

BACHELOR OF BUSINESS ADMINISTRATION (BBA) – SECOND SEMESTER

Second Semester			
S. No	Name of Subject	Credits	Total Marks
1	English Grammar & Composition	2	100
2	Legal & Regulatory Framework	5	100
3	Marketing Management	5	100
4	Human Resource Management	5	100
5	Organization, Competition & Environment	5	100
Total		22	

Subject Name: ENGLISH GRAMMAR & COMPOSITION

Unit 1: English Grammar

1. **An Introduction to Part of Speech:** Verb, Tenses, Voice, Direct and Indirect Forms of Speech.
2. Prepositions
3. List of Appropriate Preposition Used
4. Sentence
5. Synthesis of Sentences
6. Transformation of Sentences
7. Syntax
8. Punctuation
9. **Vocabulary:** Antonyms and Synonyms, Similar Words Distinguished, One Word Substitutions, More about words, Idioms & Phrases, Idioms.
10. **Common Error:** Some fundamental Rules for Correction, Sentences with error.
11. Comprehension (with answers)

Unit 2: Composition

1. Paragraph Writing
2. Letter writing
3. Essay Writing
4. The Essays

Subject Name: LEGAL AND REGULATORY FRAMEWORK

Unit I: Law relating to Societies and Trusts: General concept relating to registration of societies; property of societies; suits by and against societies; enforcement of judgment against societies; dissolution of societies; general concept relating to trusts; creation of a trust; duties and liabilities of trustees; rights and powers of trustees, disabilities of trustees; rights and liabilities of the beneficiary.

Unit II: Law relating to Intellectual Property: Concept and development of intellectual property law in India; law and procedure relating to patents, trademarks and copyrights; geographical indications; design act; overview of laws relating to other intellectual property rights; intellectual property appellate board.

Unit III: Law relating to Pollution Control and Environmental Protection: Concept of sustainable development, biodiversity and carbon credit; government policy regarding environment; law relating to prevention and control of air pollution and water pollution; Environment (Protection) Act, 1986; national green tribunal.

Unit V: Law Relating to Information: Right to Information Act, 2005- Definitions, right to information, obligations of public authorities, request for obtaining information, disposal of request, exemption from disclosure of information, grounds for rejection to access in certain cases, severability; central information commission- its constitution, term of office, conditions of service and removal; powers and functions of Central Information Commissions, appeals and penalties.

Subject Name: MARKETING MANAGEMENT

Unit 1: Introduction to Marketing: Marketing: Definition, Key Concepts and Trends, Marketing Environment, Marketing Strategy, Market Segment, Target Marketing Selection and Marketing Mix.

Unit 2: Consumer Behavior: Consumer Behavior, Customer Decision Making Framework, Buying Process, Customer Satisfaction, Customer Relationship Marketing, The Product: Meaning, Levels, Product Mix Decisions, Product Life Cycle, New Product Development, Pricing, Objectives and Strategies.

Unit 3: Promotion and Distribution: Marketing Information Systems and Marketing Research, Promotion: Meaning, Types and Strategies, Channel Management, Supply Chain Management, Sales – Force Management and Process of Personal Selling.

Unit 4: Global Marketing: Contemporary Issues in Marketing: Green Marketing: Global Marketing, Retailing in India, Brand Management, Competitive Strategies, Customer Loyalty.

Subject Name: HUMAN RESOURCE MANAGEMENT

Unit 1: Introduction: Meaning, Definition, Scope, Evolution, Objectives of HRM, Qualities of HR / Personnel Manager, Role of Human Resource Manager, Development of HRM in India, Distinction between HRM and PM.

Unit 2: Human Resource Planning: Meaning, Objectives, Benefits of Human Resources Planning, Process and Problems in Human Resources Planning, Recent Implication in HRP, Staffing, Recruitment, Types of Tests.

Unit 3: Training and Development: Meaning, Definition, Need, Advantages, Objectives, Importance of Training, Types of Training, Difference between Training and Development, Education Classification of Training Methods, Executive Development, and Knowledge Management.

Unit 4: Trade Unions: Meaning, Characteristics, Functions and Role of Trade Unions, Union Structure, Wages and Salary Administration, Wage Boards and Pay Commissions, Wage Incentives, Quality Circles, Industrial Democracy, Socio – Technical Systems.

Unit 5: Performance Evaluation: Performance Appraisal, Promotions, Transfer Demotions, Separation, Grievance Procedure.

Subject Name: ORGANIZATION, COMPETITION & ENVIRONMENT

Unit 1: Microeconomic Foundation: Production and Costs, Production Theory, Cost Theory, Long – Run Production and Costs, Economics of Scale, Economics of Scope, Demand, Revenue, Elasticity and Profit Maximization, Elasticity, Theory of Perfect Competition and Monopoly, Efficiency and Welfare Properties of perfect competition and monopoly, Theory of Monopolistic Competition.

Unit 2: Market Structure Firm: Firm Strategy and Performance, Empirical Tests of the SCP Paradigm, Strategic Groups, And Sources of Variation in Profitability: Industry Corporate and Business Unit Effects, The New Empirical Industrial Organization (NEIO), Industry Level Studies, Firm Level Studies.

Unit 3: Pricing: Cost Plus Pricing, Price Discrimination, first – Degree Price Discrimination, second – Degree Price Discrimination, third – Degree Price Discrimination, Peak Load Pricing, Transfer Pricing, Transfer Pricing with no external market for the Product.