

**7. PRICING STRATEGIES.**

**SUGGESTED BOOKS:**

1. Management Accounting	Paresh Shah	Oxford University Press
2. Advanced Cost Accounting	S. P. Jain, K. L. Narang, S. Aggarwal	Kalyani Publishers

**1. BANKING:**

Meaning and Definition, Features

**2. RESERVE BANK OF INDIA:**

Management and Administration, Functions, Credit Control and Methods of Credit Control

**3. COMMERCIAL BANKING IN INDIA.****4. COOPERATIVE BANKING AND REGIONAL RURAL BANKS (RRBS).****5. NON-PERFORMING ASSETS (NPA).****6. INSURANCE:**

Meaning, Principles, Functions and Importance.

**7. CLASSIFICATION OF INSURANCE:**

Scope of Life, Fire, Marine, Motor and other Insurance.

**8. INDIAN INSURANCE MARKET:**

Organisation structure of LIC, GIC- role of insurance..

**9. INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY (IRDA).****SUGGESTED BOOKS:**

1. Bank Management	Vasant Desai	Himalaya Publishing
2. Practical Approach to Recovery Management in Banks/ FIs & Securitisation Act (2 <sup>nd</sup> edition)	R.C. Kohli	Taxmann
3. Insurance : Theory and Practice	Pal Prabir, Tripathy, Nalini Prava	PHI
4. Fundamentals of Insurance	P.K Gupta	Himalaya Publishing House

**1. INTERNATIONAL FINANCIAL ENVIRONMENT:**

Evolution of the International Financial System, The Gold Standard, The Bretton Wood System and the IMF, The World Bank, WTO, Euro Bonds, Recent Pattern of International Banking Activities, Balance of Payment

**2. FOREIGN EXCHANGE RISK MANAGEMENT:**

Exchange Rate, Interest Rate, Inflation Rate and Exposure, Nature & Exposure of Risk, Exchange Rate and Interest Rate Volatility,

**3. THEORIES ON EXCHANGE RATE MOVEMENTS****4. GLOBAL FINANCIAL MARKETS AND INTEREST RATES:**

The Global Financial Markets, Domestic & Offshore Markets, Euro Markets, Interest Rate in the Global Money Markets and an Overview of Money Market Instrument

**5. FOREIGN EXCHANGE MARKET:**

Structure, Types of Transaction and Settlements Rates, Exchange Rate Quotation, Forward Quotation, Exchange Rate Regimes and Foreign Exchange Market in India

**SUGGESTED BOOKS:**

1. International Financial Management	Madhu Viz	Excel Books
2. International Financial Management	V.K. Bhalla	Anmol Publications
3. International Financial Management	H.R. Machiraju	Himalaya Publications
4. International Financial Management	V.A. Avdhani	Himalaya Publications
5. International Financial Management	Shashi K. Gupta & Praneet Rangi	Kalyani Publishers



**BMGT 608C**

**PROJECT REPORT - II (EXTERNAL)**

## BBA (6<sup>th</sup> Semester)

### Human Resource Management

BMGT 609C

#### INDUSTRIAL RELATIONS

**1. GROWTH OF INDUSTRIAL RELATIONS IN INDIA:**

Meaning, Nature, Significance, Cause and effect for poor Industrial Relations in India, Suggestions to improve I.R.

**2. INDUSTRIAL DISPUTES IN INDIA:**

Meaning, forms of disputes, History of Labour disputes in India, Causes of Disputes, Results of Disputes.

**3. NATIONAL COMMISSION ON LABOUR AND I.R.:**

Collective Bargaining, Discipline and Disciplinary Procedure.

**4. METHODS FOR PREVENTION AND SETTLEMENT OF I.D.:**

Voluntary Level, Statutory Level, Authorities for the Settlement of I.D. Voluntary Level, Statutory Level, Authorities for the Settlement of I.D. Users Committees, Conciliation Officer, Board of Conciliation, Court of Equity, Labour Court, Industrial Tribunal and National Tribunal. Central Industrial Relations Machinery in India, Central Implementation and Evaluation Machinery, Industrial Disputes (Amendment) Bill Ramauryam Committee on I.R.

**5. TRADE UNION-RECOGNITION.**

**6. ACTS:**

Trade Union Act 1926. Standing Order Act 1946, I. Disputes Act, 1947. Dynamics of I.R. C. B. Memoria, Himalayan Publication.

<b>SUGGESTED BOOKS:</b>		
1. Industrial Relations	A.M. Sharma	Himalaya Publishing House
2. Dynamics of Industrial Relations	C.B.Mamoria	Himalaya Publishing House
3. Personnel Management & Industrial Relations	R.S.Davar	Vikas Publishing House

**1. INTRODUCTION TO ORGANIZATION DEVELOPMENT:**

Concept, nature & scope of organizational development, history of organizational development underlying assumptions & values.

**2. THEORY & PRACTICE OF ORGANIZATIONAL DEVELOPMENT:**

Operational components diagnostic, action & process- maintenance component.

**3. ACTION RESEARCH AS A PROCESS:**

An approach- history. Use & varieties of action research- when & how to use action research in organizational development.

**4. ORGANIZATION DEVELOPMENT INTERVENTIONS:**

Team interventions- inter- group interventions- personal, interpersonal & group process interventions- comprehensive interventions- structural interventions.

**5. IMPLEMENTATION & ASSESSMENT OF ORGANISATIONAL DEVELOPMENT:**

Conditions for success & failure- ethical standards in organizational development- organizational development & organizational performance- its implications.

**6. KEY CONSIDERATIONS & ISSUES IN ORGANIZATIONAL DEVELOPMENT:**

The future of organizational development – Indian experiences in organizational development.

**SUGGESTED BOOKS:**

1.	Organizational Development	French & Bell
2.	Organizational Development: Theory Practice & Research	French Bell & Zawach
3.	Organizational Development: Strategies & models	Richard Beckhard
4.	Organizational Development for Excellence	Kesho Prasad
5.	Organizational Development	J. Jayasankar

**1. INTRODUCTION TO LABOUR LEGISLATION:**

- a. Philosophy of labour laws.
- b. Labour laws- concept, origin, objectives.
- c. International labour organisation.
- d. Indian constitution & labour legislation.

**2. THE FACTORIES ACT 1948.****3. INDUSTRIAL DISPUTE ACT 1947.****4. SHOPS & ESTABLISHMENT ACT.****5. THE EMPLOYEE'S STATE INSURANCE ACT 1948.****6. PAYMENT OF BONUS ACT, 1965.****7. PAYMENT OF GRATUITY ACT, 1972.****8. PAYMENT OF WAGES ACT, 1936.****9. TRADE UNION ACT, 1921.****SUGGESTED BOOKS:**

1. Industrial & Labour Laws	S.N.Mishra
2. Handbook of Industrial Law	N.D. Kapoor
3. Case Laws on Industrial Relations	L.Mishra
4. Industrial Laws (Bare Acts)	

**BMGT 612C**

**PROJECT REPORT - II (EXTERNAL)**