

Program: BBA
Semester: Third
Course: Labour Laws

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Course Code: 11.201

Course Objective:

- To understand the nature and scope of labor laws the rationale of labor laws in organizations and international labor organization visa-viz the labor laws in India and Managing employee relations at work.
- It will critically analyze the legal rules and institutions which regulate relationships using theoretical, contextual and historical perspectives.

Unit I

Legislative History; Broad Outline of Indian Labour Laws; International Labour Laws: Indian Context; Organized and Unorganized Sector; Disputes Settlement Machinery. Legal Framework & Evolution of Labour Laws in India. Laws Regulating Establishment Factories Act, 1948, Mines Act, 1952, Plantations Labour Act, 1951.

Unit II

Laws Relating to Remuneration: Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Equal Remuneration Act, 1976. Laws Relating to Industrial Relations: Industrial Disputes Act, 1947, Industrial Employment (Standing Orders) Act, 1946, Trade Unions Act, 1926.

Unit III

Laws Relating to Social Security: Workmen's Compensation Act, 1923, Employees' State Insurance Act, 1948, Employees' Provident Funds & Misc. Provisions Act, 1952, Maternity Benefit Act, 1961, Payment of Gratuity Act, 1972.

Unit IV

Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM;

Suggested Reading:

1. Workmen's Compensation Act, Aiyer&Aiyer, Sitaraman& Co.
2. Law of Employees' Provident Fund, Chaturvedi R G, Bharat Law.
3. Commentary on Workmen's Compensation Act, Chaudhry R N, Sitaraman& Co.
4. Commentaries on Industrial Employment, Desai K M, Sitaraman& Co.

Program: BBA
Semester: Third
Course: RESEARCH METHODOLOGY

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Course Code: 11.202

Course Objective:

- To identify the overall process of designing a *research* study from its inception to its report.
- Students should be familiar with ethical issues in educational *research*, including those issues that arise in using quantitative and qualitative *research*.
- To assess critically the following methods: literature study, case study, structured surveys, interviews, focus groups, participatory approaches,

Unit I

Introduction to research: Definition, scope, limitations and types. Objectives of research, process of research, research method vs research methodology, research designs and its types.

Unit II

Collection of data, types, primary & secondary methods. Scaling: meaning of scaling, classification, basis, important scaling techniques, rating scales & ranking scales.

Unit III

Scale construction techniques, designing questionnaire, tabulation, coding, editing. Population and samples, types and techniques of sampling, probability sampling, Introduction to hypotheses.

Unit IV

Interpretation, Report writing and presentation

Suggested Reading:

1. Research Methodology C.R. Kothari
2. Research Methodology K.V. Rao
3. Research Methodology- PanneerSelvam, (Prentice Hall of India, Edition 2008)
4. Research Method for Behavioural Sciences – Gravetter. Fedrick, (Cengage Learning)
5. Marketing Research - Beri G.C , (Tata McGraw Hill, 4th Edition)

Program: BBA
Semester: Third
Course: LEGAL ASPECTS OF BUSINESS

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Course Code: 11.203

Course Objective:

- Explain the basic concepts and structure of the Indian legal system.
- Describe how law and regulations apply to business and the economy.
- Recognize business situations that require legal counsel.
- Interpret and form contractual relationships in business.
- Identify remedies for breach of contract.

Unit I

Indian Contract Act, 1872 (Fundamental Knowledge): Introduction, Essentials of Valid Contract, Discharge of Contract, Remedies for Breach of Contract; Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit II

Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, difference between transfer of property and possession, Rights of an unpaid seller.

Unit III

The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque.

Unit IV

The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, , , Directors, Managing Directors- their Appointment, Qualifications, Powers

Suggested Reading:

1. *Legal Aspects of Business, Pathak, Akhileshwar, (2009), 4th Edition, McGraw Hill Education.*
2. *Business Law, Kuchhal, M. C., (2006), Vikas Publishing House, New Delhi.*
3. *Company Law, Singh, Avtar, (2006), Eastern Book Co. Lucknow, Bharat Law House, Delhi*
4. *Company Law, Bagrial, Ashok, (2008), Vikas Publishing House.*
5. *Elements of Mercantile Law, Kapoor, N. D., (2006), Sultan Chand & Sons, New Delhi.*
6. *Guide to the Companies Act A.Ramaiyya, , 16th edition, Lexis NexisButterworths*

Program: BBA
Semester: Third
Course: FINANCIAL MANAGEMENT I

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Course Code: 11.204

Course Objective:

- To understand the nature and scope of financial management, its objective and importance, different financial decisions and role of finance in an organization.
- Learn the concept of Time value of money and its utility in finance in risk return framework.
- Analyze and evaluate various investment alternatives and strategies and match them with specific client needs

Unit I

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Financial manager's role; Financing decisions; Profit Maximization vs. Wealth Maximization.

Unit II

Capital Budgeting: Meaning, importance and nature and importance of investment decisions; Pay back methods; rate of return method; Net Present value method; Internal rate of return method; Profitability index method, Payback, ARR

Unit III

Time value of money: Time preference for money, future value

Unit IV

Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach. leverage, financial, operating and combined leverage

Dividend Policy & Practice: Issues in Dividend Policy, Dividend theories-Walter's model, Gordon model, M.M. Approach, Factors influencing dividend decision.

Long Term Finance:- Shares, Debentures, term loans

Suggested Reading:

1. Financial Management ,I.MPandey: Vikas Pub.
2. Financial Management ,Prasanna Chandra: TMH.
3. Financial Management - R P Rustagi ,(Galgotia, 2000, 2nd revised ed)
4. Financial Management – Khan.M.Y and Jain P.K ,(Tata McGraw Hill, 3rd Ed.)
5. Corporate Finance –Theory & Practice – Damodaran,Aswath (John Wiley, 1st Ed)

Program: BBA
Semester: Third
Course: Communication and Soft Skills

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Course Code: 40B.201

Course Objective:

- To enhance Leadership – assessing the requirements of a task, identifying the strengths/weaknesses within the team, utilising the diverse skills of the group to achieve the set *objectives*.
- To improve *Communication* – demonstrating clear briefing and listening /speaking skills.
- To make them realize that effective *communication* and interpersonal skills are crucial to increase employment opportunities and to compete successfully in the business environment.
- The *course* aims to cause a basic awareness about the significance of *soft skills* in professional and inter-personal *communications and* facilitate an all-round development of personality. Hard or technical skills help securing a basic position in one's life and career. But only *soft skills* can ensure a person retain it, climb.

UNIT-1 COMMUNICATION SKILLS

- Introduction
- Role of Communication in Today's World
- Objective of Communication
- Process of Communication
- Elements of Communication
- Essentials of Communication
- Barriers/ Factors Inhibiting Communication
- Flow of Communication
- Verbal Mode of Communication

Unit -2 COMMUNICATION NETWORK

- Non Verbal Mode of Communication
- Kinesics/Body Language, proxemics , chronemics, para lingual
- Style in Technical Communication
- Communication Skills; Reading, Writing, Speaking, Listening & Talking

Unit -3 GRAPHICS

- Introduction
- Planning of Graphics
- Placing of Graphics
- Construction of Graphics
- Types of Graphics(textual ,visual, tables, bar Charts, pie charts, line charts, organizational charts, flow charts, maps & Pictographs)

Unit -4 TELEPHONIC CONVERSATION SKILLS

- Introduction
- Stages in Telephonic Conversation
- Listening & Speaking Skills
- Telephonic Skills
- Problems in Telephonic Conversation
- Intensive Listening

Suggested Books & Readings:

1. Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi
2. Swets, Paul. W. 1983. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*. Prentice Hall Press. New York
3. Lewis, Norman. 1991. *Word Power Made Easy*. Pocket Books
4. Sen, Leena. *Communication Skills*; Eastern Economy Edition
5. Ghanekar, Dr. Anjali. *Essentials of Business Communication Skills*; Everest Publishing House
6. David Green. *Contemporary English Grammar, Structure & Composition*; MacMillan
8. Dictionary; Oxford
9. Dictionary; Longman

Program: BBA
Semester: Third
Course: Disaster Management
Course Code: 14B.201

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Course Objective:

- Develop an understanding of the key concepts, definitions a key perspectives of All
- Hazards Emergency Management
- Understand the Emergency/Disaster Management Cycle
- Have a basic understanding for the history of Emergency Management
- Develop a basic under understanding of Prevention, Mitigation, Preparedness, Response and Recovery
- Develop a basic understanding for the role of public a private partnerships.

Unit I

Understanding Disasters: Understanding the concepts and definitions of disaster, hazard, vulnerability, risk, importance, dimensions & scope of Disaster Management, Disaster Management cycle and disaster profile of India.

Unit II

Types, Trends, Causes, Consequences and Control of Disaster: Geological Disasters (earthquakes, landslides, tsunami, mining); Hydro-Meteorological Disasters (floods, cyclones, lightning, thunder-storms, hail storms, avalanches, droughts, cold and heat waves); Biological Disasters (epidemics, pest attacks, forest fire); Technological Disasters (chemical, industrial, radiological, nuclear, bomb threat, explosion) and Man-made Disasters (building collapse, rural and urban fire, road and rail accidents, nuclear, radiological, chemicals and biological disasters; terrorist attack, , sudden shooting); Global Disaster Trends–Emerging Risks of Disasters–Climate Change and Urban Disasters; Financial emergency(risk of eviction, risk in arrears, sudden health emergency, family emergency, unexpected loss of income).

Unit III

Prevention and Mitigation of Disaster :Disaster Mitigation: meaning and concept, Disaster Mitigation Strategies Emerging Trends in Disaster Mitigation, Mitigation management, Role of Team and Coordination. Disaster Preparedness: Concept & Nature, Disaster Preparedness Plan, Preventions. Roles & Responsibilities of Different Agencies and Government, Technologies for Disaster Management. Early Warning System; Preparedness, Capacity Development; Awareness during Disaster.

Unit IV

Applications of Science and Technology for Disaster Management & Mitigation: Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development, Regulations, Disaster Safe Designs and Constructions, Structural and Non Structural Mitigation of Disasters.

Suggested Reading:

1. Disaster Management- J. P. Singhal, Laxmi Publications.
2. Disaster Management - Dr. Mrinalini Pandey, Wiley India Pvt. Ltd.
3. Disaster Science and Management- Tushar Bhattacharya, McGraw Hill Education (India) Pvt. Ltd.

Program: BBA
Semester: Third
Course: BUSINESS ENVIRONMENT

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Course Code: 11.205

Course Objective:

- To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business.
- Student should be able to outline how an entity operates in a business environment.
- Describe the key components of the business environment that vary across countries

Unit I

Objectives and Purpose of Organization: Introduction to Organization; Business Environment; Aims of Organization; Corporate Mission; Stakeholders; Responsibilities of Organization; Social Responsibilities of Organization; Business Ethics.

Unit II

Local and National Economy: Economic Systems; the Role of State Government; Introduction to Government Policies; Economic Planning; Development Planning Framework; New Economic Policy; Globalization; Foreign Investment Policies; EXIM Policy; FERA/FEMA

Unit III

External Market Forces: Introduction to Types of Markets; Market Forces; Supply and Demand; Economies of Scale; Growth of Organizations; Impact of Technology; Labor Market; Competition and Opportunities.

Unit IV

International Dimensions and Environmental Issues: Introduction to Global Environment; International Monetary Fund (IMF); World Bank; Asian Development Bank (ADB)/UNCTAD; World Trade Organization (WTO); World Trade Organization (WTO) and INDIA; Intellectual Property Rights (IPR); Environmental Norms and Acts.

Suggested Reading:

1. Indian Economy, DuttRuddar and KPM Sundharam; S. Chand & Company Ltd.
2. Essential of Business Environment; Aswathappa. K, Himalaya Publishing House.
3. Economic Environment of Business; Adhikary. M; S. Chand & Sons.
4. Business Economics: Decision Making and The Firm, David Brewster, Dryden Press, 1997
5. International Business: A European Perspective; Dawes .B, Stanley Thornes.
6. The Macro Economic Environment; Dunnett. A; Longman