ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER

B.B.A

Time:7Hrs/ Week

BBA 3101 (4)

w.e.f. 2016 - 2019 ("16AD")

MARKETING MANAGEMENT MARKS: 100 SYLLABUS

**OBJECTIVE:** To study and critically analyze the basic concepts in marketing and to cater the needs of marketing industry.

### COURSE:

# **MODULE-I: FUNDAMNETALS OF MARKETING**

Introduction-origin of marketing – Concepts of marketing – Nature and scope of marketing – Importance of marketing – Functions of marketing – Need for marketing-Role of marketing manager – Marketing Environment. (Case study)

# MODULE-II: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR:

Market Segmentation – Meaning, definition – Segmenting the market – Basis of segmentation – Target and positioning – Marketing Mix – 4p's of Marketing.

**Consumer Behavior** – Difference between customer and consumer – B2B marketing – B2C marketing – Consumer behavior model – Factors influencing consumer behavior. (Case study)

MODULE-III: PRODUCT AND PRICING: Product – meaning, characteristics – product concept – classification of product – Product life cycle – Branding – Elements of branding – packaging – Importance of packaging in marketing – Pricing – Types of pricing – Factors influencing pricing decisions. (Case study)

**MODULE-IV: PROMOTION AND SALES**: Promotion – Various types of Promotion – Importance of promotion – Sales – meaning, definition – personal selling – Distribution – channels of distribution – difference between sales and marketing. (Case study)

MODULE-V: COMMUNICATION: Communicating value: Designing and Managing Marketing communications- Advertising-Direct Marketing and Personal selling-Sales promotion-Events and Public relations: Competitive Marketing Strategies-Emerging Trends in Marketing

### **RECOMMENDED BOOKS:**

- 1. Marketing Management Philip kotler
- 2. Marketing Management Rajan Nair
- 3. Marketing Management Sontaki & Sontaki

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ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER B.B.A Time: 7 HRS/ WEEK BBA 3201(4) HUMAN RESOURCE MANAGEMENT MARKS: 100

w.e.f. 2016 – 2019 ('16AD' Batch) **SYLLABUS** 

**OBJECTIVE:** To familiarize the students with the processes and mechanism of managing human resources.

# **COURSE:**

### MODULE-I: NATURE AND SCOPE OF HRM:

Introduction to HRM – Meaning – Definition – Scope of HRM – Nature of HRM – Importance of HRM – Functions of HRM - Objectives of HRM – Limitations of HRM – Careers in HRM. (Case Study)

# MODULE-II: HUMAN RESOURCE PLANNING:

Meaning – Definition – HRP Planning, Objectives – Functions of HRP – Need for HRP – Benefits of HRP – Limitations of HRP. **JOB ANALYSIS**: Meaning – Definition – Use of Job Analysis – Job description, Definition, Contents – Job specification, Definition, Contents – Job Description Vs Job Specification – Job design, definition, objectives. (Case Study)

MODULE-III: RECRUITMENT AND SELECTION: Meaning – Definition – Sources of Recruitment –

Process of Recruitment – Selection – Process of Selection – Placement, Definition,

Importance – Induction, Objectives, Procedure (Case study)

MODULE-IV: TRAINING AND DEVELOPMENT: Definition – Concept of Training and development –

Need and importance of training – Methods of training – Executive Development,

Importance, Process. (Case study)

**MODULE-V: EMPLOYEE COMPENSATION:** Factors affecting compensation-job evaluation-components of wage-monetary and non monetary incentives – fringe benefits.

Compensation for different categories: executive, Managerial, Non – Managerial

# **REFERENCE BOOKS:**

1. Human Resource Management : C.B.Gupta

2. Human Resource Management : K.Aswathappa

3. Human Resource Management : P. Subba Rao

4. Personnel management – Mamoria C.B.

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ST.JOSEPH'S COLLEGE FOR WOMEN(AUTONOMOUS), VISAKHAPATNAM

III SEMESTER BBA 3301(4) BBA
ORGANIZATIONAL BEHAVIOUR

TIME:7 HRS/WEEK Max.Marks:100

w.e.f.2016 - 2019 ("16AD")

SYLLABUS

**OBJECTIVE**: To inculcate the knowledge on behavioral aspects and various theories of Organizations among the students.

- **MODULE I:** Definition, scope and Importance of to the field of management, approaches to Organizational behavior, historical perspectives of organizational behavior (Case Study)
- MODULE II: Foundations of Individual behavior; motivation: definition, theories of motivation:

  Abraham Maslow's theory, McGregor theory, Herzberg's two factor theory; Learning: types of learners, the learning process, Learning theories; Perception: importance, factors influencing perception; Attitudes, Values and Belief (Case Study)
- **MODULE III:** Group behavior: key group concepts; Group dynamics-group formation, types of groups, group norms, group cohesiveness, group conflicts, group decision making technique (Case study)
- MODULE IV: Organizational conflict: manifestations of organizational conflict, management of conflicts and organizational performance, Interventions of understanding behavior-Transactional analysis and Johari window (Case study)
- **MODULE V:** Leadership: Concept, Leader vs Manager, Leadership theories- Trait theories, Behavioral theories and Contingency theories, Leadership styles.(Case study)

### **REFERENCES:**

- 1. Organizational behaviour, Stephen Robbins
- 2. Organizational behaviour, Fred luthens
- 3. Aswatthappa K, Organizational 1ehaviour, Himalaya Publications
- 4. Neraj Kumar, Organizational 1ehaviour, Prentice Hall
- 5. Moorhead & Grifin, Introduction to Organizational Behavior

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