**KARIM CITY COLLEGE, JAMSHEDPUR**

**Department of Business Administration**

**SYLLABUS DISTRIBUTION**

**BBA SEM - II**

**SESSION (2024-2025)**

**M J -2 MARKETING MANAGEMENT**

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| **Dr. Aftab Alam**  Co-Ordinator | **Unit – 6 Marketing Research:**  Meaning and scope of marketing research: Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.  **Unit – 7 Issues and developments in marketing:**  Social, ethical and legal aspects of marketing; Marketing of services; international marketing; Green marketing; Cyber marketing; relationship marketing and other developments of marketing. |
| **Dr. Syed Zahid Perwaiz**  Assistant Professor | **Unit– 4 Channel Management**  Concept and importance of distribution channels, functions of marketing channel, Types of marketing intermediaries,  Channel design decision, channel conflicts**.**  **Unit– 5 Promotion Decisions**  Promotion mix, advertising, difference between advertising and promotion, personal selling, sales promotion, publicity and public reactions; determining factors of advertising budget;  Copy designing and testing; media selection; advertising effectiveness; sales promotion- tools and techniques. |
| **Prof Kasturi Kangsa Banik**  Assistant Professor | **Unit – 1 Introduction to Marketing**  Definition of market and marketing, core concepts of marketing, marketing and selling(concepts and differences), Relationship of marketing with other functional areas of management.  **Unit – 2 The Marketing Environment**  Elements of company’s micro and macro environment, market segmentation: concepts, needs, variables/bases for segmenting consumer market Attributes of effective segmentation, concept of target market, selection of target market, marketing mix.  **Unit – 3 Product Management And Pricing Decision:**  Definition of product, classification of product and levels of product, concept of product line, product line decisions, product mix definition, Definition of brand and brand equity, selection of brand name, product life cycle: concept, stages and strategies in PLC , concept of price, factors influencing pricing, methods of pricing (cost based and competition oriented) price adaptation. |

**M J-3 HUMAN RESOURCE MANAGEMENT**

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| **Dr. Aftab Alam**  Co-Ordinator | **Unit – 2 Acquisition of Human Resources**  HR Planning: definition, objectives, need, importance, and the process, job analysis- job description and job specification; recruitment- sources and process, Selection process- tests and interviews; placement, induction and retention (Strategies).  Job changes- transfers, promotions/demotions, separations.  **Unit – 3 Training and Development**  Concept and importance of training: types of training; method of training; design of training programme; Evaluation of training effectiveness; executive development – process and techniques; career planning and development. |
| **Dr. Syed Zahid Perwaiz**  Assistant Professor | **Unit– 6 Worker’s Participation In Management**  Concept and evolution, trade unionism (TU): meaning, objectives and criticism, collective- bargaining- features- pre- requisite of collective bargaining- agreement at different levels.  **Unit– 7 Maintenance And Emerging Trends**  E-HRM, human resource information system (HRIS), emerging issues in HRM, International human resource management. |
| **Prof Kasturi Kangsa Banik**  Assistant Professor | **Unit - 1 Introduction**  Concept, nature, scope, objectives and importance of HRM; challenges of HRM; personnel management vs HRM, difference between HRM and personnel management.  **Unit -4 Compensation and Maintenance**  Compensation: elements of compensation, base compensation, factors affecting compensation, fringe benefits, time wage and piece wage systems;  Job evaluation- concept, process and significance; components of employee remuneration- base and supplementary.  **Unit -5 Performance And Potential Appraisal**  Concept and objectives; traditional and modern methods, limitations of performance appraisal methods,  360 degree appraisal technique; maintenance : overview of employee welfare, health and safety, social security, potential appraisal (introduction and comparison with performance appraisal) |

**M N – 2A ENTREPRENEURSHIP DEVELOPMENT**

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| **Dr. Aftab Alam**  Co-Ordinator | **Unit -1 Introduction: The Entrepreneur:**  Definition, Emergence of entrepreneurial class: Definition and concern of Entrepreneurship, Role of social economic environment, Classification, characteristic and importance of entrepreneur, Leadership, Risk Taking, Decision making and business planning, Role of Entrepreneur.  **Unit -2 Promotion of a Venture:**  Opportunity of analysis, External environmental analysis(Economic, social and technological ,competitive factors), Legal requirements of establishment of a new Unit and rising of funds, Venture Capital sources and documentation |
| **Dr. Syed Zahid Perwaiz**  Assistant Professor | **Unit -3 Enterpreneuniar Behavior:**  Innovation and entrepreneur (Concept, Creativity, Invention and Innovation, strategy for entrepreneurial behaviors and psycho theories). Entrepreneurial Development programmes (EDP), EDP, Their Role relevance and achievement, Role of government in Organizing EDP’s critical Evaluation.  **Unit -4 Entrepreneurship &Innovation:**  Overview of project Identification, Search of a business Idea Identification Project, Business Opportunity, Understanding Design thinking {Concept and scope Key factors design  Thinking, benefit, phases (Empathize, Define, Ideate, Prototype, test)}. Creativity, Identification creative tools, (S-C-A-M-P-E-R), vertical thinking, Lateral thinking, Critical thing, Phases of decision making, critical thing and objectivity, applying structured knowledge to unstructured problem, domain criteria, traditional and out-of- the- thinking. |
| **Prof Kasturi Kangsa Banik**  Assistant Professor | **Unit -5 Legal &ethical consideration:**  Legal form of business organization, Ethical issues & social responsibilities of an entrepreneur. |