



**RKDF UNIVERSITY, RANCHI**

**BACHELOR OF BUSINESS ADMINISTRATION**

**RKDF UNIVERSITY**

**RANCHI**



**SYLLABUS**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(BBA)**

**2023 onwards**



# RKDF UNIVERSITY, RANCHI

## BACHELOR OF BUSINESS ADMINISTRATION

### Semester – I

<b>Subject Name:</b>	<b>Principle of Management</b>
<b>Subject Code:</b>	<b>MJ01MAN (A)</b>

#### **Objectives:**

1. To assess managerial practices and choices relative to ethical principles and standards.
2. To specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.

#### **Unit – I**

Concept of Management: Definition Management, Functions and Responsibilities of Management, Levels of Management, Management Thought and Thinkers, Robert Owen, F.W. Taylor, Henry Fayol etc. Neo Classical Theories.

#### **Unit – II**

**Planning:** Objective, types and level of planning, Strategies and Policies, SWOT analysis,

**Decision Making-**Meaning, Importance

#### **Unit – III**

**Organizing:** Nature and purpose of organizing, Nature & Scope of Staffing, Manpower Planning Organization structure, organization -Line and Staff authority, Delegation of authority

#### **Unit – IV**

**Directing:** Creativity, Innovation Motivation-Motivation Theories, Leadership, Leadership theories Communication, Organization Culture- Managing cultural diversity.

#### **Unit – V**

**Controlling:** Meaning, Process and Control Techniques, Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control



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## **BACHELOR OF BUSINESS ADMINISTRATION**

### **Reference Books:**

1. Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons
2. Koontz & Eldritch : Management, International Student Edn. Tokyo 1980
3. R.D Agrawal : Organization & Management Mc Graw Hill, New Delhi.
4. Newman & Warran : The Process of Management : Concepts, Behaviour and Practice, P.H.I
5. Diwan & Agrawal : Management, Principle and Practices, Excel Books



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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Managerial Economics</b>
<b>Subject Code:</b>	<b>MJ01MAN</b>

### Objectives:

1. To optimize decision making when the firm is faced with problems or obstacles, with the consideration and application of macro and microeconomic theories and principles.
2. Determine the most effective action to take in specific situations.

### Unit - I

**Introduction to Economics:** Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.

### Unit - II

**Demand Analysis and Supply Analysis:** Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply.

### Unit - III

**Production Analysis:** Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale.

### Unit - IV

**Market Structures:** Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

### Unit – V

**National Income:** Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI).



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## BACHELOR OF BUSINESS ADMINISTRATION

### Reference Books:

1. M.L. Sharma: Economics (C.A. Foundation)
2. M.L. Seth: Principles of Economics
3. Ahuja: Principles of Economics
4. Dutta & Samuelson: Micro Economics



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## BACHELOR OF BUSINESS ADMINISTRATION

### Semester – II

<b>Subject Name:</b>	<b>Marketing Management</b>
<b>Subject Code:</b>	<b>MJ 02MAN</b>

#### **Objectives:**

1. To develop strategies with clients, customers, and consumers\* and others to grow and maintain relationships.
2. To develop learning and development strategies and plans to enhance professional growth in the field.

#### **Unit - I:**

Introduction: Nature, Scope and Importance of marketing, Evolution of marketing concepts, marketing mix, Marketing environment. Consumer Behaviour- An overview: Consumer buying process, factor influencing consumer buying decision.

#### **Unit - II:**

Market selection: Market Segmentation- concepts, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. Market segmentation. Product: Meaning and importance, Product classifications; concept of product mix. Branding, packaging and labeling; Product-support; Product life cycle, BCG Matrix, GE9 cell Matrix, New Product Development.

#### **Unit - III:**

Pricing: significance. Factor affecting price of a product, pricing policies and strategies. Promotion: nature and importance of promotion, communication process; types of promotion: advertising, personal selling, public relations& sales promotion, and their distinctive characteristics; promotion mix and factors affecting promotion mix decisions.

#### **Unit - IV:**

Distribution: channels of distribution-meaning and importance types of distribution channels; wholesaling and retailing; factors affecting choice of distribution channel; physical distribution. Retailing: types of retailing-store based and non-store based Retailing, chain stores, specialty



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stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; management of retailing operations: an overview; retailing in India: changing scenario.

### **Unit - V:**

Rural Marketing: Growing importance; Distinguishing characteristics of rural markets; understanding rural consumers and rural markets; Marketing mix planning for rural markets. Recent developments in marketing: Social Marketing, online marketing, directmarketing, services marketing, green marketing.

### **Reference Books:**

1. Kotler, Philip, Gray Armstrong , Prafulla Agnihotri And Ahsan UI Haque, Principles Of Marketing. 13th Edition Pearson Education.
2. Michel , J.Etzel, Bruce J. Walker, Williamj Staton And Ajay Pandit Marketing Concepts And Cases.(Special Indian Edition)
3. McCarthy ,E. Jerome and William D. Perreault,Basic Marketing,Richard D. Irwin.



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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Organizational Behavior</b>
<b>Subject Code:</b>	<b>MJ 03MAN</b>

### Objectives:

1. To understand the human interactions in an organization to find what is driving it and influence it for getting better results for attaining business goals.
2. Organizational behavior studies how and why individual employees and groups of employees behave the way they do within an organizational setting.

### Unit - I

Introduction to Organizational Behaviors- Feature, Purpose, Goal, Models of Organization Behavior.

### Unit - II

Perception – Definition, Process, Factors, Personality – Definition, Traits, Theories, Learning, Motivation- Definition and Theories.

### Unit - III

Leadership – Styles, Theories, Group and Team, Group Dynamics, Group Decision Making.

### Unit - IV

Organization Power and Politics, Conflict- Resolution Management. Grievance Handling, Stress Management.

### Unit - V

Performance Evaluation, Organization Development Organizational Change, Communication, Stress Management Culture Systems.

### Reference Books:

1. Keith Devis: Organizational Behaviour, Tata McGraw Hill, New Delhi.
2. S.P. Robbins: Organizational Behaviour, Prentice Hall Of India Ltd. New Delhi.
3. Sarma V.S. Velux: Organizational Behaviour Jaico Publishing House New Delhi.





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## BACHELOR OF BUSINESS ADMINISTRATION

### Semester – III

<b>Subject Name:</b>	<b>Basic of Accounting</b>
<b>Subject Code:</b>	<b>MN01MAN (B)</b>

#### **Objectives:**

1. To maintain a systematic record of all financial transactions and preparing financial reports to access the financial position of the business organization.
2. To engage in a career that will allow for progress in terms of expertise, socio-economic development, and innovation through exposure to new ideas for professional growth, as well as growth of the company.

#### **Unit - I**

##### **Accounting:**

Meaning, Scope & Nature, Advantage and limitations of Book Keeping & Accounting.

#### **Unit - II**

##### **Conceptual Framework of Accounting:**

Accounting Principles, Accounting Concepts, Accounting Conventions Systems of Books Keeping, Double Entry System of Books Keeping.

#### **Unit - III**

##### **Final Accounts:**

Manufacturing Account, Trading Account, Profit & loss Account, Balance Sheet and Adjustments

#### **Unit - IV**

##### **Depreciation Accounting:**

Concept, Causes Methods of Providing Depreciation on Different Assets and Depreciation Policy.

#### **Unit V**

##### **Subsidiary book of account:**

Introduction, meaning and type cash book, Cash book, Pass book.



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## **BACHELOR OF BUSINESS ADMINISTRATION**

### **Reference Books:**

1. T.S. Grewal: Double Entry Book Keeping/Accounting Principles
2. R.L. & Gupta: Advanced Accountancy
3. Jain & Naran: Elements of Accounting
4. S.N. Maheshwari: Fundamentals of Accounting
5. Shukla Grewal & Gputa: Advanced Account



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<b>Subject Name:</b>	<b>Human Resource Management</b>
<b>Subject Code:</b>	<b>MJ04MAN</b>

### Objectives:

1. To understand the main aim of HRM which is to ensure the right people with the right skills for the right job position in an organization?
2. To understand the main functions of HRM consist of recruiting, training, performance appraisal, motivating employees, ensuring their good health and safety, managing workplace communication, and so on.

### Unit-I

Introduction : Nature and Concept of HRM: Scope Human Resource Management, Personnel Management, Human Resource Development, Importance of HRM and present day challenges, Understanding the present day scenario, strategic HRM Human Resource Planning: The process of Human Resource Planning, Limitations.

### Unit-II

Recruitment & selection: Job Analysis, Job description, job specification, recruitment, source of recruitment selection, placement and induction and socialization

### Unit-III

Training & development. Types and method, job change – career planning, promotion, demotion, transfer, retirement

### Unit-IV

Compensation Function: Job evaluation – Merit rating – Methods' of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage.

### Unit-V

Maintenance and Integration Functions: Employee grievances and their redressal, suggestion schemes, administration of discipline.



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### Reference Books:

1. C. B. Mamoria, Personnel Management.
2. Edwin Flippo, Personnel Management.
3. Aswathappa. K, Human Resource Management.
4. SubbaRao, Human Resources Management.
5. Michael Porter, HRM and Human Relations.



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<b>Subject Name:</b>	<b>Financial Management</b>
<b>Subject Code:</b>	<b>MJ 05MAN</b>

### Objectives:

1. To ensure adequate returns to the shareholders this will depend upon the earning capacity, market price of the share, expectations of the shareholders.
2. To ensure optimum funds utilization. Once the funds are procured, they should be utilized in maximum possible way at least cost.

### Unit – I

Meaning of Finance, Finance Function, Approaches to Finance Function, objectives, Financial decisions.

### Unit - II

Capitalization, Capital, Sources of Capital, over and under capitalization.

### Unit - III

Financial analysis, tools and Techniques, ratio analysis, Fund flow, case flow Analysis.

### Unit - IV

Working capital management and capital structure.

### Unit - V

Capital Budgeting, Methods of Investment evaluation, payback Period, Accounting rate of return, discounted cash flow method and internal rate return.

### Reference Books:

1. Khan and jam: Financial management, Tata, Mc Graw Hill, New Delhi.
2. S.C. kucchal: Financial Management, Chaitnya, Pub. House.
3. R.K. Sharma and Shashi K. Gupta, Financial Management.



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### Semester – IV

<b>Subject Name:</b>	<b>Business Ethics &amp; Corporate Governance</b>
<b>Subject Code:</b>	<b>MJ06MAN</b>

#### **Objectives:**

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To ensure good governance with prime concern for ethical principles, practices and behavior

#### **Unit-I**

Ethics and Business Ethics, Concepts Values and Ethics.

#### **Unit-II**

Ethical Corporate Behavior, Its Development, Ethical Leadership.

#### **Unit-III**

Ethical Decision-making, Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance.

#### **Unit-IV**

Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology.

#### **Unit-V**

Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination

#### **Reference Books:**

1. Modh, Satish, Ethical Management: Text and Cases in Business Ethics and Corporate Governance. New Delhi: Macmillan Publishers India Ltd, 2005.
2. Mathur, U.C., Corporate Governance and Business Ethics: Text and Cases. New Delhi: Macmillan Publishers India Ltd, 2005.



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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Business Law</b>
<b>Subject Code:</b>	<b>MJ 07MAN</b>

### Objectives:

1. To understand the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the legal environment in which a consumer and businesses operates

### Unit - I

Contract Act, Essentials of Valid Contract, Capacity to Contract, Minors Contract, Free – Consent Performance of the Contract

### Unit - II

Unlawful & Void Agreements, Discharge of Contract, Remedies for breach of Contract.

### Unit - III

Bailment, Pledge & Agency, Law of Sale of Good Act. Conditions & Warranties.

### Unit - IV

GST- Meaning, Importance, advantage and disadvantage. Impact of GST on Indian economy.

### Unit - V

Rights of Unpaid Seller & Suits for Breach of Sale of Goods Contract.

### Reference Books:

1. Avtar Singh. Company Law, 11<sup>th</sup> ed. Lucknow, Eastern, 1996.
2. Khergamwala, J.S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
3. Remaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S.M. Lectures on Company Law, Bombay, N.M. Trhpathi 1990.
5. Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.



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<b>Subject Name:</b>	<b>Production Management</b>
<b>Subject Code:</b>	<b>MJ 08MAN</b>

### Objectives:

1. To understand the various production and operations design decisions and how they relate to the overall strategies of organizations.
2. To understand principles of production management of how to produce goods and services of the right quality, right quantity, at the right time and at minimum cost and how to improve the efficiency.

### Unit – I

Introduction Production function, Nature and Scope of production Management,

### Unit – II

Production Process – Intermittent System, continues System, Production Planning and control.

### Unit – III

Plant Location and Plant Layout, Productivity Production order and work study.

### Unit – IV

Routing, Scheduling, CPM and PERT, Inventory management.

### Unit – V

Demand Forecast, Quality Control and Plant Maintenance.

### Reference Books:

1. B.S. Goel : Production Operations Management (Pragati prakashn, Meerut)
2. Basotia and Sharma : Production and Operation Management , Mangal deep Pub.
3. E.S. Buffa Production Planning abd control.





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### Semester – V

<b>Subject Name:</b>	<b>Management Concepts &amp; Practices</b>
<b>Subject Code:</b>	<b>MJ 09MAN</b>

#### **Objectives:**

1. To understand the principles of management thought and applying the same in practice.
2. To understand management practices which aim at improving discipline within an organization as these include exercising authority, assigning responsibility and introducing procedures of evaluation and control. The practices emphasize motivating the employees through financial and non-financial incentives

#### **Unit – I**

**Introduction to Management:** Concept, Scope, objective, Significance, Role, Nature, Purpose, Management as Profession, Management & Administration, Functions of Management.

#### **Unit – II**

**Evolution of Management Thought:** Early approaches to management, Classical Approach, Behavioral Approach, Quantitative approach Scope of management, Need and importance of principles of management.

#### **Unit – III**

**Planning:** Nature, Types, Importance, Steps in Planning Process, Long range and Short-range Planning, Objectives, MBO, Characteristics of MBO.

#### **Unit – IV**

**Organizing:** Span of Management, Different Types of authority(line and staff and Functional), Centralization, Decentralization of Authority, Principles of Delegation,



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### Unit – V

**Staffing & Controlling:** Nature & Significance, A brief knowledge of Recruitment, Selection, Training & Development, Performance Appraisal, Principles of effective control.

### Reference Books:

1. Dr. S.C. Saksena: Management Principles and Application. Sathiya Bhawan Publication, Agra.
2. Sanjay Gupta: Management Concept & Practices, SBPD Publications Agra.
3. Singh & T. N. Chabra: Management Concepts & Practices



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<b>Subject Name:</b>	<b>Business Policy</b>
<b>Subject Code:</b>	<b>MJ 10MAN</b>

### Objectives:

1. To understand skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional.
2. To understand Business policies as an important tool to ensure that the business operates at maximum efficiency. It permits the lower level management to deal with the problems and issues without consulting top level management every time for decisions.

### Unit-I

Introduction to Business Policy, nature, importance & purpose of business policy and types of Policy.

### Unit-II

Business definition & objectives, Mission, Vision, organization Values, Strategic Business unit.

### Unit-III

Nature of strategic decision making approaches and process of strategic management. Tactics, Policy and Strategy.

### Unit-IV

Micro environmental factor, macro environmental factor, SWOT Analysis,

### Unit-V

Corporate Social responsibilities & Strategic Management, Corporate Culture Corporate Policies and Corporate Ethics.

### Reference Books:

1. Azhar Kazmi: Business Policy
2. P.K. Ghosh: Business Policy
3. Satish Seth: Corporate Strategy
4. L.M. Prasad: Business Policy & Strategic Management.



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<b>Subject Name:</b>	<b>Quantitative Techniques</b>
<b>Subject Code:</b>	<b>MJ11MAN</b>

### Objectives:

1. To understand quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques.
2. To understand Quantitative techniques through which one can solve uncertainty in decision making and enhance project ability and efficiency in the business. Therefore, these quantitative techniques evaluate planning factors and when these arise then provide meaningful solution to particular business problem.

### Unit – I

Nature and Importance of quantitative Techniques in statistical data interpretation.

### Unit – II

Standard Deviation, Variation, Covariance.

### Unit – III

Correlation Analysis, Karl Pearson's, Coefficient of Correlation, Spearman's, Rank Correlation.

### Unit – IV

Time Series • Concept, Advantages, Disadvantages, Methods, Simple Average Method, Moving Average Method, Seasonal Variation Method.

### Unit – V

Index Numbers – Simple Average Method, Aggregative Method, Marshall, Fisher Index Number.

### Reference Books:

1. D.N. Elhance: Practical Problems in statistics fundamentals of statistics.
2. B.N. Gupta: Statistics
3. S.P. Gupta: Statistics Methods
4. Richard Levin: Statistics for Management.
5. Dr. Aditham B. Rao: Quantitative Techniques



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## **BACHELOR OF BUSINESS ADMINISTRATION**

### **Semester – VI**

<b>Subject Name:</b>	<b>Consumer Behavior</b>
<b>Subject Code:</b>	<b>MJ12MAN</b>

#### **Objectives:**

1. To understand influences on consumers' buying decisions. By understanding how consumers decide on a product, marketers can fill in the gap in the market and identify the products that are needed and the products that are obsolete.
2. To understand the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results. And Relationship between consumer behavior and marketing practices.

#### **Unit - I**

Introduction to Consumer Behavior: Consumer Behavior & Marketing Strategies. (Segmentation promotion and Positioning Strategies).

#### **Unit - II**

Consumer Perception: Purchase search, information processing and Consumer Involvement theory; Evaluative criteria & Decision Rules; Consumer attitude & attitude Change.

#### **Unit - III**

Advertising campaign-Advertising V/s Consumer behavior; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.

#### **Unit - IV**

Market Situation Analysis: Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position;

#### **Unit - V**

Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations



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## BACHELOR OF BUSINESS ADMINISTRATION

### Reference Books:

1. Assael, H. Consumer Behaviour and marketing Action. Ohio, South Western, 1995.
2. Engle, J. F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Chliffs, New Jersey, Prentice Hall Inc., 1989
4. Cravens, D W. Strategic Marketing.
5. Kaynak, E and Savitt, R. Comparative Marketing Systems.



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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Service Marketing</b>
<b>Subject Code:</b>	<b>MJ 13MAN</b>

### **Objectives:**

1. To understand building trust, empowering service delivery personnel, establishing uniform processes, and promoting customer satisfaction.
2. To understand concepts and techniques that help in taking decisions relating to various services marketing situations.

### **Unit - I**

Market Situation Analysis: Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies- Expanding the Total Market, Protecting Market Share, Expanding Market Share, Market Challenger Strategies- Choosing and Attack Strategy, Market Follower Strategies.

### **Unit - II**

Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations,

### **Unit - III**

The Emergence of Service Economy; Nature of Services; Goods and Services Marketing; Marketing Challenges in Service Businesses; Marketing Framework for Service Businesses; The Service Classification; Service Product Development; The Service Encounter;

### **Unit - IV**

Quality Issues and Quality Models; Demand – Supply Management; Advertising, Branding and Packaging of Services; Recovery Management and Relationship Marketing; Service Marketing: origin and Growth- Classification of Services- Marketing of financial services- The Indian scene- Designing of service strategy

### **Unit - V**

Industry Segmentation and Competitive Advantage; Product Differentiation and Brand positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in



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Competitive Marketing The Service Consumer Behaviors; Service Management Trinity; Service Vision and Service Strategy.

### **Reference Books:**

1. Cravens, D W. Strategic Marketing.
2. Kotler, Philip. Marketing Management.
3. Poter, M E. Competitive Strategy.
4. Lovelock, Christopher H. Services Marketing.





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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Training &amp; Development</b>
<b>Subject Code:</b>	<b>MJ14MAN</b>

### **Objectives:**

1. To understand how to improve the individual's level of awareness. Increase an individual's skill in one or more areas of expertise.
2. To understand how to Increase an individual's motivation to perform their job well.

### **UNIT-I**

Training process- an overview; role, responsibilities and challenges to training manager; organization and management of training function; training needs assessment and action research.

### **UNIT-II**

Training climate and pedagogy; developing training modules; training methods and techniques; facilities planning and training aids; training communication; training evaluation; training and development in India.

### **Unit III**

Training and Development Methodologies : Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instructions- Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment.

### **Unit IV**

Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods.

### **Unit V**

Evaluation of Training and Development: Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation



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frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program.

### **Reference Books:**

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Trvelove, Steve, Handbook of Training and Development, Blackwell Business.
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.
4. Craig, Robert L., Training and Development Handbook, McGraw Hill.
5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.



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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Working Capital Management</b>
<b>Subject Code:</b>	<b>MJ 15MAN</b>

### Objectives:

1. To understand maintaining the working capital operating cycle and ensuring its ordered operation, minimizing the cost of capital spent on the working capital.
2. To understand maximizing the return on current asset investments.

### Unit-1

Concept of Working Capital Management, Importance of Working Capital, Kinds of Working Capital, Factors Determining Working Capital, Estimating Working Capital Requirements;

### Unit-2

Management of Cash -Motives for Holding Cash and marketable securities; Cash System, Managing the Cash Flows. Cash Concentration Strategies, Disbursement tools,

### Unit-3

Investment in Marketable Securities; Forecasting Cash Flows; Managing Corporate Liquidity and Financial Flexibility; Measures of Liquidity,

### Unit-4

Receivable Management- Determining the appropriate Receivable Policy, Marginal Analysis, Credit Analysis and Decision, Inventory Management-kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory

### Unit-5

Management and Valuation of Inventory control and Capital Investment Processes.



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### **Books Recommended:**

1. Bhalla, I V K, : Working Capital Management, Text and Cases, 4th ed. Delhi, Anmol, 2001.
2. Hampton J. J. and C. L : Wagner Working Capital Management, John Wiley & Sons, 1989.
3. Mannes, T.S. and J.T. Zietlow : Short-Term Financial Management, West Pub. Co., 1993.
4. Scherr, F.C. Modern Working Capital Management, Prentice Hall, 1989.



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## **BACHELOR OF BUSINESS ADMINISTRATION**

### **Semester – VII**

<b>Subject Name:</b>	<b>Compensation Management</b>
<b>Subject Code:</b>	<b>MJ 16MAN</b>

#### **Objectives:**

1. To understand the ability to attract, engage, and retain top talent through competitive compensation plans that align with the company budget, corresponding job market, and government regulations.
2. To understand good compensation management for motivating, attracting and recruiting talent.

#### **UNIT-I**

Conceptual and Theoretical understanding of Economic theory related to reward management; Competitive Imperatives; Productivity, Quality, Service, Speed, Learning, Planning for Improved Competitiveness; Diagnosis and Benchmarking- Determination of Inter and Intra-industry Compensation differentials; Internal and external Equity in compensation system.

#### **UNIT-II**

Understanding tools used in Designing, Improving and Implementing Compensation packages; Compensation designs for Specific Type of Human Resources like Compensation of Chief Executives, Senior managers, R & D Staff.

#### **UNIT-III**

Understanding different components of compensation packages like fringe benefits, incentives and Retirement Plans; Compensation Practices of Multinational Corporations and Strategic Compensation Systems.

#### **UNIT-IV**

Statutory Provisions governing Different Components of Reward systems. Working of different Institutions Related to Reward System Like Wage Boards, pay Commissions etc.



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### UNIT-V

Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

#### **Books Recommended:**

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4



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## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Security Analysis</b>
<b>Subject Code:</b>	<b>MJ 17MAN</b>

### Objectives:

1. To understand evaluation of the growth and Development of Securities Market and obtain various Analytical Skills.
2. To understand the Risk & Return Concept and capital appreciation, Regular Income, the Safety of Capital, Hedge against Inflation, and Liquidity.
3. To understand the method of evaluating the intrinsic value of an asset and analyzing the factors that could influence its price in the future.

### Unit - I

Investment- Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities; Mechanics of Investing; Markets and Brokers.

### Unit - II

Investment Companies; Market Indices and Return; Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable Income Security.

### Unit - III

The Return to Risk and the Investment Decision; Government Securities; Non Security Forms of Investment; Real Estate Investment; Instruments of the Money Market.

### Unit - IV

Stock Market Analysis- Fundamental and Technical Approach, Efficient Market Theory, Recent Developments in the Indian Stock Market

### Unit - V

Meaning of Investment, nature scope and types of investment.



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## BACHELOR OF BUSINESS ADMINISTRATION

### Reference Books:

1. Amling, Frederic. Investment. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1983.
2. Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management., 8<sup>th</sup> ed., New Delhi, S. Chand, 2001.
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6<sup>th</sup> ed., New Delhi, Prentice Hall of India, 1995.
4. Fuller, Ressel J. and Farrell, James L. Modern Investment and Security Analysis, New York, McGraw Hill, 1993.
5. Haugen, Robert H. Modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.





# RKDF UNIVERSITY, RANCHI

## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Brand Management</b>
<b>Subject Code:</b>	<b>MJ 18MAN</b>

### Objectives:

1. To understand principles of Branding, role of brands, elements and components of brands, brand equity etc.
2. To understand implications of planning, implementing and evaluating Branding Strategies.

### UNIT-I

Introduction to Brands: Products v/s Retail Brands, Anatomy of a Brand, Overview of brand building process in Retail organization.

### UNIT-II

The Growth of Retail Power and the Brand-building Challenge Investing in Store Brands Customers and Brands.

### UNIT-III

Understanding Retail brands from the customer's perspective Brand Positioning Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc.

### UNIT-IV

Articulating the Brand Identity: Logos, Mascots, Taglines, and Packaging etc. Executing the Brand Identity through the 4P,,s.

### UNIT-V

Executing the Brand Identity through Promotion" Brand Extensions Brand Product Portfolio Brand Equity: Development and Measurement Managing the Brand Portfolio over time

### Reference Books:

1. Keller, K, Strategic Brand Management, Prentice Hall, New Jersey, 1998
2. Aaker, D A, Building Strong Brands, Free Press, 1996
3. Aaker, D A, Managing Brand Equity, Free Press, 1994
4. Kapferer, Jean Noel, Strategic Brand Management,
5. Kogan Page, 1997 Gilmore, F Brand Warriors, Harper Collins Business, 1998



# RKDF UNIVERSITY, RANCHI

## BACHELOR OF BUSINESS ADMINISTRATION

<b>Subject Name:</b>	<b>Strategic Management</b>
<b>Subject Code:</b>	<b>MJ 19MAN</b>

### **Objectives:**

1. To understand the updated and latest business growth strategies as well as the newest tools for strategic planning models.
2. To understand improved decision making, increased efficiency, better coordination between departments, and improved alignment with organizational goals.

### **Unit – I**

**Strategic Management:** An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits

### **Unit – II**

**Mission, Objectives, Goals and Ethics:** What is mission, concept of goals, Integration of individual and organization goals: A Challenge, How Objectives are pursued, how mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy

### **Unit – III**

**External environment: Analysis and appraisal:** Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT:A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.



# RKDF UNIVERSITY, RANCHI

## BACHELOR OF BUSINESS ADMINISTRATION

### Unit – IV

**Generic competitive strategy:-** Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, **Corporate strategy:-** Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy



# RKDF UNIVERSITY, RANCHI

## BACHELOR OF BUSINESS ADMINISTRATION

### Semester – VIII

<b>Subject Name:</b>	<b>New Industrial Relation &amp; Labor Law</b>
<b>Subject Code:</b>	<b>MJ 20MAN</b>

#### **Objectives:**

1. To understand establishing industrial peace and avoid industrial disputes.
2. To understand how to safeguard the interests of both workers and management.

#### **Unit - I**

Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the state; Legal Framework of Industrial Relations

#### **Unit - II**

V Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management ; Discipline and grievance Management; Negotiation and Collective Settlements; Participative Management and Co-ownership; Collective Bargaining, Employee Empowerment and Quality Management; Industrial Relations and Technological Change.

#### **Unit - III**

Conceptual and Theoretical Understanding of Economic Theory Related to Reward Management; Competitive Imperatives; Productivity, Quality , Service, Speed , Learning; Planning for improved Competitiveness; Diagnosis and Bench marking, Obtaining Commitment; Determination of Inter and Intra-industry Compensation Differentials; Internal and External Equity in Compensation Systems

#### **Unit - IV**

Understanding tools Used in Designing, Improving and Implementing Compensation Packages; Compensation Designs for Specific type of Human Resources like Compensation of Chief Executives, Senior Managers, R&D Staff, etc; Understanding different components of Compensation Packages like Fringe Benefits, Incentives and Retirement



# RKDF UNIVERSITY, RANCHI

## BACHELOR OF BUSINESS ADMINISTRATION

### Unit - V

Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

### Reference Books:

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Barges, Lenard R. wage and Salary Administration. London, Charles E- Merril 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988.

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