

BBAR-101 PRINCIPLES OF MANAGEMENT

Syllabus

BLOCK 1: INTRODUCTION TO MANAGEMENT

UNIT 1: NATURE AND FUNCTIONS OF MANAGEMENT

Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration.

UNIT 2: MORE ON MANAGEMENT

Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.

UNIT 3: HISTORY OF MANAGEMENT

Schools of Management Thought, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporar Approaches: Quantitative Management, Organizational Behaviour, Systems Theory, Contingency Theory

BLOCK 2: PLANNING, DECISION-MAKING, ORGANIZATION AND STAFFING

UNIT 1: PLANNING

Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives.

UNIT 2: DECISION-MAKING

Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions.

UNIT 3: ORGANIZATION AND ORGANIZATION STRUCTURE

Organizing Process – Meaning and Definition, Characteristics, Process, Need and Importance, Principles, Span of Management. Organization Chart – Types, Contents, Uses, Limitations, Factors Affecting Organizational Chart, Organizational Structure – Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization

UNIT 4: STAFFING

Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer.

BLOCK 3: DIRECTION, SUPERVISION, CONTROLLING AND COORDINATING

UNIT 1: DIRECTION AND SUPERVISION

Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.

UNIT 2: CONTROLLING

Controlling – Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control.

UNIT 3: CO-ORDINATION

Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.

BLOCK 4: MORE ON MANAGEMENT

UNIT 1: MOTIVATION AND LEADERSHIP

Motivation: Concept, Theories – Classical and Modern, Importance, Financial and Non-Financial Motivation, Positive and Negative Motivation, Group Motivation. Leadership: Definition, Meaning, Factors, Theories, Principles and Leadership Styles.

UNIT 2: COMMUNICATION

Communication: Definition, Meaning, Nature, Communication Process, Types and Barriers to Communication.

UNIT 3: SOCIAL RESPONSIBILITIES OF BUSINESS

Social Responsibility – Meaning, Definition, Features, Scope, Social Responsibility of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, Society. Indian Business and Social Responsibility.

UNIT 4: STRATEGIC MANAGEMENT

Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis

BBAR-102 BASICS OF ACCOUNTING

Syllabus

BLOCK-1: BASICS OF ACCOUNTING

UNIT-1 ACCOUNTANCY MEANING AND SCOPE

Introduction, Definitions of Accounting, Origin and Growth of Accounting, Need for Accounting, Functions of Accounting, Users of Accounting Information, Book Keeping, Definition of Book-Keeping, The object of Book-Keeping, Accounting Mechanics, The Double Entry System, Terminology of Financial Accounting, Accounting Documents, Accountant's Responsibility, Accounting Measurement, Basis of Accounting, Accounting Principles, The book-keeping and accounting process, Type of Accounts, Rules for Debit (Dr.) and Credit (Cr.)

UNIT-2 JOURNAL AND LEDGER

Introduction, The Journal, Advantages of using a Journal, Types of Entries, Ruling of a Journal, The Ledger, Sub-division of Ledger, Ledger Format, Ledger Posting, Balancing Ledger Accounts, Difference between Journal and Ledger

UNIT-3 SUBSIDIARY BOOKS

Introduction, Cash Book, Features of Cash Book, Types of Cash Book, Single Column Cash Book, Double Column Cash Book, Three Column Cash Book, Petty Cash Book, Sales Book, Purchase Book, Sales Return Book, Purchase Return Book, Bills Receivable Book, Bills Payable Book, Journal Proper.

BLOCK-2: TRIAL BALANCE, BANK RECONCILIATION STATEMENT, CAPITAL AND REVENUE TRANSACTION AND BAD DEBTS

UNIT-1 TRIAL BALANCE

Introduction, Objectives of Trial Balance, Limitations of Trial Balance, Errors disclosed by a Trial Balance, Errors that are not disclosed by a Trial Balance, Methods of preparing Trial Balance, Methods of Locating Errors, Suspense Account

UNIT-2 BANK RECONCILIATION STATEMENT

Introduction, Causes of Difference, Need for Bank Reconciliation Statement, Method of preparation (Without Adjustment).

UNIT-3 CAPITAL AND REVENUE TRANSACTION

Introduction, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditures, Difference Between Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure, Difference between Capital Expenditure and Revenue Expenditure, Difference between Capital Expenditure and Deferred Revenue Expenditure, Capital Receipt, Revenue Receipt, Capital and Revenue Profits, Capital and Revenue Losses.

UNIT-4 ACCOUNTING FOR BAD DEBTS

Introduction, Sundry Debtors, Bad Debts, Provision Reserve for Bad Debts, Methods of Accounting, Provision for Discount Debtors, Provision for Discount on Creditors, Bad Debts Recovery

BLOCK-3 : DEPRECIATION ACCOUNTING, FINAL ACCOUNTS (WITHOUT ADJUSTMENTS) & FINAL ACCOUNTS (WITH ADJUSTMENTS)

UNIT-1 DEPRECIATION ACCOUNTING

Introduction, Meaning of Depreciation, Characteristics of Depreciation, Causes of Depreciation, Objectives of providing Depreciation, Computation of Depreciation, Methods of charging Depreciation, Change of Method of Charging Depreciation, Salient Features of AS-6: Depreciation Accounting, Illustrations

UNIT-2 FINAL ACCOUNTS (WITHOUT ADJUSTMENTS)

Introduction, Trading Account: Format of a Trading Account, Trading Account Items (Dr.Side), Trading Account Items (Cr.Side), Balancing of Trading Account, Profit and Loss Account: Profit and Loss Account Items (Dr.Side), Profit and Loss Account Items (Cr. Side), Balancing Profit and Loss Account, Adjustments, Difference between Trading A/c and Profit and Loss A/c, Balance Sheet: Preparation and Presentation of Balance Sheet, Difference between Trial Balance and a Balance Sheet, Explanation and Clarification of certain Items, Limitations of balance Sheet, Illustrations

UNIT-3 FINAL ACCOUNTS (WITH ADJUSTMENTS)

Introduction, Objectives or need of adjustment, Types of adjustments, Various Illustrations

BLOCK-4: RECTIFICATION OF ERRORS, BILLS OF EXCHANGE, ACCOUNTS FOR HIRE PURCHASE & ELEMENTS OF COST

UNIT-1 RECTIFICATION OF ERRORS

Introduction, Errors which do not affect trial balance, Errors which affect trial balance, Errors detected before preparation of final accounts

UNIT-2 BILLS OF EXCHANGE

Introduction, Bill of exchange, Specimen to Bill of exchange, Bills receivables and Bills payable, Terms of bill, Due date, Days of grace, Disposal or uses of a bill, Dishonor of a bill, Promissory note, Characteristics, Parties to promissory note, Difference between Bills of exchange and Promissory note

UNIT-3 ACCOUNTS FOR HIRE PURCHASE

Introduction, Meaning, Difference between Hire Purchase and Instalment system, Ascertain the interest rate, Accounting records under Hire Purchase system

UNIT-4 ELEMENTS OF COST

Introduction, Meaning of Cost, Various elements of cost, Classification of cost

BBAR-103 Business Communication Skills

Syllabus

BLOCK 1: BASICS OF BUSINESS COMMUNICATION AND GENERAL ENGLISH

Unit 1: Introduction to Communication

Definition of Communication, Process of Communication, Objectives of Communication

Unit 2: Type of Communication

Verbal Communication, Non-Verbal Communication

Unit 3: General English

Parts of Speech, Some Important Aspects, Use of Articles

Unit 4: Reading Comprehension

Paragraph Writing, Comprehension

BLOCK 2: BUSINESS LETTER WRITING AND DIALOGUE FORMATION

Unit 1: Basics of Letter Writing

Physical Appearance, Structure, Design of Letter and Essential parts of Letter, Principles of Effective Letter Writing

Unit 2: How to Write Business Letters

Stages of Writing, Preparing Notes, How to Compose Business Messages, Style and Tone, Dictionary and Thesaurus Usage, Punctuation, Deleting Redundancies/Using Simple Words

Unit 3: Types of Business Letters

Sample Letters, Inquiry Letters, Reply Letters, Order Letters, Letters for Execution of Orders, Complaint Letters, Reply and Adjustment Letters, Sales Letters, Reminder Letters

Unit 4: Dialogue Writing

Sample Dialogues, Dialogue between a student and a teacher, Dialogue between a father and a son/daughter, Dialogue between two friends, Dialogue between siblings, Dialogue between a customer and a shopkeeper, Dialogue between a husband and his wife.

BLOCK 3: LETTER WRITING AND INTER-DEPARTMENTAL COMMUNICATION

Unit 1: Knowing other letters - 1

Letters to Bank, Job Application Letters

Unit 2: Knowing other letters - 2

Condolence Letters, Gratitude Letters, Resignation Letters

Unit 3: Letter Writing

Personal Letter, Interview Letter, Appointment Letter, Calling for Written Test, Order of Appointment Letter, Show-Cause Notice, Charge Sheet, Letter of Dismissal, Discharge and other Functions, Secretarial Correspondence with Shareholders and Debenture Holders

Unit 4: Inter Departmental Communication

Inter-Office Memo, Office Circulars, Office Orders, Office Notes, Communication with Regional and Branch Offices, Report Writing

BLOCK 4: WRITING SKILLS AND ETIQUETTES

Unit 1: Report Writing

Business Reports, Individual Reports, Committee Reports

Unit 2: Essay Writing

Introduction: Essay Writing, Tips to Write Good Essay, Forms and Styles of Essays, How to Write a Good Business Essay, Sample Essays

Unit 3: E-mail Writing and E-mail Etiquettes

Meaning of Email, Concept of Email, Use of Email in Business Communication, Email Etiquette, Tips to Write Professional Mails, Business and Workplace Email Etiquette, E-mail Mistakes

BBAR-104 BUSINESS ECONOMICS

Syllabus

BLOCK-1: INTRODUCTION TO ECONOMICS

UNIT 1 NATURE AND SCOPE OF ECONOMICS

Introduction, Definitions of Economics, The scope of Economics, Micro-economics, Macro-economics, Specialized Branches of Economic Studies, Nature of Economics, Nature of Economic Laws, Problems of Economy

UNIT 2 THE ECONOMY AND ITS BASIC PROBLEM

Introduction, The Basic Problems of an Economy, How Market Mechanism Solves the Basic Problems, How efficient is the Market System, Reasons for the Failures of the Market System, The Government and the Economy

UNIT 3 BASIC CONCEPTS WITH COST CONCEPTS.

Introduction, Accounting cost /Economics cost. Money cost / Real cost. Private cost/Social cost. Fix cost, Variable cost, Average cost, Marginal cost, opportunity cost and sunk cost. Positive Vs Normative economics, Public goods - private goods -Merit goods. Production function. Stock and flow concept

BLOCK-2: DEMAND AND SUPPLY ANALYSIS,TECHNIQUE OF INDIFFERENCE CURVES

UNIT 1 DEMAND AND SUPPLY ANALYSIS

Introduction, Demand Analysis, Law of Demand, Elasticity of demand, Methods of calculating elasticity of demand, Importance of elasticity of demand, Some analytical cost concepts, Law of Supply and supply curve

UNIT 2 TECHNIQUE OF INDIFFERENCE CURVES:

Introduction, Theory of Consumer Behaviour, Indifference Curve Technique, Marginal Rate of Substitution, Budget Constraint: The Price-Income Line, Consumer Equilibrium

UNIT 3 PRICE, INCOME AND SUBSTITUTION EFFECTS ON

Introduction, The Income Effect: Income Consumption Curve, The Substitution Effect, The Price Effect: Price-Consumption Curve, Separation of Price Effect to Income Effect and Substitution Effect, Price Effect in Case of 'Inferior' Goods, Giffen's Paradox, The Derivation of Demand Curve from PCC, Superiority of Indifference Curve Approach, Short comings of the Indifference Curve Approach

UNIT4 DEMAND FORECASTING

Introduction, Demand Forecast and Sales Forecast, Role of Macro- Level Forecasting in Demand Forecasts

BLOCK3: MARKET STRUCTURE, PRODUCT AND THEORY OF RENT

UNIT 1 MARKET STRUCTURE

Introduction, Market Structure, Classification of market, Perfect competition, Pure and perfect competition, Perfect competition in practice, Monopoly, Monopolistic competition, Oligopolydefinition, Duopolydefinition

UNIT 2 MARKET STRUCTURE PART II

Excess Capacity in Monopolistic competition, Concept of selling cost for monopolistic competition.

UNIT 3 MARKET STRUCTURE PART III (OLIGOPOLY)

Oligopoly characteristics. Cartels- Types of cartels - Joint profit maximization and market sharing cartel, Price leadership, Noncollusive oligopoly, Kinky demand curve.

BLOCK 4: PRODUCT, RENT, PROFIT THEORIES WITH WELFARE, INFORMATION AND POLITICAL ECONOMICS

UNIT 1 PRODUCT AND FACTORPRICING

Introduction, Role of Factor Price, Theory of Distribution, Meaning of Wages, Theories of Wages, Subsistence Theory, Wages Fund Theory, Residual Claimant Theory.

UNIT 2 THEORY OF RENT, INTEREST AND PROFIT

Introduction, Ricardian Theory of Rent, Interest, Demand for Capital, Keynes' Liquidity-Preference Theory, Determination of Interest Rate, Profit, Non-Insurable Risks, The Innovation Theory of Profit, Concept of Theories

UNIT 3 WELFARE ECONOMICS AND MARKET FAILURE.

Introduction, Welfare Economics, Consumer Surplus, Market failure and externalities

UNIT 4 INFORMATION AND POLITICAL ECONOMICS.

Introduction, Asymmetric Information and Moral Hazards, Impact of Government policies on business, Political Economy

BBAR-201 Marketing Management

Syllabus

Theory: 4 Credits

Block : 1 Understanding Marketing, Its Strategies, Its Plans, Its Research

Unit: 1 Introduction of Marketing

Definition of Marketing, Scope of Marketing (Marketing, Marketed, Markets), Various Marketing Concepts, Philosophy of Marketing, Emerging Trends in Marketing.

Unit: 2 Marketing Strategies and Plans

Marketing and Customer Value, Corporate, Division, Business Unit Strategic Planning, Marketing Plan.

Unit: 3 Market Research

The Scope of Market Research, Research Process

Block: 2 CRM, Gathering Information and Forecasting Demand, Consumer and Business Market

Unit 1: Customer Relation Management (CRM)

CRM, Different types of Customer, Orientation of Customer, Features ,Importance, Misunderstanding, Benefits, Challenges, Future of CRM

Unit 2: Marketing Information System, Forecasting and Demand Measurement

Marketing Information System, Internal Records, MIS(Marketing Intelligence System), Micro Environment, Forecasting and Demand Measurement.

Unit 3: Consumer Behaviour

Consumer Behaviour, influencing factors, psychological processes, Five Stage Model of Buying Process.

Unit 4 Business Markets

Business Markets, Institutional and Government Market, Business Buying Process, B2B Marketing Programme, B2B Customer Relationship

Block :3 STP, Growth Strategies, New Product Offerings, Global Market and Holistic Marketing

Unit 1: Market Segmentation, Targeting and Growth Strategies

Market Segmentation and Targeting, Differentiation and positioning strategies, Product Life Cycle marketing Strategies, Dealing with competition and competitive strategies.

Unit 2: New Product Offering

New product development and marketing

Unit 3: Global Market and Holistic Marketing

Global Market and managing holistic Marketing Management

Block:4 Product , Branding, Pricing Strategies, Managing Service, Marketing Channels and IMC

Unit 1: Product and Branding

Setting Product and Branding Strategies & Building Brand Equity

Unit 2: Services Marketing

Unit 3: Designing Marketing Channels, Managing retailing, wholesaling and market logistics

Unit 4: Integrated Marketing Communications, Managing advertising, sales promotions, events, public relations, direct marketing and personal selling including sales management.

BBAR-202 FINANCIAL MANAGEMENT

Syllabus

BLOCK1: BASICS OF FINANCIALMANAGEMENT

UNIT 1 INTRODUCTION TO FINANCIAL MANAGEMENT

Finance, Financial Management, Scope of Financial Management, Finance and Management Functions, Objectives of Financial Management, Role and Functions of Finance Manager, Changing Role of Finance Manger, Organization of Finance Function, Liquidity and Profitability, Financial Management and Accounting, Financial Management and Economics, Financial Management-Science or Art, Significance of Financial Management, Strategic Financial Management, Techniques of Financial Management

UNIT 2 SOURCES OF LONG -TERMFINANCE

Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement

UNIT 3 SOURCES OF SHORT TERM FINANCE

Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange

UNIT 4 TIME VALUE OF MONEY

Introduction, Future Value; Simple Interest, Compounding Interest, Compound value of series of cash flows, Present Value; Present Value of single amount, Present value of series of cash flows, Sinking Fund Factor, Loan Amortization

BLOCK 2: COST OF CAPITAL, CAPITAL STRUCTURE AND LEVERAGES

UNIT 1 COST OFCAPITAL

Concept of Cash Capital, Elements of Cost of Capital, Classification of Cost of Capital, Opportunity Cost of Capital, Trading on Equity

UNIT 2 CAPITAL STRUCTURE THEORIES

Introduction to Capital Structure, Factors affecting capital structure, Features of an optimal capital structure, Capital Structure Theories, CAPM and Capital Structure , Adjusted Present Value

UNIT 3 ANALYSIS OF LEVERAGES

Introduction, Operating Leverage; Meaning, Formulas, When there can be operating leverage? What is indicated by operating leverage? Risk associated with operating leverage, Components of cost structure which brings higher degree of operating leverage. Financial Leverage; Formulas, When there can be financial leverage? What is indicated by financial leverage? Risk associated with financial leverage, Components of capital structure which brings higher degree of financial leverage. Total Leverage; Meaning, Formulas, What is indicated by total leverage? Risk associated with total leverage

BLOCK 3: WORKING CAPITAL MANAGEMENT, INVESTMENT DECISIONS AND DIVIDEND POLICIES

UNIT 1 WORKING CAPITALMANAGEMENT-I

Introduction, Meaning and Definition of Working Capital, Types of Working Capital, Factors Affecting Working Capital/Determinants of Working Capital, Operating Working Capital Cycle, Working Capital Requirements, Estimating Working Capital Needs and Financing Current Assets, Capital Structure Decisions, Leverages

UNIT 2 WORKING CAPITALMANAGEMENT-II

Inventory Management, Purpose of holding inventories, Types of Inventories, Inventory Management Techniques, Pricing of inventories, Receivables Management, Purpose of receivables, Cost of maintaining receivables, Monitoring Receivable, Cash Management, Reasons for holding cash, Factors for efficient cash management

UNIT 3 INVESTMENTS AND FUND

Meaning of Capital Budgeting, Principles of Capital Budgeting, Kinds of Capital Budgeting Proposals, Kinds of Capital Budgeting Decisions, Capital Budgeting Techniques, Estimation of Cashflow for new Projects, Sources of long Term Funds

UNIT 4 DIVIDEND POLICIES

Introduction, Definition of Dividend, Types of dividend, Forms of dividend, Dividend and Provision under Companies Act 2013, Procedure for declaration and payment of Final dividend, Determinants of dividend policy, Dividend Policies

BLOCK 4: INVESTMENTANALYSISANDFINANCIALPLANNING

UNIT1 INVESTMENTANALYSIS

Introduction, Investment and Financing Decisions, Components of cashflows, Complex Investment Decisions

UNIT 2 FINANCIAL PLANNING-I

Introduction, Advantages of financial planning, Need for Financial Planning, Steps in Financial planning, Types of Financial planning, Scope of Financial planning

UNIT 3 FINANCIAL PLANNING-II

Derivatives, Future Contract, Forward Contracts, Options, Swaps, Difference between Forward Contract and future contract, Financial Planning and Preparation of Financial Plan after EFR Policy is Determined



Computer Application

Contents

BLOCK 1 : INTRODUCTION TO COMPUTER

Unit 1 : Impact and History of Computers

Introduction, Computer Technology, Information Technology (IT) – The Concepts, Computer technology in Work and Play

Unit 2 : Computer Hardware

Introduction, The Evolution of Computer Technology, Types of Computer Systems, Computer Hardware and Peripherals, Computers and Computing, Data Processing

Unit 3 : Introduction to Software

Introduction, Operating System, Types of Operating Systems, Functions of an Operating System, User Interface, Utility Programs, Language Translators, Productivity Applications

Unit 4 : File and Data Management

Introduction, File Management, Root Folder and Sub Folders, Using the Directory Window, Creating and Deleting Folders, Disk and File Management Operations

BLOCK 2 : OPERATING SYSTEM

Unit 1 : Introduction to Operating System

Introduction, Definition of Operating System, Evolution of Operating Systems, General Categories of Operating System

Unit 2 : Windows Operating System

Introduction, History of Windows OS, Microsoft OS for Servers and Mobile Devices, New Features of Windows 10

Unit 3 : Linux Operating System

Introduction, What is Linux ?, Linux Distribution and Installation, The Linux Command line Structure, Linux File Management

BLOCK 3 : WORD PROCESSING AND SPREADSHEET

Unit 1 : Microsoft Word Basic Features

Introduction to Word Processing, The Microsoft Word Interface, Entering and Editing Text, Spelling and Grammar, Selecting Text, Cut, Copy & Paste, Saving Files, Finding and Replacing Text, Creating Bulleted and Numbered Lists, Inserting Symbols, Inserting and Modifying Graphics, Utilizing WordArt and SmartArt, Inserting and Modifying Hyperlinks, Borders and Shading

Unit 2 : Microsoft Word Advanced Features

Introduction to Defining Font and Text Attributes, Setting Paragraph Alignment and Hyphenation, Utilizing the Format Painter, Indenting Paragraphs, Setting Tabs and Tab Stops, Creating and Formatting Tables, Inserting Headers and Footers, Setting Page Orientation and Margins, Printing and Saving Files in Alternative File Formats

Unit 3 : Microsoft Excel Basic Features

What is a Spreadsheet ?, Entering Data, Selecting Data, Inserting Data, Manipulating Sheets, Formatting Worksheets, Creating Formulas to Perform Calculations, Copying and Pasting Formulas, Adding Basic Functions to Formulas, Inserting Headers and Footers, Adjusting the Page Layout and Preparing to Print

Unit 4 : Microsoft Excel Advanced Features

Absolute Versus Static References, Understanding Complex Formulas, Date & Time Functions, Logical Functions, More Math Functions, Sorting and Filtering, Conditional Formatting, Pie Charts, Bar & Column Charts, Line Charts

BLOCK 4 : PRESENTATION AND DATABASE

Unit 1 : Microsoft Powerpoint Basics

Introduction to Using Microsoft PowerPoint, Create New Presentations and Save Presentation, Editing and Enhancing a PowerPoint Presentation, Adding Slides, Deleting a Slide, Organizing Slides, Inserting Text Boxes, Changing the Theme on a Presentation, Adding Images and Clip Art, Adding Videos, Arrange Objects

Unit 2 : Introduction to Google Slides

Introduction, New Presentations, Organizing Slides, Text Boxes, Themes, Images and ClipArt, Videos, Arranging Objects

Unit 3 : Microsoft Access Basic Features

Introduction, Database Overview, Relational Database, Microsoft Access, Access For Your Business, Creating a Database, Create a Table, Starting in Design View, Copy Data from Another Source into An Access Table, Import, Append, or Link to Data from Another Source, Open An Existing Access Database

BBAR-204

INDIVIDUAL AND ORGANISATIONAL BEHAVIOUR

Syllabus

BLOCK 1: Understanding Individual Behaviour

Unit 1: Foundations of Individual Behaviour – Organization as an iceberg, Meaning

Individual Behaviour in organizations, Organization, Need for Organization, Process of Organizing, Concept of Organizational Behaviour, Disciplines that Contribute to the OB Field

Unit 2: Organizational Behavior - A Field For Managers Because....

A Field for Managers, Managerial Roles, Management Skills, OB Model

Unit 3: The Individual – Diversity, Personality And Values (Inputs)

Diversity, Discrimination in the workplace undermines organizational effectiveness, Personality, Personality Models, Values, Importance of Values in Organization, Dominant Work Values

Unit 4: The Individual – Emotions, Motivation, Perception, Decision-Making (Processes)

Emotions, Motivation, Perception, Decision-making

BLOCK 2: Understanding Individual Behaviour

Unit 1 The Individual – Attitude and Stress as Outcomes in the Organization

Attitude, Relationship between Attitude and behaviour, Job attitudes - Job Satisfaction and Job Involvement , Organizational Commitment, Perceived Organizational Support and Employee Engagement, Stress at Work, Managing Stress,

Unit 2 The Individual – Task Performance

Meaning of Task Performance, characteristics of task performance, how behaviour influences the outcome of task performance of individuals in organizations.

Unit 3 The Individual – Citizenship Behaviour

Organizational citizenship behaviours: Meaning and Definitions, Understanding OCB as an Outcome Variable, Dimensions of OCB, Measurements of OCB,

Unit 4 MARS Model of Individual Behavior

Meaning and Importance of the Model, Components of MARS Model

BLOCK 3: Collective Organizational Behaviour

Unit 1 Group Behavior – Group structure, Group roles, Group Cohesion, Group Functioning, Team responsibilities

Group Structure: Meaning and Types of Groups, Group Structure: Social Identity Theory, Group Structure: Ingroups and Outgroups, Group Structure: Stages of Group Development, Group Roles, Group Cohesion, Group Functioning, Team and Groups, Types of Teams

Unit 2 Group Behavior – Communication (communication – functions, process, interpersonal versus organizational communication, barriers to effective communication), Leadership

Communication functions, process, modes, Various barriers of effective communication, Leadership, trait theories, behavioral theories and contingency theories of leadership, how leaders can have a positive impact on their organizations through building trust and mentoring.

Unit 3 Group Behavior – Power and Politics (meaning, bases, contrasting leadership and power)

Leadership and power, three bases of formal power and the two bases of personal power, causes and consequences of abuse of power.

Unit 4 Group Behavior – Conflict

Definition of Conflict, types of conflicts, Conflict Process, Conflict Management Techniques, Outcomes of Conflict Management

BLOCK 4: Collective Organizational Behaviour

Unit 1 The Organization - Structure and design

Meaning of Organizational Structure, Organizational Frameworks and Networks, Structural Models, Organizational Size, Technology, Environment, Institution

Unit 2 The Organization – Design and employee behaviour

Behavioral Implications of Organizational Designs, Contingencies of Organizational Design, Implications for Managers

Unit 3 The Organization – Culture, culture creates climate

Meaning and Characteristics of organizational culture, Transmission of culture to employees, Identification of factors that create and sustain an organization's culture

Unit 4 The Organization - Change and change practices

Change, Approaches to managing organizational change, Creating a culture for change,