

BBA SEMESTER-III / 3rd Sem(Second Year)

Each subject carries 100 marks out of which 60 marks for External Examination and 40 marks for Internal Assessment. Here L=Lecture; T=Tutorial; P=Practical; TA=Teacher Assessment; MTE= Mid Term Exam; ETE=End Term Exam.

Sl. No.	Course Code	Course Title/ Subject	Periods			Internal Assessment			External Exam	Total	Credit	Types of Course
			L	T	P	TA	MTE	Total	ETE			CCC/PEC/SDC
1	BBA301	Organizational Behavior [OB]	4	0	0	20	20	40	60	100	4	CCC
2	BBA302	Management of Human Values [MHV]	3	1	0	20	20	40	60	100	4	CCC
3	BBA303	Management Accounting [MA]	3	1	0	20	20	40	60	100	4	CCC
4	BBA304	Ethics & Corporate Social Responsibility [ECSR]	3	1	0	20	20	40	60	100	4	CCC
5	BBA305	Green Marketing [GM]	2	1	2	20	20	40	60	100	4	CCC
6	BBA306	Personality Development & Communication skills [PDVV]	3	0	2	20	20	40	60	100	4	CCC
Total									600	24		

BBA- IInd YEAR
3rd SEMESTER

SUBJECT: ORGANIZATIONAL BEHAVIOR [OB]
SUBJECT CODE: BBA301 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4, Tutorial-0, Practical-0.	End Term Examination Marks: 60

Course Objectives:

The objective of this paper is to help students to acquire conceptual knowledge of the Management concepts and to impart skills for practicing various kind of organizational behaviour.

Learning Outcomes:

1. To apply the basic concepts of OB
2. To illustrate individual differences based on personality, attitude and perception and its implications.
3. To demonstrate good leadership qualities and to handle and resolve various types of conflicts in an organisation.
4. To motivate people with enhanced interpersonal skills.

UNIT 1:

Introduction- Meaning and Importance of the Study of OB, Nature, Scope, Features of Organizational Behaviour, Models of Organizational Behaviour, Contributing Discipline of the OB field, Organization and Environment, Evolution of Org. Behaviour, Organizational Strategies and policies, Different perspectives of organizations in India and elsewhere.

UNIT 2:

Personality: Concepts and determinants, Stages in personality development, Freud's Personality theory, Factors affecting personality.

Perception: Concepts and selectivity factors, perception and influence on individual behavior.

Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner & Social learning)

Attitude: Concepts ,Components, Attitude and organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales), Sources and types of attitudes

UNIT 3:

Motivation- Concept and importance of motivation, Objectives of motivation, motivation theories (Maslow's Hierarchy Needs, Federick W. Taylor, Alderfer ERG Theory, Herzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)

UNIT 4:

Leadership and group dynamics- Definition and concept, Ohio state and Michigan leadership theories, Traditional Theories, (Trait Theory and Contingency Theory), Modern Theories (Charismatic Theories), Formal and informal groups and role concepts, factors affecting group effectiveness, Group Develop model.

UNIT 5:

Communication and Conflict Management- Interpersonal communication and TA, Sources of conflict, Types & Techniques of conflict, Style of managing conflicts, Negotiation (Process and issues), integrating conflict and negotiation from the Gandhian perspective, conflict resolution

REFERENCE BOOKS:

1. Fred Luthans, Organization Behaviour, Mc Graw Hill, India.
2. M.N. Mishra , Organisational Behaviour, Vikas Publishing House Pvt. Ltd., NewDelhi.
3. John W. Newstrom ,Keith Davis , Organization Behaviour, McGraw Hill, India.
4. L.M Roy, Organisational Behaviour, S. Chand Publication.
5. Dr. F.C. Sharma, Organisational Behaviour, SBPD Publications.

SUBJECT: MANAGEMENT OF HUMAN VALUES [MHV]

SUBJECT CODE: BBA302 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives:

The objective of the course is to help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education and to facilitate the students understand harmony at all the levels of human being and live accordingly.

Learning outcomes:

1. Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
2. Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence.
3. Strengthening of self-reflection.
4. To understand the role of a human being in ensuring harmony in society and nature.
5. To distinguish between ethical and unethical practices and working out the strategy to actualize a harmonious environment.

UNIT 1:

Need, Basic Guidelines, Content and Process for Value Education-Purpose of value education, Self-Exploration–content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self-exploration; Continuous Happiness and Prosperity- A look at basic Human Aspirations, critical appraisal- Happiness and prosperity

Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding and living in harmony at various levels.

UNIT 2:

Understanding Harmony in the Human Being - Harmony in Myself!- Human being as a co-existence of the sentient ‘I’ and the material ‘Body’; Understanding the needs of Self (‘I’) and ‘Body’ - happiness and physical facility

Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer); Understanding the characteristics and activities of ‘I’ and harmony in ‘I’

Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail

UNIT 3:

Understanding Harmony in the Family and Society- Harmony in Human-Human

Relationship-Understanding values in human-human relationship; meaning of Justice(nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship
Understanding the meaning of Trust; Difference between intention and competence
Understanding the meaning of Respect, Difference between respect and differentiation;
Understanding the harmony in the society (society being an extension of family):
Resolution,Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals
Visualizing a universal harmonious order in society- Undivided Society, UniversalOrder-
fromfamily to world family.

UNIT 4:

Understanding Harmony in the Nature and Existence - Whole existence as Coexistence-

Understanding the harmony in the Nature; Interconnectedness and mutualfulfilment among the four orders of nature- recyclability and self-regulation in nature
Understanding Existence as Co-existence of mutually interacting units in all-pervasive space
Holistic perception of harmony at all levels of existence

UNIT 5:

Implications of the above Holistic Understanding of Harmony on Professional

Ethics-Natural acceptance of human values; Definitiveness of Ethical Human Conduct;Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order

REFERENCE BOOKS

1. R. R Gaur, R. Sangal, G.P Bagaria, Human Values and Professional Ethics , Excel Books,New Delhi.
2. A.N Tripathi, Human Values, New Age Intl. Publishers, New Delhi
3. R. R Nagarajan, Professional Ethics and Human Values, New Age International Publications, New Delhi.

**SUBJECT: MANAGEMENT ACCOUNTING [MA]SUBJECT
CODE: BBA303 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives:

To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Learning outcomes:

1. To explain the application of management accounting and the various tools used.
2. To analyze the financial statements using various ratios.
3. To prepare Fund Flow Statement and Cash Flow Statement.
4. To prepare different budgets for the business.

UNIT 1:

Introduction- Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management

UNIT 2:

Budgeting and Budgetary Control- Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.

UNIT 3:

Standard Costing and Variance Analysis- Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.

UNIT 4:

Absorption versus Variable Costing- Distinctive features and income determination. Cost-VolumeProfit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point

UNIT 5:

Decision Making-Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sellor process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing

Contemporary Issues

Responsibility Accounting: Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial and Non-Financial measures. Transfer Pricing

REFERENCE BOOKS:

1. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. Introduction to Management Accounting , Pearson Education.
2. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
3. Goel, Rajiv, Management Accounting. International Book House,
4. Arora, M.N. Management Accounting . Vikas Publishing House, New Delhi.
5. Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, NewDelhi.
Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. PinnaclePublishing House.

**SUBJECT: ETHICS & CORPORATE SOCIAL RESPONSIBILITY
[ECSR]**

SUBJECT CODE: BBA304 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The objective of this paper is to make the students clear about the importance of ethics in business and practices of good corporate governance; It also talks about the corporate social responsibility.

Learning Outcomes:

1. Understand the importance of ethics and CSR in the day-to-day working of organizations
2. Analyzing and assessing various ethical situation in society.
3. Understand and create organizational and management strategies in facilitating ethical socially responsible decision making.
4. Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.

UNIT 1:

Introduction to Business Ethics-Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Sources of Ethics, Concept of Corporate Ethics, Code of Ethics-Guidelines for developing code of ethics, Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory, Concept of Utilitarianism, Forms of Utilitarianism, Justice and Fairness

UNIT 2:

Corporate Governance-Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards, Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences

UNIT 3:

Functional Ethics:-Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents

UNIT 4:

Introduction to Corporate Social Responsibility-Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society; Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India; CSR and Indian

Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India; Role of NGO's and International Agencies in CSR, Integrating CSR into Business

UNIT 5:

Areas of CSR and CSR Policy-CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.

CSR and environmental concerns; Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR

Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR.

CSR and Sustainable Development ; CSR through Triple Bottom Line in Business

REFERENCE BOOKS:

1. J.P Sharma; Corporate Governance, business ethics and CSR; Ane Books Pvt Ltd, NewDelhi
2. C.S.V Murthy; Business Ethics, Text and Cases; Himalaya Publication House.
3. K.V. Bhanummurthy; Ethics and Social Responsibility of Business; Pearson Education India.
4. B.N. Ghosh; Business Ethics & Corporate Governance, Mc Graw Hill

SUBJECT: GREEN MARKETING [GM]

SUBJECT CODE: BBA305 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2, Tutorial-1, Practical-2.	End Term Examination Marks: 60

Course Objectives:

The objective of the course is to help students understand the importance of Green Marketing on consumer satisfaction and environmental safety. This course aims at understanding the concept of green products and marketing. It also revisits the factors that affect consumers' purchase decision.

Learning Outcomes:

1. To make the student understand the concept and increase the consciousness about Green Marketing and Green Products.
2. To learn the factors that affect purchase decision of consumers
3. Broader understating of Green Marketing and its significance.

UNIT 1:

Green Marketing and Green Product-Green Product, Green Marketing, Evolution of Green Marketing, Importance of green marketing, Benefits of Green Marketing, Adoption of Green Marketing, Green Marketing Mix , Strategies to Green Marketing

UNIT 2:

Green Marketing Concepts-Green Spinning, Green Selling, Green Harvesting, Enviropreneur Marketing, Compliance Marketing, Green Washing, Climate Performance Leadership Index

UNIT 3:

Green Marketing Initiatives-Green Firms, HCL's Green Management Policy, IBM's Green Solutions, IndusInd Bank's Solar Powered ATMs, ITCs Paperkraft, Maruti's Green Supply Chain, ONCGs Mokshada Green Crematorium, Reva's Electric Car, Samsung's Eco-friendly handsets, Wipro Infotech's Eco-friendly computer peripherals

UNIT 4:

Purchase Decision-Meaning of Purchase decision, Factors affecting Purchase decision, Steps in the decision-making process, five stages of consumer buying decision process, Models of buyer decision-making

UNIT 5:

Environmental Consciousness-Introduction of Environment, Importance of environmentalism,

Environmental movement, Benefits of green environment to the society, E-waste exchange, Extended Producer Responsibility Plan, Guidelines for Collection and Storage of E-Waste, Guidelines for Transportation of E-Waste, Guidelines for Environmentally Sound Recycling of E-Waste

REFERENCE BOOKS:

1. Esakki and Thangasamy, Green Marketing and Environmental Responsibility in Modern Corporations, IGI Global, 2017
2. Robert Dahlstrom, Green Marketing Management, Cengage Learning, 2010.
3. Jacquelyn A. Ottman , Green Marketing: Challenges and Opportunities for the New Marketing Age, , NTC Business Books, 1993
4. Jacquelyn A. Ottman, The New Rules of Green Marketing, Berrett-Koehler Publishers, 2011.

**SUBJECT: PERSONALITY DEVELOPMENT & COMMUNICATION
SKILLS [PDVV]
SUBJECT CODE: BBA306 (SDC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-0, Practical-2.	End Term Examination Marks: 60

Course Objectives:

To create awareness and motivation among students about personality development in terms of their basic skills including goal setting and time management also, to train the learners adequately by exposure to theory and practice pertaining to these skills.

UNIT 1:

Techniques in Personality development a) Self Confidence b) Mnemonics c) Goal setting d) Time Management and effective planning

Acquiring the soft Skills for personality development :

Body language, Problem-solving; Conflict and Stress Management; Decision-making skills, Leadership and qualities of a successful leader; Character building, Team-work; Time management; Work ethics, Good manners and etiquette.

Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

UNIT 2:

Basics of English - Tenses, reported speech: Acquiring the Communication skills – Interpersonalskills, Speaking skills (brief speeches, group discussion);

Written communication: Basics of Letter writing, memorandum, notice, email, paragraph, summary, note making and report writing. Resume writing.

UNIT 3 Self-esteem

Self-esteem- Symptoms, Advantages; Do's and Don'ts to develop positive self-esteem; Low self-esteem – Symptoms; Personality having low self-esteem; Positive and negative self-esteem. Interpersonal Relationships; Defining the difference between aggressive, submissive and assertive behaviours ; Lateral thinking.

UNIT-4:

Employability Quotient Resume building-

The art of participating in Group Discussion – Facing the Personal (HR & Technical)

Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions
Corporate Grooming, Dressing Etiquette, Preparing for Interview, Emotional Quotient

UNIT 5:

Business Correspondence: Forms and Layouts of business letters, Enquiry and Reply letters Word Building and Vocabulary Practice Antonyms, Synonyms and One word substitution

REFERENCE BOOKS:

1. Jeremy Harmer & John Arnold. Advance Speaking Skills. Essex, Longman Group Limited.
2. Hedwig Lewis. Body Language: A Guide for Professionals . Response Books (a division of Sage Publications India, Pvt. Ltd., New Delhi.
3. Daniel Goldman. Emotional Intelligence. New York, Bantam Books
4. Rajiv Mishra, Personality Development, Rupa & Co.
5. R.M. Sherfield, R.J Montgomery, P.G Moody, Developing Soft Skills, 4th Edition, Pearson.
6. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press