

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



Pandit Deendayal Upadhyaya Shekhawati University
Sikar (Rajasthan) 307026
E-mail: reg.shekhauni@gmail.com
Website: www.shekhauni.ac.in

21
Dy. Registrar
Pandit Deendayal Upadhyaya
Shekhawati University,
Sikar (Rajasthan)

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	0	2	10	20	70
II	24BBM5201M	Brand Management	2	0	0	2	0	2	10	20	70
III	24BBM5301M	Basics of Organisational Behaviour	4	0	0	4	0	4	10	20	70
IV	24BBM5401M	Business Ethics And Governance	4	0	0	4	0	4	10	20	70
V	24BBM7501M	Industrial Laws	4	0	0	4	0	4	10	20	70
VI	24BBM7601M	Leadership And Team Development	4	0	0	4	0	4	10	20	70
VI	24BBM7602M	Digital Marketing	4	0	0	4	0	4	10	20	70

Semester – I

Course Title:	General Management	Course Code: 24BBM5101M
Total Lecture hour 30		Hours
Unit I	Introduction to management -Meaning, features and importance of management. Management and Administration, levels of management, functional areas of management.	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, गंगा: प्रबंध, अजमेरा बुक कम्पनी, जयपुर	
5	Rajpurohit, Gupta: Management	
6	आर. एल. नौलखा-प्रबन्ध के सिद्धांत	
7	जी. एस. सधा-प्रबन्ध	

27/12
 Dy. Registrar
 Pandit Deendayal Upadhyay
 Shekhawati University,
 Sikakhoti (Rajasthan)

Semester – II

Course Title:	Brand Management	Course Code: 24BBM5201M
Total Lecture hour 30		Hours
Unit I	Introduction to Brands and Brand Management, Concept of a Brand, Evolution of a Brand, Challenges and Opportunities, Brand Identity, Brands and Consumers.	10
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		Hours
Unit I	Introduction- Introduction to organisational studies, importance of organisations, relationship between management and organizing function, emergence and development of Organisation Behaviour.	15
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	

Dr. Registrar
Dy. Deendayal Upadhyaya
Pandit Deendayal University,
Shekhawati (Rajasthan)
Sikar

	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.

Semester – IV

Course Title:	Business Ethics And Governance	Course Code: 24BBM6401M
Total Lecture hour 60		Hours
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.	15
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.	

Semester – V

Course Title:	Industrial Laws	Course Code: 24BBM7501M
Total Lecture hour 60		Hours
Unit I	The Employees Provident Fund & Miscellaneous Provisions Act, 1952 Definitions; Schemes under the Act – Employees' Provident Fund Scheme; Employees' Pension Scheme, 1995; Employees' Deposit linked Insurance	15

212
Dy. Registrar
Pandit Deendayal Upadhyaya
Shekhawati University,
Sikar(Rajasthan)

	Scheme.	
Unit II	<u>Employees State Insurance Act, 1948</u> Objects and Applicability of the Scheme; Definitions: Personal Injury, Factory, Manufacturing Process, Wages, Partial and Permanent Disablement; ESI Corporation, Standing Committee and Medical Benefit Council; Contributions; Adjudication of Dispute and Claims, Benefits.	15
Unit III	<u>Wages and Bonus</u> Definitions under Payment of Wages Act 1936 – Employed Person, Employer, Factory, Industrial or other Establishment, Wages; Responsibility for Payment of Wages; Fixation of Wage Period; Time of Payment of Wages; Mode of Payment; Deductions from Wages and Fines. Definitions under the Payment of Bonus Act 1961 – Accounting year, allocable surplus, available surplus, employee, employer, establishments, salary or wage; determination of bonus, calculation of bonus, eligibility for bonus, disqualifications for bonus, payment of minimum and maximum bonus, set on and set off of allocable surplus, deductions of certain amounts from bonus payable, time limit for payment of bonus.	15
Unit IV	<u>Payment of Gratuity Act, 1972</u> Applicability and non- applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer's duty to determine and pay gratuity; recovery of gratuity; penalties.	15
Reference Books:		
• Bhushan, Bharat., Kapoor, N.D., Abbi, Rajni, “<i>Elements of Industrial Law</i>”. <i>Sultan Chand & Sons Pvt. Ltd.</i> • Malik, K. L. (2017). <i>Industrial Laws and Labour Laws</i>, Eastern Book Company, Lucknow. • Sharma, J. P. (2018). <i>Simplified Approach to Labour Laws</i>. New Delhi. Bharat Law House Pvt. Ltd. • Singh, Avtar. (2017). <i>Introduction to Labour and Industrial Laws</i>. Nagpur. Wadhwa and Company.		

Semester – VI

Course Title:	Leadership And Team Development	Course Code: 24BBM7601M
Total Lecture hour 60		Hours
Unit I	<u>Leadership:-</u> Styles and attributes of Leadership; Transactional and transformational leadership; Ethical leadership, culture and leadership (the emerging trends in leadership are to be discussed with case studies and projects).	15
Unit II	<u>Groups and Group Processes</u> The nature and types of groups; Group dynamics- group cohesion, group roles and group norms, threat to group effectiveness; Managing group and inter-group dynamics; Managing culturally diverse groups.	15
Unit III	<u>Leaders and Group Decisions</u> Group decision making; Power and influence in teams; Leadership and team empowerment; Challenges in team decision making <u>Emerging Trends in Leadership</u> Women in leadership; Leadership skills- coaching and mentoring; leadership and social media.	15
Unit IV	<u>Team Building and Team Effectiveness</u>	15

21

Pandit Deendayal Upadhyaya
Shrikravati University,
Sikar (Rajasthan)

	Group vs. team; Evolution of group into teams; Stages of team development (team development case studies); Emotionally intelligent teams; Characteristics of effective team; Collaborative communication in teams; Problem solving and conflict resolution in teams.	
Reference Books:		
- Luthans, F. (1997). <i>Organisational Behavior</i>. McGraw-Hill International Editions. - Robbins, S. T., Judge, T. A., & Hasham, E. S. (2013). <i>Organisational Behavior</i>. Pearson. - Singh, K. (2015). <i>Organisational Behavior: Texts & Cases</i> (3rd Edition ed.). India: Pearson. - Griffin, R. W., Phillips, J. M., & Gully, S. M. (2017). <i>Organisational Behavior: Managing People and Organisations</i>. Cengage Learning. - Greenberg, J., & Baron, R. A. <i>Behavior in Organisations</i>. Prentice Hall of India Pvt. Ltd., New Delhi. - Hersey, P. K., Blanchard, D., & Johnson, D. <i>Management of Organisational Behavior: Leading Human Resources</i>. Pearson Education. - Gratton, L. E. (2007). <i>Eight ways to build collaborative teams</i>. Harvard Business Review. 85 (11), 100-109. - Katzenbach, J. R., Douglas S. K. (2001). <i>Discipline of Teams</i>. Harvard Business Review. 71(2). 111-120.		

Course Title:	Digital Marketing	Course Code: 24BBM7602M
Total Lecture hour 60	Hours	
Unit I	Fundamentals of Digital Marketing: Changing Media Consumption and Buyer's Behaviour, Brand and Ad exposure, Internet Marketing v/s E-Marketing v/s E-Commerce v/s E-Business v/s Digital Marketing; Problems in Digital Marketing; Adding Online Power to Marketing Mix; Paradigms of Online Marketing: Micro and Macro Environment-PESTEL/SLEPT Framework	15
Unit II	Environmental Scanning, Value Chain, New business and revenue models, Social factor and Social Exclusion; Marketing Opportunities on the Internet; Web Business Models; Marketing research Online: Qualitative research and Quantitative research	15
Unit III	Customer Service and Support Online; Online Competition; Measuring Results from Online Marketing; Online Marketing to Individuals, Online Consumer Behaviour: The FFF model of online Consumer Behaviour, Demographic Profile of Web Users, Psychographic segmentation, Online shopping behaviour. .	15
Unit IV	Hierarchy of Response Models; Interactive Advertising and its Effectiveness; Building Online Communities; Concept of Internet Time and its business implications; Developing products on Internet: the traditional approach and flexible approach, Brand Building on the Net; Building Relationship with Online Customers; Pricing on the Internet; E-tailing; Technological factors: disruptive technologies, diffusion and personalization, technological convergence .	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:	

Dr. Registrar
Shekhawat University,
Sikar(Rajasthan)

	Pearson.
6	Singh, A. K., & Singh, B. P. (2012). Organisational Behaviour. Delhi, India: Excel Books Pvt. Ltd.



Dr. K. Registrar
 Shriharwati University,
 Sikar (Rajasthan)