

Program: BBA
Semester: First
Course: ORGANISATION BEHAVIOUR
Course Code: 11.101

L	T	P	C
4	0	0	4

Course Objectives:

- It help the students with a better understanding of organization behavioral processes and thereby enable them to function more effectively in their present or future roles as managers.
- It will explain the concept to analyze and compare different models used to explain individual behavior related to motivation and rewards.
- Analyze the behavior of individuals and groups in organizations' in terms of organizational behavior theories, models and concepts.

Unit I:

Evolution of Organizational Behavior Nature of Organizational Behavior (OB): Definition, Features, Purpose, Importance and its Difference from other Disciplines. Historical Development of OB: Scientific Management, Human Relations Approach and Contemporary Approaches (System and Contingency). Contributing Disciplines to the OB Field: Psychology, Sociology, Anthropology, and Political Science.

Unit II:

Behavior of Individuals Ability: Learning: Nature, Theories in Learning: Classical, Respondent, Operant, Cognitive and Social, Applications of Learning Principles in Organizations; Job: Perception: Nature of Perception, Process of Perception, Social Perception, Applications in Organizations. Motivation: Nature of Motivation, Types of Motives, Theories of Motivation; Content and Process; Organizational Applications. Personality: Nature, Theories in Personality Development: Trait, Stage, Cognitive Theories; Personality and Organization Fit.

Unit III:

Group Dynamics Group Behavior: Defining and Classifying Groups, Stages of Group Development, Group Decision Making, Merits and Demerits, Techniques; Understanding Work Teams; Types of Teams; Creating Effective Teams. Leadership: Styles of Leadership, Theories in Leadership: Trait Theories, Behavioral Theories, Contingency Theories (Fiedler's Theory; Hersey and Blanchard Theory).

Unit IV:

Introduction, Nature and Functions of Organizational Culture; Conflict: Functional vs. Dysfunctional Conflict, Sources, Types of Conflict: Individual, Group, Organizational Conflict, and Conflict Resolution.

Suggested Reading:

1. OrganizationBehavior L.M. Prasad, Sultan Chand & Son
2. Behavior in Organizations, Greenberg J and Baron RA, PHI.
3. Organizational Behavior, Luthans F, Tata McGraw Hill.

Program: BBA

Semester: First

Course: PRINCIPLES OF MANAGEMENT

Course Code: 11.102

L	T	P	C
4	0	0	4

Course Objectives:

- To explain management principles and its uses in business operations.
- It will be helpful in defining management and its various functions and its role in decision making
- It will be helpful in identifying relevant issues in the field of management.

Unit I

Management and its various functions: Definition, nature, scope and function of management, organizational objectives, management by objective.

Evolution of management thoughts and Thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioral approach, Systems approach, Contingency approach.

Unit II

Planning: Nature, Scope and objectives of planning, types of Plans, steps in planning, Business forecasting. Decision making: Importance, types, process of Decision making

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span

Unit III

Departmentation: Definition, Departmentation by function, territory, product/service, and customer group and. Authority: definition, types, responsibility and accountability. Delegation: Definition, steps in delegation, obstacles to delegation and their elimination. Centralization Vs De-Centralization.

Staffing: definition, manpower management, factors affecting staffing, selection process, techniques, performance appraisal, Communication: importance, process, barriers and breakdown of communication.

Unit IV

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices, Social responsibility and business ethics

Suggested Reading:

1. Essentials of Management, Harold Koontz & Weirich: (Tata McGraw Hill)
2. Principles & Practices of Management, L.M. Prasad, Chand
3. Management, Stephen Robbins, INS Pub.

Program: BBA

Semester: First

Course: Basic Accounting

Course Code: 11.104

L	T	P	C
4	0	0	4

Course Objectives:

- To understand the basic principles of accounting and their application in business.
- It help the students to make familiar with generally accepted accounting principles of financial accounting and their application in business organization

Unit 1: Introduction to Financial Accounting

Introduction; Scope and Objectives; Branches of Accounting; Accounting Principles and Standards.

Unit 2: Financial Accounting Framework

Journalizing Transactions: Recording of Transaction, Advantages of Journal, Classification of Accounts and its Rules, Compound Entries; Ledger: Introduction, Posting and its Rules; Trial Balances: Trial Balance Preparation, Errors Disclosed by Trial Balance, Methods of Allocating Errors in Trial Balance.

Unit 3: Bank Reconciliation Statement & Error and their Rectification

Meaning, special feature and objective, format and preparation according to balance method, total method and total and balance method.

Types of errors, rectification of errors of omission, errors of commission, compensating errors, errors of principle, errors in the subsidiary books.

Unit 4: Depreciation & Bills of Exchange

Definition, characteristics, parties-drawer, drawee and payee, specimen explanations of the constituents of bills of exchange, days of grace, and calculation of due date difference between bills of exchange and promissory notes, payment, discounting, endorsement and sending the bill for collection, retiring the bill under rebate, dishonor of bill. Meaning, definition, obsolescence, depletion, amortization, fluctuation, Causes of depreciation, factors affecting depreciation, methods of providing depreciation, accounting treatment, fixed and reducing installment system their advantages and change in method.

Suggested Readings:

1. Accounting for Management, Maheshwari. S.N (2009). 2nd Edition. Sultan Chand & Sons
2. BASIC Accounting, M.Y.Khan and P.K.Jain (2010) 5th Edition, Tata Mc Grew Hill.
3. Financial Accounting- Dr. Sanjeev Sharma, 1st Edition 2012), Sharma Publication.

Program: BBA
Semester: First
Course: BUSINESS ENVIRONMENT
Course Code: 11.106

L	T	P	C
4	0	0	4

Course Objectives:

- 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:

Business Environment: An Introduction-Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment

Economic Environment: Introduction, Economic Environment of Business, the Global Economic Environment, Economic Policies, Business and Economic Policies

Unit II:

Socio Cultural Environment: Introduction, Business and Society, Business and Culture, Indian Business Culture, Culture and Organizational Behavior

Political Environment: Introduction, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy, Business Risks Posed by the Indian Political System

Unit III

Privatization: Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization

Globalization: Introduction, Meaning of Globalization, Future of Globalization, Organizations to facilitate globalization

Unit IV:

Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India

Suggested Reading:

1. Francis Cherunilam, *Business Environment-Himalaya Publishing House, New Delhi*
2. Aswathappa, *Essentials of Business Environment, Himalaya Publishing House, New Delhi*
3. MISHRA AND PURI, *Indian Economy, Himalaya Publishing House, New Delhi*
4. *Business Environment Raj Aggarwal Excel Books, Delhi*
5. *Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi*
6. *Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers.*
7. *Economic Environment of Business – M. Adhikary, Sultan Chand & Sons.*

Program: BBA
Semester: First
Course: COMPUTER FUNDAMENTALS
Course Code: 11.103

L	T	P	C
3	2	0	4

Course Objectives:

- To understand the applications of computers in the modern business.
- It help the students to understand and learn the basics of *computer* how to operate it, to make familiar with the part and function of *computer*, its types.
- It will be helpful in understand the meaning and basic components of a *computer* system,; define and distinguish Hardware and Software components of *computer* system.

Unit 1: Introduction to Computer Systems

Introduction: Evolution of Computers, Characteristics, Classification Generations; Computer Architecture: Components of Computer Systems (I/O Devices); Computer Memory; Data Representation

Computer Software

Introduction to Software: Relation Between Hardware Software, Application Software; Software Development chart

Unit 2: Operating Systems

Operating System: Functions of OS, Measuring System Performance; Evolution of Operating Systems : Serial Processing, Batch Processing, Multiprogramming; Types of Operating System; Operating System Techniques Multitasking, Multithreading, Multiprocessing; Some Popular Operating Systems: DOS (Disk Operating System), UNIX Operating System, Linux, Microsoft Windows, Microsoft Windows NT

Unit 3: Business Data Processing

Data Processing; File Management System: File Types, File Organization, File Utilities; Database Management System: Database Models, Main Components of a DBMS, Creating and Using a Database

Unit 4: Data Communications

Basic Elements of a Communication System: Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission; Multiplexing Techniques

Computer Networks

Need for Computer Communication Networks; Types of Network; Network Topologies; Network Protocol; OSI and TCP/IP model ; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines

Suggested Readings:

1. *Fundamentals of Computers* by Rajaraman, Publisher: Prentice Hall of India, New Delhi
2. *Data Communication & Computer Network* by White, Publisher: Thomas Learning, Bombay
3. *Business Data Communication* by Shelly, Publisher: Thomson Learning, Bombay

Program: BBA

Semester: First

Course: Communication Skills

Course Code: 40B.104

L	T	P	C
2	0	0	2

Course Objectives:

1. Identify common communication problems that may be holding learners back
2. Identify what their non-verbal messages are communicating to others
3. Understand role of communication in teaching-learning process
4. Learning to communicate through the digital media
5. Understand the importance of empathetic listening
6. Explore communication beyond language.

Unit 1: Listening

- Techniques of effective listening
- Listening and comprehension
- Probing questions
- Barriers to listening

Unit 2: Speaking

- Pronunciation
- Enunciation
- Vocabulary
- Fluency
- Common Errors

Unit 3: Reading

- Techniques of effective reading
- Gathering ideas and information from a given text
- Identify the main claim of the text
- Identify the purpose of the text
- Identify the context of the text
- Identify the concepts mentioned
- Evaluating the ideas and information
- Identify the arguments employed in the text
- Identify the theories employed or assumed in the text
- Interpret the text
- To understand what a text says
- To understand what a text does
- To understand what a text means

Unit 4: Writing and different modes of writing

- Clearly state the claims
- Avoid ambiguity, vagueness, unwanted generalizations and oversimplification of Issues.
- Provide background information
- Effectively argue the claim
- Provide evidence for the claims
- Use examples to explain concepts
- Follow convention
- Be properly sequenced
- Use proper signposting techniques
- Be well structured
- Well-knit logical sequence
- Narrative sequence
- Category groupings
- Different modes of Writing -
- E-mails
- Proposal writing for Higher Studies
- Recording the proceedings of meetings
- Any other mode of writing relevant for learners

Unit 5: Digital Literacy

- Role of Digital literacy in professional life
- Trends and opportunities in using digital technology in workplace
- Internet Basics
- Introduction to MS Office tools
- Paint
- Office
- Excel
- Power-point

Unit 6: Effective use of Social Media

- Introduction to social media websites
- Advantages of social media
- Ethics and etiquettes of social media
- How to use Google search better
- Effective ways of using Social Media
- Introduction to Digital Marketing

Unit 7: Non-verbal communication

- Meaning of non-verbal communication
- Introduction to modes of non-verbal communication
- Breaking the misbeliefs
- Open and Closed Body language
- Eye Contact and Facial Expression
- Hand Gestures
- Do's and Don'ts
- Learning from experts
- Activities-Based Learning

Bibliography & Suggested Reading including audio video materials:***Books***

- *Sen Madhuchanda (2010), An Introduction to Critical Thinking, Pearson, Delhi*
- *Silvia P. J. (2007), How to Read a Lot, American Psychological Association, Washington DC*