

Bachelor of Business Administration (BBA)



Scheme & Syllabus for GEU DDOE

Program	Course Code	Course Name	Credit	Sem
B.B.A	BBA 201	Business Economics	4	2
B.B.A	BBA 202	Marketing Management	4	2
B.B.A	BBA 203	Financial Management	4	2
B.B.A	BBA 204	Human Resource Management	4	2
B.B.A	ENV 001	Environmental studies	2	2
Sem-2 Total Credit			18	

Syllabus

Business Economics

Programme	Bachelor of Business Administration
Semester	II
Course Title	Business Economics
Course Code	BBA201
Course Credit	4
Course Type	Core Theory Course

1. Course Summary

This course provides a basic understanding about the economic concepts, which have prominent role in taking vital business decisions. Students can gain knowledge about the working of the economic system and dimensions. They can also learn the reasons for price fluctuations and changes in consumer behavior. The overall learning of the business economics will help the students to understand the functioning of the business in a more elaborate way and thus help them develop analytical and decision-making capabilities.

2. Course Outcomes

After the successful completion of this course, the student will be able to:

CO1: Outline the basic concepts of economics and its application in business (L-1)

CO2: Elaborate various concepts, theories, and laws of business economics (L-2)

CO3: Apply the concepts of economics for taking decisions related to production, cost, and other business aspects (L-3)

CO4: Evaluate and analyze and the prices and outputs in different market structures. (L-4)

CO5: Assess the impact of current market and economic scenario on the business (L-5)

3. Course Contents

Sr. No	Unit contents	Unit Outcomes After the successful completion of the unit, the learner will be able to:
1	Unit 1: Introduction to Economics <ul style="list-style-type: none">• Definitions of economics• Wealth welfare growth and scarcity• Scope of economics• Nature of economics• Basic economic problems• Central problems of economy• Overview of Micro and Macro Economics	<ol style="list-style-type: none">1. Define economics from various dimensions.2. Explain the nature and scope of economics.3. Differentiate between micro and macroeconomics.
2	Unit 2: Introduction to Business Economics <ul style="list-style-type: none">• Definitions• Nature and scope of business	<ol style="list-style-type: none">1. Explain business economics.2. Elaborate the production curve and opportunity cost.

	<p>economics</p> <ul style="list-style-type: none"> • Circular flow of income • Production possibility curve and opportunity cost 	
3	<p>Unit 3: Demand Analysis</p> <ul style="list-style-type: none"> • Concept of demand • Factors affecting demand • Demand curve • Individual demand and Market demand • Movement versus shift in demand curve • Law of demand • Exceptions to the law 	<ol style="list-style-type: none"> 1. Explain demand and the factors affecting demand. 2. Explain the law of demand.
4	<p>Unit 4: Elasticity of Demand</p> <ul style="list-style-type: none"> • Types of elasticity of demand • Factors affecting elasticity of demand • Price elasticity of demand • Degrees of price elasticity • Measurement of price elasticity of demand 	<ol style="list-style-type: none"> 1. Identify the factors affecting elasticity of demand. 2. Identify the types of elasticity of demand. 3. Measure the price elasticity of demand.
5	<p>Unit 5: Supply and Elasticity of Supply</p> <ul style="list-style-type: none"> • Concept of supply • Factors affecting supply • Law of Supply • Movement vs shift in supply • Elasticity of supply 	<ol style="list-style-type: none"> 1. Explain supply and law of supply. 2. Measure the shift in supply.
6	<p>Unit 6: Introduction to Consumer Behavior</p> <ul style="list-style-type: none"> • Meaning of consumer behavior • Concept of utility • Cardinal vs ordinal approach • Total utility and Marginal utility analysis • Theory of Consumer Behavior • Law of diminishing marginal utility • Consumer surplus 	<ol style="list-style-type: none"> 1. Explain the consumer behavior through utility. 2. Understand the law of diminishing marginal utility. 3. Explain consumer surplus.
7	<p>Unit 7: Indifference Curve Analysis, Budget Line and Consumer Equilibrium</p> <ul style="list-style-type: none"> • Concept of indifference curve • Properties of indifference curve • Indifference map • Budget line and its meaning • Changes in budget line • Consumer equilibrium with indifference curve 	<ol style="list-style-type: none"> 1. Describe the indifference curve. 2. Describe the budget line. 3. Explain the consumer equilibrium with indifference curve.
8	<p>Unit 8: Production</p> <ul style="list-style-type: none"> • Meaning of productions • Factors of production • Input output relationship • Fixed and variable factors 	<ol style="list-style-type: none"> 1. Explain productions and its factors. 2. Differentiate fixed and variable factors.

	<ul style="list-style-type: none"> • Difference between short run and long run production 	
9	Unit 9: Theory of Production <ul style="list-style-type: none"> • Production function • Linear homogeneous production function • Total products • Average and marginal products 	<ol style="list-style-type: none"> 1. Describe the production function and its relationship with the production factors.
10	Unit 10: Laws of Production <ul style="list-style-type: none"> • Law of Variable Proportions and Returns to Scale • Law of variable proportions • Law of returns to scale • Law of increasing returns • Constant, Diminishing and Negative returns 	<ol style="list-style-type: none"> 1. Explain the law of variable proportions 2. Explain the law of returns to scale.
11	Unit 11: Cost Concepts <ul style="list-style-type: none"> • Meaning and types of costs • Explicit and Implicit costs • Fixed and variable costs • Opportunity cost and real cost • Social cost • External and private cost 	<ol style="list-style-type: none"> 1. Describe the types of cost 2. Differentiate between various types of cost
12	Unit 12: Short and Long Run Costs <ul style="list-style-type: none"> • Total, average, and marginal cost curves • Total fixed and total variable cost • Average fixed cost and average variable cost • Long run average cost curve • Average and marginal cost curve 	<ol style="list-style-type: none"> 1. Elaborate on the short run and long run cost 2. Explain the impact of various costs on the production
13	Unit 13: Economies and Diseconomies to Scale <ul style="list-style-type: none"> • Economies to scale • Diseconomies to scale • Isoquants and iso cost curves 	<ol style="list-style-type: none"> 1. Identify the economies and diseconomies to the scale 2. Explain the iso quant and iso cost curves
14	Unit 14: Market Analysis <ul style="list-style-type: none"> • Concept of Market • Forms of market • Features of various forms of market 	<ol style="list-style-type: none"> 1. Explain various forms of market along with its features
15	Unit 15: Pricing decisions under different markets: <ul style="list-style-type: none"> • Price and output decision under perfect competition • Monopoly pricing and price 	<ol style="list-style-type: none"> 1. Describe the pricing decisions in different market structures 2. Explain the market equilibrium and pricing strategy

	<p>discrimination</p> <ul style="list-style-type: none"> • Price and output decision under perfect competition • Pricing under oligopoly • Pricing under monopolistic competition 	
16	<p>Unit 16: Macro Economics Applied to Business</p> <ul style="list-style-type: none"> • Types of economic system and their impact • Stages in business cycle • Economic policies and its impact • Trends in national economy • Political and social environment 	<ol style="list-style-type: none"> 1. Explain the business cycles and its stages. 2. Explain the impact of macroeconomic factors on the working of business.

4. Course Articulation Matrix [CO-PO- PSO Map]

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2			2		1	2		2	3	3	2			
CO2		1		2		2	2		2	2	3	1			
CO3	3	3		1			3		3	3	2	2			
CO4		3		1	1		3		3	3	3	2			
CO5		3		2	2	2	2		3	2	3	2			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

a. Essential Reading

1. Course Self-Learning Material
2. Agarwal, S. K. (2018), *Business economics* S. Chand publication

b. Recommended Reading:

1. Mishra, J.P. (2022), *Business Economics* new ed., Sahitya Bhawan Publications, Agra
2. Andrew Ashwin, Mark Taylor and N. Gregory Mankiw, (2016), *Business Economics*, 2nd Ed., Cengage Learning EMEA

c. Magazines and Journals

1. Taylor and Francis Journal of Business economics and management
2. IJSERBEM – International Journal of Business Economics and Management.

d. Websites

1. <http://egyankosh.ac.in/>
2. <https://www.coursera.org/>
3. <https://www.nptel.ac.in/>

e. Other Electronic Resources

1. Course video lecture on Brightspace
2. [Online Economics Courses - AcademicEarth.org](https://www.academicearth.org/)
3. [Economic Analysis for Business Decisions | Sloan School of Management | MIT Open Courseware](https://ocw.mit.edu/courses/14-018-economic-analysis-for-business-decisions/)

Marketing Management

Program	Bachelor of Business Administration
Semester	2
Course Title	Marketing Management
Course Code	BBA202
Course Type	Core Theory Course

1. Course Summary

The aim of this course is to familiarize students with the functions of marketing in the organization, to equip them with an understanding of the Marketing Mix and create awareness about the critical issues emerging in Marketing. This course mainly intends to focus on the subject based on the Indian corporate experience, approach and cases.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Understand the dynamics of marketing in business. [L2]
- CO-2.** Critically evaluate the effect of micro & macro environment on marketing activities. [L5]
- CO-3.** Understand the importance of STP strategy for marketers. [L2]
- CO-4.** Analyze the product position in PLC and understand the strategies adopted by companies in respective stages. [L4]
- CO-5.** Recognize the role of intermediaries in the marketing activities of the company. [L2]
- CO-6.** Create strategies to promote a conducive business scenario for promoting international marketing [L6]

3. Course Contents

Sr. No	Units	Unit Outcomes
		After the successful completion of the unit, the learner should be able to:
1	Unit 1: Introduction to Marketing <ul style="list-style-type: none"> • Meaning and Definition • Nature, Scope, and Importance of Marketing • Evolution of Marketing • Marketing concepts 	<ol style="list-style-type: none"> 1. Acquire knowledge about the marketing concepts 2. Understand the scope and importance of marketing in today's competitive world
2	Unit 2: Marketing Environment <ul style="list-style-type: none"> • Micro and Macro Marketing Environment • Internal and External Factors- Demographic, Economic, Political, Legal, Socio-Cultural, and Technological Factors. 	<ol style="list-style-type: none"> 1. Understand different types of internal and external environments the company operates in.

3	Unit 3: Marketing Research <ul style="list-style-type: none"> • Introduction • Meaning • Significance. 	1. Understand the need for and importance of conducting marketing research
4	Unit 4: Consumer Behaviour <ul style="list-style-type: none"> • Meaning • Importance • Roles played by a consumer • Consumer Decision making Process • Factors influencing consumer behaviour 	1. Understand various factors that make the customers buy a product or service in the market
5	Unit 5: Market Segment and Strategy <ul style="list-style-type: none"> • Meaning, Definition • Levels of Market Segmentation • Basis for Segmenting Consumer Markets • Competitive strategies 	1. Understand the basic meaning and importance of market segmentation and strategies
6	Unit 6: Targeting <ul style="list-style-type: none"> • Meaning, Definition • Significance of Targeting 	1. Explain the effectiveness and importance of targeting customers
7	Unit 7: Positioning <ul style="list-style-type: none"> • Types • Significance of Positioning • Difference between Segmentation, Targeting, and Positioning (STP). 	<ol style="list-style-type: none"> 1. Acquaint knowledge about positioning a product in the market 2. Understand the difference between STP
8	Unit 8: Product Life Cycle <ul style="list-style-type: none"> • Concept of Product Life Cycle (PLC) • Stages of PLC • PLC marketing strategies. 	1. Acquaint knowledge about various stages involved in PLC
9	Unit 9: Product Decision <ul style="list-style-type: none"> • Product Classification • Product Line Decision • Product Mix Decision • New Product Development 	<ol style="list-style-type: none"> 1. Explain various classifications of Product 2. Understand the stages of new product development
10	Unit 10: Branding & Packaging <ul style="list-style-type: none"> • Branding as a concept • Features of a Good Brand • Meaning and Significance of Packaging and Labelling • Functions of Packaging & Labelling 	1. Understand the importance and purpose of branding, packaging & labelling
11	Unit 11: Pricing <ul style="list-style-type: none"> • Meaning • Need & importance of Pricing • Pricing Policies and Strategies • Determinants of Price • Pricing Methods 	<ol style="list-style-type: none"> 1. Understand the basic meaning and importance of pricing 2. Explain different techniques of pricing
12	Unit 12: Distribution	1. Understand the types of distribution channels

	<ul style="list-style-type: none"> • Meaning, features • Objective of distribution channels • Distribution channel planning • Functions performed by channel partners 	2. Learn about the various functions performed by channel partners
13	Unit 13: Marketing Channels & Intermediaries <ul style="list-style-type: none"> • Channel Functions • Channel Levels • Types of Intermediaries • Types of Retailers & Wholesalers 	1. Acquaint knowledge about different marketing intermediaries
14	Unit 14: Promotion Mix & Tools <ul style="list-style-type: none"> • Meaning & Definition of Promotion Mix • Types of Promotion Mix • Factors determining Promotion Mix • Various promotion tools 	1. Understand the concept of promotion mix 2. Explain various factors that determine the promotional tools 3. Understand in detail various promotion mix tools
15	Unit 15: Marketing of Services <ul style="list-style-type: none"> • Concept, Definition • Unique Characteristics of Services • Marketing Strategies for Service Firms – 7Ps. 	1. Understand in detail the concept of marketing of services
16	Unit 16: International Marketing <ul style="list-style-type: none"> • Growing importance of international marketing • Scope of international marketing • Challenges in international marketing 	1. Understand the growing dependence on International Marketing

4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	3	2	2						2	1		1			
CO-2	3	3	2						3			1			
CO-3	3	3	2	1						2					
CO-4	3	2	3	2						2					
CO-5	2	3	2	3											
CO-6	3	3	2	1						3		2			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

a. Essential Reading

1. Kotler, P. & Keller, K. L. – *Marketing Management*, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & U I Haq, E. – *Principles of Marketing*:

A South Asian Perspective, Pearson.

3. Ramaswamy, V. S. & Namakumari, S. – *Marketing Management: Global Perspective-Indian Context*, Macmillan Publishers India Limited.

b. Recommended Reading

1. R.S.N Pillai(2010), '*Marketing Management*, S Chand & Company Pvt Ltd
2. S Jayachandra (2004), '*Marketing Management- Text & Cases*' Excel Books

c. Magazines and Journals

1. Industrial Marketing Management-Volume 107
2. <https://www.jmmnews.com/welcome-to-the-jmm-blog/>

d. Websites

1. <https://www.coursera.org/>
2. <http://nptel.ac.in/>

e. Other Electronic Resources

1. Shodhganga
2. OER Content

Financial Management

Programme	Bachelor of Business Administration
Semester	2
Course Title	Financial Management
Course Code	BBA 203
Course Credits	4
Course Type	Theory and Practical

1. Course Summary

The goal of Financial Management is to introduce students to the financial challenges involved in estimating the financial resources needed by a firm, the mix of those resources, the sources and uses of money, and the advantages, risks, and costs associated with various methods of financing.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1. Remember the basic concepts of corporate finance[L-1]

CO-2. Understand evaluation techniques like NPV, IRR, PI and Payback Period[L-2]

CO-3. Apply the impact of dividend payout ratios[L-3]

CO-4. Ability to design the optimal capital structure and analyze its impact on DOL, DFL and DCL. [L-4]

CO-5. Familiarize students to evaluate capital structure theories and impact of D/E ratios on EPS and create reports by using various financial techniques. [L-5]

3. Course Contents

Sr.No	Units	Unit Outcomes
1	<p>Unit 1 -Introduction to Financial Management & its approaches:</p> <ul style="list-style-type: none"> • Nature of Financial Management • Objectives of Financial Management • Finance and related disciplines • Scope of Financial Management • Profit Maximization, Wealth Maximization– Traditional and Modern Approach • Functions of Finance: Investment Decision, Dividend Decision; Financial Decision. 	<p>After the successful completion of the unit, the learner should be able to:</p> <ol style="list-style-type: none"> 1. Define financial management. 2. Explain the objective and scope of financial management 3. Discuss Traditional and Modern approach of Management

2	<p>Unit 2- Time Value of Money:</p> <ul style="list-style-type: none"> • Concept of Time Value of Money • Significance of Time value • Present Value, Future Value, and Annuity. 	<ol style="list-style-type: none"> 1. Explain the concepts of Time value of Money 2. Describe the significance of Time value of Money 3. Discuss the differences between Present value, Future value and Annuity
3	<p>Unit 3- Risk & is Types:</p> <ul style="list-style-type: none"> • Meaning • Types of Risks, Systematic & unsystematic risk • Sources and measures of Systematic and unsystematic risk <p>Risk & Return Relationship:</p> <ul style="list-style-type: none"> • Historical return • Expected return • Absolute return • Holding period return • Annualized return • Arithmetic & geometric return. 	<ol style="list-style-type: none"> 1. Discuss the different types of Risk 2. Explain the sources and measures of Risk 3. Discuss Risk & Return relationship
4	<p>Unit 4- Capital budgeting:</p> <ul style="list-style-type: none"> • Meaning • Principles • Nature of capital budgeting; • Estimation of relevant cash flows and terminal value. 	<ol style="list-style-type: none"> 1. Define capital Budgeting 2. Explain the principles of capital budgeting 3. Discuss the nature of capital budgeting
5	<p>Unit 5– Capital Budgeting Methods or Evaluation Techniques:</p> <ul style="list-style-type: none"> • Accounting Rate of Return • Net Present Value • Internal Rate of Return & MIRR, • Net Terminal Value • Profitably Index Method. 	<ol style="list-style-type: none"> 1. Discuss the various methods of capital budgeting 2. Perform Accounting Rate of Return and Internal Rate of Return on capital budgeting techniques 3. Perform Net Present value and Net Terminal value on capital budgeting techniques
6	<p>Unit 6– Overview of Cost of Capital:</p> <ul style="list-style-type: none"> • Concept and Measurement of Cost of Capital, • Explicit and Implicit costs; • Components of Cost of Capital. 	<ol style="list-style-type: none"> 1. Explain the concept of cost of capital 2. Discuss the components in cost of capital 3. Explain the explicit and implicit cost

7	Unit 7– Computation of Cost of Capital: <ul style="list-style-type: none"> • Measurement of cost of capital • Cost of debt • Cost of perpetual debt • Cost of Equity Share • Cost of Preference Share • Cost of Retained Earning • Computation of overall cost of capital based on Historical and Market. 	<ol style="list-style-type: none"> 1. Explain measurement of cost of capital 2. Discuss cost of debt and cost of perpetual debt 3. Difference between Equity share and Preference share 4. Explain retained earnings
8	Unit 8– Capital Structure Decisions: <ul style="list-style-type: none"> • Introduction to Capital Structure • Approaches to Capital Structure Theories – Net in Approach • Net Operating Income approach • Modigliani-Miller (MM) Approach • Traditional Approach • Capital Structure, and Financial Distress • Trade-Off Theory. 	<ol style="list-style-type: none"> 1. Define capital Structure 2. Perform capital structure theory on Net in approach method 3. Perform capital structure theory on Net operating Income approach method 4. Discuss Trade-Off theory
9	Unit 9 - Dividend Policy Decisions: <ul style="list-style-type: none"> • Meaning of Dividends, • Dividend, and Capital; The irrelevance of dividends: General, MM hypothesis. • Relevance of dividends: Walter's model, Gordon's model. 	<ol style="list-style-type: none"> 1. Define Dividend Polices 2. Discuss the irrelevance of dividends -MM hypothesis 3. Perform Models of Dividend
10	Unit 10- Leverage Analysis: <ul style="list-style-type: none"> • Meaning and Types of Leverages • Operating Leverage • Financial Leverage • EBIT -EPS analysis • Combined Leverage 	<ol style="list-style-type: none"> 1. Define Leverage 2. Perform Operating , financial and combined leverages
11	Unit 11- Management of Cash: <ul style="list-style-type: none"> • Preparation of Cash Budgets (Receipts and Payment Method only) • Cash management techniques. 	<ol style="list-style-type: none"> 1. Prepare cash budgets 2. Explain the different techniques of ash budget
12	Unit 12- Receivables Management: <ul style="list-style-type: none"> • Introduction • Objectives of Receivables Management • Credit Policy • Cash Discount • Debtors Outstanding • Ageing Analysis 	<ol style="list-style-type: none"> 1. Define Receivable Management 2. Explain the objectives of Receivable Management 3. Discuss the concepts of credit policy, cash discount, Debtor Outstanding, Ageing Analysis
13	Unit 13- Working Capital Management: <ul style="list-style-type: none"> • Meaning • Concept of working capital, • Importance of adequate working capital and optimum working capital • Managing working capital 	<ol style="list-style-type: none"> 1. Define working capital Management 2. Explain the concepts of working capital Management 3. Discuss the cycles and

	<ul style="list-style-type: none"> • Working capital cycle • Working capital policy • Financing of working capital. 	<p>policies of working capital</p>
14	<p>Unit 14– Inventory Management:</p> <ul style="list-style-type: none"> • Meaning, • Role, and Techniques of Inventory Management, • ABC Analysis • Minimum Level • Maximum Level • Reorder Level • Safety Stock • EOQ, Determination of Working Capital. 	<ol style="list-style-type: none"> 1. Define Inventory Management 2. Explain the Role and Techniques of Inventory Management 3. Discuss the different techniques of inventory management
15	<p>Unit 15-Long term finance: Equity shares</p> <ul style="list-style-type: none"> • Introduction • Ordinary shares of Equity • Reporting of ordinary shares, • Features, • Pros and cons of equity financing public issue of equity, • Underwriting of issue, Private Placement <p>Right issue of Equity shares:</p> <ul style="list-style-type: none"> • Term and Procedure, • Pros and cons 	<ol style="list-style-type: none"> 1. Define Long Term finance 2. Discuss Pros and cons of Equity financing in public issue 3. Explain Right issue of equity shares 4. Explain pros and cons of Right issues of equity shares
16	<p>Unit 16-Long term finance: Preference shares debentures and term loan</p> <p>Preference Shares:</p> <ul style="list-style-type: none"> • Meaning, • Features, • Pros and cons of Preference shares <p>Debentures:</p> <ul style="list-style-type: none"> • Meaning Features, • Types of debentures • Pros and cons of debentures <p>Term Loan:</p> <ul style="list-style-type: none"> • Features of term loan • Repayment Schedule 	<ol style="list-style-type: none"> 1. Define preference share 2. Discuss pros and cons of preference share 3. Define debentures. Explain its features 4. Discuss the types of debentures 5. What is term loan 6. Explain features of term loan

4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8	PO9	PO1 0	PO11	PO12	PSO - 1	PSO - 2	PSO - 3
CO 1	1	2	1	-	-	1	-	1	-	-	1	1			
CO 2	-	-	-	2	-	1	1	-	2	-	-	-			
CO 3	1	2	1	1	-	-	-	-	1	-	2	1			
CO 4	1	1	2	1	2	1	2	1	-	1	-	1			
CO 5	-	-	-	2	2	-	-	-	1	1	-	-			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

1. Essential Reading

1. Course Self-Learning Material
2. Pandey I. M. (2009). Financial Management. Tenth Edition. Vikas Publishing House.

2. Recommended Reading

1. Khan M. Y. & Jain P. K. (2007). Financial Management, Fifth Edition, Tata McGraw Hill.
2. Chandra Prasanna (2012). Financial Management, Eighth Edition, Tata McGraw Hill.

3. Magazines and Journals

- 1.

4. Websites

1. <https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf>
2. <http://www.eiilmuniversity.co.in/downloads/Financial-Management.pdf>
3. <https://ddceutkal.ac.in/Syllabus/Financial-Management.pdf>
4. <https://www.managementstudyguide.com/financial-management.htm>

5. Other Electronic Resources

1. Course Video Lectures on I-Learn

Human Resource Management

Program	Bachelor of Business Administration
Semester	2
Course Title	Human Resource Management
Course Code	BBA204
Course Type	Core Theory Course

1. Course Summary

This course aims to create awareness of human resource concepts and the scope of human resource management. It encourages the learner to grasp the possible environmental challenges faced by today's human resources due to globalization and technological advancement. The role of human resource planning, job analysis, and Human Resource Information Systems in the strategic business environment are also highlighted here. Discussing the effective recruitment and selection techniques to understand the need for the right human resources at right time. Illuminate the learners on how to manage trade unions, employee grievances, and how to succeed in negotiating for their welfare.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1. Understand the significance of human resources in the organization.

[L-2]

CO-2. Analyzing changing environment of HR at domestic and international levels. [L-3]

CO-3. Evaluate the role of HR in gaining competitive advantage and formulation of policies. [L-5]

CO-4. Follow the standard recruitment and selection process and plan the training and development program effectively. [L6]

CO-5. Develop various employee development schemes to ensure the safety and overall welfare of human resources. [L-6]

3. Course Contents

Sr. No.	Chapters	Unit Objectives
1	Unit 1: Human Resource Management <ul style="list-style-type: none"> • Definitions of HRM, • Nature, Objectives, Scope, and Importance of HRM, • Evolution of Concept of HRM. • Concept of HRM • Functions, Roles, Skills & Competencies of an HR Manager. 	After the successful completion of the unit, the learner should be able to: <ol style="list-style-type: none"> 1. Understand the overview of Human Resource Management 2. Recognize the significance of HRM in organizations.

2	Unit 2: Human Resource Development (HRD) <ul style="list-style-type: none"> • Definitions of HRD • Goals and Challenges of HRD. 	3. List the concept, goals, and challenges of Human Resource Development.
3	Unit 3: The Changing Environment of Human Resource <ul style="list-style-type: none"> • Globalization, • Cultural Environment • Technological Advances • Work Force Diversity • Corporate Downsizing • Changing Skill Requirement • HRM Support for Improvement Programs Work-Life Balance. 	<ol style="list-style-type: none"> 1. Examine the changing HR environment 2. Understand the evolving concepts that are necessary to adapt to such an environment.
4	Unit 4: Role of Human Resource in Strategy Formulation: <ul style="list-style-type: none"> • Strategic Human Resource Management (SHRM) • Traditional HR vs. Strategic HR • HR role in Strategy Formulation & Gaining Competitive Advantage. • HRM issues in Indian Organizations. 	1. Discuss the role of HR in strategy formulation that assists organizations in gaining a competitive edge.
5	Unit 5: Human Resource Planning (HRP) <ul style="list-style-type: none"> • Introduction • Characteristics • Objectives • Importance • Process of HRP • Forecasting Demand & Supply of Human Resources. 	1. Understand the effectiveness of HRP on organizational functioning through forecasting the demand and supply of human resources.
6	<ul style="list-style-type: none"> • Unit 6: Human Resource Information System (HRIS): Meaning and Concept • Skill Inventories • Succession Planning. 	1. Recognize the need for HRIS and the concept of succession planning.
7	Unit 7: Job Analysis: <ul style="list-style-type: none"> • Introduction • Uses • Process • Methods of Job Analysis • Job Description & Job Specifications 	1. Describe the Job Analysis concept and its components.
8	Unit 8: Recruitment & Selection: <ul style="list-style-type: none"> • Introduction • Process and Methods of Recruitment: Internal & External Sources, E-Recruitment, Process of Selection, Orientation Process. 	<ol style="list-style-type: none"> 1. Understand the techniques adopted by companies for recruiting candidates (freshers/ experienced) 2. Explain the process of selection.
9	Unit 9: Training <ul style="list-style-type: none"> • Concept of Training • Need for Training • Systematic Approach to Training • Methods of Training. 	1. Describe the various methods of Training and their need in today's changing scenario.

10	Unit 10: Performance Management System <ul style="list-style-type: none"> •Concept •Uses of Performance Appraisal •Performance Management Methods •Factors that distort Appraisal •Appraisal Interview. 	1. Understand the ideology behind the performance management system.
11	Unit 11: Career Planning <ul style="list-style-type: none"> •Career Anchors •Career Life Stages. 	1. Understand the approach of Career Planning.
12	Unit 12: Compensation <ul style="list-style-type: none"> •Steps of Determining Compensation • Job Evaluation •Components of Pay Structure •Factors influencing Compensation Levels •Wage Differentials & Incentives •Profit Sharing, Gain Sharing, and Employee's Stock Option Plans. 	1. Understand the aspect of Compensation in HR.
13	Unit 13: Introduction Employees' Health and Security <ul style="list-style-type: none"> • Social Security • Health, •Retirement & Other Benefits. 	1. List the non-monetary benefits given by companies.
14	Unit 14: Industrial Relations <ul style="list-style-type: none"> •Introduction to Industrial Relations •Role of Trade Union •Types, Functions, Problems, •Industrial Dispute- Concept, Causes & Machinery for Settlement of Disputes. 	1. Summarize the role and functions of Trade Unions.
15	Unit 15: Grievance Handling <ul style="list-style-type: none"> •Concepts •Causes of Grievance •Grievance Redressal Machinery •Disciplinary Procedure. 	1. Display competence in Grievance handling.
16	Unit 16: Collective Bargaining <ul style="list-style-type: none"> •Concept •Types of Collective Bargaining •Process of Collective Bargaining •Problems associated with Collective Bargaining 	1. Discuss the concept of Collective Bargaining and its process.

4. Course Articulation Matrix (CO-PO-PSO Map)

	Program Outcomes (POs)												Program-Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	3	2							2			1			
CO-2	3	3							1						
CO-3	3	3				2	1	1		2					
CO-4	2			3			2	2	2						
CO-5	2	2		3				1	1		1	1			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

c. Essential Reading

1. K. Aswathapa (2012), 'Organisational behaviour', Himalaya Publication.
2. Stephen P Robbins, Timothy A Judge, Seema Sanghi, (2009), 'Organizational Behaviour', twelfth edition, Person.

d. Recommended Reading

1. P. Subba Rao, 'Organisational Behaviour', Himalaya Publishing House.
2. Luthans F, Organization Behaviour, McGraw Hill.

c. Magazines and Journals

1. Organizational Behaviour and Human decision process (Volume 172)

d. Websites

1. <https://www.coursera.org/>
2. <http://nptel.ac.in/>

e. Other Electronic Resources

2. Course Video Lectures

Course Code: ENV 001		Course Title: Environmental Studies (2 Credits)
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1 Understand the natural environment and its relationships with human activities. 2 Characterize and analyze human impacts on the environment. 3 Integrate facts, concepts, and methods from multiple disciplines and apply to environmental problems. 4 Understand the Important Environmental Issues, Management and legislation. 5 Project work/Assignment on recent environmental issues and reporting/ Review writing. 		
Sr. No	Units	Unit Objectives
1	<p>Unit 1: Environmental Science and Ecosystem Definition of Environmental Science, multidisciplinary nature, Objective, scope and importance.</p> <p>Concept of an ecosystem, structure and function, food chain, food web, energy flow, ecological pyramids, biogeochemical cycles, ecological succession,</p>	<ul style="list-style-type: none"> • Students will understand about the multidisciplinary nature of Environment Science • They will learn about the significance of Environment Science as a subject. • To impart knowledge to students about various concepts of Ecosystem • Students will learn the significance of ecosystem
2	<p>Unit 2: Types of an ecosystem Introduction, types, characteristic features, structure and function of the following ecosystem:</p> <ul style="list-style-type: none"> • Forest Ecosystem, • Grassland Ecosystem, • Desert Ecosystem, • Pond Ecosystem • Ocean Ecosystem 	<ul style="list-style-type: none"> • Students will understand the structure, function and characteristics of different Ecosystems • Students will know the importance of all these ecosystems
3	<p>Unit 3: Natural Resources: Forest, Water, Mineral Resources Renewable and non- renewable resources, Natural resources and associated problems:</p> <p>Forest resources: deforestation, case studies, Timber extraction and their effects on forests and tribal people.</p> <p>Water Resources: Use and over-utilization of surface and ground water, conflicts over water, dams – benefits and</p>	<ul style="list-style-type: none"> • Students will learn about natural resources • Students will analyse the impact of overexploitation of forest, water and mineral resources

	<p>problems, water conservation, rainwater harvesting</p> <p>Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p>	
4	<p>Unit 4: Natural Resources: Food, Energy and Land Resources</p> <p>Food Resources: World food problems, Changes in land use by agriculture and grazing, Effects of modern agriculture, Fertilizer/ pesticide problems, Water logging and salinity</p> <p>Energy Resources: Renewable/ non-renewable, Use of Alternate energy sources, Case studies</p> <p>Land resources: Land as a resource, land degradation, soil erosion and desertification</p> <p>Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.</p>	<ul style="list-style-type: none"> • Students will be able to analyse the impact of overexploitation of food, energy and land resources • They will come to know about the ways for the conservation of natural resources
5	<p>Unit 5: Biodiversity</p> <p>Definition of biodiversity, levels of biodiversity, value of biodiversity, threats to biodiversity (habitat loss, poaching of wildlife, man-wildlife conflicts), Biodiversity at global, national and local levels, India as a biodiversity nation, biogeographical classification of India, hotspots of biodiversity, Endangered and endemic species of India, Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.</p>	<ul style="list-style-type: none"> • Students will get knowledge about biodiversity and ways to conserve it • Students will come to know about the role of biodiversity on environment
6	<p>Unit 6: Environmental Pollution</p> <p>Definition, causes, effects and control measures of Air Pollution, water pollution, soil pollution, marine pollution noise pollution, thermal pollution, nuclear hazards. Solid waste Management: causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, pollution case studies</p> <p>Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, pollution case studies</p>	<ul style="list-style-type: none"> • Students will understand about different types of pollution • Students will be able to know about the impact of pollution on environment • Students will learn about various types of solid waste • They will learn the ways of disposal of solid wastes
7	<p>Unit 7: Important Environmental and Social Issues</p>	<ul style="list-style-type: none"> • Students will be able to know about the environmental and

	Climate change, global warming, acid rain, Ozone layer depletion, nuclear accidents and holocaust. Case studies. Sustainable development, Resettlement and rehabilitation of people (its problems and concerns, case studies), Disaster management: floods, earthquake, cyclone and landslides.	<p>social issues</p> <ul style="list-style-type: none"> • Students will also be able to know about the impacts of environmental and social issues • Students will be able to suggest the measures to reduce impact of disaster
8	<p>Unit 8: Environmental Legislations</p> <ul style="list-style-type: none"> ▪ Environment Protection Act, ▪ Air (Prevention and Control of Pollution) Act ▪ Water (Prevention and Control of Pollution) Act ▪ Wildlife Protection Act ▪ Forest Conservation Act, <p>Issues involved in enforcement of environmental legislation, Public Awareness</p>	<ul style="list-style-type: none"> • Students will come to know about the laws that are implemented to save the environment. • Students will also come to know about the guidelines and penalties of various Environmental Laws

Text Book(s)

- 1 Joseph K. & Nagendran R.: Essentials of Environmental studies; Pearson Edition
- 2 Srivastava Smrti: Environmental Studies; Katson books.
- 3 Deswal, S. & Deswal A.: A Basic Course in Environmental Studies; Dhanpat Rai & Co.

Reference Book (s)

- 1 Santra S. C., Environmental Science; Central Book Agency.
- 2 Bharuch Erach, Textbook for Environmental Studies, University Grants Commission, New Delhi. 2004.