



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

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### Course Objective:

- 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
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### Course Objective:

- 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

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### Course Objective:

- 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, 1<sup>st</sup> Edition 2012), Sharma Publication.



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

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### 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:

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.



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**Program:** BBA

**Semester:** First

**Course:** LIFE SKILLS I

**Course Code:** 40B.101

**Course Objective:**

- The student must have some basic command of English so that the Student must be able to:
- Write reasonably & grammatically
- Understand (if not use) at least some 2500 general purpose words of English
- Use some 2000 (at least 1500) general-purpose words of English to express himself/herself in writing & 1500 such words to talk about day-to-day events & experiences of life.
- Understand slowly-delivered spoken material in Standard Indian English, and
- Speak reasonably clearly (if not fluently) on routine matters with his fellow Students, with proper word stress, intonation pattern, accent and perfect articulation

**UNIT- I Basic Grammar**

- Noun, Verb, Adverb, Adjective & Preposition
- Sentence
- Tense: Present ,Past & Future
- Voice
- Narration
- Concord
- English Modals
- Connectives
- Degree of Comparison
- Nominalization

**UNIT -2 Practice Exercise**

- Re-Writing Sentences
- Gap Filling
- Common Errors
- Phrases & Idioms
- Homophones ( Commonly Confused Words)
- Vocabulary Building
- Word Quiz

**UNIT -3 WRITTEN COMMUNICATION SKILLS**

- Requisites of good sentence writing
- Effective sentence structure
- Sentence Building/ Sentence coherence
- Sentence Emphasis/theme
- Development of a paragraph
- Paragraph structure
- Principles of paragraph Writing
- Paragraph length/ coherence/ Division



# JHARKHAND Rai University

UGC RECOGNISED UNIVERSITY

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## Unit -4 ETIQUETTES & MANNERS

- Dinning etiquettes
- Workplace etiquettes
- Professional Manners
- Social Etiquettes
- Group Behavior
- Tour & Travel Etiquettes

### ***Suggested Books & Readings:***

1. Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> 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
7. Dictionary; Oxford
8. Dictionary ; Longman



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

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### Course Objective:

- 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