

SHRI VENKATESHWARA UNIVERSITY GAJRAULA



Syllabus

School of Commerce & Management

Bachelor of Business Administration (BBA)

2019-20 onwards

Year: 2 Semesters: IV

S.N.	Subject Code	Subject	EVALUATION SCHEME								
						SESSIONAL EXAMS			ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	BBA-411	Human Resource Management	5	2	-	20	10	30	70	100	6
2.	BBA-412	Marketing Management	5	2	-	20	10	30	70	100	6
3.	BBA-413	Organizational Behavior	5	2		20	10	30	70	100	6
4..	BBA-414	Mass Communication	2	-		20	10	30	70	100	2
		Total	17	6	-	80	40	120	280	400	20
5	BBA-415	National Service Scheme (Non-CGP)A	1	2		20	10	30	70	100	2

Semester IV

Code-BBA-411

Human Resource Management

Learning Objective

- 1. To provide knowledge about the importance of human resources management in an organization and the scope of human resource management.*
- 2. To understand the concept of recruitment, selection and training*

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 Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

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., Minimum Wages Act 1948.

Unit V Employee relations Discipline & Grievance handling types of trade unions.

Learning Outcomes

- 1. Learn the qualities of human resource manager in an organization.*
- 2. Analyse the importance of different methods of training given to the employees in organization.*
- 3. Memorize the difference between on the job training and of the job training*

Suggested Books:

1. Human Resource Management – Dipak Kumar Bhattacharya
2. Managing Human Resource-Arun Monappa
3. Essential of HRM and Industrial Relations-P.Subba Rao
4. Personnel Management-C.B. Memoria

Learning Objective *The module aims at helping the students*

- 1. To Understand the place and contribution of marketing to the business enterprise.*
- 2. Identify the major basis of market segmentation.*
- 3. To understand product life cycle.*
- 4. To know the factors affecting pricing objectives.*

Unit I- Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.

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, types 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 & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behavior : Concept, Importance and factors influencing consumer behavior.

Learning outcomes

- 1. Students can identify how consumer behaves differently.*
- 2. Able to understand how a product passed from different stages.*
- 3. Able to understand the difference between trademark and branding.*

Suggested Books:

- 1.Marketing Mgt. by Philip Kotlar (PHI)
- 2.Marketing by Etzet, Walker, Stanton
- 3.Marketing Management by Rajan Saxena

Learning Objective

- 1. To help the students to develop cognizance of the importance of human behaviour.*
- 2. To enable students to describe how people behave under different conditions and understand why people behave as they do.*
- 3. To provide the students to analyse specific strategic human resources demands for future action.*

Unit I- Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit II- Individual Behavior – Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

Unit III- Behavior Dynamics : Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations..

Unit IV- Group Behavior : Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit V- Management of Change : Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB.

Learning Outcome :

- 1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.*
- 2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.*

Suggested Readings:

1. Bennis, W.G. Organisation Development
2. Breech Iswar Oragnaition-the frame-Work of Management
3. Dayal, Keith Organisational Development
4. Sharma, R.A. Organisational Theory and Behavior
5. Prasad, L.M. Organisational Behavior

Code-BBA-414

Mass Communication

Learning Objective On completion of the course the student should be able to:

1. understand the importance, functions & scope of communication and media.
2. describe the growth and development of communication and media.
3. understand the periodic changes in the media

Unit – I Journalism and Mass Communication – nature – scope – mass communication – definition – process: mass media and modern society – functions – mass media and democracy.

Unit – II: Early efforts in printing, newspaper – types of newspaper – contents – characteristics: magazines – characteristics and types of books – book publishing in India.

Unit– II: Early communication systems in India, history of Indian press – from earlier days to 1880s, Tilak Era, role in freedom movement – brief history of major English and language newspapers and magazines.

Unit– IV: Ownership of print media – types – merits and demerits: organizational structure of newspaper functions of the staff, editorial, advertising, circulation departments, patterns of newspaper ownership and management of India – procedure to launch a publication, marketing practices in print media.

Unit – V: Press Commissions, Press Council, DAVP, INS, ABC, unions of media men and media women, professional organizations – PIB, other public information agencies – of both State and Central governments

Learning Outcome:

1. Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
2. Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

Suggested Readings:

1. Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi,
2. J.S. Yadava & Pradeep Mathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008
3. Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005

Code-BBA-415

National Service Scheme