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**(***Affiliated to* **KOLHAN UNIVERSITY, Chaibasa)**

**STUDENT STUDY HAND - BOOK**

**(Academic Session: 2016 – 2019)**

**FOR**

**BACHELOR OF BUSINESS ADMINSTRATION**

**(BBA, Semester - 2)**

**(VOCATIONAL COURSES)**

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| **COURSE - STRUCTURE** |
| **Sem.** | **Name of Papers** | **Type of****Paper** | **Internal** | **External** | **Full****Marks** | **Pass (%)****Marks** | **Credit** |
| **I** | 101-Principles of Management | Theory | 30 | 70 | 100 | 45 | 4 |
| 102-Introduction to Business Accounting | Theory | 30 | 70 | 100 | 45 | 4 |
| 103-Business Communication | Theory | 30 | 70 | 100 | 45 | 4 |
| 104-Fundamentals of Computer Application with Lab | Theory | 30 | 70 | 100 | 45 | 4 |
| 105-Business Economics | Theory | 30 | 70 | 100 | 45 | 4 |
| **II** | 106-Organisational Behaviour | Theory | 30 | 70 | 100 | 45 | 4 |
| 107-Environmental Science | Theory | 30 | 70 | 100 | 45 | 4 |
| 108-Business Statistics | Theory | 30 | 70 | 100 | 45 | 4 |
| 109-Introduction to Marketing | Theory | 30 | 70 | 100 | 45 | 4 |
| 110-Business Ethics | Theory | 30 | 70 | 100 | 45 | 4 |
| **III** | 201-Human Resource Management | Theory | 30 | 70 | 100 | 45 | 4 |
| 202-Legal aspects of Business | Theory | 30 | 70 | 100 | 45 | 4 |
| 203-Basics of Cost Accounting | Theory | 30 | 70 | 100 | 45 | 4 |
| 204-Indian Economy | Theory | 30 | 70 | 100 | 45 | 4 |
| 205-Personality Development &Communication Skills | Theory | 30 | 70 | 100 | 45 | 4 |
| **IV** | 206-Research Methodology | Theory | 30 | 70 | 100 | 45 | 4 |
| 207-Management Information System | Theory | 30 | 70 | 100 | 45 | 4 |
| 208-Basics of Management Accounting | Theory | 30 | 70 | 100 | 45 | 4 |
| 209-Fundamentals of Operations Research | Theory | 30 | 70 | 100 | 45 | 4 |
| 210-Taxation | Theory | 30 | 70 | 100 | 45 | 4 |
| **V** | 301-Strategic Management | Theory | 30 | 70 | 100 | 45 | 4 |
| 302-Financial Management | Theory | 30 | 70 | 100 | 45 | 4 |
| 303-Fundamentals of International Business | Theory | 30 | 70 | 100 | 45 | 4 |
| 304-Elective-I | Theory | 30 | 70 | 100 | 45 | 4 |
| 305-Project &Viva | Theory | 30 | 70 | 100 | 45 | 4 |
| **VI** | 306-Project Management | Theory | 30 | 70 | 100 | 45 | 4 |
| 307-EntrepreneurshipDevelopment | Theory | 30 | 70 | 100 | 45 | 4 |
| 308-Talent and Knowledge Management | Theory | 30 | 70 | 100 | 45 | 4 |
| 309-E-commerce | Theory | 30 | 70 | 100 | 45 | 4 |
| 310-Elective-II | Theory | 30 | 70 | 100 | 45 | 4 |
| **List of Electives:**In Elective-I select any one subject from the group of subjects in Elective I and in Elective-II select any one subject from Elective II out of the following groups: | **Total Marks** | **3000** | **Total****Credit** | **120** |
| **MARKETING SPECIALIZATION**(Elective-I)1. Fundamentals of buying behaviour(Elective-II) 2. International Marketing OR Creative Advertising & Sales**FINANCE SPECIALIZATION**(Elective-I) 1. Banking Concepts & Practice(Elective-II)2. Securities & Securities Analysis OR International Finance**HUMAN RESOURCE SPECIALIZATION**(Elective-I) 1. Manpower Planning(Elective-II) 2. Industrial Relation OR Industrial & Labour Legislation |

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| **COURSE SYLLABUS AND BOOK LIST** | **Semester - II** |
| **Paper Cd/Name** | **Syllabus** | **Text and Reference Book** |
| **BBA-106****Organizational Behaviour** | **Unit 1**:**Introduction**Concept, Nature and significance of organizational behaviour: Contributing disciplines to the field of OB.; OB Models; Need to understand human behaviour; challenges and opportunities.**Unit 2: Individual & Interpersonal Behaviour**Biographical characteristics; Ability; Value; Attitudes-formation, theories, organization related attitude, relationship between attitude and behaviour.Personality – determinants and traits; emotions; motivation and leadership.**Unit 3: Group behaviour & team development**Concept of group and group dynamics; Types of groups; Formal and Informal groups; Stages of group development, theories of group formation,Conceptof team Vs. Group; Types of teams; Building and managing effective teams.**Unit 4: Organization Culture and Conflict Management**Organizational Culture-Concept, Functions, socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing change; Managing across Cultures; Empowerment and participation, organizational development. | **TEXT BOOKS :**1. Prasad L M: Organizational Behaviour, Sultan Chand & Sons, 2003.
2. Steogeb O. Robbins: Organizational behaviour; “Prentice Hall of India Pvt. Ltd.”, New Delhi, 2003.
3. Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.
4. Chabbra T N & Singh, B.P., Organizational Behaviour, Sultan Chand & Sons.
5. Khanka, S.S; Organizational Behaviour, Sultan Chand and sons, New Delhi.
6. Joseph, Weiss; Organization behaviour and Change, Vikas Publishing house, 2004.
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| **BBA-107****Environmental Science** | **Unit 1: Ecosystem and how they work**Structure and function of an ecosystem, types of eco-systems, producers, Consumers and Decomposers, Food chains, food webs and ecological pyramids, energy flow in the ecosystem.Introduction type, characteristic features, structure and function of forest ecosystem, Desert ecosystem, Aquatic ecosystem.**Unit 2: Concept of sustainability and international efforts for environmental protection**Concept of sustainable development, emergence of environmental issue, international agreement on environmental management.Human population growth and its effects on the environment: Problem of population growth poverty and environment, population.**Unit 3: Renewable and non-renewable resources**Defining resources, classification of resources, soil and land degradation, economic development and resources use, natural resources accounting.Energy needs, renewable and non-renewable energy resources, solar energy and its availability wind power and its potential, hydropower as a clean source of energy, coal, oil, natural gas, etc., bio fuel.**Unit 4: Pollution and Public Policy**Water Pollution: Water resources of India, Hydrological cycle, methods of water conservation and management, ground and surface water pollution.Water borne diseases and health related issues.Air pollution: Air pollution and air pollutants, sources of air pollution, its effect on human health and vegetation.**Unit 5: Environmental Impact Assessment (EIA) and Environmental Management System**Introduction to EIA, its impact and case study, environmental information system (EIS), role of information technology. | **Text Books:**1. Gupta RS: Social Auditing of environmental law in India, edited book, New Century Publication, Delhi-2003.
2. DivanaShyam and RosenCeranz; Armin Environmental Law and Policy in India, Cassm materials and statues, second edition, Oxford University Press, 2001.
3. Ubero N.K; Environmental Management, Excel Books, New Delhi, 2000.
4. Agarwat. A. Narain; S, State of India’s Environment, Published by centre for science and environment, New Delhi, 1999.
5. Ambasht R.S and P.K Ambasht; Environmental and Pollution-An Ecological Approach, third edition, CBS Publishers, New Delhi, 1999.
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| **Paper Cd/Name** | **Syllabus** | **Text and Reference Book** |
| **BBA-108****Business****Statistics** | **Unit 1: Introduction** Definition of statistics, Importance and Scope of statistics, Limitation of statistics, Descriptive and Internal Statistics.**Unit 2: Collection Editing and Presentation of Data.**Statistics data, primary and secondary data, methods of collection of data, survey sampling population parameters and sample statistics, principles of sampling, sampling methods (probability sampling methods & non-random sampling methods), concept of sampling distributions.**Unit 3: Measures of Central Tendency**Meaning of central tendency, common measures of central tendency, relationship among A.M G.M, weighted means, Quartiles, Deciles, and Percentiles.**Unit 4: Measures of Dispersion**Meaning and objective of dispersion; characteristics of a good measure of dispersion; Different measures of dispersion – Range, Quartile deviation, mean deviation, Mean Absolute deviation standard deviation; Comparison of the different measures of dispersion. Measure of relative dispersion – Coefficient of variation. Combined mean and standard deviation. Graphical measure of dispersion.**Unit 5: Correlation and Regression**Meaning and objective of correlation, Types of Correlation, Karl-Pearson’s coefficient correlation, Probable Error, Spearman’s correlation Coefficient, Rank correlation, Scatter-Diagram, Advantages of Correlation.**Unit 6: Index Number**Meaning of Index Number, Problems in construction of Index Number, Type of Index Number, Different formulae, Cost of living index number, Uses of index numbers. | **TEXT BOOKS :**1. Gupta, S.P Gupta, M P Gupta (Sultan Chand &Sons)
2. Statistics for Management – Richard Levin, David S.Rubin.
3. Das, NG, Statistical Methods (M.Das& Co.: Kolkata)
4. Hogg, Introduction to Mathematical Statistics (Pearson: New Delhi)
5. Miller John E Freud’s Mathematical Statistics with Application 7/e (Pearson: New Delhi)
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| **BBA-109****Introduction to Marketing** | **Unit 1: Introduction to Marketing** Definition of market and marketing, core concepts of marketing, marketing and selling (concepts and differences), relationship of marketing with other functional areas of management.**Unit 2: The marketing Environment**Elements of company’s Micro and Macro environment Market, attributes of effective segmentation, concept of target market, selection of target market, marketing.**Unit 3: Product Management:** Definition of product, classification of product and levels of definition of brand and brand equity, selection of brand name.**Unit 4: Pricing Decisions:** Concept of price, factors Influencing pricing, methods of pricing (cost based and competitions oriented), price adaptations.**Unit 5: Channel Management**Concept and importance of distribution channels, functions of marketing channels types of marketing Intermediaries, channel design decision, channel conflicts.  | **TEXT BOOKS :**1. Kotler, P and Armstrong G Principles of marketing (Peasrson Prentice Hall: New Delhi)
2. Ramaswamy, V S and namakumari, S. marketing Management (Macmillian: New Delhi)
3. Saxena. R Marketing Managemnt (Tata McGraw Hill: New Delhi)
4. Sttantou, W J Fundamentals of Marketing.
 |
| **BBA-110****Business Ethics** | **Unit 1: Introduction**Ethics in Business – meaning & concept; nature of business ethics, sources of ethics, myths about ethics importance of ethics in business, ethical dilemmas, current issues in corporate ethics.**Unit 2: Value & Ethics**Ethical & unethical behaviour, benefits of managing ethics in organization, essential features, types & relevance of values in ethical business; Importance of values in formulation of an ethical organization.**Unit 3: Code of ethics**Meaning and concept: conditions for making codes effective, code of conduct, establishing priority between norms & beliefs; the ethical responsibilities of senior management.**Unit 4: corporate of social responsibility of Business**Historical background, meaning & concept, why business should assure social responsibility, the social responsibility of business involves atheist the stakeholder engagement: a key to success.**Unit 5: Corporate Governance**Meaning & concept, basic ingredients for good Governance, reasons for recent interest in corporate governance, reason for recent interest in corporate governance, role of codes (CII, SEBI etc.), and promoting value based Governance in organization.  | **TEXT BOOKS :**1. Kaur, Tripati Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K, Human values for Managers.
3. Chakraborty, S.K Ethics in Management: A vedantic Perspective, Oxford University Press.
4. Business Ethics & Managerial Values – S.K. Bhatia.
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| **CLASS - TIME - TABLE** |
| **DAYS** | **09:00 - 11:00 AM** | **11:00 - 01:00 PM** |
| **MON** | BBA109 | **Theory** | BBA108 | **Theory** |
| **INTRODUCTION TO MARKETING** | **BUSINESS STATISTICS** |
| RITI  | ABHISHEK KUMAR |
| **Room : 7** | Floor : 2 | **Room : 7** | Floor : 2 |
| **TUE** | BBA106 | **Theory** | BBA107 | **Theory** |
| **ORGANISATIONAL BEHAVIOUR** | **ENVIRONMENTAL SCIENCE** |
| D.N.SINGH | PRITI KUMARI |
| **Room : 7** | Floor : 2 | **Room : 7** | Floor : 2 |
| **WED** | BBA110 | **Theory** | BBA107 | **Theory** |
| **BUSINESS ETHICS** | **ENVIRONMENTAL SCIENCE** |
| SHISHIR KUMAR | PRITI KUMARI |
| **Room : 7** | Floor : 2 | **Room : 7** | Floor : 2 |
| **THU** | BBA109 | **Theory** | BBA110 | **Theory** |
| **INTRODUCTION TO MARKETING** | **BUSINESS ETHICS** |
| RITI  | SHISHIR KUMAR |
| **Room : 7** | Floor : 2 | **Room : 7** | Floor : 2 |
| **FRI** |  | BBA108 | BBA108 | **Theory** |
| **WEEKLYTEST** | **BUSINESS STATISTICS** |
| RAJ KUMAR | ABHISHEK KUMAR |
| **Room : 7** | Floor : 2 | **Room : 7** | Floor : 2 |
| **SAT** | BBA109 | **Theory** | BBA108 | **Theory** |
| **INTRODUCTION TO MARKETING** | **BUSINESS STATISTICS** |
| RITI  | ABHISHEK KUMAR |
| **Room : 7** | Floor : 2 | **Room : 7** | Floor : 2 |

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| **WEEKLY TEST SCHEDULE – CUM – PERFORMANCE CHART** |
| **Srl****No.** | **Test****Date** | **Subject** | **Unit** | **Marks****Obtained** | **Faculty****Signature** | **Parent’s****Signature** | **Remarks** |
| 01) | 02.09.2016 | GPC SET A 30Q-QA,30Q-Rea,30Q-VA Total Marks-90 | N.A. |  |  |  |  |
| 02) | 09.09.2016 | GPC SET B 30Q-QA,30Q-Rea,30Q-VA Total Marks-90 | N.A. |  |  |  |  |
| 03) | 16.09.2016 | GPC SET C 30Q-QA,30Q-Rea,30Q-VA Total Marks-90 | N.A. |  |  |  |  |
| 04) | 23.09.2016 | GPC SET D 30Q-QA,30Q-Rea,30Q-VA Total Marks-90 | N.A. |  |  |  |  |
| 05) | 30.09.2016 | Fund of Comp Application5 Ques-70 Marks | 1,2 |  |  |  |  |
| 06) | 14.10.2016 | Business Communication 5 Ques-70 Marks | 1,2 |  |  |  |  |
| 07) | 21.10.2016 | Principles of Management 5 Ques-70 Marks | 1,2 |  |  |  |  |
| 08) | 28.10.2016 | Business Economics 5 Ques-70 Marks | 1,2 |  |  |  |  |
| 09) | 11.11.2016 | Business Accounting 5 Ques-70 Marks | 1,2 |  |  |  |  |
| 10) | 18.11.2016 | Fund of Comp Application5 Ques-70 Marks | 3,4 |  |  |  |  |
| 11) | 25.11.2016 | Business Communication 5 Ques-70 Marks | 3,4,5 |  |  |  |  |
| 12) | 02.12.2016 | Principles of Management 5 Ques-70 Marks | 3,4 |  |  |  |  |
| 13) | 09.12.2016 | Business Economics 5 Ques-70 Marks | 3,4 |  |  |  |  |
| 14) | 16.12.2016 | Business Accounting 5 Ques-70 Marks | 3,4 |  |  |  |  |
| 15) | 23.12.2016 | Fund of Comp Application5 Ques-70 Marks | 5 |  |  |  |  |
| 16) | 30.12.2016 | Business Communication 5 Ques-70 Marks | 6,7 |  |  |  |  |
| 17) | 06.01.2017 | Principles of Management 5 Ques-70 Marks | 5,6 |  |  |  |  |
| 18) | 20.01.2017 | Business Economics 5 Ques-70 Marks | 5,6 |  |  |  |  |
| 19) | 27.01.2017 | Business Accounting 5 Ques-70 Marks | 5 |  |  |  |  |
| 20) | 30.01.2017 | Final ExamFund of Comp Application | All units |  |  |  |  |
| 21) | 31.01.2017 | Final ExamBusiness Communication | All units |  |  |  |  |
| 22) | 01.02.2017 | Final ExamPrinciples of Management | All units |  |  |  |  |
| 23) | 02.02.2017 | Final ExamBusiness Economics | All units |  |  |  |  |
| 24) | 03.02.2017 | Final ExamBusiness Accounting | All units |  |  |  |  |

**GIIT PROFESSIONAL COLLEGE**

Genius Tower, N Road, Opposite St. Mary’s Chruch, Bistupur. Jsr – 831 005

**Student’s Self – Appraisal Form**

**FIRST APPRAISAL**

 **Appraisal Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_**

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| **Name** | **:** |  | **Course** | **:** |  | **Year:** |  |

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| **Appraisal Factors** | **Last Quarter****Achievement** | **Target for****Next Quarter** | **Mentor’s Remarks** |
| 01) Class Attendance %age |  |  |  |
| 02) Total No. of Weekly Exam  Attended  |  |  |  |
| 03) %age of Marks Scored |  |  |  |
| 04) Punctuality in Class  |  |  |  |
| 05) Amount of time spend at home for self-study. |  |  |  |
| 06) Distribution of Self-study at  Home |  |  |  |
| 07) Participation in Presentation /Workshop/Event Management etc. |  |  |  |
| 08) Initiative Taken for Academic  Application/Activity | 1) |  |  |
| 2) |  |  |
| 09) Initiative taken for English  Activity | 1) |  |  |
| 2) |  |  |
| 10) Act of any kind of indiscipline in the Class/ Lab/ Premises |  |  |  |
| 11) Participation in Campus  Selection Interview |  |  |  |
| **(Student’s Signature)** | **(Parent’s Signature)** | **(Mentor’s Signature)** |

**GIIT PROFESSIONAL COLLEGE**

Genius Tower, N Road, Opposite St. Mary’s Chruch, Bistupur. Jsr – 831 005

**Student’s Self – Appraisal Form**

**SECOND APPRAISAL**

 **Appraisal Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_**

|  |  |  |  |  |  |  |  |
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| **Name** | **:** |  | **Course** | **:** |  | **Year:** |  |

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| **Appraisal Factors** | **Last Quarter****Achievement** | **Target for****Next Quarter** | **Mentor’s Remarks** |
| 01) Class Attendance %age |  |  |  |
| 02) Total No. of Weekly Exam  Attended  |  |  |  |
| 03) %age of Marks Scored |  |  |  |
| 04) Punctuality in Class  |  |  |  |
| 05) Amount of time spend at home for self-study. |  |  |  |
| 06) Distribution of Self-study at  Home |  |  |  |
| 07) Participation in Presentation /Workshop/Event Management etc. |  |  |  |
| 08) Initiative Taken for Academic  Application/Activity | 1) |  |  |
| 2) |  |  |
| 09) Initiative taken for English  Activity | 1) |  |  |
| 2) |  |  |
| 10) Act of any kind of indiscipline in the Class/ Lab/ Premises |  |  |  |
| 11) Participation in Campus  Selection Interview |  |  |  |
| **(Student’s Signature)** | **(Parent’s Signature)** | **(Mentor’s Signature)** |