

BBA(Bachelor of Business Administration)

SYLLABUS (Second Semester)

BBA 201 ORGANIZATIONAL BEHAVIOUR(OB)

Introduction:

Meaning and importance of the study of OB.

Behaviour and its causation:

Introduction to personality, perception, learning and attitude.

Motivation:

Importance of psychological process of motivation, salient motivation tools
Need Theories/ Content Theories (Maslow's Hierarchy of Needs, Alderfer's ERG Theory
Process Theories (Herzberg's Two Factor Theory and Vroom's Expectancy Theory)

Leadership and Group Dynamics:

Historically Important (Ohio State and Michigan leadership Theories)

Traditional Theories (Trait Theory and Contingency Theory)

Modern Theories (Charismatic Theories)

Formal and informal groups, role concept

Improving Interpersonal Effectiveness:

Interpersonal communication, Introduction to TA

Conflict Management and Team Building

Sources of Conflict, Types of Conflict, Negotiation (process and issues)

Concepts of Organizational Culture and Organizational Development:

Definition, Organizational Culture

Organizational Development:

Concept of OD ,Phases of OD and OD Interventions

Concept of Morale and Job Satisfaction

Text Books:

1. Pareek, U. *Understanding Organizational Behaviour* (Oxford University Press: New Delhi)
2. Robbins, S.P.& Sanghi *Organizational Behaviour* (Prentice Hall India : New Delhi)

Reference Books:

1. Luthans, F. *Organizational Behaviour* (McGraw Hill: New Delhi)
2. Newstrom, J.W. and Davis , K. *Organizational Behaviour: Human Behaviour at Work* (Tata McGraw Hill: New Delhi)

BBA 203 QUANTITATIVE TECHNIQUES IN MANAGEMENT

Probability Distribution:

Binomial , Poisson, Normal Distribution

Sampling:

Principles of Sampling, Methods of Sampling, Sampling Errors, Central Limit Theorem

Sampling Distribution:

The Sampling Distribution of the Mean, Differences of two Means, Proportions and Differences of two Proportions

Estimation of Parameters:

Point and Interval Estimation, Construction of Confidence Limits and Determination of Proper Sample Size

Tests of Hypothesis:

Procedure of Hypothesis Testing, Type I and Type II Errors, One Tailed and Two Tailed Tests, Tests of Hypothesis Concerning Large Samples, Testing Hypothesis about Population, Mean Difference between Two Proportions

Small Sampling Theory:

t-distribution and its Properties, F-distribution and its Properties,

Non-Parametric Tests:

Chi-square Distribution and its Properties, Chi-square Test, Statistical Quality Control and Quality Control Charts (X,R,C & P)

Text books:

- a) Gupta and Gupta, *Business Statistics*. (Sultan Chand & Sons: New Delhi).
- b) Chandan, J. *Statistics for Business Economics*. (Vikas: New Delhi)
- c) Render, *Quantitative Analysis for Management 8/e* (Pearson: New Delhi)
- d) Tulsian and Pandey *Quantitative Techniques* (Pearson: New Delhi)

Reference books:

Das, N.G. *Statistical Methods*.(M. Das & Co.: Kolkata).

BBA 210 INTRODUCTION TO 'C' PROGRAMMING

Overview of C:

History and Importance of C, Basic Structure and Execution of C Programmes, Constants, Variables and Data Types, Various Type of Declarations.

Operators and Expressions:

Different Type of Operators and Expressions, Evaluation of Expressions, Operator Precedence and Associativity, Mathematical functions

Input, Output, Branching and Looping:

Managing Input and Output Operations, Decision Making and Branching (if, While,if-then-else, for, do, do-while,switch)

Arrays:

One and Two dimensional arrays,String variables, Reading and Writing Strings, Arithmetic Operations on Characters, Putting Strings Together, Comparison of Two Strings, String- Handling Functions.

User – Defined Functions:

Need and Elements for User – Defined Functions, Definition of Functions, Return Values and Their Types, Function Calls and Declaration, Arguments and Corresponding Return Values, Nesting of Functions, Recursion, The Scope,Visibility and Life Time of Variables.

Structures:

Defining a Structure, Declaring Structure Variables, Accessing Structure Members, Structure Initialization, Copying and Comparing Structure Variables, Operations on Individual Members, Arrays of Structures, Arrays within Structures, Structures within Structures, Structures and Functions, Size of Structures.

Text Books :

1. E. Balaguruswamy - *Programming in ANSI C*, 3rd edn (TMH: New Delhi)

Reference Book :

2. B. S. Gottfried - *Programming with C* (TMH: New Delhi)
3. Y. Kanetkar – *Let us C*, 4th Edn (BPB Publication: New Delhi)

BBA 205 BASICS OF FINANCIAL MANAGEMENT

Nature of Financial Management:

Scope of Finance & Financial Management, Finance Functions, Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.

Concept of Value & Return:

Future Value & Present Value of Single Amount, Annuity

Analysis of Financial Statements:

Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises), Cash Flow Statement (purpose of preparation, simple numerical exercises), Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)

Capital Budgeting Decisions:

Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods-NPV, PI, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR) Simple numerical exercises

Financing Decisions:

Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalisation (Meaning, Theories of Capitalization, Over & Under Capitalisation)

Working Capital Management:

Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises

Dividend Policy Decision:

Reasons for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends, Forms of Dividends.

Text Books:

1. Chandra, P. *Financial Management-Theory & Practices* (Tata-Mcgraw Hill: New Delhi)
2. Pandey, I.M. *Financial Management* (Vikas: New Delhi)

Reference Books:

1. Van Horne, *Financial Management & Policy* (Pearson Education Asia)
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BBA 208 PRINCIPLES OF MARKETING - I

Introduction to Marketing:

Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences)

The Marketing Environment:

Elements of Company's Micro and Macro environment

Market Segmentation:

Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market

Product Management:

Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name,

Pricing Decisions:

Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented)

Channel Management:

Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision

Marketing Communication:

Definition, Concept of Integrated Marketing Communication, Introduction to elements of Promotion Mix

Text Books:

1. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. *Marketing Management* (Macmillan: New Delhi)

Reference Books:

1. Saxena, R. *Marketing Management* (Tata McGraw Hill: New Delhi)
2. Stanton , W.J., *Fundamentals of Marketing*
3. Lamb, Hair, McDaniel, *Marketing 7/e* (Thomson: New Delhi)

BBA 209 BUSINESS COMMUNICATION - II

Business Communication in Functional Departments:

1. Drafting of Interview Letters, Appointment Letters
2. Preparation of Resume
3. Floating of Enquiries and Sending Quotations
4. Tenders (preparation and its importance)
5. Inter-departmental Communications (Preparation of Circulars, Memos and office orders)

Correspondence with Banks Regarding:

1. Conversion of a Single Account into a Joint Account
2. Transfer of Amount to F.D.
3. Transfer of F.D. Interest into Savings Account

Correspondence with Insurance Companies Regarding:

1. Settlement of Claim
2. Intimation about the Loss or Damage Suffered due to Fire, Flood and Earthquake
3. Surrendering the Life Insurance Policy due to Inability in Paying the Premium

Correspondence with P & T Authorities Regarding:

1. Non Receipt of a Letter Sent through Registered Post.
2. Non Receipt of Money Sent through Money Order
3. Change in Residential Address
4. A New Telephone Connection
5. Shifting of Telephone
6. Frequent Disorder of Telephone

Corresponding with Shareholders and Debenture holders Regarding:

1. Issue and Payment of Dividend
2. Issue of Interest

Report Writing:

Meaning, features, objectives, steps and types

Text Books:

1. Singh, B. *Principles and Practices of Bank Letters* (Skylark Publications: New Delhi)
2. Rai, U. and Rai S.M. *Principles of Business Communication* (Himalaya Publishing: Mumbai)
3. Pillai, R.S. N. and Bhagavathi *Modern Commercial Correspondence* (S. Chand: New Delhi)

Reference Book:

1. Kapur, A.N. *A Guide to Business Correspondence and Communication Skills* (S. Chand: New Delhi)
2. Sethi, MK. *Top Business Letters* (Upkar: Agra)