



**ADIKAVI SRI MAHARSHI VALMIKI UNIVERSITY, RAICHUR**

## **SYLLABUS**

### **BBA**

**With Effect from 2024-25**

**DISCIPLINE SPECIFIC CORE COURSE (DSC) FOR SEM I - VI, SKILL ENHANCEMENT COURSE (SEC) FOR SEM IV/V/VI and ELECTIVE COURSES FOR SEM V AND VI**

**AS PER N E P (Revised): 2024**

## B.B.A. - Fourth Semester

**Title: Organisational Behaviour**

**Code: D4BBA1T1**

**Credit Points: 04**

**Work Load: 4 Hours per week**

**Contact Hours: 60**

**Objective:** The objective of the subject is to bring about behavioural learning and personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organisational effectiveness.

### **UNIT I:**

**12hours**

Understanding Human Behaviour – Meaning and Nature; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, and Psychoanalytic Approach. Diversity, Emotions – Nature and Meaning, Physiological responses in emotions, Theories of Emotions. Definition, Historical Development, Challenges and Opportunities for OB and outcomes.

### **UNIT II:**

**12hours**

Attitude – Concept of Attitude; attitude, opinions and beliefs; attitudes and behaviour, formation of attitude, factors affecting formation of attitude, attitude measurement. Attitudes and Job Satisfaction. Perception – Meaning, Perceptual Process, Perceptual errors used in an organization.

### **UNIT-III:**

**12hours**

Personality – Meaning and definition of Personality, Components of Personality – Structural & Functional aspects, Determinants of Personality – Biological, Psychological and Socio-cultural factors Techniques in Personality Development – a) Self Confidence b) Mnemonics c) Goal Setting d) Time Management and effective planning. Self-Awareness and Self-Motivation- Self Analysis through SWOT and Johari window, Techniques or Strategies for Self-Motivation. Positive Thinking – Meaning, Importance of Positive thinking, Techniques for Positive thinking, practicing a positive life style.

**Unit – IV:** Group Behavior: Definition and Classifying Groups, Stages of Group Development, Group Properties and Group Decision Making. Teams: Difference between Group and Teams Types of Teams, Creating Effective Teams, Successful Teams, Team Composition, Team Processes, Turning Individuals into team Players etc.

**Unit – V:** Organization Culture; Organizational Change and Stress Management. Conflict and Negotiation: Definition, Transitions in Conflict Thought, the conflictprocess. Negotiation: Definition, Bargaining strategies, the Negotiation Process, etc.

## **References:**

1. Human Behaviour at Work: Organisational Behaviour – by Davis K Staff, Keith Davis, Tata McGraw Hill Publishing Co., New Delhi
2. Organisational Behaviour – by Fred Luthans, McGraw Hill Publishing Co., New Delhi
3. Power of Positive Thinking – by Mile, D J, Rohan Book Company, Delhi
4. Personality Development – by Elizabeth Hurlock, Tata McGraw Hill
5. Organisational Behaviour – by Stephen Robbins, Pearson Education, New Delhi

**Paper: Service Marketing**

**Code: D4BBA1T2**

**Credit Points: 04**

**Work Load: 4 Hours per week**

**Contact Hours: 60hrs**

**Objectives:** To teach the importance of services and elements of service marketing.

**UNIT I: Introduction to Services Marketing**

**8 Hours**

Meaning and Nature of Services, Growing Importance of Services Sector; Difference between goods and service, Characteristics of services and its Marketing Implications, Gap model of service quality, Service marketing Mix, service marketing triangle.

**UNIT II: Customer expectations of Services**

**10 Hours**

Meaning and types of Service Expectations; Levels of Expectations, Zones of tolerance, Factors influence, Customer expectations of Service, Sources of Desired, Service expectations and Adequate Service expectations, Issues, Involving Customer Expectations.

**UNIT III: Customer Perception of Services**

**12 Hours**

Meaning of customer perceptions, Customer Satisfaction, Service Quality Dimensions, Service Encounters, Importance, types of service Encounters, Strategies for influencing Customer Perceptions.

**UNIT IV: Service Recovery**

**10 Hours**

Meaning, Importance of Services failure and recovery, Recovery Paradox, customer respond to the service failures, why do and don't people complain? When they complain? What do customers expect? Service recovery strategies, Service Guarantees, Benefits, types, when to use and not to use?

**UNIT V: Service Development and Design**

**10 Hours**

Challenges of service Design, Types of New Services, Stages in New Service Development, Service Blue print, Services capes, Meaning, types and Roles, Customer retention, benefits of customer retention

**References:**

1. Services Marketing by – Valarie A. Zeithaml and May Jo Bther Pub : Tata Mc Grow HIL
2. Services Marketing by – Vasont : Venugopal and Raghu N. Himalaya Publishing House.
3. Service Marketing by – Hellen wood Ruffe, Macmillan I

## Paper: Introduction to Logistics Management

Code: D4BBA1T3

Course Credits: 04

Total Contact Hours: 60

**Course Outcomes:** To develop competencies and knowledge of students to become logistics professionals and to orient students in the field of Logistics

**Unit- I:** Introduction to Logistics:History of Logistics Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics - Informatics, Logistics optimization. Listing of Sub-sectors of Logistics.

**Unit – II:** Logistics and Customer Service -Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention -Procurement and Outsourcing -Definition of Procurement/Outsourcing -Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing.

**Unit- III:** Global Logistics Global Supply Chain -Organizing for Global Logistics-Strategic Issues in Global Logistics -Forces driving Globalization -Modes of Transportation in Global Logistics Barriers to Global Logistics -Markets and Competition -Financial Issues in Logistics Performance -Integrated Logistics -Need for Integration -Activity Centres in Integrated Logistics. Role of Third Party Logistics & Fourth Party Logistics, Principles of Logistics Information System.

**Unit-IV:** Warehouse and Transportation Warehouse-Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems - Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier -Express Sector for international and domestic shipping - ECommerce -Meaning, Brief on Fulfilment Centres, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.

**Unit-V:** Exim Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment – Supply Chain – Cold Chain – Liquid Logistics – Rail Logistics. Logistics Outsourcing. Introduction- Concept of Logistics Outsourcing- Benfits-Types of logistics outsourcing-Risks involved in outsourcing-Role and Selection of Service Providers.

### References:

1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

**Paper: Business Data Analysis**

**Code: D4BBA2T1**

**Credit Points: 04**

**Work Load: 4 Hours per week**

**Contact Hours: 60**

**Objective:** To equip the students with the basic understanding of statistics and use of statistical tools in business.

**UNIT 1:** Introduction: Meaning, Definition, Nature, Function and Significance of Statistics; Use of statistics in Business.

**UNIT 2:** Data representation: Meaning; Necessity and methods of frequency distribution; Data Grouping, discrete and Continuous; Data representation through tables, graphs and diagrams, Types of graphs and diagrams, Pictograph, Bar diagram, Scatter diagram, Histogram, Pie chart; Frequency curve and Frequency polygon (application in business).

**UNIT 3:** Measures of Central Tendency: Mean, Median, Mode- Meaning, uses; Measures of Dispersion- Meaning, Causes and effects of Dispersion; Range, coefficient of range, Quartiles – Inter quartile range and Quartile Deviation; Mean Deviation, Coefficient of Mean Deviation, Standard Deviation, Coefficient of variation.

**UNIT 4:** Skewness and Kurtosis - Meaning, Definition, Objectives, Significance of Skewness and Kurtosis; Standard Deviation; The Lorentz curve Skewness and Kurtosis; Measures of Skewness – Absolute and Relative, Coefficient of Absolute and Relative; Coefficient of Skewness; Moments and Moments-Based Measures of Skewness and Kurtosis.

**UNIT 5:** Correlation - definition, types and methods of correlation; Graphical method, scatter diagram method; Karl Pearson's Coefficient of Correlation; Spearman's Rank Correlation Co-efficient; Regression: definition and uses; difference between correlation and regression, regression equation – X on Y and Y on X; construction regression equations.

**References:**

1. Levine, Business Statistics – A First Course, Pearson Education, New Delhi.
2. M L Berenson and David M Levine, Basic Business Statistics, PHI, New Delhi.
3. S. C. Gupta, Fundamentals of Statistics, HPH, New Delhi.
4. S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
5. J K, Sharma – Business Statistics, Pearson Education, New Delhi.
6. Naval Bajapai, Business Statistics, Pearson Education, New Delhi.
7. Shukla & Sahai – Business Statistics, Sahitya Bhavan, Agra.
8. Shenoy and Srivastava, Business Statistics, New Age International, New Delhi.
9. Goel & Goel – Mathematics & Statistics, Taxmann, New Delhi.
10. G C Beri, Business Statistics, TMH, New Delhi.



## Paper: Aptitude Skills for Managers

**Code: D0BBA4P1**

**Credit Points: 02**

**Work Load: 3 Hours per week**

**Contact Hours: 45**

**Objectives:** On successful completion of the course the students will be able to: 1) Understand the basic concepts of Quantitative Ability, Logical Reasoning Skills, Current Environment, and compete in various competitive exams.

### **Unit I**

**7 Hours**

**Language Comprehension** - Verb, Noun, Pronoun, Adjective, Adverb - Sentence making and correction – Antonyms – Synonyms - One word substitution - Idioms/Phrases - Reading Comprehension – Vocabulary – Grammar - Para Jumble.

### **Unit II**

**10 Hours**

**Data Analysis & Sufficiency and Mathematics** - Time-Speed-Distance - Ratios and Proportion - HCF & LCM - In-equations Quadratic and linear equations – Averages - Number system – Algebra - Geometric Progression - Geometry including Lines, angles, Triangles, Spheres, Rectangles, Cube, & Cones - Work and time - Profit & Loss – Percentages.

### **Unit III**

**8 Hours**

**Intelligence and Critical Reasoning** - Family tree - Course of Action - Arrangement - Pie Chart – Calendars - Statement Conclusions - Strong Arguments and Weak Arguments – Puzzles – Series - Blood Relations - Coding & Decoding - Column graphs - Multi-dimensional arrangements - Numeric grid - Critical Reasoning – Syllogisms - Graphs representing Area.

### **Unit IV**

**5 Hours**

**Indian & Global Environment** - Current affairs - Top officials of companies - Punch line of companies - Important Quotations - Famous awards and Prizes – Business - Major Corporate news.

### **Suggested Readings:**

1. Data Analysis and Sufficiency by Arun Sharma.
2. Logical Reasoning and Data Interpretation for the CAT by Nishit Sinha
3. Verbal Ability & Reading Comprehension by Gautam Puri
4. Quantitative Aptitude for Competitive Examinations by R S Agrawal

Verbal and Non-Verbal reasoning by R S Agrawal

