

Part A Introduction			
Program : Diploma	Class : BBA	Year : II	Session : 2022-2023
Subject : ORGANISATIONAL BEHAVIOUR			
1	Course Code	M2-BBAA2T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Group – I Paper II- Major	
4	Pre-Requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> • Students will be to know the organizational behavior, its important and comparison of various theories of organizational behavior. This outcome of organizational behavior will introduce to several theories on management framework, role of managers, skills of managers and manager’s jobs. • Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power and politics are illustrated positively and negatively. • Analyze various stress management and coping strategies. • Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture and assessing the impact of culture on organizational behavior. 	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 30+70 / Min. Passing Marks : 33	
Part B – Content of the Course			
Total No. of Lectures – Tutorials – Practical (in hours per week) : 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Concept of organizational behavior, contributing disciplines to organizational behavior: Background/historical perspective and framework of OB.	18	
2	Individual behaviour, Personality perception- Perceptual selectivity, perceptual organization, social perception and impression management, attitudes and values, learning and reinforcement.	18	
3	Leadership – concept and theories of leadership qualities of a good leader. Group Dynamics – Group formation, nature of groups, reasons for joining groups, functions of group within organization.	18	
4	Stress management – meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18	
	International dimensions of organizational behavior, equal employment		

5	opportunities, organizational culture, managing cultural diversity, learning organization.	18
Note: <ul style="list-style-type: none"> Theoretical exposition should be accompanied by discussions, case-studies preferably with Indian context, presentations and industry based assignments. References from updated journals in UGC care list. 		

Part C- Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings :		
<ul style="list-style-type: none"> Fred luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010- International Edition) Robbins S.P., Organizational Behavior, Pearsons Education, (2018-18th Edition) Singh Dalip, Emotional intelligence at work, Response Books, Sage publications, Delhi, (2015). French Wendell, Bell Jr Cecil H & Vohra Veena, Oranization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16th Edition) K. Chitale, Avinash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019) 		
Suggested web links:		
Suggested equivalent online courses:		
Part D- Assessment and Evaluation (Theory)		
Maximum Marks:		100 Marks
Continuous Comprehensive Evaluation (CCE):		30 Marks
University Exam (UE):		70 Marks
Time:		03 Hours
Internal Assessment: Continuous Comprehensive Evaluation (CCE) :	Class Test Assignment/Presentation	30 Marks
External Assessment: University Exam	Section (A): Objective Type Section (B): Short Question Section (C): Long Question	Total 70 Marks
Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.		

Program : Diploma		Class : BBA	Year : II	Session : 2022-2023
Subject : MARKETING RESEARCH				
1	Course Code	M2-BBAB2T		
2	Course Title	BBA		
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Group - II Paper II- Major		
4	Pre-Requisite (if any)	Not Required (Open for All)		
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> • Discuss the scope and managerial importance of market research and its role in the development of marketing strategy. • Provide a detailed overview of the stages in the market research process. • Develop research questions and objectives that can be addressed in a research design. • Develop an appropriate market research design for the clients. • Manage the data collection process use contemporary statistical package from quantitative data interpret data analysis in the context of the identified business problem. • Communicate research results in written report and oral presentation formats. 		
6	Credit Value	(Credit) 6		
7	Total Marks	Max. Marks : 30+70 / Min. Passing Marks : 33		
Part B – Content of the Course				
Total No. of Lectures – Tutorials – Practical (in hours per week) : 3 Hours				
L-T-P: 90				
Unit	Topics			No. of Lectures
1	Definition, concept and objectives of marketing research. Advantages and limitations of marketing research. Problems and precautions in marketing research. Advantages and limitations of marketing research. Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.			18
2	Types of marketing research: Consumer research, product research, sales research and advertising research. Various issues involved and ethics in marketing research. Rural marketing research, institutional management & research.			18
3	Problem formulation and statement of research, research process, research design – exploratory research, descriptive research and experimental research designs. Decision theory and decision tree.			18
4	Methods of data collection – observational and survey methods. Questionnaire, design attitude measurement techniques.			18
	Administration of surveys, sample design, selecting and appropriate statistical			

5	technique. Tabulation and analysis of data, scaling techniques. Hypothesis, concept, need objectives of the hypotheses, types of Hypotheses and its uses, Report writing.	18
Note: <ul style="list-style-type: none"> • Theoretical exposition should be accompanied by discussions, case-studies preferably with Indian context, presentations and industry based assignments. • References from updated journals in UGC care list. 		

Part C- Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings :		
<ul style="list-style-type: none"> • Rajendra Nargundkar Marketing Research: Text and cases TMH, New Delhi. (2019-4th Edition) • Cooper DR and Schindler, Business Research Methods, Tata McGraw Hill, New Delhi Latest Edition. • Kothari, C R, & Gaurav Garg Research methodology, New Age International Publishers, New Delhi. (2019) • Naresh K. Malhotra and Satyabhusan das marketing research persons education (2019-7th Edition) • Malhotra NC, Marketing Research, Pearson, New Delhi (2015) • G.C. Berry, Marketing Research, TMH, New Delhi, (2020) 		
Suggested web links:		
Suggested equivalent online courses:		
Part D- Assessment and Evaluation (Theory)		
Maximum Marks:		100 Marks
Continuous Comprehensive Evaluation (CCE):		30 Marks
University Exam (UE):		70 Marks
Time:		03 Hours
Internal Assessment: Continuous Comprehensive Evaluation (CCE) :	Class Test Assignment/Presentation	30 Marks
External Assessment: University Exam	Section (A): Objective Type Section (B): Short Question Section (C): Long Question	Total 70 Marks
Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.		

Part A Introduction			
Program : Diploma	Class : BBA	Year : II	Session : 2022-2023

Subject : FINANCIAL MARKETS AND FINANCIAL SERVICES		
1	Course Code	M2-BBAC2T
2	Course Title	BBA
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Group – III Paper II- Major
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> • To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India. • They will be able to know various money market and capital market instruments. • They will be able to understand the functions and organization of capital market and money market in India. • They will be able to know about various financial services provided in the financial market. • They will understand various financial institutions and their role in financing of business.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 30+70 / Min. Passing Marks : 33

Part B – Content of the Course

Total No. of Lectures – Tutorials – Practical (in hours per week) : 3 Hours
L-T-P: 90

Unit	Topics	No. of Lectures
1	Financial system and its components: financial markets and institutions: financial intermediation: Flow funds matrix: Financial system and economic development: An overview of Indian financial system.	18
2	Financial markets: Money Market: Functions, organization and instruments. Role of central bank in money market: Indian money market – An overview. Capital Market – Functions, organization and instruments. Indian debt market: Indian equity market – primary and secondary markets: Role of stock exchanges in India.	18
3	Financial institutions: Commercial banking – Introduction, its role in project finance and working capital finance: Development financial institutions (DFIs) – An overview and role in Indian economy: Life and non-life insurance companies in India: Mutual funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).	18
4	Financial services: Overview of financial services industry: Merchant banking – Pre and Post issue management, Underwriting. Regulatory framework relating to merchant banking in India.	18

5	Leasing and hire-purchase, Consumer, and housing finance: Venture capital finance: Factoring services, bank guarantees and letter of credit: Credit rating: Financial counseling.	18
<p>Note:</p> <ul style="list-style-type: none"> Theoretical exposition should be accompanied by discussions, case-studies preferably with Indian context, presentations and industry based assignments. References from updated journals in UGC care list. 		

Part C- Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings :		
<ul style="list-style-type: none"> L. M. Bhole, and jitendra mahakud, Financial Institution and markets, McGraw- Hill (2017) Phathak, Indian Financial system, Pearsons education. (2014) Khan M.Y. Indian Financial System: McGraw Hill Education. (2019-11th Edition) Sidharth S.S. Indian Financial System: Financial Market, Institutions and services McGraw Hill Education (2020). Pathak Bharti Indian Financial System, Pearsons Education (2018) Annual Reports of Major Financial Institutions in India. 		
Suggested web links:		
Suggested equivalent online courses:		
Part D- Assessment and Evaluation (Theory)		
Maximum Marks:		100 Marks
Continuous Comprehensive Evaluation (CCE):		30 Marks
University Exam (UE):		70 Marks
Time:		03 Hours
Internal Assessment: Continuous Comprehensive Evaluation (CCE) :	Class Test Assignment/Presentation	30 Marks
External Assessment: University Exam	Section (A): Objective Type Section (B): Short Question Section (C): Long Question	Total 70 Marks