

Semester-IV

Marketing Management

Paper Code: BBACO401

Total Credit: 4

Total hours of lectures: 40 hours

Module 1:

1. Introduction to Marketing – Marketers and Prospects, Needs, Wants and Demand, States of Demand, Types of Markets, Marketing Mix – 4 P-s, 4 C-s, 4 A-s, Value and Satisfaction, Exchange and Transaction, Levels of Competition, Definitions of Marketing, Company Orientations towards the Market Place – Production, Selling, Product, Marketing & Holistic Marketing Concepts, Market vs. Marketing, Traditional vs Modern Marketing Concept (Selling vs. Marketing), Functions of Marketing, Marketing Evaluation Methods. [8H]

Module 2:

2 a. Marketing Environment – Micro and Macro Environment Elements, PEST Analysis, SWOT Analysis, Marketing Information System. [2H]

2 b. Target Marketing (STP) – Meaning and Benefits of Market Segmentation, Basis of Consumer Market Segmentation; Market Targeting, Patterns of Target Market Selection, Market Positioning, Various Differentiation Variables. [3H]

2 c. Consumer Behaviour- Stimulus-Response Model of Consumer Behaviour, Determinants - Cultural, Social, Personal, Psychological, Buyer's Decision Making Process, Buying Roles. [2H]

2 d. Industrial Buying Behaviour – Meaning, Characteristics, Consumer Buying Behaviour vs. Industrial Buying Behaviour. [1H]

Module 3:

3.1 a. Products – Meaning of Product or Offering, Scope of Marketing, Product Mix Concepts, Product Classifications, Characteristics of Services, Extended Marketing Mix and Strategies for Services Marketing, Product Life Cycle, Marketing Strategies at different stages of PLC. [4H]

3.1 b. New Product Development - What is a new product, Steps of New Product Development. [1H]

3.1 c. Branding & Packaging – Meaning and Definition of Branding, Branding Elements, Brand Image, Brand Strength and Brand Equity, Trade Mark, Types of Brands, Branding Decisions, Branding Strategies; Packaging -Functions/Purpose of Packaging, Levels/Types of Package. [3H]

3.2 Pricing - Meaning and Importance of Price, Pricing Strategies, Procedure for Price Setting (Pricing Objectives, Determining Demand, Estimating Costs, Analyzing Competitors' Costs, Prices and Offers, Pricing Methods, Selecting the Final Price), Pricing Decision Framework (Factors affecting Pricing Decisions), Discounts and Rebates. [3H]

3.3 Physical Distribution – Importance and Functions, Channel Flows, Channel Levels, Merchandisers-Agents-Facilitators, Channel Design Decisions, Channel Management Decisions, Supply Chain & Distribution Channel Relation, Triangle of Logistical Decision Making. [3H]

3.4 Promotion – Elements of Promotion Mix, Advertising Media – Relative Merits and Limitations, Characteristics of an Effective Advertisement. [2H]

Module 4:

4 a. Integrated Marketing Communications (IMC): Meaning and Definitions of IMC, Role of IMC, Evolution of IMC, IMC Planning Process, Steps to Developing an

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Integrated Marketing Communications Strategy, Common IMC Objectives.

[4H]

4 b. Digital & Social Media Marketing (DSMM): Key Terms - Online and Data-Driven, Inbound Marketing, Customer 2.0; Concepts of SEO, Content Marketing, Content Strategy, Paid Online Advertising, SMM, Analytics; History of Digital Marketing, Types of Digital Marketing, Pull vs Push Digital Marketing, Traditional Marketing vs Digital Marketing, Advantages of Digital Marketing, Disadvantages of Digital Marketing. [4H]

Suggested Readings:

1. Kotlar Philip, Armstrong Gary, Agnihotri P. Y. and Haque E.: Principles of Marketing, Pearson.
2. Saxena, Rajan: Marketing Management, TMH.
3. Arun Kumar: Marketing Management, Vikas Publishing House.
4. Anis Chattopadhyay: Principles of Marketing, Aryan Publishing House.
5. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillian.
6. Ramesh Kumar, Case Studies in Marketing Management, 1e, Pearson Education India.
7. K.B. Rajoria, H.K. Srivastava, Case Studies In Construction Project Management, Khanna Publishing House.

Human Resource Management Paper Code: BBACO402

Total Credit: 4

Total hours of lectures: 40 hours

Module 1:

1. Introduction to Human Resource Management – Definition of Human Resource Management (HRM), Definition & concept of Personnel Management, Comparison between Personnel Management & HRM, Objectives, scope & functions of HRM, Qualities of HR manager, Structure of HR department, Line and staff responsibility of HR managers, Evolution journey from Personnel to HRM to HRD to Talent Management [6H]

Module 2:

2 a. Human Resource Planning – Meaning & objectives of Human Resource Planning (HRP), HRP process, Demand and supply forecasting techniques, Strategies for balancing demand and supply shortages and surplus, Manpower inventory, Succession planning [5H]

2 b. Job Analysis – Concept of Job Analysis, Uses, Job Description and Job Specification – Difference & use with examples, Methods of collecting job data, Job design – Job enrichment, Job enlargement, Job rotation – Concept and uses. [3H]

2 c. Talent Acquisition – Recruitment – Concept, Sources of recruitment with advantages and disadvantages, Recruitment vs Selection, Steps of selection, Types of interviews, Induction and placement [4H]

Module 3:

3 a. Training & Development – Concepts of training, Difference between training, education and development, Training Process; Types of training – On-the-job training methods, off-the-job training methods, Management Development Programs (MDPs), Designing training programs, Evaluation of training programs – Kirkpatrick's model. [8H]

3 b. Performance Appraisal – Objective of Performance Appraisal (PA), Process of PA, Traditional & modern methods of PA, Performance appraisal interview, Problems & errors in PA [4H]

3 c. Compensation & Rewards – Meaning of salary and wage, Components of salary / wage – Basic, Dearness Allowance, House Rent Allowance, Wage concepts – minimum, fair, living, need-based, Fringe benefits, Basic concepts of incentives – importance, scope, prerequisites, types. [6H]

Module 4:

4 Emerging concepts - Digital Transformation in HR - Impact of technology on HR practices, role of HR analytics and big data in decision-making, Diversity & inclusion – DEI concept and implications, Remote Work & Virtual Teams - Trends in remote work and its implications for HRM, Sustainability & CSR in HRM - Role of HR in promoting sustainability practices, Integration of CSR principles into HR policies. [4H]

Suggested Readings:

1. Human Resource management -Text & Cases – K. Aswathappa – Tata McGraw Hill.
2. Human Resource Management – Dr. Shampa Chakraberty & Dr. Supriya Biswas – Aryan Publishing House.

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3. Human Resource Management – Gary Dessler & Biju Varkkey – Pearson.

4. Human Resource Management – Indian Institute of Banking Finance (IIBF) – Macmillan Education.

**Organizational Behaviour
Paper Code: BBACO403**

Total Credit: 5

Total hours of lectures: 50 hours

Module 1:

1. Introduction to Organizational Behaviour – Definition of Organizational Behaviour (OB), Nature & importance, Foundations of OB, Contributing disciplines to OB field, Application of OB in industry. [2H]

2. Organizational Theories – Classical Theories: Scientific management, Administrative management, Bureaucratic management, Human Relation Approach: Hawthorne experiment, Modern Theories: System approach, Contingency approach, Quantitative approach [8H]

Module 2:

2 a. Personality – Definition & characteristics of personality, Theories of personality: Trait theory – MBTI, Big Five, Type A & B; Psychoanalytic theory – Sigmund Freud; Social learning theory – Albert Bandura; Assessment of personality [8H]

2 b. Learning – Concept & principles of learning, Theories of learning – Classical conditioning - Pavlov, Operant conditioning – Skinner, Implications of these theories in real life. [4H]

2 c. Attitude – Concept of attitude, Components of attitudes, Sources of attitude, Major job attitudes – job satisfaction, job involvement, and organizational commitment, Cognitive dissonance theory. [4H]

2 d. Perception – Concept of perception, perception vs sensation, Factors affecting perception – factors in the target, factors in the perceiver, factors in the situation, Social perception, Errors in perception. [6H]

Module 3:

3 a. Motivation – Concept & importance of motivation, Theories of motivation: Maslow's need hierarchy theory, Herzberg's two-factor theory, Mc Clelland's need for achievement theory, Mc Gregor's Theory X & Y. [8H]

3 b. Group Behaviour – Meaning of group, Why do people form groups?, Types of group, Stages of group formation, Group think, Group shift, Difference between group and teams. [6H]

3 c. Power & Politics – Concept of power, Bases of power – formal & informal, Political Behaviour – Legitimate vs Illegitimate politics, Factors affecting politics, People's response to politics. [4H]

Suggested Readings:

1. Organizational Behaviour – Stephen Robbins & Timothy A Judge - Pearson
2. Organizational Behaviour – Fred Luthans – Tata McGraw Hill
3. Organisational Behaviour – K. Aswathappa – Himalaya Publishing House
4. A Textbook of Organizational Behaviour – Dr. C B Gupta – S Chand