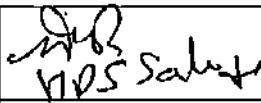
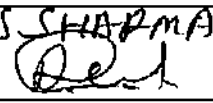
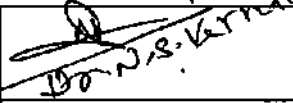
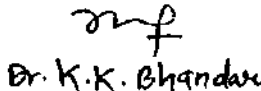

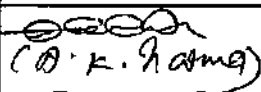
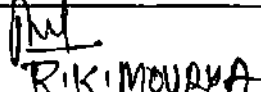
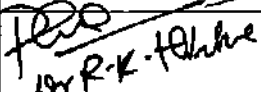
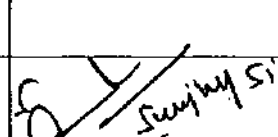
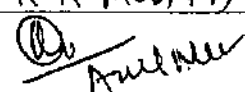

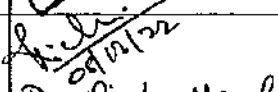
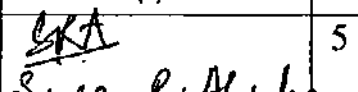


Suggested Readings: Book

1. Chhabra, T.N. (2017). Management Process and Organisational Behaviour. Delhi : Sun India Publications.
2. Greenberg, J & Baron, R.A (1996). Organisational Behaviour. New Jersey: Prentice Hall.
3. Luthans, F (2010). Organisational Behaviour. New York : Mc Graw Hill Education.
4. Robbins, S.P. & Judge, T.A. (2015). Organisational Behaviour. New Delhi : London: Pearson Education. Singh, A.K. & Singh B.P. (2007). Organisational Behaviour. New Delhi : Excel Books Pvt. Ltd.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	 V.P.S. Saluja	1	P.S. SHARMA 	1	 Dr. N.S. Verma	1	
2		2	 Dr. K.K. Bhandari	2		2	 Dr. D.K. Sharma
3	 (Dr. K. Sharma)	3		3	 RIKIMOURYA	3	
4	 Dr. R.K. Talwar	4	 S. I. Singh	4	 Anil Kumar	4	 Dr. M. Talwar
5		5	 Dr. Richa Handa	5	 Susan R. Abraham	5	
6							

CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A.-IV Semester
Paper Code/Paper No.	Paper - VII (Paper Code- DCBBA 207)
Title of Subject :	Marketing Management
Objectives:	<p>1. To facilitate understanding of the conceptual framework of Marketing</p> <p>2. To Develop an understanding of various Marketing Processes in an Organisation</p> <p>3. To emphasis on the application of Marketing Decision making under various Environmental Constraint.</p>
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	Marketing: Meaning, Definition, Concepts of Marketing; Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).	15
Unit-2	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-	15
Unit -3	Distribution Channels: Nature, functions, and types of Distribution Channels; Distribution Channel Intermediaries; Channel Management decisions; Retailing and Wholesaling. Promotion Mix: Nature and importance of Promotion, Elements of Promotion Mix, Factors influencing Promotion Mix, Types of promotion; Advertising, Personal Selling, Publicity, Role of promotion in marketing, Sales Promotion –Meaning, Objects, Importance & Tools.	15
Unit - 4	Marketing Organisation: Company Goals and Marketing Organisation, Marketing Organisation Structure, Relation with other Selling and Non-selling Department, Field Organisation. Marketing Control: Need, Steps in Controlling, Planning the control of Marketing Activities, Types and Techniques of Marketing Control. Issue and Development in Marketing: Social, Ethical and Legal Aspects of Marketing, Marketing of Services, Online marketing, Green Marketing, Direct Marketing, Rural marketing, Customer Relationship Management, Logistic Management	15
Unit - 5	Service Marketing: Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only). Role of Marketing in Services organizations, Research Application for Services Marketing. Internal marketing concept in the area of services marketing. Targeting consumers, Creating Value in competitive markets, positioning a service in market place Managing relationships and building loyalties.	15

Learning outcomes	1. Understanding the nature and scope of Marketing
	2. Develop an understanding of various Marketing Philosophies and Marketing Environment
	3. Develop an understanding of decisions concerning 4 P's and contemporary issues in Marketing

Suggested Readings: Book

- Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education
- Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson
- William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning
- Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education
- Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan
- Management Principle and Practice, Prashantha, Abhijeet Publication
- An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication
- Marketing Management, Pingali Venugopal, Sage Publications
- Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications
- Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House (Dr. B. K. Garg) S.G.G.University Ambikapur

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	<i>[Signature]</i> HO S. Sabu	1	P. S. SHARMA <i>[Signature]</i>	1	<i>[Signature]</i> DO. N. S. Bhatnagar	1	
2		2	<i>[Signature]</i> Dr. K. K. Bhandari	2		2	<i>[Signature]</i> Dr. D. K. Shukla
3	<i>[Signature]</i> C. K. Ramo	3		3	<i>[Signature]</i> R. K. MOURYA	3	
4	<i>[Signature]</i>	4	<i>[Signature]</i> C. J. Jeyaraj	4	<i>[Signature]</i> Anil Kumar	4	<i>[Signature]</i> Dr. Mahesh
5		5	<i>[Signature]</i> Dr. Richa Handa	5	<i>[Signature]</i> Susan R. Abraham	5	
6							

CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A. - IV Semester	
Paper Code/Paper No.	Paper - VIII (Paper Code- DCBBA 208)	
Title of Subject :	Human Resource Management	
Objectives:	<ol style="list-style-type: none"> 1. Providing opportunities for development of the student. 2. To help students understand the benefits of Human Resources Information System. 3. Making the student acquire talents for Business, company benefits, compensation evaluation of employee. 	
Max Marks	75	
Credit Value	5	
Detailed Syllabus		
Units	Content of the Syllabus	No. of Lectures
Unit -1	<p>Human Resource Management: Meaning , Definition, Concept and boundaries of HRM, Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices</p> <p>Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP.</p>	15
Unit-2	<p>Recruitment & Selection: Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self-employment.</p> <p>HR Demand Forecasting: Meaning and Techniques (Meanings Only) and HR supply forecasting.</p> <p>Succession Planning : Meaning and Features</p>	15
Unit -3	<p>HR development system: HR development system, Training, Mentoring, Performance, Employee Identification.</p>	15
Unit - 4	<p>Compensation and Negotiation and Resolution Management laws: Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.</p>	15
Unit - 5	<p>Industrial Relations: Employee / Employees relation Regulatory mechanism in Industrial Relations. Employee Engagement and Psychological Contract.</p> <p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE.</p> <p>Psychological contract: Meaning and features.</p>	15
Learning outcomes	<ol style="list-style-type: none"> 1. Students would learn about Employee Relations. 2. How to do negotiations, manage grievances like strike, lockout in factories 3. Stay within bounds of law with unions, employees, managers and Government officials. 4. Learn to stream line significant HR activities (Payroll, compliance, administration). 	

Suggested Readings: Book

1. HRM by Gary dessler and Biju Varkkey 16th ed, pearson edution.
2. Labour and Industrial laws by P.P. padhi Eastern book company.
3. Strategic human resources planning by P.K. Gupta / Everest publication house.
4. Hand book of Personnel Management by Armstrong.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HPSS Scheje Jeez	1	P-S. SHARMA Dr. K.K. Bhandari	1	Dr. N.S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr. D. K. Sharma
3	Prof. P. Ghosh	3		3	Prof. R. K. MOURYA	3	
4	Prof. N. K. Mishra	4	Dr. R. K. Mishra	4	Dr. Anil Kumar	4	Dr. R. Mehta
5		5	Dr. Richa Handa	5	SRA Suzan R. Asuh	5	
6							

CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A.-IV Semester	
Paper Code/Paper No.	Paper - IX (Paper Code- DCBBA 209)	
Title of Subject :	Financial Management	
Objectives:	Provide an indepth View of The Process in Financial Management, Improving student understanding of time value of money and the role of a Financial Manager in current competitive business fields and student are able to take decision regarding financial aspects.	
Max Marks	75	
Credit Value	5	
Detailed Syllabus		
Unit	Content of the Syllabus	No. of Lectures
Unit -1	Finance Function: Meaning, Scope, Nature and Objectives of Financial Management; Profit v/s Wealth Maximization; Lease Financing, areas of Financial Management; Source of Finance role of Financial Manager.	15
Unit-2	Financial Statement: Analysis and interpretation of Financial Statement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.	15
Unit -3	Ratio Analysis: Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and returned analysis.	15
Unit - 4	Working Capital Management: Meaning, Concept types and cycle of working capital, Dividend theories and policies decision. Management of Accounts Receivables and Accounts Payable.	15
Unit - 5	Capital Budgeting: Concept and importance of Capital Budgeting, Post Back Period (PBP), RRR, MPB Method. International Money System: International Financial Market and Instrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)	15
Learning outcomes	<ol style="list-style-type: none"> 1. Create and interpret financial statement. 2. Identify legal issues and impact of financial management. 3. Student can take business decision by the help of Ratio Analysis and working capital management. 4. Student can take decision regarding project analysis (Capital Budgeting) by using various method. 5. Enable the students Evaluate Dividend Policies 	

Suggested Readings: Book

1. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
2. P. Chandra, Financial Management, TMH, New Delhi
3. R.M. Srivastava, Financial Decision Making, Himalaya Publishing House, Mumbai.
4. M.Y. Khan and P.K. Jain, Financial Management, T.M.H. New Delhi.
5. Ravi M. Kishor, Taxman's Publications, Financial Management, Theory, Problems, Cases
6. S.C. Kuchal, Financial Management, Chaitya Publishing House, Allahabad (Prayagraj).
7. Dr. S.N. Maheshwari, Financial Management, Principles & Practice. Publications – Sultan and Sons.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	<i>HP S Sahu</i>	1	<i>P. S. Srinivasa</i>	1	<i>Dr. N. S. Kumar</i>	1	
2		2	<i>Dr. K. K. Bhandari</i>	2		2	<i>Dr. S. N. Maheshwari</i>
3	<i>Dr. K. K. Bhandari</i>	3		3	<i>R. K. Mourya</i>	3	
4	<i>Dr. K. K. Bhandari</i>	4	<i>Dr. R. K. Bhandari</i>	4	<i>Dr. N. S. Kumar</i>	4	<i>Dr. K. K. Bhandari</i>
5		5	<i>Dr. R. K. Bhandari</i>	5	<i>Susan R. Aberham</i>	5	
6							

CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A. - IV Semester
Paper Code/Paper No.	Paper - X (Paper Code - DCBBA 210)
Title of Subject :	Production Management
Objectives:	<ol style="list-style-type: none"> 1. To help the students to understand the nature and importance of Production Management 2. To impact the students to help about the production and scheduling sequencing technique. 3. To develop aggregate capacity plans, material handling principles and quality control measures in Quality Circles to TQM
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	Production Management: Meaning, Sefinition, Scope, Importance and Problems of Production Management. Production Planning and Control: Routing, Scheduling, Dispatching objectives, functions of Production Planning and Control.	15
Unit-2	Production System : Continuous and Intermittent Production System, Plant Layout: Objectives, Plant Layout problem, Principles of Plant Layout, Factor influencing Plant Layout, factors, types and methods, Plant Location : Introduction, Need for selecting a suitable location, plant location problem, Advantage of Urban, sub-urban and rural locations; Systems view of location; Factors influencing Plant Location.	15
Unit -3	Aggregate Planning , Capacity Planning, Material Requirement Planning, Just in Time Manufacturing (JIT) Maintenance Management: Type of maintenance; Breakdown; Preventive; Routine; Maintenance Scheduling	15
Unit - 4	Quality Control: Concepts and Functions of Inspection and Quality Control Department, Statistical Quality Control, Acceptance Sampling, Control charts, Total Quality Management (TQM): Concepts and characteristics; ISO 9000..	15
Unit - 5	Work Study: Importance of work study; Work study procedures; Time study Human considerations in work study; Method Study: Objectives of method study; Steps involved in method study Work Measurement: Objectives of work measurement; Techniques of Work Measurement; Computation of standard time; Allowance; Comparison of various techniques.	15
Learning outcomes	<ol style="list-style-type: none"> 1. Acquire knowledge of knowing the nature of Production Management. 2. To gain knowledge of work study, planning and scheduling of Production Activities. 3. Students will gain Knowledge about quality control and Standard Quality Control. 	

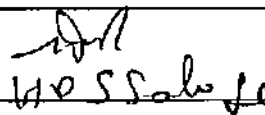
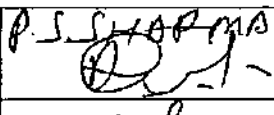
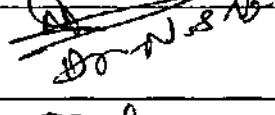
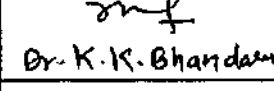
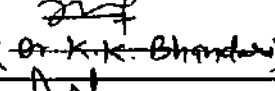
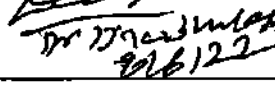
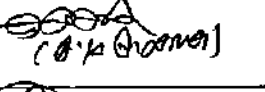
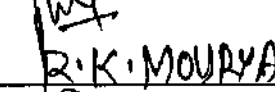

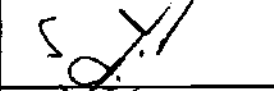
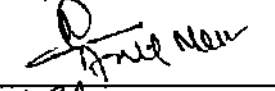
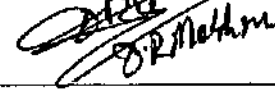
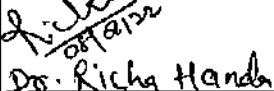
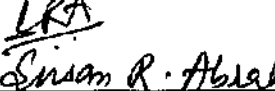
Suggested Readings: Book

1. Industrial Engineering; Hazra.
2. Industrial Engineering; Martand Telsang Sultan Chand & Sons.
3. Production management ; Buffa
4. SN Chari - Production and Operation Management
5. Khanna OP - Industrial Engineering and Management

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	<i>H.S. Sahay</i>	1	<i>P.S. SHARMA</i>	1	<i>[Signature]</i>		
2		2	<i>or. K.K. Bhandari</i>	2	<i>[Signature]</i> (Dr. K.K. Bhandari)	2	<i>[Signature]</i>
3	<i>[Signature]</i> (Dr. K.K. Bhandari)	3		3	<i>[Signature]</i> R.K. MOURYA	3	
4	<i>[Signature]</i>	4	<i>[Signature]</i>	4	<i>[Signature]</i> Dr. R.K. Mehta	4	<i>[Signature]</i> DR Mehta
5		5	<i>[Signature]</i> Dr. Richy Handa	5	<i>[Signature]</i> Sudan R. Abraham	5	
6							

CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A. - IV Semester		
Paper Code/Paper No.	Paper - XI (Paper Code - DCBBA 211)		
Title of Subject :	Comprehensive Viva		
Max Marks	75		
Credit Value	5		
Detailed Syllabus			
Content of the Syllabus			
Comprehensive viva will be related to all the subjects studied in the previous semesters by the students. The viva will be taken by an external examiner.			

	Chairman	HOD PG Department	HOD UG Department		Subject Expert
1	 H.P. S. Salve	1  P.S. SHARMA	1  Dr. N.S. Abhyankar	1	
2		2  Dr. K.K. Bhandari	2  (Dr. K.K. Bhandari)	2	 Dr. J. J. ... 22/6/22
3	 (Dr. K. K. Bhandari)	3	3  R.K. MOURYA	3	
4	 Mr. R. K. ...	4  Dr. Richa Handa	4  Dr. R. K. ...	4	 Dr. R. K. ...
5		5  Dr. Richa Handa	5  Susan R. Abraham	5	
6					