

**BBA 2<sup>ND</sup> YEAR (SEMESTER – IV)**  
**Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2018-19)**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-202-B	Organizational Behavior	4	-	-	4	75	25	-	100	3
DSC	BBA-204-B	Human Resource Management	4	-	-	4	75	25	-	100	3
DSC	BBA-206-B	Business Laws	4	-	-	4	75	25	-	100	3
DSC	BBA-208-B	Indian Banking System	4	-	-	4	75	25	-	100	3
DSC	BBA-210-B	Introduction to Information Technology*	3	-	2	4	50	25	25	100	3
SEEC	BBA-212-B	Business Research Methods	4	-	-	4	75	25	-	100	3
<b>Total</b>			<b>23</b>	<b>2</b>	<b>24</b>	<b>425</b>	<b>150</b>	<b>25</b>	<b>600</b>		

- \* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

### Summer Internship

All students will undergo 6-8 weeks summer internships during the summer break after Semester-4 examinations and will submit a report for the same in lieu of a course during Semester-5. The detailed guidelines for the summer internships and subsequent summer internship report will be supplied by the Department as a separate docume



**Subject: ORGANIZATIONAL BEHAVIOUR:**

**Subject Code BBA202B**

**L T P**  
**4 - -**  
**Time: 3 hours**

**External Marks: 75**  
**Internal Marks: 25**  
**Total Marks: 100**

**Course Objective:**

To provide students with a better understanding of behavioural processes and thereby enable them to function more effectively in their future roles as managers of human resources.

Course Contents:

**Unit-I**

TOPIC NO1 Introduction: Definition and concept of Organizational Behaviour  
TOPIC NO2 nature and scope of OB, elements of OB, contributing disciplines to OB  
TOPIC NO3 challenges for OB, evolution of OB

**Unit-II**

TOPIC NO4 Individual processes: Attitudes, Values; Perception – concept, process and applications  
TOPIC NO5 Personality - concept, determinants, theories and applications  
TOPIC NO6 Learning – concept and theories of learning, reinforcement

**Unit-III**

TOPIC NO7 Team processes: Motivation – concept and theories of motivation  
TOPIC NO8 Group behaviour – concept, types of group, group development, group dynamics  
TOPIC NO9 Teams - types, creating effective teams; Conflict – concept, sources, types  
TOPIC NO10 management; Organizational power and politics

**Unit-IV**

TOPIC NO11 Organizational processes and Stress management  
TOPIC NO12 organizational structure – elements of organizational structure; organizational culture  
TOPIC NO13 organizational change – concept, resistance to change, managing resistance to change  
TOPIC NO14 Lewin's three- step model of change; Stress – sources, consequences and management Emotional intelligence

**Recommended Books:**

1. Robbins Judge and Vohra, Organizational Behaviour, Pearson, New Delhi.
2. Khanka S S, Organizational Behavior, S.Chand & Company Pvt. Ltd., New Delhi.

**Reference Books:**

1. Greenberg Jerald, Behavior in Organizations, PHI, New Delhi.
2. Parikh and Gupta, Organisational Behaviour, Mc Graw Hill, New Delhi.
3. Pareek Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi.
4. Aswathappa K., Organisational Behaviour, Himalaya Publishing House, New Delhi.
5. Luthans, F. Organizational Behavior, McGraw Hill Education.
6. Hersey Paul, Blanchard, Kenneth H and Johnson Dewey E. Management of Organizational Behavior: Leading Human Resources, Pearson Education.

**Subject :HUMAN RESOURCE MANAGEMENT:****Subject Code BBA204B****L T P**  
**4 - -**  
**Time: 3 hours****External Marks: 75**  
**Internal Marks: 25**  
**Total Marks: 100****Course Objective**

To help the students develop an understanding of the management of human resources and develop abilities and skills required to manage them.

Course Contents:

**Unit I**

TOPIC NO1 Human Resource Management – meaning, definition, objectives and scope of HRM  
TOPIC NO2 evolution of HRM, Difference between Personnel Management and HRM  
TOPIC NO3 HRM functions, role of personnel manager and HR manager  
TOPIC NO4 qualities of HR Manager

**Unit II**

TOPIC NO5 Job analysis: definition, process, methods of job analysis, Human Resource planning  
TOPIC NO6 concept, objectives, importance, and process of HRP  
TOPIC NO7 Recruitment: definition, objectives and sources of recruitment  
TOPIC NO8 Selection: introduction, selection process, difference between recruitment and selection

**Unit III**

TOPIC NO9 Training and Development: meaning, importance  
TOPIC NO10 process and methods of training. Internal mobility & separation, Career Planning  
TOPIC NO11 Introduction, Stages, Career Planning process, Career Management Mode.

**Unit IV**

TOPIC NO12 Performance Appraisal: meaning, purpose process and methods. Potential appraisal  
TOPIC NO13 Compensation: introduction, types and theories of compensation  
TOPIC NO14 HRIS (Human Resource information system) & Human Resource Accounting

**Recommended Books:**

1. S.S. Khanka, Human Resource Management , S. Chand & Company Pvt. Ltd., New Delhi.
2. Pravin Durai, Human Resource Management, Pearson , New Delhi
3. K. Aswathappa, Human Resource Management, Tata Mc Graw Hill. New Delhi

**Reference Books:**

- 1 P.Jyothi and D.N. Venkatesh, Pearson ,Noida
- 2 Ivancevich, Human Resource Management, Tata Mc Graw Hill. New Delhi
- 3 Gary Dessler& Biju Varkkey, Human Resource Management, Pearson, Noida.
- 4 BiswajeetPattanayak, , Human Resource Management, PHI Learning Pvt. Ltd.

**Note:**

1. A minimum of Three (03) and maximum of Eight (08) cases shall be discussed by the faculty
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

**Subject: BUSINESS LAW:****Subject Code BBA 206B****L T P****4 - -****Time: 3 hours****External Marks: 75****Internal Marks: 25****Total Marks: 100****Course Objective:**

The purpose of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India.

**Course Contents:****Unit-I**

TOPIC NO1 The Indian Contract Act: Nature and Kind of a valid Contracts; Offer and acceptance  
TOPIC NO2 Consideration; Contractual capacity of parties; Free consent of parties; void agreements  
TOPIC NO3 performance of contracts; breach of contract and discharge of contracts; Quasi-Contract

**Unit-II**

TOPIC NO4 The Sale of Goods Act: Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale  
TOPIC NO5 Formalities of a Contract of sale, Provisions relating to conditions and Warranties  
TOPIC NO6 Provisions relating to transfer of property or ownership  
TOPIC NO7 Provisions relating to performance of Contract of Sale - Rights of Unpaid, Seller – Rules as to Delivery of goods

**Unit-III**

TOPIC NO8 The Negotiable Instruments Act: Negotiable Instruments - Meaning, Characteristics, Types, Parties  
TOPIC NO9 Holder and holder in Due Course, Negotiation and Types of Endorsements  
TOPIC NO10 Dishonor of NegotiableInstrument - Noting and Protest, Liability of parties on Negotiable Instrument

**Unit-IV**

TOPIC NO11 Foreign Exchange Management Act, 1999 and Rules  
TOPIC NO12 Objective and Applicability of the Act, FEMA Vs FERA, Basic Terminology  
TOPIC NO13 Regulation and Management. IT Act 2000: Digital Signature - Digital Signature Certificate  
TOPIC NO14 Electronic Governance, Electronic Records, Certifying Authorities, Penalty & Adjudication

**Recommended Books:**

1. Kuchhal M.C. and ParkashDeepa, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
2. KapoorN. D., Mercantile Law including Industrial Law, Sultan Chand, New Delhi.
3. Shah S.M., Business Law for Managers, Sultan Chand, New Delhi.

**Reference Books :**

1. Kuchhal M.C. and Parkash Deepa, Business Legislation Management, Vikas Publishing House Pvt.Ltd.
2. KapoorN. D., Mercantile Law including Industrial Law, Sultan Chand, New Delhi.
3. Tulisian P.C., Business Law, TMH, New Delhi
4. Saleem, Shaikh, Business Environment, Pearson, New Delhi
5. Shukla M.C, A Manual of Mercantile Law, S.Chand, New Delhi.
6. Pillai R.S.N. and Bagavathi, Business Law, S.chand, New Delhi.

**Note:**

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by theinstructor at the time of launching the course.

**Subject : INDIAN BANKING SYSTEM:  
Subject Code BBA208B****L T P  
4 - -  
Time: 3 hours****External Marks: 75  
Internal Marks: 25  
Total Marks: 100**

**Course Objectives:** The learners would be able to acquire knowledge in Legal & regulatory framework of the banking system.  
**Course Contents:**

**Unit-I**

TOPIC NO1 An overview of banking sector-structure and growth; functions; Development of Banking in India  
TOPIC NO2 Reforms in Banking Sector: sources of bank funds; sources of bank incomes  
TOPIC NO3 Role of banking system in the economic growth and development  
TOPIC NO4 Importance of Banking system for financial inclusion

**Unit-II**

TOPIC NO5 Evolution of the Reserve Bank of India, Organization and Management of the RBI Functions of the RBI  
TOPIC NO6 NABARD- its functions and organization: Schedule Commercial Banks; Regional Rural Banks  
TOPIC NO7 Co-operative Banking; Private Banking & Foreign Banking  
TOPIC NO8 An overview of Non- Banking Financial Companies

**Unit-III**

TOPIC NO 9 An introduction of Banking Operations in India; Role and Importance of CIBIL for banks  
TOPIC NO10 CAMEL approach and disclosure requirement for bank's financial health  
TOPIC NO11RBI guidelines on KYC policy; Sources of liquidity risk  
TOPIC NO12 key principles for liquidity management; approaches of liquidity management  
TOPIC NO13 interest rate risk management concept and functions

**Unit-IV**

TOPIC NO14 Risk management and Basel-II; risk based capital standard and application of capital adequacy  
TOPIC NO15principles and objectives of credit management; Meaning and types of credit risk  
TOPIC NO16 Basel committee principles on credit risk; Sources of liquidity risk  
TOPIC NO17 key principles for liquidity management; approaches of liquidity management

**Recommended Books:**

1. IIBF, General Bank Management, McMillan Publication
2. Bhole L.M., Management of Financial Institutions TMH, New Delhi.

**Reference Books:**

1. Paul Juistin, Management of Banking and Financial Services, Pearson, New Delhi.
2. Credit Management, ICFAI press
3. Natarajan and Gorden -Banking Theory: Law and Practice -Himalaya publishing House. Mumbai
4. Tannan's Banking-Law & practice in India—(volume 1.11 & Ill) -Wadhava& company
5. **Note:**
  1. Latest editions of the suggested readings are to be referred.
  2. The list of cases and other specific reference material including recent articles will be given by theinstructor at the time of launching the course



Subject: **INTRODUCTION TO INFORMATION TECHNOLOGY:**  
Subject Code **BBA210B**

**L T P Credit**  
**3 - 2 4**

**External Marks: 50**  
**Internal Marks: 25**  
**Practical: 25**  
**Total Marks: 100**

**Time: 3 hours**

**Course objectives:**

The objective of this paper is to familiarize the student with the basic concepts of information technology, multimedia, HTML, web design and IT applications and with focus on today's business environment.

**Course Contents:**

**Unit-I**

TOPIC NO1 **Information Technology:** Basics, Prerequisites of Information  
TOPIC NO2 Introduction to IT and its development, Impact and Future of IT in Business Organisation  
TOPIC NO3 IT infrastructure: Evolution of systems, IT infrastructure management activities  
TOPIC NO4 challenges in IT infrastructure activities, Design issues with IT organizations

**Unit-II**

TOPIC NO5 **Multimedia and HTML:** Introduction to Multimedia, components  
TOPIC NO6 Multimedia anchoring tools, Multimedia applications in business, marketing and advertising  
TOPIC NO7 web applications of multimedia; HTML Basics  
TOPIC NO8 Understanding HTML, Structure of HTML Document; HTML tags  
TOPIC NO9 inserting images, creating hyperlinks, anchors, tables, forms and frames

**Unit-III**

TOPIC NO10 **Web Design and Technology:** Requirements of intelligent websites; Website planning process  
TOPIC NO11 Website organization; Useful and attractive web pages; Website and page development tools  
TOPIC NO12 Testing and maintaining a website; Evaluating web site performance

**Unit-IV**

TOPIC NO13 **Information Technology Applications:** Enterprise resource planning  
TOPIC NO14 concept, benefits and applications;  
TOPIC NO15 Supply Chain management – concept, supply chain decisions, principles of SCM  
TOPIC NO16 Data warehousing – concept, types of architecture, advantages, disadvantages and applications

**Recommended Readings:**

1. Choubey Kumar Manoj, Singhal Saurabh, IT Infrastructure and Management, Pearson Education, New Delhi.
2. Manish Mahajan IT Infrastructure & Management Acme learning
3. Rashi Agarwal Computer Organisation and Design, Acme learning
4. Faith Wempen, Microsoft Step by Step -HTML and XH, Prentice Hall of India, New Delhi
5. Burford, J.F.K., Multimedia Systems, Pearson Education, New Delhi
6. Dhan, T., Multimedia: Making It Work, TMH: New Delhi

**Reference Books:**

1. M.S. Dulawat & Sanjay Gaur, Introduction to Information Technology, Himanshu publications, New Delhi
2. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
3. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi
4. Margarete Levine Young, The complete reference, Internet millennium Edition, TMH
5. Molly, Using HTML 4, PHI, Delhi.
6. Basandra, Computer Today, Galgotia Publications, New Delhi

**Note:** Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

**Subject: BUSINESS RESEARCH METHODS**  
**Subject Code: BBA212B****L T P**  
**4 - -**  
**Time: 3 hours****External Marks: 75**  
**Internal Marks: 25**  
**Total Marks: 100****Course Objectives:**

To equip the students with the basic understanding of the research methodology. It will also provide an insight into the application of modern analytical tools and techniques for the purpose of better management decision-making.

**Course Contents:****Unit-I**

TOPIC NO1 Introduction: Concept of research and its applications in the various functions of management  
TOPIC NO2 Types of research. Problems and precautions to the researcher in India. Process of research  
TOPIC NO3 Steps involved in research process, Features of a good research study  
TOPIC NO4 Identification of research problem & formulation of research hypothesis  
TOPIC NO5 Defining the research problem and problem identification process  
TOPIC NO6 formulation of research hypothesis and its types

**Unit-II**

TOPIC NO7 Research Design: Features of a good research design  
TOPIC NO8 Exploratory Research Design – concept, types and uses  
TOPIC NO9 Descriptive Research Designs - concept, types and uses; Experimental Design: Conditions for making causal inferences  
TOPIC NO10 validity in experimentation: internal and external validity, types of experimental designs  
TOPIC NO11 Concept of Independent & Dependent variables, concomitant variable, extraneous variable  
TOPIC NO12 Treatment, Control group. Qualitative and quantitative research

**Unit-III**

TOPIC NO13 Data Collection: Classification of data, secondary Data: research applications of secondary data  
TOPIC NO14 benefits & drawbacks of secondary data, evaluation of secondary data & classification  
TOPIC NO15 Primary source of data collection: observation, focus groups, depth interviews  
TOPIC NO16 content analysis, projective techniques, Preparation of questionnaire and schedule  
TOPIC NO17 types of questionnaire, questionnaire design procedure & Precautions in preparation of questionnaire. Measurement & Scaling

**Unit-IV**

TOPIC NO18 Sampling considerations: sampling concept, sampling design, types, determination of sampling size  
TOPIC NO19 Data processing: Data editing, coding, Classification & tabulation of data. Analysis of data  
TOPIC NO20 Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis  
TOPIC NO21 Univariate and bivariate analysis of data

**Recommended Books**

1. Chawla D and Sondhi N., Research methodology Concepts & cases, Vikas publication.

**Reference Books**

1. Cooper & Schindler, Business Research Methods, TMH, New Delhi.
2. Saunders, Research Methods for Business Students, Pearson, New Delhi
3. Collis J and Hussey R., Business Research, Palgrave publication
4. Kothari C.R., Research Methods in Business & Social Sciences, Macmillan.
5. Bryman, Alan & Emma Bell, Business Research Methods, Oxford University Press.
6. Walliman, Nicholas, Social research methods, Sage Publications, New Delhi.
7. Dwivedi R.S., Research Methods in Behavioural Sciences, Macmillan.
8. Sekaran Uma, Research Methods for Business, Wiley Publications

**Note:**

1. Latest editions of the suggested readings are to be referred.

The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course

