

**VI SEMESTER**

**BBA (CBCS) Syllabus 2019 – 2020****OU****3<sup>RD</sup> YEAR****SEMESTER – V**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 5</b>	English (First Language) - 5	<b>3</b>	<b>3</b>		
<b>MIL 5</b>	MIL – 5	<b>3</b>	<b>3</b>		
<b>GE -1</b>	Mobile Commerce	<b>4</b>	<b>4</b>	<b>3 Hrs.</b>	<b>60 U + 20 I</b>
<b>DSE 501</b>	a) Financial Markets and Services (F) b) Brand Management (M) c) Organization Development (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 502</b>	a) Analysis of Investment in Financial Assets (F) b) Retail Management (M) c) Performance Appraisal and Counseling (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 503</b>	a) Insurance Services (F) b) Customer Relationship Management (M) c) Compensation Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>24/25</b>	<b>25</b>		

**SEMESTER – VI**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 6</b>	English (First Language) – 6	<b>3</b>	<b>3</b>		
<b>MIL 6</b>	MIL – 6	<b>3</b>	<b>3</b>		
<b>GE -2</b>	Business Analytics	<b>4</b>	<b>3</b>	<b>4 Hrs.</b>	<b>60 U + 20 I</b>
<b>DSE 601</b>	a) Banking (F) b) Buyer Behaviour (M) c) Leadership and Change Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 602</b>	a) Risk Analysis And Management (F) b) Advertising and Sales Promotion (M) c) Talent and Knowledge Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 603</b>	a) International Finance (F) b) Rural Marketing (M) c) Employees Relations (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 604</b>	Project Report & Viva-Voce	<b>4</b>	<b>4</b>	<b>Viva</b>	<b>Grade</b>
	<b>Total Semester Credits</b>	<b>29</b>	<b>29</b>		
	<b>Total All Semester Credits</b>	<b>148/150</b>	<b>150</b>		

G.Pulla Reddy Degree & PG College  
Mehdipatnam, Hyderabad

*ELS: English Language Skill; SLS: Second Language Skill; AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam; U: University Exam; PR: Project Report; VV: Viva-Voce Examination; F: Finance; M: Marketing; HR: Human Resource Management.*

**Note: If a student should opt for “a” in SEC in III semester, the student has to opt for “a” only in IV semester and So is the case with “b” and “c”. In the case of DSE also the rule applies.**

OSMANIA UNIVERSITY  
PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN  
BBA (GENERAL) PROGRAMME

SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	6	4/3	20
2.	MIL	6	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	2	4	8
6.	Project Report & Viva-voce	1	4	4
7.	DSC	12	5	60
8.	DSE	6	5	30
	<b>Total</b>	<b>39</b>		<b>154</b>
	<b>Management</b>	<b>21</b>		<b>102</b>
Credits Under NON – CGPA		<b>NSS/NCC/Sports/Extra Curricular</b>	<b>Up to 6 (2 in each year)</b>	
		<b>Summer Internship</b>	<b>Up to 4 (2 in each after I &amp; II years)</b>	

**Note :**

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grade (A/B/CD) is awarded to both the project viva-voce and project report as per University Norms.

**COURSE NO. GE -2**

**BASIC BUSINESS ANALYTICS (GE-II)**

**OBJECTIVE:**

The course aims to provide an understanding of basics concepts related to Business Analytics and practical approach using MS-EXCEL and simple programming concepts in R.

**UNIT – I : INTRODUCTION TO BUSINESS ANALYTICS :**

Definition, Types of Analytics-Descriptive, Predictive and Prescriptive, Business Analytics Applications in Different Areas (BA in Practice), Big Data.

**UNIT – II: DESCRIPTIVE ANALYTICS 1 :**

Types of Data- Population and Sample Data, Quantitative and Categorical Data, Cross-Sectional and Time Series Data, Sources of data, Descriptive Statistics- Measures of Location (central Tendency)-Mean, Median and Mode and relationship between them – Problems.

**UNIT – III: DESCRIPTIVE ANALYTICS 2 :**

Measures of Variability-Range, Variance, Standard deviation, Coefficient of Variation, Percentiles, Quartiles, Analyzing Distributions – Empirical Rule, Identifying Outliers, Box Plots, Measures of Association -Scatter Charts, Covariance, Correlation Coefficient – Problems.

**UNIT – IV: PREDICTIVE ANALYTICS :**

Trend Analysis, Regression Analysis- Least Square Method, Assessing the Fit of Simple Linear Regression, Coefficient of Determination, Introduction to Data Mining- Definition, Methods of Data Mining, Applications of Data Mining.

**SUGGESTED BOOKS :**

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.

**COURSE NO. DSC – 601 (a)****BANKING (F)****OBJECTIVES :**

The course helps the students to know about banking and its regulations.  
It focuses on latest trends in banking.

**UNIT - I : INTRODUCTION TO BANKING :**

Evolution of Commercial Banking in India, Definition of Banker, Customer, Functions of Reserve Bank and Commercial Bank. Emerging role of bankers and Role of Banks in Economic development, Reforms in banking sector, Global financial crisis & Indian banking sector.

**UNIT - II : RBI AND TYPES OF BANKS :**

RBI, Constitution, Organizational sheet Management, Objectives, Functions, monetary Policy.  
Dist Cooperative Central Bank, RRB, NABARD, IDBI, SIDBI, Development Banks.

**UNIT - III : NEGOTIABLE INSTRUMENTS :**

Description - their Special features. Duties, Reprioritizes of paying, collecting banker. Circumstances under which banker and refuses payment of cheques. Consequences of wrongful distionous, pre cautions while advancing loans against securities, Good real estate, Insurance polities collateral securities.

**UNIT - IV : CUSTOMER RELATIONSHIP IN BANKS :**

Banking Customers Relationship, Procedure for opening account difference types of loans, advances, operation of banking cheques crossing, endorsements. Types and rules of wrong principles of sound lending.

**UNIT - V : REGULATION AND INNOVATON IN BANKING SYSTEM :**

Commercial Bank, credit allocation policies, Types of banks, Branch banking, Unit banking, Group banking, RRB, Co operative banks, micro, NABARD, IDBI.  
Latest trends in banking ATM, E-banking, mobile banking, E-payment, credit card, online banking, plastic money, electronic purse, digital cash, EFT, ECS (Electronic Clearing System), Safeguard for Internet Banking, comparison of traditional banking and E-banking. MSME'S, role of foreign banks, advantages & disadvantages of foreign banks.

**SUGGESTED BOOKS:**

1. Introduction to Banking, Vijayaragavan Iyengar, Excel Books, 2009.
2. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
3. Bank Financial Management, IIBF, Macmillan 2010.
4. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2<sup>nd</sup> Edition.
5. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008
6. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16<sup>th</sup> Edition

**COURSE NO. DSC – 601 (b)**

**BUYER BEHAVIOUR (M)**

**OBJECTIVE :**

To understand the depth concept & theories of Consumer buying Behaviour

To Focus on Learning theories

To Know the impact of culture on Buyer Behaviour

**UNIT – I : INTRODUCTION TO BUYER BEHAVIOUR :**

Understanding basics of Buyer Behaviour, Factors effecting Buyer Behaviour, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behavioural factors in framing Marketing Strategies.

**UNIT – II : THEORIES OF BUYER BEHAVIOUR :**

Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as source of information; encoding and Information Retention, Retrieval of information.

**UNIT – III : IMPACT OF CULTURE ON BUYER BEHAVIOUR :**

Social and Cultural Settings: Social Class, Indian Socio – Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle- Changing aspects of family size.

**UNIT – IV : BUYER BEHAVIOUR DECISION :**

Buyer decision making: Information Search, sources of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

**UNIT – V : MODELS OF BUYER BEHAVIOUR :**

Basic Model of Buyer Behaviour: Generic Model of Buyer Behaviour, Howard Sheth Model, Engels Consumer Theory, Consumerism, Buyer rights – Protection of Buyer rights in India.

**SUGGESTED BOOKS :**

1. Schiffman and Kannik, “Consumer Behavior”, 2018, Pearson Education / PHI.
2. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
3. Gary Lilien, “Marketing Models”, 2018, PHI.
4. Suja R. Nair, “Consumer Behaviour in Indian perspective”, 2010, HPH.
5. Sheth and Mittal, “Consumer Behavior”, 2004, Thomson Learning.
6. Stish Batra, “Consumer Behavior”, 2009, Excel Books New Delhi.

**COURSE NO. DSC – 601 (c)**

**LEADERSHIP AND CHANGE MANAGEMENT (HR)**

**OBJECTIVE:**

This course offers an understanding into Leadership Activities and its influence on the Management of change in the organizations.

**UNIT – I : INTRODUCTION :**

Leadership: Concept, Characteristics, roles, motives, skills and functions. Leadership Vs Management. Effective leadership behaviours and attitudes. Impact of Leadership on organizational performance.

**UNIT – II : LEADERSHIP STYLES AND THEORIES :**

Popular Leadership Styles, Entrepreneurial and Super leadership. Transactional Vs Transformational leadership. Triat and Path – Goal theories of leadership.

**UNIT – III : ORGANISATIONAL CHANGE :**

Types and forces of change, Framework for change management. Proactive change and reactive change. Elements of planned change. Action research model.

Individual and organisational barriers to change management and overcoming the barriers to change management.

**UNIT – IV : INFLUENCE OF CHANGE :**

Six belief changers that Influence change, organisational change through influencing individual change.

Approaches : Kotter's eight step plan, Greiner's Change process model. Four key drivers of organisational change. Factors contributing to resistance to change. Best practices to overcome resistance to change.

**UNIT – V : ORGANISATIONAL CULTURE AND CHANGE MANAGEMENT :**

Organisational Culture and Leadership, Types of Cultures, Primary and Secondary ways to influence culture, elements of organisational culture. Diagnosing, creating and managing organisation culture.

**SUGGESTED BOOKS :**

1. S. Chandan, "Organisational Behaviour", Vikas Publishing House Pvt. Ltd. 3<sup>rd</sup> Edition
2. Herbert G. Hicks and C.Ray Gullett, "Theory and Behavior", McGrew Hill.
3. Andrew I Dubrin, "Research Findings, Practice and Skills", Houghton Mifflin Company, 3<sup>rd</sup> Edition.
4. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
5. Adrain thornhill, Phil Lewis, Mike Millmore, Mark Saunders, "Managing Change – A Human Resource Strategy Approach", Pearson Education, 2006.
6. Nilakant V and Ramnarayan, "Managing Organizational Change", Response Books, 2006.

**COURSE OBJECTIVE :**

This course enables the students to understand the Risk associated with Financial Institutions and helps to manage risk effectively.

**UNIT - I: INTRODUCTION :**

Risk Vs Uncertain , Risk Management, objectives and tools of Risk Management. Principles of Risk Management and Risk Management process.

Risks associated with Financial services firm – Types of Risks, Product and Capital Market Risk. Risk Reporting: Internal and External reporting.

**UNIT – II : MEASUREMENT & MANAGEMENT OF FINANCIAL RISK :**

Value at risk (VaR): The concept, computation, stresses testing, back testing. Cash flow at risk (CaR): VaR and CaR to make investment decisions. Managing risk when risk is measured by VaR or CaR. Non-Insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer. Asset-Liability Management (ALM): evolution & concept, RBI guidelines. Capital Adequacy. Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

**UNIT – III : FORWARD AND FUTURES CONTRACTS TO MANAGE RISK :**

The concept of Derivatives and types of derivatives. The role and significance of derivative's in managing risk. Participants in Derivative Markets: Individuals, speculators, Hedgers and Arbitrageurs.

Forward contracts. Definition features, their utility is risk management. Limitations of Forward contracts. Futures contracts: Definition, features and their utility in Risk management limitations. Clearing House initial & Daily Margins and Marking to the market. Differences between Forward and Futures contracts.

**UNIT – IV : SWAPS AND OPTIONS TO MANAGE RISK:**

Swaps, Concept of Swap. Types of Swaps: Interest Rate and Currency Swaps. The process of Managing Risk using Swaps.

**Options :** Definition, terminology, types of options : call, put, American and European options.

Options in the money, out of money and at the money. Black and Scholes option pricing model: Assumptions and limitations.

**UNIT – V : FINANCIAL ENGINEERING :**

Concept, scope of financial engineering. Factors contributing to growth of Financial Engineering: Environment and intra firm factors. Tools of Financial Engineer: New product development and New Product Strategy.

**SUGGESTED BOOKS :**

1. Dun and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Ravi Kumar, "Asset Liability Management", Vision Books Pvt. Ltd.
3. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
4. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
5. John. F. Marshall & Vipul.K.Bansal, "Financial Engineering: A Complete guide innovation", PHI.



**COURSE NO. DSC – 602 (b)**

**ADVERTISING AND SALES PROMOTION (M)**

**OBJECTIVE :**

It helps the students to understand the important of advertisements for promotion of products.  
It focuses on media planning, personal selling and sales promotion.

**UNIT – I : INTRODUCTION :**

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

**UNIT – II : CREATION OF ADVERTISEMENT :**

Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles.  
Advertisement Appeals – Emotion and Rational Appeals.

**UNIT – III : MEDIA PLANNING :**

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption.  
Media scheduling.

**UNIT – IV : PERSONAL SELLING :**

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

**UNIT – V : SALES PROMOTION :**

Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.  
Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

**SUGGESTED BOOKS :**

1. David Aaker, “Advertisement Management”, 2018, HPH
2. Belch & Belch, “Advertising and Promotion”, TMH.
3. Aaker, Kumar, “Advertising Management”, PHI.
4. S.A. Chunawalla, “Advertising Management”, HPH.
5. Still Rechard, Sales Management, Latest Edition, 2018, Prentice Hall

**COURSE NO. DSC – 602 (c)****TALENT AND KNOWLEDGE MANAGEMENT (HR)****OBJECTIVE :**

The main objective of the course is to offer knowledge on various approaches to talent and knowledge management in business organizations. The course also facilitate discussion on a variety of institutional strategies and models for dealing with talent and knowledge management.

**UNIT – I : INTRODUCTION TO TALENT MANAGEMENT :**

Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components . Institutional Strategies for dealing with Talent Management.

**UNIT – II : SUCCESSION AND CAREER PLANNING :**

Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management.

**UNIT – III : KNOWLEDGE MANAGEMENT :**

Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factories influencing knowledge management

**UNIT – IV : NATURE OF KNOWLEDGE :**

Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions , mechanism and systems knowledge infrastructure.

**UNIT – V : KNOWLEDGE FRAME MANAGEMENT :**

Knowledge management frame Handsnon – earl’s sever schools of knowledge management. Alvesson & Karreman’s knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems.

**SUGGESTED BOOKS :**

1. Ed by Lance A. Berger and Dorothy R Berger. “The Talent Management Handbook”, 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, “Talent Management”, ASTD Press.
3. Sajjad M Jasmuddin, “Knowledge Management”, 1<sup>st</sup> ed, 2009, Cambridge.
4. Stuart Barnes, “Knowledge Management Systems”, Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal “Knowledge Management”, 2009, Pearson Education Inc.
6. Donald Hislop, “Knowledge management in Organizations”, 2009, Oxford University Press, Second edition.
7. Sudhir Warier, “Knowledge Management”, Vikas Publishing House Pvt. Ltd.
8. Thorne & Pellant, “The Essential Guide to Managing”, Viva Books.
9. Stuart Barnes(Ed) “Knowledge Management Systems”. Cengage Learning.

**COURSE NO. DSC – 603 (a)****INTERNATIONAL FINANCE (F)****OBJECTIVE :**

The objective of this course to provide inputs on globalisation, exchange Risk Management, Financing of International Trade etc.

**UNIT - I : INTRODUCTION :**

Globalisation and MNCs Nature and scope of international finance, Globalisation and multinational firm, MNCs: the key participant in international financial functions, Factors leading to Fast strides in International financial functions, International trade, Challenges of international finance, Globalization and emerging trends of trade.

**UNIT –II : RISK AND EXPOSURE :**

Nature of Exposure of Risk, Defining Exposure and Risk Classification of Foreign Exchange Exposure and risk, Risk Management and Wealth Maximization, Classification of foreign Exchange Exposure and risk, Measuring Exposure and Risk

**UNIT – III : BALANCE OF PAYMENTS :**

Features of BOP, components of BOP the global economy, balance of payments, economy of a country, exchange rates and BOP exchange of national currencies, basics of foreign exchange markets, Interpretation of exchange rates theories, currency convertibility and the strength of the rupee Financial or speculative, Price risk and exchange rate financial instruments like derivatives

**UNIT - IV : FINANCING INTERNATIONAL TRADE AND MONETARY FUND :**

Market instruments, Cash-in-advance, Modes of financing in international trade. World Bank: EXIM Bank. Functions and responsibilities of the Bank and its changing role, Primary responsibility of International Monetary Fund, Exchange rates and international payments, Special rights of the IMF, resources, Operations and current challenges, Multilateral institutions, International Bank for Reconstruction and Development, International Finance Corporation and Bank for International Settlements.

**UNIT – V: INTERNATIONAL TRADE PRACTICES:**

General Agreement on Tariff and Trade (GATT), Consensus on international trade practices, Journey of GATT, WTO: Global Financial Regulations: Global financial crisis in 2007, New global rules and regulations Volcker Rule, Dodd Frank Act, Basel III Accord, Solvency II rules for the insurance sector, Role of international financial institutions and their role in global regulations.

**SUGGESTED BOOKS:**

1. Eun C.S., Resnick B.G., “International Financial Management”, 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., “International Finance”, 2009, 5th Ed. Routledge, Taylor & Francis Group.
3. Shailaja G, “International Finance”, 2011, 2nd Ed. Orient Blackswan.
4. Hendrik Van den Berg, “International Finance and Open Economy Macro Economics”, 2009, 1st Ed. Cambridge.
5. Sharan V., “International Financial Management”, 2009, 5th Ed. PHI, EEE.
6. Madura J., “International Financial Management”, 2010, 4th Ed. Cengage Learning.
7. Apte P.G., “International Finance”, 2008, 2nd Ed. McGraw Hill.
8. “Risk Management, 2006 Indian Institute of Banking & Finance, Macmillan.
9. Madhu Vij, “International Financial Management”, 2010, 3rd Ed. Excel Books.
10. Jain, Peyrard and Yadav “International Financial Management,” Trinity Press, 2010.

**COURSE NO. DSC – 603 (b)**

**RURAL MARKETING (M)**

**OBJECTIVE :**

The objective of the course is to introduce rural market dynamics to the students so that they can learn about rural behavior and factor that differs from urban market.

**UNIT – I : RURAL ECONOMY & DEVELOPMENT :**

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development in the last few decades.

**UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :**

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

**UNIT – III : PRODUCT MIX DECISIONS :**

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

**UNIT – IV : PRICING & PROMOTION STRATEGY :**

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

**UNIT – V : RURAL DISTRIBUTION :**

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

**SUGGESTED BOOKS :**

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Ruddar Dust Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi

**COURSE NO. DSC – 603 (c)**

**EMPLOYEE RELATIONS (HR)**

**OBJECTIVE:**

The main aim of this course is to introduce students to the theories and practices of Industrial Relations. The module examines the relationship existing between employer and employee.

**UNIT – I : INDUSTRIAL RELATIONS :**

Concept, Definition, Objectives, Scope, Approaches, Principles. Factors affecting employee stability. Employee Relations at Workplace, Culture.

**UNIT – II : INDUSTRIAL CONFLICT :**

Causes of Industrial Disputes, Machinery for settling of disputes – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance Handling: Causes of grievances – Guidelines for grievance handling – Grievances Redressal procedures. Employee Discipline: Causes of indiscipline – Code of discipline – Disciplinary procedure – Code of conduct. Collective Bargaining.

**UNIT – III : EMPLOYEE RELATIONS :**

Changing concept of management and labour relations; Laws, development of the idea of social justice, limitation of management prerogatives, increasing labour responsibility in productivity. Joint consultation in India. The employment relationship, Employee relations, Managing employee relations, Employee voice.

**UNIT – IV : TRADE UNIONISM AND INDUSTRIAL RELATIONS :**

Labour movement: Trade union movement, Functions and problems of trade unions. International Labour Movement: International Confederation of Free Trade Unions (ICFTU), World Federation of Trade Unions (WFTU), International Labor Organization's (ILO). Worker's Participation in Management – Forms.

**UNIT –V : WAGE LEGISLATION AND ADMINISTRATION :**

Wage Legislation and Administration: The need for wage legislation, payment of wages Act-1936, The minimum wages Act-1948, The payment of Bonus Act- 1965, Equal remuneration Act-1976. Managing the work environment, Health and safety management.

**SUGGESTED BOOKS :**

1. Mamoria C.B and Sathish Mamoria, "Dynamics of Industrial Relations", Himalaya Publishing House, New Delhi, 1998.
2. P.N. Singh and Neeraj Kumar, "Employee Relations Management", 2010, Pearson Education, New Delhi.
3. Pylee. M.V and Simon George, "Industrial Relations and Personnel Management" ,Vikas Publishing House (P) Ltd., New Delhi,1995
4. Michael Armstrong, "Essential Human Resource Management Practice" Kogan Page Limited, 2010
5. Srivastava, "Industrial Relations and Labour Laws", Vikas, 4TH edition, 2000.

**COURSE NO. DSC - 604**

**PROJECT REPORT AND VIVA-VOCE**

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.

**MODEL PAPER FOR BBA (CBCS)**

**Code No.**

**FACULTY OF MANAGEMENT**

**AECC & SKILL ENHANCEMENT COURSE**

**III & IV SEMESTER (NEW) EXAMINATION, 2019**

**Internal Exam**

**( Max Marks – 10 )**

- a) 10 bits Multiple Choice Question **10 x ½ = 5 Marks**
- b) Fill in the blank **10x ½ = 5 Marks**

**Externals Exam (University Examination) ( Max Marks – 40 )**

**PART – A**

**Answer all questions (Short Answer Type) (5x 2 =10 Marks)**

1. a)  
b)

**PART – B**

**Essay Answer Type (15x2 =30 Marks)**

2. a)

**OR**

- b)

3. a)

**OR**

- b)

**MODEL PAPER FOR BBA (CBCS)**

**Code No.**

**FACULTY OF MANAGEMENT**

**I, II, III & IV SEMESTER (NEW) EXAMINATION, 2019**

**INTERNAL EXAM**

**( Max Marks – 15 )**

- |  |                         |
|--|-------------------------|
| <b>I) 10 bits Multiple Choice Question</b> | <b>10 x ½ = 5 Marks</b> |
| <b>II) Fill in the blank</b>               | <b>10x ½ = 5 Marks</b>  |
| <b>III) Short Answer Question</b>          | <b>5x1 = 5 Marks</b>    |



**MODEL PAPER FOR BBA (CBCS)**

**FACULTY OF MANAGEMENT**

**I, II, & III YEAR (NEW) EXAMINATION, 2019**

**Time: 3 Hours**

**( Max Marks – 80 )**

**SECTION – A**

**Answer any five questions**

**( 5X 4 = 20 Marks)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**SECTION – B**

**( 5 x 12 = 60 Marks)**

9. a)
- b)
10. a)
- b)
11. a)
- b)
12. a)
- b)
13. a)
- b)

**OR**

**OR**

**OR**

**OR**

**OR**