

**Sanskriti University, Mathura**

**School of Management and Commerce**

**Syllabus of BBA**

**for**

**Academic Year - 2021-24 & 2022-25**

**In line with**

**National Education Policy-2020**

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| **Programme/Class: Degree** | **Year: First** | **Semester: First** |
| **Course/ paper-2 (B)** |
| **Course Code: F010102T** | **Course Title: Principles of Management** |
| **Course outcomes:****The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management.****The outcome of the course will be as follows – To provide knowledge about management and its principles.****To provide knowledge about Managerial functions.****To make aware with management thinkers and their contributions.** |
| **Credits: 3** | **Compulsory** |
| **Max. Marks: 30+70** | **Min. Passing Marks: 30** |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0** |
| **Unit**  | **Topics**  | **No. of Lectures Total=45**  |
| **I**  | Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration. | 9  |
| **II**  | Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.  | 9  |
| **III**  | Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.  |  8 |
| **IV**  | Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling  | 10  |
| **V** | Staffing: Recruitment and Selection; Orientation; Training, Career Development and Performance Appraisal. Case studies of management.\_\_\_\_\_\_\_\_\_\_\_\_\_ | 9 |
| **Suggested Readings:** 1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice
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| Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.  |
| Suggested equivalent online courses: ………………………………………………………………………………………………..  |
| Further Suggestions: Trainers/Faculty may employ real life situations like Party, Wedding, Event or any Festival as examples to co-relate the concepts of Planning, Organizing, Staffing, Directing and Controlling in a classroom setting. Learners can be allowed to brainstorm to come up with their own real life example for same cause. |

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| **Programme/Class: BBA** | **Year: Second** | **Semester: Third** |
| **Course/ paper-8 (A)** |
| **Course Code: F010302T** | **Course Title: Production Management** |
| **Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry** |
| **Credits: 3** | **Compulsory** |
| **Max. Marks: 30+70** | **Min. Passing Marks: 30** |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1** |
|  Unit  | Topics  | No. of Lectures Total=45  |
| I | Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production  | 9 |
| II | Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting  | 9 |
| III | Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, choosing among Alternative Products, Modifying the Existing Products, Sources of Product  | 9 |
| IV | Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)  | 9 |
| V | Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOR), Lead time, Reorder level. Brief of ABC analysis and Stock Keeping. | 9 |
| Suggested Readings: 1.Production Management by Telsang Martand S Chand Publication  |
| Suggested Continuous Evaluation Methods: …………………………………………………………………………………………………  |
| Suggested equivalent online courses: ………………………………………………………………………………………………..  |
| Further Suggestions: ………………………………………………………………………………………………..  |

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| **Programme/Class: Degree** | **Year: Third** | **Semester: Sixth** |
| **Course/ paper-18 (B)** |
| **Course Code: F010603T** | **Course Title: Training and Development** |
| **Course outcomes:*** **The field of Training and Development and its role in optimizing performance.**
* **Applying theoretical concepts and models to training design.**
* **Designing training interventions using a variety of methodologies.**
* **Evaluating the effectiveness of training & development interventions.**
* **Assessing whether training & development is a viable career option.**
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| **Credits: 3** | **Compulsory** |
| **Max. Marks: 30+70** | **Min. Passing Marks: 30** |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0** |
| **Unit**  | **Topics**  | **No. of Lectures Total=45**  |
| **I** | Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.  | 9 |
| **II** | Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.  | 9 |
| **III** | Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System’s Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.  | 10 |
| **IV** | Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.  | 9 |
| **V** | Retraining, Impact of Career Planning on Productivity, taking up Training as a career (being a trainer) – fulfilling the eligibility, courses / certificates to acquire and perks of being a trainer viz. technical skill trainers, soft skills trainers, Safety trainers, managerial trainers, Mental health trainers etc.  | **8** |
| **Suggested Readings:** 1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
2. Rao VSP, Human Resourse Management, Excel Books Publication, 3rd Edition. 2013.
3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
4. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.
5. Dayal, Ishwar, Management Training in Organisations, Prentice Hal
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| Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.  |
| Suggested equivalent online courses: ……………………………………………………..  |
| Further Suggestions: ……………………………………………………………………..  |