



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## BBA SYLLABUS

### I YEAR

#### PRINCIPLES OF MANAGEMENT BBA101

**Unit :1** Definition And Meaning Of Management, Functions And Responsibilities of Management. Principles of Management. School & Thoughts of Management.

**Unit :2** Planning : Process, Types And Significance , Planning Vs Forecasting , Objective, Strategies And Policies, MBO, Decision Making : Process And Significance.

**Unit :3** Organizing : Nature And Purpose Of Organizing, Importance And Process Of Organizing Departmentation , Organizational Structure, Type of Relevance, Line And Staff Relationship.

**Unit :4** Direction : Principle & Techniques ,Motivation Types And Significance

Maslow's Need Hierarchy, Theory X &Y of Motivation, Leadership: Styles And Importance

**Unit :5** Controlling : The system and process of controlling, Control Techniques. Coordination: Meaning Principles and Importance, Internal and External Coordination

#### Reference Books :-

- Koontz D and Welhrich : Management, International Student Edition ,Tokyo 1980
- R. D. Agrawal : Organisation & Management MC Graw Hill,New Delhi 1982
- Newman and Warran : The Process of Management : Concepts ,Behaviour and Practices ,PHI
- S.M. Shukla: Principles of Management ,Sahitya Bhawan,Agra(UP)



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## BBA SYLLABUS

### I YEAR

#### Communication Skills BBA102

**Unit :1** Definition And Process Of Communication ,Essentials Of Effective Communication Barriers To Communication ,Role Of Communication In Organizational Effectiveness.

**Unit :2** Public Speech – Com Position ,Principles ,Speech Delivering Skills, Group Discussion Do's And Don'ts of GD's Communication in Committees ,Seminar And Conference

**Unit :3** Non Verbal Communication : Meaning Type And Communication ,Listening : Difference Between Listening And Hearing

**Unit :4** Drafting Of Notices, Agendas ,Minutes ,Job Applications, Letters ,Preparation Of Curricular Vitae

**Unit : 5** Business Correspondence, Essentials of Effective Business ,Structure of Business Letter ,Type Of Business Letter- Enquiry Reply Orders Complaints Circular Letter

#### Reference Books :-

- Rao N. and Das R.P. Communications Skills, Himalaya Publishing House, Mumbai
- Mehta D & Mehta N.K. , A Handbook of communication skills Practices, Radha Publication, New Delhi
- Sinha K.K. , Business Communication ,Galgotia Publishing House, New Delhi
- Murphy A & Peck Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi.



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## BBA SYLLABUS

### I YEAR

#### Micro economics      BBA103

**Unit :1** Introduction to Economics. Definition of Economics ,Nature and Scope of Economies, Significance and Evolution of Micro Economics, Function of Managerial Economist.

**Unit :2** Concept and Law of Demand ,Law of Supply, Concept of Market Equilibrium, Elasticity of Demand. Demand Determinants.

**Unit :3** Utility Analysis , Marginal Concept of Utility, Indifference Curve Analysis: Assumptions ,Properties of Indifference Curve, Theory of Consumer Surplus.

**Unit :4** Element of cost. Factors of production : Theory of Rent, Theory of Interest , Theories of Profit.

**Unit :5** National Income : Estimates and analysis (GNP, NNP,GDP,HDI), Methods of Measurement of National Income. Types of Market Structure, Perfect vs Imperfect Market. Trade Cycles.

#### Reference Books :-

- Sinha V.C. ,Principles of Economics, Sahitya Bhawan Publication, Agra
- Adhikary, M., Business Economics, Excel Books, New Delhi
- Chopra, O P Managerial Economics, New Delhi, TMH, 1985
- Koutsoyiannis, A. , Modern Micro Economics, Mac Millian, New York



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## BBA SYLLABUS

### I YEAR

#### BUSINESS STATISTICS BBA104

**Unit : 1** Meaning and definition of statistics, Statistical investigations; Laws of statistics, Scope of statistics, Limitations of statistics.

**Unit : 2** Collection of data, Presentation of data, Frequency distribution, Primary and Secondary Data.

**Unit : 3** Measures of Central Tendencies: Mean, Median, Mode, Geometric, Mean, Harmonic mean.

**Unit : 4** Measures of variation : standard deviation , mean deviation and Skewness

**Unit : 5** Correlation Analysis; Karl Pearson's co-efficient of correlation, (Spearman's rank correlation. Index numbers.)

#### Reference Books :-

- D.N. Elhance: Fundamental of Statistics , Kitab Mahal, Allahabad
- Gupta, S.P. : business Statistics ,Sultan Chand and Sons, New Delhi.



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## BBA SYLLABUS

### I YEAR

#### FINANCIAL ACCOUNTING      BBA105

- Unit : 1**      Accounting and its place in business and relationship with other financial areas, Double entry system. Book keeping – Meaning , Advantages, Concepts and Conventions.
- Unit : 2**      Type of books of Accounts and their Preparation. Journal, Ledger, Trial balance, Depreciation.
- Unit : 3**      Preparation of Final Account : Trading Account, Profit and Loss Account, Balance Sheet
- Unit : 4**      Bank Reconciliation Statement , Royalty Accounts, Accounting Record in the book of lease ad landlord (when Royalty is less than and more than minimum rent )
- Unit : 5**      Hire Purchase Accounts: Accounting Record In The Book Of Purchase And vendor

#### Reference Books :-

- Grewal, T.S., Double Entry Book Keeping Accountancy Principles, Sultanchand & Sons, New Delhi
- Gupta, R L. Advanced Accounting, Sultanchand & Sons, New Delhi
- Anthony R N and Reece, J S, Accounting Principles, 6<sup>th</sup> ed. Homewood, Illinois, Richard D Irwin

## BBA SYLLABUS



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## I YEAR

### **Business Mathematics      BBA106**

**Unit :1** Introduction To Set, forms and types of set. Venn Diagram, Basic Operation on Sets , Union And Intersection of Sets ,Demorgan's Law Of Two Sets

**Unit :2** Linear Equation in Two Variable, Solution of Linear Equation ,Linear Equalities ,Solution Set for Equalities ,Graphical Solution , Quadratic Equation ,Root And Coefficient Of Quadratic Equation ,Relation Between Root And coefficient.

**Unit :3** Determinates And Matrices ,Matrices Definition, Types ,Basic Operation of Matrices ,Transpose Of Matrix , Determinates , Minors And Co Factor , Adjoint And Inverse of Matrix

**Unit :4** Limits , Continuity And Algorithm, Differential Calculus: Differentiations Of Algebraic ,Exponential And Logarithmic Function (Introductory), Logarithm-Use of Logarithmic formulae.

**Unit :5** Calculus Integral Calculus : Standard Formulas On Algebraic , Exponential And Logarithm Integral ,Definite And indefinite integral (Introductory ),Maxima And Minima Functions.

#### **Reference Books :-**

- V. Sundaresan and S.B. Jeysoelan : An Introduction to Business Mathematics S. Chand & Co. Pvt. Ltd, New Delhi
- M. Raghavanchari: Mathematics for Management – An Introduction . Tata McGraw hill Publishing Company Ltd. New Delhi
- S. M. Shukla , Business Mathematics. Sahitya Bhawan, Agra

### **BBA SYLLABUS**



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## II YEAR

### Marketing Management BBA201

**Unit : 1** Nature and scope of marketing, selling Vs Marketing, basic concepts and approaches. Marketing management philosophies.

**Unit : 2** Market segmentation, Marketing Mix, Marketing Environment , Marketing system, Marketing research.

**Unit : 3** Product Classification & Product Mix, branding and packaging Decision, Promotion Mix : Advertising ,Publicity, Selling, Sales Promotion and Public Relations.

**Unit : 4** Pricing Decision , Methods Of Setting Prices, Pricing Strategies Product Promotion. Consumer Behavior and Decision Making.

**Unit : 5** Channel Of Distribution, Factors Affecting Choice Of Channel, Types Of Intermediaries And Their Roles. Types of Retailing.

#### Reference Books :-

- Philip Kotler, Principles of Marketing, Prentice Hall of India
- William J. Stanton, Fundamentals of Marketing, Mc Graw, New Delhi
- Ramaswami, Marketing Management, McMillan, New Delhi

## BBA SYLLABUS



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## II YEAR

### Marketing Research BBA202

**Unit : 1** Problem Formulation And Statement Of Research, Research Process, Research Design- Exploratory Research ,Descriptive Research And Experimental Research Design.

**Unit : 2** Methods Of Data Collection – Observational And Survey Methods .  
Questionnaire Design Attitude Measurement Techniques

**Unit : 3** Administration of surveys, sample design ,selecting an appropriate statistical technique . Tabulation and analysis of data, scaling techniques.

**Unit : 4** Concept and objective of Marketing research. Advantages and limitations of Marketing research ,problems and precautions in marketing research

**Unit : 5** Types of Marketing Research : Consumer research , product research, sales research and advertising research. Various issue involved and ethics in marketing research.

#### Reference Books :-

- Kothari, CR, Research Methodology, Kalyani Publications, New Delhi.
- Fowler,Floyd J Jr Survey Methods, Sage Pub ,New Delhi
- Malhotra NC, Marketing Research ,Pearson, New Delhi
- G.C. Berry, Marketing Research TMH, New Delhi

## BBA SYLLABUS

## II YEAR





# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## Financial Management BBA203

**Unit : 1** finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization.

**Unit : 2** Ratio analysis, funds flow and cash flow analysis, meaning interpretations of ratio's , Classification of ratio.

**Unit : 3** Working capital management, capital structure , source of capital, financial leverage, optimum capital structure, theories of capital structure, factors influencing capital structure. Classification of working capital. Adequate factor determining the working capital. Requirement management of working capital

**Unit : 4** Capital budgeting , methods of investment evaluation ,payback period and accounting rate of return, discounted cash flow method and internal rate of return.

**Unit : 5** capital structure decision of the firm, dividend payment and valuation of firm dividend policy of the firm, Determinants of dividend policy & Type of dividend policy.

### Reference Books :-

- Van Horne, James C: Financial Decision Making, Prentice Hall, New Delhi.
- Bhalla V. K. : Financial Management And Policy, Anmol Pub. New Delhi

## BBA SYLLABUS

### II YEAR



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## Project Management BBA204

**Unit : 1** Generation And Screening of Project Idea : Capital Expenditure ; Importance & Difficulties.

**Unit : 2** Market Demand & Situational Analysis; Technical Analysis; Analysis of Project Risk ; Social Cost Benefit Analysis.

**Unit : 3** Multiple Projects & Constraints; Network Technique For Project Management, Project Review & Administration Aspects.

**Unit : 4** Project Financing In India; Problem of Time & Cost overrun in Public Sector enterprises in India

**Unit : 5** Assessment of tax burden of various projects, Making Comparative Analysis; Environmental Appraisal Of Projects- Financial & Technical Environment

### Reference Books :-

- Chandra, Prasanna, Project: Preparation, Appraisal, Budgeting & Implementation
- Ahuja, G.K. & Gupta, Ravi, Systematic Approach to income Tax, Allahbad, Bharat Law House
- Bhalla V.K. Modern Working Capital Management , New Delhi, Anmol, 1997

## BBA SYLLABUS

### II YEAR



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## Human Resource Management BBA205

**Unit : 1** Concept And Function Of Human Recourse Management, Structure & Role Of Personnel Management In An Organization, Implementation Of Personnel Policy.

**Unit : 2** Staffing Policy And Process; Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion.

**Unit : 3** Manpower Training & Development . Employment Training And Development, Employee Training, Performance Appraisal And Potential Appraisal.

**Unit : 4** Wage & Salary Administration, Job Evaluation & Designing , Salary Structure.

**Unit : 5** Industrial Disputes And Participative Management, Grievance Vs Dispute And Participative Management ,Grievance Vs Dispute Grievance Handling Procedure, Disciplinary Action.

### Reference Books :-

- Rustoms Daver, Personnel Management & Industrial Relations, Vani Books, New Delhi
- Edwin Philip, Principles Of Personnel Management, Mc Graw Hill, New Delhi
- C B Mammoria, Personnel Management, Tata Mc Graw Hill, New Delhi.

## BBA SYLLABUS

### II YEAR



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## Organizational Behavior BBA206

**Unit : 1** Concept Of Organizational Behavior, Contributing Disciplines To Organizational Behavior ; Background/ Historical Perspective And Framework of OB.

**Unit : 2** Individual Behavior-Perception- Perceptual Selectivity, Perceptual Organization, Social Perception And Impression Management, Attitudes And Values

**Unit : 3** Leadership- Concepts And Theories Of Leadership. Qualities of A Good Leader. Group Dynamics, Nature of Groups, Reasons for Joining Groups, Function of Group within Organization.

**Unit: 4** Stress Management- Meaning Cause, Effect And Coping Strategies For Stress.

**Unit: 5** International Dimensions of Organizational Behavior; Equal Employment Opportunities.

### Reference Books :-

- Robbins S. P. Organizational Behavior, 7th Ed. New Delhi, Phi, 1996
- Singh Dalip, Emotional Intelligence At Work , Response Books, Sage Publications, Delhi, 2001
- Huse, F E And Cunnings , T G, Organisation Development And Change, 3<sup>rd</sup> Ed. New York, West 1985
- Shekcharan Uma, Organizational Behavior, Text & Cases ,New Delhi THM, 1989

## BBA SYLLABUS

### III YEAR



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## Entrepreneurial Development BBA301

**Unit: 1** Concept And Nature Of Entrepreneurship. Entrepreneurial Trait, Types and Significance, Role and Importance of Entrepreneur in Economic Growth

**Unit: 2** Entrepreneurial Development Programmes in India, History, Support, Objectives, Stages of Performance, Entrepreneurial Environment, EDP and Their Valuation.

**Unit: 3** Entrepreneurial Behaviors And Entrepreneurial Motivation, Achievement And Management Success. Innovation And Entrepreneur. Entrepreneurial Success In Rural Areas.

**Unit: 4** Establishing Entrepreneur System, Search for Business Idea, Sources of Ideas, Idea Processing, Input Requirement.

**Unit: 5** sources and criteria of financing, fixed and working capital assessment, technical assistance, Marketing Assistance sickness of units and remedial assistance.

### Reference Books :-

- Desai Vasant: Small Scale Industrial & Entrepreneurship, Himalaya Pub. House , Mumbai
- M.B. Shukla: Entrepreneurship & Small Business Management, Kitab Mahal Allahabad
- Proceedings Of X/XI Biennial Conference Proceedings On Entrepreneurship Development Book Well Publishers, New Delhi

## BBA SYLLABUS

### III YEAR

## Management Information System BBA302



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit: 1** Managerial Information System Definition Basic Concepts Frame Work, Major Trends in Technology, Application of Information Technology.

**Unit: 2** System Approach to MIS, Operating Elements of MIS. MIS and Decision Making

**Unit: 3** MIS Structures on the basis of management activity and organizational Function. Synthesis of MIS Structure and Its Evolution, Role of MIS, At Various Levels viz Operational, Planning and Control

**Unit: 4** Need of information, levels of information handling, characteristics of information at various control levels advantages of computerization.

**Unit: 5** Data Flow Diagram, Data Dictionary, Data Base Management System, And Word Processing, Electronic Spread Sheet And Managerial Application. Use of Computer in Managerial Operations

### **Reference Books :-**

- Olson Davis, Management Information System TMH New Delhi.
- Laudon & Laudon, Management Information System, Pearson Pub. New Delhi.

## **BBA SYLLABUS**

### **III YEAR**

### **Business Environment BBA303**



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit: 1** Introduction to Business Environment, Classification Of Business Environment, Factors Affecting Business, Role Of Environment In Business, Strategy To Change Environment.

**Unit: 2** Economic & Political Environment: Economic Policy – Old & New Economic Policy, Industrial Policy, Role of Government in Business.

**Unit: 3** Technological Environment: Introduction, How Technology Affects Business, Technological Factors Affecting Business, Ways To Adopt Technology.

**Unit: 4** Culture & Business: Introduction, Role and effect of culture on business, Social Responsibility Of Business Organization.

**Unit: 5** Global Business Environment: Global Market, Strategies for Going Global Pro's & Con's Of Global Markets.

### **Reference Books :-**

- Aswathappa, K, Essentials Of Business Environment, Himalaya Pub. House, Mumbai
- Dutt And Sundaram : Indian Economy , S. Chand Pub. New Delhi
- Sinha V.C. Business Environment, SBD Pub. House, Agra

## **BBA SYLLABUS**

### **III YEAR**

### **Business Law BBA304**



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit: 1** Contract Act : Essential Of A Valid Contract, Capacity To Contract (Contracts Minor), Free Consent , Unlawful And Void Agreement, Discharge Of Contract, Remedies For Breach Of Contract.

**Unit: 2** Bailment & Pledge, Agency, Law of Consumers Protection, Consumer and Consumer Dispute, Consumer Protection Councils, Consumer Disputes Redressal Agencies.

**Unit: 3** Company : Formation Of A Company, Prospectus, Memorandum And Articles Of Association, Share Capital And Share Holders, Meeting And Resolution, Directors.

**Unit: 4** Law of Sales of Goods: Conditions And Warranties Of Property & Title, Performance Of The Contract, Rights Of An Unpaid Seller And Suits For Breach Of Contract.

**Unit –5** Negotiable Instruments Act 1881 Nature And Types, FEMA.

### **Reference Books :-**

- Bulchandani K.R.: Business Laws, Himalaya, Bombay
- Maheswari R.P.: Business Law, National Pub. New Delhi
- Reddy P.N.: Essentials Of Company Law, Himalaya, Bombay
- Sharma N.K.: Company Law & Secretarial Practices Sahitya Bhavan Agra
- B.K. Acharya: Company Law & Secretarial Practices Himalaya Bombay

## **BBA SYLLABUS**

### **III YEAR**

**Electives- Marketing – Consumer Behavior BBA305G1**





## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit1-** Introduction to Consumer Behavior, Concept, Scope and Their Applications  
Information Search Process, Evaluative Criteria and Decision Rules

**Unit 2-** Consumer Decision Making Process, Four Views Of Consumer Decision Rules:  
- Economic Man, Passive Man, Emotional Man, Cognitive Man. Models Of Consumer  
Decision Making, Nicosia Model.

**Unit 3-** Consumer Motivation, Needs and Goals, Positive and Negative Motivation,  
Dynamic Nature of Motivation, Consumer Perception, Conceptual Frame Work.

**Unit 4-** Consumer Attitude and Change. Influence of Personality and Self Concept on  
Buying Behavior Diffusion of Innovations, Diffusion Process, The Adoption Process.

**Unit 5-** Reference Group Influence, Profile of Consumer's Opinion Leadership. Industrial  
Buying Behavior.

### **Reference Books :-**

- Schiffman L.G., Kanuk, Ii Consumer Behaviour, PHI, New Delhi
- Chunawala: Consumer Behaviour Pub. S.Chand, New Delhi.
- Kazmi And S. Batra Satish: Consumer Behaviour Excel Books New Delhi.

## **BBA SYLLABUS**

### **III YEAR**

**Electives- Marketing – Advertising Management and Sales**



# SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

## BBA306G1

**Unit 1-** Definition, Objectives, Functions And Classification Of Advertisement. Advertising As A Component Of Marketing Mix, Advertising As A Marketing Communication Process, Use Of Marketing For Stimulating Primary And Secondary Demand.

**Unit 2-** Advertising V/S Other Forms Of Mass Communication, Communication Mix, DAGMAR Approach, Determination Of Target Audience, Building Of Advertising Programme - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

**Unit 3-** Media Planning- Media Characteristics, Media Selection, Media Scheduling. Social And Economic Relevance Of Advertising, Ethics And Truth In Advertising.

**Unit 4-** Sales Promotion- Meaning And Importance Of Sales Promotion, Objectives And Strategies For Sales Promotion, Consumer Oriented Sales Promotion, Trade Oriented Coupons, Deals, Premiums, Contest Etc.

**Unit 5-** Trade Oriented Sales Promotion- Allowance And Discount, Training Of Distributors, Sales Force Contest And Rewards.

### Reference Books :-

- Aaker David, Advertising Management ,PHI, New Delhi
- Manendra Mohan, Advertising Management, TMH, New Delhi.

## BBA SYLLABUS

### III YEAR



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

### **Electives-Finance - Working Capital Management BBA305G2**

**Unit: 1** Working Capital Management: Concept of Working Capital and Its Determinants, Risk- Returns Trade Off.

**Unit: 2** Cash Management And Marketable Securities, Cash Planning.

**Unit: 3** Credit Management, Optimum Credit Policy, Recent Trends in Credit Market In India.

**Unit: 4** Inventory Management: Need and Objectives of Inventory Management, Inventory Management Techniques, Selective Inventory Control.

**Unit: 5** Short Term Financing Money Market in India Monetary System, Debt Financing Bank Financing.

#### **Reference Books :-**

- S.C. Kuchal : Financial Management, Chataniya Publishing House, Allahabad.
- Khan And Jain: Financial Management, Tata Mc Graw Hill New Delhi.
- I. M. Pandey: Financial Management, Vikas Publishing House, New Delhi.
- Basant Raj: Corporate Financial Management, Tata Mc Graw Hill, New Delhi

## **BBA SYLLABUS**

### **III YEAR**

#### **Electives- Corporate Taxation BBA306G2**



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit: 1** Basic Concept of Income Tax, Computation of Income under Different Heads of Income, Deduction of Tax at Source

**Unit: 2** Company's Tax Management, Rationale Of Company Taxation, Residential Status Of A Company, Set off and Carry Forward of Losses, Advance Payment of Tax.

**Unit: 3** Tax Planning: Concept, Significance And Problem Of Planning, Distinction Between Tax Avoidance And Tax Evasion, Division Of Income Claiming, Maximum Deduction, Rebates, Relieves And Restoring Tax Free Incomes.

**Unit: 4** Tax Administrations: Filing Of Returns, Self Assessment of Tax, Default and Penalties, Concept of VAT, Conceptual Framework of GST, Government Initiatives and Emerging Trends.

**Unit: 5** Tax Considerations In Respect Of Special Managerial Decisions. Make Or Buy, Own Or Lease, Close Or Continue, Export Or Domestic Sales Return or Replace, Tax Planning In Respect Of Managerial Remuneration.

### **Reference Books :-**

- Ahuja, Gk & Gupta, Ravi Systematic Approach To Income Tax, Bharat Law House, Allahbad.
- Singhania, Vk Direct Taxes: Law and Practices, Taxman Delhi.
- Srinivas, EA. Handbook of Corporate Tax Planning TMH, New Delhi.

## **BBA SYLLABUS**

### **III YEAR**

**Electives- HRM-Human Resource Development BBA305G3**



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit: 1** HRD-Goal, Concepts and Importance, HRD Climate and Practices in India, HRD Functions and Strategies

**Unit: 2** Manpower Planning Training and Development, Assessment of Training Need, Training Effectiveness, Designing and Adminstrating Training, Feedback.

**Unit: 3** Performance Appraisal- Concept, Need and Methods, Differentiate Between Performance Appraisal and Potential Appraisal, Career Planning and Management.

**Unit: 4** HR System- Designing and Administration, HRD for Workers, HRD Approaches for Coping With Organization, Objective And Function Of HRD Professionals.

**Unit: 5** HR Report, Audit and Research, Quality of Work Life, TQM, HRD Strategies, HRD in Organization, Human Recourse Information System.

### **Reference Books :-**

- Rao, Tv Alternative Approaches & Strategies Of HRD, Rawat Pub. Jaipur
- Pareek, U. Managing Transitions, The HRD Response. Tata Mcgraw Hill, Newdelhi
- Rao, Tv Recent Experiences in HRD, TMH, New Delhi
- Bedia Dd & Padmawat A, Talent Management, Zenith Pub. New Delhi

## **BBA SYLLABUS**

### **III YEAR**

**Electives- HRM- Wages and salary administration**

**BBA306G3**



## **SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

**Unit: 1** Job Evaluation, Wages and Salary Administration, Method of Wages Administration, Factor Affecting Wages Administration, Importance of Wage Administration in India Context, Wage Theories.

**Unit: 2** Wage Differentials – Concepts and Its Determinants, Internal and External Equity in Wages Differentials, Understandings Different Components of Wage Packages.

**Unit: 3** Employees Benefits Programme, Incentives, Fringe Benefits- Nature and Importance

**Unit: 4** Wage Board And Laws, Working of Different Institution Related To Reward System- Wage Board, Pay Commissions.

**Unit: 5** Wages and Salary Administration Act- Minimum Wages, Salary and Employee Welfare Act.

### **Reference Books :-**

- Srivastav S.C. Industrial And Labour Laws Vikas Pub., New Delhi
- Malhotra OP, The Law Of Industrial Disputes. Vol I & II, Bombay
- Seth DD, Industrial Disputes Act 1947m Vol. I &II, Bombay

**Non-Grading  
BBA  
Scheme of Examination w.e.f. 2017-18  
I<sup>st</sup> Year**



## SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

<b>S.N.</b>	<b>Sub.Code</b>	<b>SUBJECT NAME</b>	<b>THEORY</b>	<b>INTERNAL</b>	<b>TOTAL</b>
1	BBA101	Principles of Management	40	10	50
2	BBA102	Communication Skills	40	10	50
3	BBA103	Micro economics	40	10	50
4	BBA104	Business Statistics	40	10	50
5	BBA105	Financial Accounting	40	10	50
6	BBA106	Business Mathematics	40	10	50
<b>Total</b>					<b>300</b>

**Non-Grading  
BBA**



## SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

### Scheme of Examination w.e.f. 2017-18 II<sup>nd</sup> Year

S.N.	Sub.Code	SUBJECT NAME	THEORY	INTERNAL	TOTAL
1	BBA201	Marketing Management	40	10	50
2	BBA202	Marketing Research	40	10	50
3	BBA203	Financial Management	40	10	50
4	BBA204	Project Management	40	10	50
5	BBA205	Human Resource Management	40	10	50
6	BBA206	Organizational Behavior	40	10	50
<b>Total</b>					<b>300</b>

### Non-Grading BBA

### Scheme of Examination w.e.f. 2017-18 III<sup>rd</sup> Year





## SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

S.N.	Subject Code	SUBJECT NAME	THEORY	INTERNAL	TOTAL
1	BBA301	Entrepreneurial Development	40	10	50
2	BBA302	Management Information System	40	10	50
3	BBA303	Business Environment	40	10	50
4	BBA304	Business Law	40	10	50
5	<b>BBA305G1</b>	<b>Electives</b> -Marketing – Consumer Behavior	40	10	50
6	<b>BBA306G1</b>	<b>Electives</b> -Marketing- Advertising Management and Sales	40	10	50
7	<b>BBA305G2</b>	<b>Electives</b> -Finance - Working Capital Management			
8	<b>BBA306G2</b>	<b>Electives</b> -Finance- Corporate Taxation			
9	<b>BBA305G3</b>	<b>Electives</b> -HRM- Human Resource Development			
10	<b>BBA306G3</b>	<b>Electives</b> -HRM- Wages and salary administration			
<b>Total</b>					<b>300</b>



**SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL**

# **BBA SYLLABUS**

**BBA- 1<sup>st</sup> Year**

**BBA- II<sup>nd</sup> Year**

**BBA-III<sup>rd</sup> Year**