

BBA(Bachelor of Business Administration)

SYLLABUS (Third Semester)

BBA 301 RESEARCH METHODOLOGY

Research – An Introductory Approach:

Meaning, Characteristics and Importance

Types of Research;

Fundamental and Applied Research

The Basic Research Process:

An Overview and Steps

Research Problems:

Meaning, Components and Steps to be Followed While Formulating a Research Problem/
Criteria of a Good Research Problem

Research Design:

Meaning, Characteristics of a Good Research Design, Components of a Research Design

Sources of Collection of Data:

Primary Data (Method – questionnaire development),

Secondary Data (Sources and Precautions in the Use of Secondary Data)

Sampling:

Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings)

Methods of Collecting Data:

Survey and Observation Methods

Editing:

Meaning and Importance

Tabulation:

Meaning and Rules for Tabulation and Parts of a Table

Report Writing:

Characteristics and Types and formats of Report

Text Books:

1. Ghosh, B.N. *Scientific Method and Social Research* (Sterling : New Delhi)
2. Kothari, C.R. *Research Methodology – Methods and Techniques* (New Age: New Delhi)

Reference Books:

3. Krishnaswami,O.R. *Methodology of Research in Social Science* (Himalaya Publishing House: Mumbai.)
4. Gupta, Santosh *Research Methodology and Statistical Techniques* (Deep and Deep Publications : New Delhi)

BBA 302 HUMAN RESOURCE MANAGEMENT (HRM)

Nature and Scope of HRM:

Meaning, Difference between HRM and Personnel Management, Objectives, Functions, Evolution of HRM

Human Resource Planning (HRP):

Definition, Objectives, Need, Importance and the Process

Recruitment and Selection:

Sources and Process of Recruitment, Need for Scientific Selection and the Selection Process

Training and Development:

Concept of Career Planning, Importance and Steps in Training Programmes, Importance and Process of Executive Development

Compensation:

Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage Systems

Performance Appraisal:

Meaning, Benefits, Performance Appraisal vs. Job Evaluation

Industrial Disputes (ID):

Concept and Causes of ID

Trade Unionism(TU) :

Meaning, Objectives and Criticism

Collective Bargaining:

Need, Importance and Procedure

Worker's Participation in Management:

Concept and Evolution

Text Books:

1. Chhabra, T.N. *Human Resource Management* (Dhanpat Rai: New Delhi)
2. Khanka, S.S. *Human Resource Management* (S. Chand: New Delhi)

Reference Books:

1. Saiyadain, *Human Resource Management* (TMH: New Delhi)
2. Dessler, *Human Resource Management* (Pearson: New Delhi)

BBA 303 LEGAL ASPECTS OF MANAGEMENT

The Factories Act, 1948:

Objectives, Scope and Coverage, Provisions regarding Health, Safety, Welfare, Working Hours of Adults, Employment of Women

The Trade unions Act, 1926:

Objectives, Scope and Coverage, Meaning of Trade Union, Registration of Trade Union, Membership, Obligations of Registered Trade Unions, Rights of Registered Trade Unions

Industrial Disputes Act, 1947:

Objectives, Scope and Coverage, Meaning of Industrial Dispute, Who Can Raise a Dispute, Works Committee, Grievance Settlement, Conciliation, Court of Inquiry, Voluntary Arbitration, Labour Court and Tribunals, Strikes and Lock-outs

Payment of Wages Act, 1936:

Objectives, Scope and Coverage, Fixation of Wage Periods, Time and Mode of Payment, Authorized Deductions

Minimum Wages Act, 1948:

Objectives, Scope and Coverage, Fixation of Minimum Rates of Wages, Fixation of Working Hours

Text Books:

1. Shukla, M.C. *Mercantile Law* (S.Chand: New Delhi)
2. Mamoria, Mamoria and Gankar *Dynamics of Industrial Relations in India* (Himalaya : New Delhi)

Reference Books:

1. Garg, A. *Labour Laws* (Nabhi: New Delhi)
 2. Sarma A.N. *Industrial Jurisprudence and Labour Legislation* (Himalaya : New Delhi)
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BBA 304 INTRODUCTION TO FINANCIAL MARKETS

Financial System:

Concept of Financial Assets & Financial Markets, Functions of Financial systems, Structure of Indian Financial markets, Brief outline of development in Indian Financial System

Money Market:

Introduction to basic instruments of Indian money markets, Introduction to important players in Indian Money Markets, Concept of Repo & Reverse Repo

Central banking System:

Introduction, Functions of RBI, credit control via reserve requirements, selective credit control, advances to priority sector, Qualitative Credit Control

Commercial Banking System:

Evolution, important products of commercial banks, Functions of Commercial Banks

Capital Markets:

Concept, Functions & types of capital markets, Introduction to different important players of capital, Stock Exchange, Mutual Funds, Merchant & Investment bankers,

Primary Markets:

Concept, methods of raising funds (Public & Rights Issue, Private placements)

Secondary Market:

Introduction, evolution and functions of stock exchanges, Important Indian Stock Exchanges, Weaknesses and suggestions

Regulatory Framework:

Role of SEBI, Recent guidelines of SEBI w.r.t Public Issues, Listing and stock market trading.

Text Books:

1. Khan, M.Y, *Financial System*, (Tata McGraw Hill: New Delhi)
2. Machiraju, *Indian Financial System* (Vikas: New Delhi)

Reference Books:

1. Fabozzi & Modigliani, *Capital markets* (Prentice Hall: New Delhi) .
2. Pandian,P, *Security Analysis & Portfolio Management* (Vikas: New Delhi)
3. Shekhar & Shekhar, *Banking Theory & Practice* (Vikas: New Delhi)
4. Agashe, A., *Capital Markets & Financial services* (EPH: Delhi)

BBA 305 PROGRAMMING IN JAVA

Introduction to OOPS ,overview of Java language, constants, variables and data types, operators and expressions, decision making and branching, decision making and looping.

Classes, objects and methods, arrays, strings and vectors, concepts on packages and its application, concept on applets, HTML, web design.

Text Book:

1. Programming with Java - Balaguruswamy E

BBA 308 PRINCIPLES OF MARKETING - II

Marketing Planning:

Concept Of Strategic Plan, Strategic Planning Process, Concept of Strategic Business Unit, BCG Matrix.

Product Positing and Competitive Advantage:

Concept, Steps In Product Positioning ,Important Concerns/Aspects In Positioning. Concept Of Competitive Advantage.

Product Lifecycle:

Concept, Stages in PLC. Strategies for Managing Different Stages in the Lifecycle

Marketing Information System:

Significance, Benefits of Marketing Information, Steps in Designing an MIS, Requirements of a Good MIS.

Direct Marketing:

Difference Between Direct Marketing (DM) and Conventional Marketing. Requisites For Success of Direct Marketing. Forms of Direct Marketing, Benefits of Direct Marketing.

Introduction to Retail Management

Text Books :

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

Reference Books:

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