



RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA II Year (Semester III & IV)

BBA III Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
301	Marketing Management	Major	60	40	100	6
302	Organizational Behavior	Minor	60	40	100	6
303-E1	Financial Accounting & Tally	GE	60	40	100	4
303-E2	Indian Ethos for Effective Management					
304	Startups & Entrepreneurship	SE	60	40	100	4
Semester Total					400	20
Cumulative Total					1200	60

BBA IV Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
401	Human Resources Management	Major	60	40	100	6
402	Marketing Research	Minor	60	40	100	6
403-E1	Export Import Management	GE	60	40	100	4
403- E2	Digital Marketing					
404	Communication Skills	SE	60	40	100	4
Semester Total					400	20
Cumulative Total					1600	80

GE: Generic Elective

SE: Skill Enhancement

(Note: Chose any one option/subject from GE section)



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA - III Semester		Program Code: BBA
Name of Group: Major		
Name of the Course: Marketing Management		
Course Code: BBA-301	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target
2. Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs
3. Mastery of Marketing Content: Understand fundamental marketing concepts, theories, and principles in areas of marketing
4. Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape
5. Discuss Channel of Distribution, Marketing channels and agencies. Marketing research and Marketing information system

Units	Content	Marks
1	Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies.	20
2	Market segmentation, Marketing Mix, Marketing Environment, Marketing System, Marketing research.	20
3	Product Classification & Product mix, branding and packaging decision, promotion Mix: Advertising, Selling and Sales promotion.	20
4	Pricing decision, methods of setting prices, pricing strategies product promotion, Consumer Behavior and Decision Making.	20
5	Channel of distribution, Factors affecting choice of channel, Types of intermediaries and their roles	20

Suggested Readings

1. Philip Kotler, Principles of Marketing, Prentice Hall of India.
2. William J. Stanton, Fundamentals of Marketing, Mc Graw, New Delhi.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA –III Semester		Program Code: BBA
Name of Group: Minor		
Name of the Course: Organizational Behavior		
Course Code: BBA-302	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Students will be able 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.
2. 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.
3. Analyze various stress management and coping strategies
4. 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.

Units	Content	Marks
1	Concept of Organizational Behavior, Contributing disciplines to organizational Behavior; Background/historical perspective and framework of OB.	20
2	Individual Behaviour, Personality perception- perceptual selectivity, perceptual organization, social perception and impression management, Attitudes and Values, Learning and Reinforcement.	20
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.	20
4	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	20
5	International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing culture diversity, learning organization. .	20

Suggested Reading

1. Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010-International Edition).
2. Robbins S.P., Organizational behavior, Pearson Education (2018-18th Edition).
3. Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publication, Delhi, (2015)
4. French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development : Behavioral Science Interventions for Organizational Improvement person Education (2017-19th Edition)
5. K.Chitale, Avinash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA- III Semester		Program Code: BBA
Name of Group: GE		
Name of the Course: Financial Accounting & Tally		
Course Code: BBA-303 -E1	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Participants will understand the basic principles of financial accounting, including the preparation and interpretation of financial statements.
2. Learn how to create and manage accounts, ledgers, and financial reports using Tally
3. Generate accounting and inventory masters, vouchers and basic reports in tally
4. Develop skills in bookkeeping, financial reporting, and financial analysis
5. Apply financial accounting principles and Tally skills to real-world business scenarios for effective financial management and decision making

Units	Content	Marks
1	Accounting and its place in business and relationship with other financial areas, Double entry system. Book Keeping: Meaning, Advantages, Concepts and Conventions.	20
2	Type of books of accounts and their Preparation. Journal, Ledger, Trial balance, Depreciation	20
3	Preparation of Final Account: Trading Account, Profit & Loss Account, Balance Sheet.	20
4	Hire Purchase Accounts: Accounting record in the book of purchase and vendor	20
5	Computerized Accounting / Accounting Software: Introduction to tally, Safety of accounts or password, characteristics, making ledger accounts, writing voucher, voucher entry and making different types of voucher, correcting sundry debtors and sundry creditor's accounts, preparation of trial balance, accounts books, cash books, bank books, ledger account, group summary, sales register and purchase register, journal register, statements of accounts and Balance-sheet.	20

Suggested Reading

1. Grewal, T.S. , Double Entry Book Keeping Accountancy Principles, Sultanch and & Sons, New Delhi
2. Gupta, R L. Advanced Accounting, Sultanch and & Sons, New Delhi
3. Anthony R N and Reece, J S , Accounting Principles, 6th ed., Homewood, Illinois, Richard D Irwin, 1995



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-III Semester		Program Code: BBA
Name of Group: GE		
Name of the Course: Indian Ethos for Effective Management		
Course Code: BBA-303-E2	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Participants will understand the fundamental principles of Indian ethos, values, and ethics in the context of effective management
2. Learn how to apply Indian ethos in organizational management, including leadership, decision making, and team management.
3. Gain awareness of Indian cultural diversity, traditions, and customs, and their implications for effective management
4. Display ethical business behavior and promote good to the society along with improving profitability
5. They will be expected to apply Indian ethos principles to real-world management scenarios for effective leadership

Syllabus

Units	Content	Marks
1	Introduction Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices. Managerial lessons from Vedas, Ramayan, Mahabharat, Bible and Quran.	20
2	Indian Values Indian Heritage in Management. Impact of Value on Stakeholders, Trans-Cultural Human Values, Secular v/s Spiritual Values, Value System in Work Culture. Meditation, Mental Health and Yoga. Gurukul System of Learning. Gandhian Approach in Management & Trusteeship. Importance of Trusteeship Principles in Business Management.	20
3	Ethics v/s Ethos, Indian v/s Western Management, Work Ethos and Values for Indian Managers. Relevance of value based management in Global Change. Nishkama Karma, Law of Karma, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection and Corporate Karma Leadership	20
4	Need for Ethics, Ethical Values, Myths and Ambiguity, Ethical Codes, Ethical Principles in Business. Theories of	20

	Ethics, Absolutism v/s Relativism. Kohlberg's six stages of Moral Development (CMD).	
5	Ethical Decision Making, Ethical Reasoning, Dilemma Resolution Process. Ethical Dilemma in different business areas of Finance, HRM, Marketing and International Business. Ethics and Value Based Leadership. Traditional Indian Wisdom towards Business Ethics.	20

Suggested Readings

1. K.C. R. Raja : Ethics, Indian Ethos & Management
2. Bishwanath Ghosh : Ethic in Management & Indian Ethos
3. R. Nandgopal & Ajith Sankar R. N. : Indian Ethos & Values in Management
4. G. D. Sharma : Management & Indian Ethos
5. S. K. Chakraborty : Ethics in Management: Vedantic Perspective List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-III		Program Code: BBA
Name of Group: SE		
Name of the Course: Startups & Entrepreneurship		
Course Code: BBA-304	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Understanding related to the tools necessary to create sustainable and viable businesses.
2. Understand the fundamental concepts of start-ups and entrepreneurship.
3. Understanding idea generation, business planning, and market analysis.
4. Generate innovative ideas and exploit market opportunities by turning them into a feasible business plan.
5. Foster an entrepreneurial mindset, including creativity, innovation, resilience, and adaptability, for successful startup ventures

Syllabus

Units	Content	Marks
1	Concept and Nature of Entrepreneurship, Entrepreneurial Trait, Types and Significance, Role and Importance of entrepreneur in economic growth.	20
2	Entrepreneurial Development programmes in India, History, Support, Objectives, Stages of Performance, Entrepreneurial Environment, EDP and their valuation.	20
3	Entrepreneurial Behavior and entrepreneurial Motivation N- Achievement and Management success. Innovation and Entrepreneur, Entrepreneurial Success in Rural Areas.	20
4	Establishing Entrepreneur System, Search for Business Idea, Sources of Ideas, Idea Processing, Input requirement.	20
5	Sources and Criteria of Financing, fixed and Working capital assessment, technical assistance, Marketing assistance, Sickness of units and Remedial assistance	20

Suggested Readings

1. Desai Vasant, Small Scale Industrial Industries & Entrepreneurship
2. Shukla M.B., Entrepreneurship & Business Management
3. Gupta C.B., Entrepreneurship Development in India



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-IV		Program Code: BBA
Name of Group: Major		
Name of the Course: Human Resources Management		
Course Code: BBA-401	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Understand the principles and practices of human resource management
2. Understand recruitment, selection, training, compensation, performance management, and employee relations.
3. Understand the importance of talent acquisition, development, and retention In organizational success
4. Learn how to effectively communicate and negotiate with employees,
5. Learn how to develop and implement human resource policies and
6. Procedures.

Syllabus

Units	Content	Marks
1	Concept and functions of Human Resource management, Role of Human Resource management in an Organization, Human Resource policy.	20
2	Staffing Policy and process; Human Resource Planning, Job Analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, promotion.	20
3	Manpower Training & Development: Employment training and Development, Employee Training, performance Appraisal and Potential Appraisal	20
4	Wage & Salary Administration, Job Evaluation importance, process and methods, Strategic Human Resource Management: objective of SHRM, Strategic HR Choices, SHRM Barriers.	20
5.	Industrial disputes and participative Management, Grievance Vs Dispute Grievance Handling Procedure, Disciplinary Action.	20

Suggested Readings

1. Rustoms Daver, Personnel management & Industrial relations, Vani Books, New Delhi
2. Edwin Philip, Principles of Personnel Management, Mc Graw Hill, International Book Co., New Delhi
3. M.S. Saiyedhir, Personnel management, Tata McGraw Hill, New Delhi
4. Onkar R.M, Personality management and Career management, S Chand Publications.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-IV Semester		Program Code: BBA
Name of Group: Minor		
Name of the Course: Marketing Research		
Course Code: BBA-402	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
2. Provide a detailed overview of the stages in the market research process
3. Develop research question and objectives that can be addressed in a research design.
4. Develop an appropriate market research design for the clients.
5. Manage the data collection process Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data interpret data analysis in the context of the identified business problem.
6. Communicate research result in written report and oral presentation formats.

Units	Content	Marks
1	Definition, Concept and objectives of Marketing research. Advantages and limitations of Marketing Research. Precautions in Marketing research.	20
2	Type of Marketing Research: Consumer Research, product research, sales research, and advertising research.	20
3	Problem formulation and statement of research, Research process, and research design – exploratory research, descriptive research and experimental research design. .	20
4	Methods of data collection – observational and survey method. Questionnaire, Design attitude measurement techniques.	20
5	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data.	20

Suggested Readings

1. Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi.(2019-4th Edition)
2. Cooper DR and Schindler, Business Research Methods, Tata Mc Graw Hill, New Delhi latest edition.

3. Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
4. Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7th Edition)
5. Malhotra NC, Marketing Research, pearson, New Delhi (2015)
6. G.C. Berry, Marketing Research, Pearson, New Delhi (2015)
7. G.C. Berry, Marketing Research, TMH, New Delhi.(2020)



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-IV		Program Code: BBA
Name of Group: GE		
Name of the Course: Export Import Management		
Course Code: BBA-402-E1	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. They will be able to understand various International and Local Bodies for International trade.
2. They will learn the export import cycle, delivery and payment terms.
3. They will be able to identify different buyers and communication for Product and market selection.
4. They will be able to explain essential documents for importing and exporting and create pre or post shipment documentation.
5. They will be able to analyze GST, Custom Procedures and plan risk, government assistance.

Syllabus

Units	Content	Marks
1	Continents, opportunities and Myths, International and local Bodies, Export- Import Cycle.	20
2	Online IEC Application Type of Transportation, Containers and Packaging, Different type of Delivery Terms and Cost – Risk involved, Different type of payment Terms and Risk involved	20
3	Selection of product for Export, Importance of product selection and Source of Finding New Products, Selection of Market for Export, Importance of Trade Fairs and Exhibition for Export Promotion, How to find and verify Genuine Buyers.	20
4	Importance of Performa Invoice and various aspects, Full LC Clauses, Pre and post Shipment Documents and understanding its need- How to fill Pre & Post Shipment Documents, Import Documentation and procedure.	20
5.	GST and Custom Procedures, ECGC, Insurance, EEFC and Forward Contract, Export Incentives, Social Media Marketing, Buyers' verification, Buyers calling	20

Suggested Readings

1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
2. Electronic Commerce by N. Janardhan, Publisher: India Institute of Foreign Delhi.
3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
4. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi. 5. Export- What, Where, How by Ram Paras, Publisher: Anupam, Delhi



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-IV		Program Code: BBA
Name of Group: GE		
Name of the Course: : Digital Marketing		
Course Code: BBA-403 – E2	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. The course will develop understanding of underpinning principles and Concepts of digital marketing.
2. Participants will be able to explore digital future and looking at trends that
3. A thorough understanding of the creative process from proposition to Promotional delivery of online contents
4. Apply digital marketing concepts and strategies to real-world business Scenarios
5. Develop skills in creating and managing engaging digital content, including Website content, social media posts, blogs, and email campaigns

Syllabus

Units	Content	Marks
1	Introduction to Digital Marketing (DM)- Introduction to Digital marketing and its Evolution, Concept and fundamentals of Digital Marketing, Importance and scope of digital marketing, , digital marketing applications and benefits.	20
2	Digital marketing framework- Digital marketing channels: types and business models, Trends in digital marketing, Types of digital marketing Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G)	20
3	Digital Marketing Management- Types of online advertisements: Video ads, Text ads, Image ads, Local ads, Content network ads, Role of web marketing manager, Web marketing department structure, Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process.	20
4	Introduction to social media marketing-meaning-definition-types of social media websites, mobile apps, email, Blogging platforms, Book marking websites.	20

	Social Media Management-Social Media Target Audience, Sharing content on Social Media,; DO's and Don'ts of Social media.	
5	Digital marketing strategy development: marketing mix analysis, copy writing in digital marketing, Social Media Promotion-paid advertising and other methods, Web Analysis: Google analytics & data collection for web analytics, Search engine Analytics search engine ads.	20

Suggested Readings

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Digital Marketing: Seema Gupta-Mcgraw hill
3. Chaffey, Dave. And Chadwick, Fiona Ellis., (2012), Digital Marketing: Strategy, Implementation and Practice, Pearson Education.
4. Bhatia Puneet, Fundamentals of Digital Marketing, Pearson List of Cases, Recent Articles and Specific References will be announced in the Class Room at the time of launching of the course.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-IV		Program Code: BBA
Name of Group: SE		
Name of the Course: Communication Skills		
Course Code: BBA-404	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. Understand the fundamental principles and components of effective Communication, including verbal, nonverbal, and written communication.
2. Develop skills in active listening, empathy, and feedback to enhance
3. Communication effectiveness. Develop skills in effective presentation and public speaking, including organizing ideas, using visual aids, and engaging an audience
4. Apply effective communication skills to real-world scenarios, such as job interviews, customer interactions, and team collaborations, for personal and professional success.
5. Gain awareness of different communication styles and cultural differences, and how to adapt communication for diverse audiences.

Syllabus

Units	Content	Marks
1	Introduction: Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness.	20
2	Public Speech: Composition, Principles, Speech Delivering Skills, Group Discussion Do's and Don'ts of GD's Communication in Committees, Seminars and Conference.	20
3	Non Verbal Communication: Meaning and Importance. Listening: Difference between Listening and Hearing.	20
4	Drafting Of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curricular Vitae.	20
5.	Business Correspondence: Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter – Enquiry Reply Orders Complaints Circular Letter. Outcome:	20

Suggested Readings

1. Rodrigues M V Effective Business Communication, Concept Pub. Co. New Delhi, 1992
2. Sharma R C & Mohankrishna Business correspondence & Report Writing, TMH, New Delhi , 1996

3. Treece, Maira, Successful Business communications, 3rd ed., 1987, Allyn and Bacon Boston