

As per the NEP 2020
Business Administration (BADM)
(Minor Syllabus)
(Effective from Academic Year 2024-2025 onwards)



Pandit Deendayal Upadhyaya Shekhawati University

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Shekhawati University,
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Semester	Course Code	Course Title	Contact Hrs per Week			Credits	Weightage (%)		
			L	T	P		CWS	MTE	ETE
I	24BBM5101M	General Management	2	0	0	2	10	20	70
II	24BBM5201M	Brand Management	2	0	0	2	10	20	70
III	24BBM5301M	Basics of Organisational Behaviour	4	0	0	4	10	20	70
IV	24BBM5401M	Business Ethics And Governance	4	0	0	4	10	20	70

Semester – I

Course Title:	General Management	Course Code: 24BBM5101M
Total Lecture hour 30		
Unit I	Introduction to management-Meaning, features and importance of management. Management and Administration, levels of management, functional areas of management.	Hours 8
Unit II	Decision Making-Meaning, features, advantages of effective decision making. Types of Managerial Decisions, Steps in decision making process, Guidelines for effective decision making.	8
Unit III	Managing Change - Meaning, Features, Reasons for Change, Change process, Resistance to Change, Factors effecting Resistance to Change (Individual and Organisational) Overcoming Resistance to Change.	7
Unit IV	Emerging areas in Management- Green Management, Stress Management, Supply Chain Management, Logistics Management- Meaning, Features.	7
Reference Books:		
1	Prasad, L.M. Principles and Practice of Management. Sultan Chand and Sons.	
2	Mamoria, C.B. Personnel Management. Himalaya Publishing House.	
3	Robbins, Stephen and Coulter, Mary. Management.	
4	राजपुरोहित,गुप्ता: प्रबंध, अजमेरा बुक कम्पनी, जयपर	
5	Rajpurohit, Gupta: Management	
6	आर. एल. नौलखा-प्रबन्ध के सिद्धांत	
7	जी. एस. सधा-प्रबन्ध	

Semester – II

Course Title:	Brand Management	Course Code: 24BBM5201M
Total Lecture hour 30		
Unit I	Introduction to Brands and Brand Management, Concept of a Brand, Evolution of a Brand, Challenges and Opportunities, Brand Identity, Brands and Consumers.	Hours 10

20
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Unit II	Brand Building, Identifying and Establishing Brand Positioning and Values, Brand Repositioning, Life Stages of a Brand, Brand Personality, Brand Image.	6
Unit III	Designing and Implementing Brand Actions, Brand Extensions, Brand Reinforcement Strategies, Managing Strong Brands, Managing Brands in the Digital Era. Contemporary Scene: Storytelling, Internet and Social Media.	7
Unit IV	Customer based Brand Equity, Understanding Brand Performance: Brand Equity Management System, Growing and Sustaining Brand Equity., Legal and Ethical aspects in Brand Management.	7
Reference Books:		
1	Beverland, M. (2018). Brand Management: Co-creating Meaningful Brands. United Kingdom: SAGE Publications.	
2	John, D. R. (2017). Strategic Brand Management: Lessons for Winning Brands in Globalized Markets. Delhi. India: Oxford University Press.	
3	Keller, K. L., Swaminathan V., Parameswaran, A. M. G., & Jacob, I. C. (2019). Strategic Brand Management: Building, Measuring and Managing Brand Equity. India: Pearson Education.	
4	Temporal, P. (2011). Advanced Brand Management. Singapore: John Wiley and Sons.	
5	Parameswaran, M.G. (2006). Building Brand Value. India: McGraw Hill Education	

Semester – III

Course Title:	Basics of Organisational Behaviour	Course Code: 24BBM6301M
Total Lecture hour 60		
Unit I	Introduction- Introduction to organisational studies, importance of organisations, relationship between management and organizing function, emergence and development of Organisation Behaviour.	Hours
Unit II	Individual Behaviour- Individual characteristics, Inherited characteristics vs. learned characteristics; Personality, Attitude, organisational commitment, and job satisfaction, Sources and types of values.	15
Unit III	Communication and Motivation- Communication concept, process and types, essentials of effective communication; Why people work - Maslow's Need Hierarchy theory, intrinsic and extrinsic rewards, monetary and non-monetary incentives, contemporary motivation practices.	15
Unit IV	Group Behaviour and Leadership - Importance of groups, groups vs. teams; Leadership - trait theory, difference between a leader and a manager; Leadership styles (Likert) - exploitative, benevolent, consultative, and participative; making of great leaders, contemporary leadership practices.	15
Reference Books:		
1	Greenberg, J. (2015). Behaviour in organisations (10th Ed.). India: Pearson Education.	
2	Hersey, P. K., Blanchard, D., & Johnson, D. (2013). Management of organizational Behaviour. London, United Kingdom: Pearson.	
3	Luthans, F. (2017). Organisational Behaviour-An evidence based approach (12th ed.). New York, United States: McGraw-Hill Education.	
4	Pareek, U. (2014). Understanding Organisational Behaviour. United Kingdom: Oxford University Press.	
5	Robbins, S. T. & Judge, T. A. (2019). Essentials of organizational Behaviour. London, United Kingdom: Pearson.	
6	Singh, A. K., & Singh, B. P. (2012). Organisational Behaviour. Delhi, India: Excel Books Pvt. Ltd.	

27
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Semester – IV

Course Title:	Business Ethics And Governance	Course Code: 24BBM6401M
Total Lecture hour 60		
Unit I	Introduction to Ethics, Concept of moral reasoning and ethics; Approaches to Moral reasoning; Essence of Ethics, Dimensions of Ethics; Human Values; Ethical concerns and dilemmas.	Hours
Unit II	Business Ethics- Concept; Principles; Theories of Business Ethics; Ethical Organisations, Code of Ethics; Ethical issues in business, Insider Trading; Whistle Blowing; Shareholders Activism; Class Action suits; Gender Diversity in Boards.	15
Unit III	Governance of Business Entities- The philosophical basis of governance; Corporate Governance- Meaning and significance; Conceptual framework; Corporate governance systems across the world; Corporate governance in India.	15
Unit IV	Corporate Frauds - Cases of corporate frauds and scams- Enron, Lehman Brothers; Satyam Computer Services; PNB Heist; IL&FS Fraud, ABG Shipyards, Yes Bank; Recent Governance issues and challenges.	15
Reference Books:		
1	Crane, A., Matten, D., Glozer, S., & Spence, L. J. (2019). Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford, United Kingdom: Oxford University Press. .	
2	Reddy, N. K., & Ajmera, S. (2015). Ethics integrity and aptitude: For Civil Services Main Examination. Delhi, India: McGraw Hill Education (India) Private Limited.	
3	Sharma, J. P. (2013). Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals). Delhi, India: Ane Books Pvt.	
4	Tricker, B., & Tricker, R. I. (2015). Corporate governance: Principles, policies, and practices. New York. United States: Oxford University Press.	
5	Mallin, C. A. (2019). Corporate governance. Oxford, United Kingdom: Oxford University Press.	
6	Rani, D. G., & Mishra, R. K. (2017). Corporate governance: Theory and practice. Delhi, India: Excel Books India.	

27/

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