

BBA 2nd Year
Human Resource Management
Paper 2.4

OBJECTIVES: To understand various facets of HRM and to create an understanding of the various policies and practices of HRM. To comprehend the emerging trends in HRM.

UNIT – I: Introduction: Concept – Definition – Scope – Importance – Role and Functions of HRM-Personnel Management Vs HRM – Current and Future Challenges in HRM – Jobs and Careers in HRM. HRD – Concept – Scope – HRD – objectives – Future of HRD.

UNIT – II: Procurement of Human Resources: Human Resource Planning – Meaning and Definition of Human Resource Planning (HRP)-Steps in HRP - HRP Objectives – Benefits – Functions- Process – HRP Forecasting Techniques – Practices – Barriers to HRP. Job Analysis and Design – Job Description – Job Specification – Uses of Job Analysis – Recruitment – Sources of Recruitment- Selection Process – Test – Placement – Induction and Socialization – Workplace Adjustment – Promotion – Demotion – Transfer – Separation – Mentoring and Counseling.

UNIT – III: Career Planning and Development – Concepts of Career Planning – Career Stages – Career Planning Process. Training and Development – Concepts and Importance – Assessing Training Needs- Methods – On the Job and Off the Job Training – Evaluating Training Effectiveness. Performance Appraisal – Concept – Appraisal Methods – Traditional and Modern Methods – Problems in Appraisal.

UNIT – IV: Compensation and Benefits – Compensation Philosophy – Objectives – Function – Administration – Issues – Policy – Pay Determinants – Using Pay to Motivate Employees – Compensation Structure – Job Evaluation – Future trends. Fringe Benefits Incentives – Incentive Plans – Individual Incentives – Piece – Rate Incentives – Commissions – Bonuses – Skilled Based Pay – Merit Pay – Group Incentives – Profit Sharing – Gain – Sharing Plans. Executive Compensation.

UNIT – V: Globalization and HRM Strategies for New Millennium – Impact of Globalization on Employment – Social Security Measures and Legislation in India – Employee Discipline – Employee Grievances- Health and Safety Policies Occupational Health and Safety – Trade Unions – Collective Bargaining – Participative Management – Diversified Cultures – HRM Strategies for New Millennium.

Suggested Readings:

1. Robins DeCenzo "Human Resource Management".
2. Cynthia D. Fisher, Lyle F. Schoenfeldt, James B. Shaw "Human Resource Management" Biztantra, New Delhi.
3. Subba Rao "Essentials of Human Resources Management and Industrial Relations".
4. G.B. Gupta "Human Resource Management" Sultan Chand & Co., New Delhi.
5. S.S. Khanka "Human Resources and Personnel Management", S. Chand & Co. New Delhi.

BBA 2nd Year
Business Statistics
Paper 2.5

Unit – I

Business Statistics:

Statistics – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement – Principles of Secondary data. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.

Unit – II

Measures of Central Tendency:

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean – Combined mean, Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values – Mode – Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean – for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.

Measures of Dispersion:

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD – for Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts – Calculation – Kurtosis.

Unit – III

Index Numbers:

Introduction – Types – Characteristics – Construction weighted and un weighted index numbers – Price and Quantity /Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two or more overlapping indices consumer price Index – Problems in Construction.

Unit – IV

Sampling:

Sampling – Reasons of Sample survey – bias in Survey.

Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

Probability:

Concepts – Random Experiment, Sample space – Definitions of Probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

Unit – V

Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

Regression Analysis: Concept, Least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis – Free hand curve, Semi averages, moving averages, Least Square methods (Simple problems only).

Suggested Readings: -

1. Gupta SC "Fundamental of Statistics" 6th Ed, Himalaya Publishers House, 2004.
2. Sharma JK "Business Statistics" 2nd Ed, Pearson Education, 2007.

BBA 2nd Year
Fundamentals of Marketing
Paper: 2.6

Unit – I:

History and Origins of Marketing: Meaning and Definitions of Basic Marketing Concepts: Market, Market area, Marketing, Philosophies of Marketing, Marketing Management, Marketing Management Process, Need, Want, Customer, Consumer, Satisfaction, Delight, Exchange Process, Marketing System, Mass Marketing, Niche Marketing, Nature of Demand, Market Demand, Demand Situations and Tasks of Marketing, Market Development, Market evolution, Market fragmentation, Market Profile, Market research, Marketing research, Market Penetration, Marketing mix, Target Market, Target Market Identification, Customer Value, Products, Product Assortment, Product Planning, Product attributes, Product Class, Product Development, Product Form, Product Line, Product Mix, Branding, Brand Equity, Brand Extension.

Unit – II:

Marketing Environment: Micro Environment: The Company, Suppliers, Marketing Intermediaries, Customers, Competitors, Publics, Micro- Environment: Demographics, Economic Environment, Natural Environment, Political Environment, Cultural Environment, Impact of Marketing Environment on Marketing Decision Variables.

Unit – III:

Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting: Evaluating Market Segments, Selecting Market Segments, Product Positioning, Product Life Cycle, Different types of PLC's, Pricing Products, Methods of Pricing, Channels of Distribution, Promotion Mix – Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing.

Unit – IV:

Demand Measurement: Role of Demand Forecasting in Decision Making, Measures of Market Demand, Demand Schedules, Demand Estimation and Measurement, Demand Forecasting, Characteristics of Good Demand Forecasting, Steps in Demand Forecasting, Forecasting Methods for Current Demand, Future Demand, .

Unit – V:

Marketing Plan: Importance of Marketing Planning, Strategic Planning at Business Level, Designing Overall Marketing Plan, and Contents of Marketing Plan. Marketing control, Annual Plan Control, Efficiency Control, Profitability Control, Strategic Control, and Marketing Audit.

Suggested Readings:-

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2010, 13th Ed, Pearson Education Prentice Hall of Indi.
2. Tapan k panda, "Marketing Management". 2010, 1st Ed. Excel books.
3. Ramaswamy V.S. Namakumari S, "Marketing Management", 2009, The Global perspective-Indian Context Macmillan India Ltd.
4. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw Hill.
5. Paul Baines, Chris fill, Kelly page, "Marketing Management", 2009, 1st Ed. Oxford University Press.

BBA 2nd Year
Elements of Financial Management
Paper 2.7

Unit – I:

Nature of Financial Management – Introduction of Financial Management, Scope of Financial Management, Objectives of financial management, Profit Maximization Vs. Wealth Maximization Vs. Value Maximisation, Organization of Finance Function, Agency problems, Managers goals Vs. Shareholders goals, Emerging Role of Finance Managers in India.

Unit – II:

Time Preference for Money – Concept of time value of money, Future Value of a single cash flow, annuity, perpetuity, continuous compounding, Present Value – Present Value of a single cash flow, annuity, perpetuity, continuous discounting, Practical Applications of Compounding and present Value Techniques.

Unit – III:

Sources of Finance – Brief discussion of sources of Long term Finance: Debt-Equity mix, Equity Shares, Preference Shares, Debentures, Convertible debentures, Bonds and Term Loans. Rights and bonus issue, venture capital, mutual funds. Short Term Finance – Money market instruments – commercial paper, Certificates of Deposit, Bills, Inter-corporate deposits.

Unit – IV:

A) Principles of working capital Management: Definition of working capital, concepts of working capital, Sources of working capital, working capital cycle, determinates of working capital. Procedure of estimation of working capital.

B) Introduction to cash management: Motives for holding cash, cash planning, preparation of cash budget. Introduction to Inventory Management, Objectives of inventory management, EOQ Model. Introduction to receivables management: Credit policy nature and goals, factoring.

Unit - Vs:

Valuation of Bonds & Shares – Introduction to Risk & Return – Concept of valuation of securities, Features of a Bond, Bond Valuation & Yields, Features and valuation of Ordinary Shares and Preference Shares, Significance of P/E Ratio.

Suggested Readings: -

1. I.M. Pandey, "Financial Management", 9th Edition, Vikas Publishing Pvt. Ltd.
2. Prasanna Chandra, "Financial Management, Theory and Practice", 6th edition Tata McGraw-Hill.
3. Brigham and Houston, "Fundamentals of Financial Management", 10th edition, Thomson South –Western.
4. M Y Khan and P K Jain, "Financial Management", 3rd edition, TMH.
5. James C Van Horne, "Fundamentals of Financial Management" 10th edition, EEE.

BBA 2nd Year
BUSINESS COMMUNICATION
Paper: 2.8

Unit – I:

Concept of Communication – Process of Communication – Barriers to effective Communication – Overcoming barriers – Typology of communication – Oral communication – Listening process- Elements of good oral communication – Relevance of feedback.

Unit – II:

Non verbal communication – Types and relevance of nonverbal communication
Negotiation process – Its relevance in business – Effective negotiation strategy – Negotiation process and phases involved.

Unit – III:

Business Presentations – Ingredients of effective presentation – Types of presentations – Process and structuring presentations – Team presentations – Non verbal dimensions in presentations.

Unit – IV:

Business report writing – Types of reports – Essentials of a good report – Structure and contents of presentation

Business letters – Different types – Effective business letters – Styles and format features of good business letters.

Unit – V:

Resume – Curriculum vitae – Contents of good resume – Different styles of resume writing

Group discussion – Objective – Approaches for effective group discussion– Group discussion techniques – Ingredients of good discussion – evaluation parameters of group discussion.

Interview – Concept – Types of interviews – Interview facing techniques – components of effective interview – Do's and Don'ts in a good interview.

Suggested Books:-

1. Penrose, Rasberry and Myers, "Business Communication for Managers". Cengage Learning.
2. CSG Krishnamacharyalu and L. Ramakrishnan, "Business Communications", 2009, Himalaya Publishing House.
3. U S Rai & S M Rai, "Business Communication". Himalaya Publishing House.
4. Mary Munter, "Guide to Managerial Communication". 2008 Education.
5. Paul R. Timm, "Straight Talk: Written communication for career success", Routledge Publication.