OBJECTIVES: To understand various facets of HRM and to create an understanding of the various policies and practices of HRM. To comprehend the emerging trends in HRM.


Suggested Readings:

1. Robins DeCenzo “Human Resource Management”.
Unit – I
Business Statistics:

Unit – II
Measures of Central Tendency:
Introduction to Averages – Requisites for a Measure of Central Tendency, Mean – Combined mean, Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values – Mode – Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean – for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.

Measures of Dispersion:
Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD – for Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Unit – III
Index Numbers:

Unit – IV
Sampling:

Probability:
Unit – V

**Correlation Analysis:** Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation.

**Regression Analysis:** Concept, Least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only)

**Time Series Analysis:** Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis – Free hand curve, Semi averages, moving averages, Least Square methods (Simple problems only).

**Suggested Readings:**

BBA 2nd Year
Fundamentals of Marketing
Paper: 2.6

Unit – I:

Unit – II:

Unit – III:

Unit – IV:
**Demand Measurement:** Role of Demand Forecasting in Decision Making, Measures of Market Demand, Demand Schedules, Demand Estimation and Measurement, Demand Forecasting, Characteristics of Good Demand Forecasting, Steps in Demand Forecasting, Forecasting Methods for Current Demand, Future Demand,.

Unit – V:
**Marketing Plan:** Importance of Marketing Planning, Strategic Planning at Business Level, Designing Overall Marketing Plan, and Contents of Marketing Plan. Marketing control, Annual Plan Control, Efficiency Control, Profitability Control, Strategic Control, and Marketing Audit.

Suggested Readings:-

Unit - I:

Unit - II:
Time Preference for Money – Concept of time value of money, Future Value of a single cash flow, annuity, perpetuity, continuous compounding, Present Value – Present Value of a single cash flow, annuity, perpetuity, continuous discounting, Practical Applications of Compounding and present Value Techniques.

Unit - III:
Sources of Finance – Brief discussion of sources of Long term Finance: Debt-Equity mix, Equity Shares, Preference Shares, Debentures, Convertible debentures, Bonds and Term Loans. Rights and bonus issue, venture capital, mutual funds. Short Term Finance – Money market instruments – commercial paper, Certificates of Deposit, Bills, Inter-corporate deposits.

Unit - IV:
A) Principles of working capital Management: Definition of working capital, concepts of working capital, Sources of working capital, working capital cycle, determinates of working capital. Procedure of estimation of working capital.

B) Introduction to cash management: Motives for holding cash, cash planning, preparation of cash budget. Introduction to Inventory Management, Objectives of inventory management, EOQ Model. Introduction to receivables management: Credit policy nature and goals, factoring.

Unit - V:

Suggested Readings:-
Unit – I:

Unit – II:
Non verbal communication – Types and relevance of nonverbal communication Negotiation process – Its relevance in business – Effective negotiation strategy – Negotiation process and phases involved.

Unit – III:
Business Presentations – Ingredients of effective presentation – Types of presentations – Process and structuring presentations – Team presentations – Non verbal dimensions in presentations.

Unit – IV:
Business report writing – Types of reports – Essentials of a good report – Structure and contents of presentation


Unit – V:
Resume – Curriculum vitae – Contents of good resume – Different styles of resume writing
Group discussion – Objective – Approaches for effective group discussion– Group discussion techniques – Ingredients of good discussion – evaluation parameters of group discussion.
Interview – Concept – Types of interviews – Interview facing techniques – components of effective interview – Do’s and Don’ts in a good interview.

Suggested Books:-