

Semester 2nd

Course Name-	Introduction to Business Studies
Course Credits:	4
Course Code:	BBAN-201
Level:	100
Course Objective:	The objective of this course is to introduce the learners with the core specializations of Business Studies.

BLOCK I Introduction to Human Resource Management

Unit I	Introduction and Scope of Human Resource Management
Unit II	Job Analysis
Unit III	Recruitment and Selection
Unit IV	Training and Development
Unit V	Compensation Management

BLOCK II Introduction to Marketing Management

Unit VI	Introduction to Marketing Management
Unit VII	Market Segmentation
Unit VIII	Consumer Behavior
Unit IX	Marketing Research
Unit X	Advertising Management

BLOCK III Introduction to Financial Management

Unit XI	Introduction to Financial Management
Unit XII	Investment Decisions
Unit XIII	Capital Structure
Unit XIV	Working Capital Management
Unit XV	Inventory Management

Suggested Readings-

1. Diwedi, R.S. Personnel Management, Oxford & IBH Publishing Co. 1992.
2. Dessler Gary, Human Resource Management, Prentice Hall Inc. Englewood Cliffs, 1994.
3. Aswathappa, K., Human Resource & Personnel Management, Tata Mc Graw Hill, New Delhi, 1999.
4. J.C. Gandhi - Marketing Management
5. William M. Pride and O.C. Ferrell – Marketing.
6. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
7. Armstrong & Kotler, Marketing : An Introduction, Pearson.
8. P N Reddy & Appanniah, Essentials of Marketing Management.
9. R.S. Davar, Marketing Management, Progressive Corporation.
10. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
11. Neelamegham, Marketing in India
12. Pandey I.M., Financial Management, Vikas Publishing House, New Delhi.
13. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi.
14. Kishore, R. Financial Management, Taxman's Publishing House, New Delhi

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Note: The course titled as “**Introduction to Business Studies - BBAN 201**” is a course offered in **04 or 03 Credits** by the School (**04 credits** shall be counted if the course is offered as a Major/ Minor course of study and **03 credits** shall be counted if the course is offered as Multidisciplinary/ Generic Elective). The learners taking this course in 04 credits will have to study for all the 15 units (as mentioned above), however, the learners taking this course as 03 credit course will have to study 12 units (*i.e.*, **excluding Unit no. 05, Unit no.10 and Unit no. 15**) only. The learners of **04 or 03 credits** will be evaluated as per their performance in **15 or 12 units** (*i.e.*, excluding Unit no. 05, Unit no.10 and Unit no. 15), **respectively**.