

Course Code: BBA201		Course Title: Organisational Behaviour	
Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behaviour among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behaviour. The outcome of the course will be as follows: - To provide knowledge about Organisational Behaviour. - To provide knowledge about individual and group behaviour. - To give an overview about change in organization and QWL.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
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.		11
II	Individual Behaviour: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.		12
III	Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behaviour: 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.		12
IV	Management of Change: Change and Organisational development, Resistance to change, approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.		10
Suggested Readings: 1 Bennis, W.G., Organisation Development Breech Islwar, Oragnaistion-The Framework of Management Dayal, Keith, Organisational Development Sharma, R.A., Organisational Theory and Behavior Prasad, L.M., Organisational Behavior			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: Organisational Behavior by Dr. NilamPanchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>			

Course Code: BBA 202		Course Title: Business Finance
Course outcomes: The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows: - To provide knowledge about business finance and investment decisions. - To provide knowledge about financing and dividend decision. - To give an overview about working capital.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	14
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	11
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.	11
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	9
Suggested Readings: 1. Maheshwari S.N., Financial Management 2. Khan and Jain, Financial Management 3. Singh H.K., Business Finance		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		
Suggested equivalent online courses: Organisational Behavior by Dr. NilamPanchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>		

Course Code: BBA203		Course Title: Human Resource Management
Course outcomes: The basic objective of this course is to help the students to acquire the knowledge about the human itself & to develop decision making skill in relation to managing people in the organization. The outcome of the course will be as follows: - To provide knowledge about the concept of human resource. - To explain how to plan for human resource. - To give insights on human resource development - To help in HR decision making.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Concept, nature, scope and significance of Human Resource Function in modern organizations. Human Resource Management in a changing environment, corporate objectives and Human Resource Development.	11
II	Human Resource Planning: Quantitative and Qualitative dimensions, Work load analysis, Work force analysis, Job Analysis, Recruitment, Selection, Placement, Induction, Transfer, Promotion, Demotion, and Discharge. Career and Succession Planning.	11
III	Development of Human Resource: Nature and objectives, Scope of Training and Development, Needs for Managerial and Non-Managerial personnel, Techniques of training and their evaluation, Performance appraisal and potential evaluation.	14
IV	Compensation Management: Job evaluation, Wage Determination, Incentive Plans, Industrial Relations Concept, Machinery for settlement of Industrial Disputes in India, Changing role of trade unions in the globalized scenario.	9
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: Human Resource Development, by Kailash B L Srivatava, <i>Indian Institute of Technology (IIT), Kharagpur</i> via SWAYAM.		

Course Code: BBA 204		Course Title: Marketing Theory and Practices
Course outcomes: The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows: - To provide knowledge about Marketing Theory and Practices. - To provide knowledge about market segmentation and marketing mix. - To give an overview about marketing research.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	11
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	11
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	13
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	10
Suggested Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA 205		Course Title: Business Mathematics
Course outcomes: The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows: - To provide knowledge about Mathematics and its use in business. - To make able about mathematical calculations. - To learn about the use of set theory and calculus in business.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=45
I	Matrix: Definitions, types, algebra of matrices, multiplication, transpose, determinants, properties of determinants, Cramer's rule, Adjoint, inverse of a matrix.	13
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic,	12
III	Quadratic and Simultaneous Equations- Methods for solution, Nature of roots, simultaneous equation in two unknowns, simultaneous equations in three or more than three unknowns.	11
IV	Logarithms: Calculation of logarithm of a number, antilogarithm, Profit & Loss, Simple Interest & Compound Interest.	9
Suggested Readings: 1. Mehta & Madnani, Mathematics for Economics 2. Mongia, Mathematics for Economics 3. Zamiruddin, Business Mathematics 4. Raghav achari, Mathematics for Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA 206		Course Title: Production and Operations Management	
Course outcomes: This course is designed to acquaint the students with decision making in planning, scheduling and control of Production/Operation function and the effective acquisitions, storage and flow of materials in both manufacturing and service organizations so as to achieve total productivity.The outcome of the course will be as follows: - To provide knowledge about product transformation. - To provide knowledge about plant location and layout. - To give an overview about production planning and quality management.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics	No. of Lectures Total=45	
I	Transformation process model: Inputs, process and outputs; Classification of operations; Responsibilities of Operations Manager; New Product Development, Selection and Design of Product/ Services.	13	
II	Plant location, Process types in manufacturing: Project, job, batch, line, mass, continuous; Process types in services: Professional services, services shops, mass services, Layout planning.	12	
III	Production planning techniques for various process choices, techniques of production control aggregate planning techniques, Purchase Management, Material Requirement Planning, Inventory Management, JIT, Material handling, Store management.	11	
IV	Quality assurance; Total quality management (TQM) model, concept of Six Sigma and its application, Introduction to Work Study; Method study; Work measurement, Maintenance and types	9	
Suggested Readings: - Adam, Everett E. and Ebert, Ronald J. <i>Productions and Operations Management: Concepts Models and Behaviour</i>. Prentice Hall of India, New Delhi.. - Buffa Elwood S. and Sarin Rakesh K. <i>Modern production/Operations Management</i>. Jhon Wiley, New York. - Chase, R.B. and Aquilano, JJ. <i>Production and Operations Management</i>. Richard D. Irwin Homewood, Illinois - Dobler, Donald W and Lee, Lamer. <i>Pruchasing and Materials Management</i>. McGraw Hill New York. - McClain, John O. and Joseph, Thoms L. <i>Operations Management: Production of Goods and Servies</i>. Prentic Hall of India, New Delhi. - Muhlemann, Alan; Oakland, John and Lockyer, Keith. <i>Production and Operations Management</i> Macmillan India, New Delhi.. - Shroeder, Roger G. <i>Operations Management</i>. McGraw Hill, New York. - Starr Martin K. <i>Managing Production and Operations</i>. Prentice Hall Englewood Cliffs, N.J.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: Production management by Dr. NilamPanchal, <i>B K School of Business Management, Gujrat University via SWAYAM</i> .			