

**Noida International University
School of Law and Legal Affairs
BBA.LL.B. III Semester Syllabus**

Subject: Human Resource Management

Subject Code: BBALLB301

COURSE CONTENTS:

Unit I: Fundamentals of Human Resource Management

- Introduction, Concept and Functions,
- Scope and Significance of Human Resource Management,
- Personnel to HRM
- , Overview of basic HRM Model,
- Role and Responsibilities of the Human Resource Manager
- Essentials of Sound HR Policies.

Unit II: Human Resource planning:-

- Definition, objectives of Human Resource planning process of Human Resource planning
- factors influencing estimation of Human Resources.
- Concept of Recruitment-Recruitment policy
- -Sources of Recruitment-Selection procedure
- Promotion and demotion policy- Transfer policy

Unit III: Performance Appraisal and Quality Management:-

- Concept and objectives of performance Appraisal-
- Process Performance Appraisal Methods-
- Uses and limitations of Performance Appraisal.

Unit IV: Training and Development:-

- Meaning and Definition
- Need-Objectives-Importance of Training
- Training Methods-Evaluation of Training Programme
- Concept of Management Development
- Management Development Process and methods
- Evaluation of Management Development Programme

Unit V: Managing changes through continuous Improvement:-

- Introduction, Challenges before the Human Resource Manager,
- Responding to Change,
- Effect of Competition on Human Resource Management,
- Techniques of Continuous Improvement.

Books & References:

- 1) M. Sharma - Personnel and Human Resource Management.
- 2) S. K. Bhatia and Nirmal Sing - Personnel Management and Human Resource Management.
- 3) V. P. Michael -Human Resource Management & Human Relations
- 4) P. C. Pardeshi - Human Resource Management.

**Noida International University
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BBA.LL.B. III Semester Syllabus**

Subject: Marketing Management

Subject Code: BBALLB302

COURSE CONTENTS:

UNIT I: Introduction to Marketing

- Meaning of marketing,
- Core concepts of marketing,
- Evolution and its role in the changing business environment,
- Various marketing management philosophies, viz.,
- the product concept,
- selling concept and the marketing concept,
- The newer definitions of marketing-
- societal marketing and relationship marketing
- , Introduction to Strategic Planning with marketing perspective,
- Marketing process and Marketing Plan.

UNIT II: Analyzing marketing Opportunities

- Internal and External Marketing Environment Analysis,
- Introduction to Marketing Information System
- Marketing Research.

UNIT III: Product Mix Strategy, Pricing Consideration and Strategies

- Classification of products and
- strategies for different types of consumer products,
- New product development process.
- Product Life Cycle
- Branding, Packaging and labeling
- Introduction to various objectives of pricing
- Pricing Process various pricing strategies and their application

UNIT IV: Distribution and Logistics Decision

- Nature of Marketing Channels,
- Channel Functions and Flows,
- Channel Design and Management Decisions,
- Channel Dynamics.
- Introduction to Wholesaling, Retailing and Logistics.

UNIT-V: Concept of Consumer Behaviour

- Types of Buying Situations,
- Buying Decision Process and Factors Affecting Buyer Behaviour,
- Consumer Adoption Process,
- Concept of Market Segmentation,
- Bases for segmenting Consumer and Business markets,
- Approaches for Targeting,
- Differentiation and Positioning.
- Introduction to global market place
- Challenges and opportunities of Globalization.
- Factors governing entry into foreign markets.

Book & References:

- 1) Kotler Philip Marketing Management, Eleventh Edition, Pearson.
- 2) Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.
- 3) Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation &Control, Third Edition, MacMillan.
- 4) Marketing Management, Michael R. Czinkota and Masaaki Kotabe
- 5) Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
- 6) Fundamentals of Marketing, Stanton, Ezel, etc.

NOIDA INTERNATIONAL UNIVERSITY
School of Law and Legal Affairs
BBA.LL.B. III Semester Syllabus

Subject: Law of Contract –II

Subject Code: BBALLB303

COURSE CONTENTS:

UNIT– I: Contract of Indemnity & Guarantee –

- Agreements of Indemnity- Definition, Nature and Scope-
- Rights of indemnity holder – Commencement of the indemnifier's liability
- Contract of Guarantee – Definition, Nature and Scope –
- Difference between contract of indemnity and Guarantee.

UNIT – II: Contract of Bailment & Pledge –

- Definition of Bailment, Bailor & Bailee
- Rights and Duties of Bailor and Bailee
- Contract of pledge
- Distinction between Pledge and bailment

UNIT-III: Contract of Agency-

- Definitions of Agent and Principal
- Essentials of agency
- Relation of principal & agent,
- Subagent and substituted agent
- Termination of agency

UNIT –IV: Indian Partnership Act-

- Definition & nature of partnership
- Rights /Duties of partners
- Incoming and outgoing partners
- Relations of Partners to third parties
- Liability for holding out
- Minor as a partner
- Registration of firm &Dissolution
- Compulsory dissolution

UNIT–V: Sale of Goods Act–

- Agreement to Sell, Contract of sale
- Conditions and Warranties
- Passing of property – Transfer of title (Nemo Det Quad Non Habet)
- Performance of the Contract
- Rights of Unpaid Seller against goods
- Doctrine of *Caveat Emptor*
- Remedies for Breach of Contract

Books& References:

- 1) Avtar Singh - Law of Contract
- 2) N.D.kapoor – Law of Contract
- 3) J. P. Verma -The Law of Partnership in India
- 4) Saharay H. K - Indian Partnership and Sale of Goods Act
- 5) Krishnan Nair - Law of Contract
- 6) Pollock and Mulla - Indian Contract Act
- 7) Anson – Contract Law

NOIDA INTERNATIONAL UNIVERSITY
School of Law and Legal Affairs
BBA.LL.B. III Semester Syllabus

Subject: Jurisprudence

Subject Code: BBALLB-304

COURSE CONTENTS:

UNIT – I

- Meaning of Jurisprudence
- Nature of Jurisprudence
- Scope of Jurisprudence

UNIT-II:

- Natural law school,
- Analytical school,
- Historical school,
- Sociological school,
- Realistic school.

UNIT – III

- Theories of Punishment
- Capital Punishment
- Sources of Law
- Legislation- Types of Legislation
- Precedent-*Stare decisis* ,*Obiter Dicta* ,*Ratio Decidendi*

UNIT – IV

- Legal Rights and Duties- meaning and classification
- Theories of right- Relation between right and duty
- Legal Personality-Definition-types and theories of legal personality

UNIT – V

- Possession: Concept, Kinds of possession
- Ownership: Concept, Kinds of ownership
- Relation between possession and ownership

Books& References:

- 1) Dr. B N M Tripathi-Jurisprudence-Legal theory
- 2) Fitzgerald – Salmond on Jurisprudence.
- 3) W. Friedman – Legal Theory
- 4) V. D. Mahajan – Jurisprudence and Legal Theory
- 5) Paton – Jurisprudence
- 6) Edgar Bodenheimer – Jurisprudence
- 7) R.W.M. Dias-Jurisprudence (1994) Indian Reprint-Adithya Books, Delhi
- 8) Dr. Avtar Singh-Jurisprudence

NOIDA INTERNATIONAL UNIVERSITY
School of Law and Legal Affairs
BBA.LL.B. III Semester Syllabus

Subject: Family Law-I (Hindu Law)

Subject Code: BBALLB-305

COURSE CONTENTS:

UNIT – I: Introduction

- Nature, Origin, Characteristics
- Philosophy, Concept, Application of Hindu Law
- Sources of Hindu Law

UNIT – II: Marriage and Divorce

- Marriage
- Kinds, nullity of marriage.
- Hindu marriage Act, 1955.
- Special marriage Act, 1954.
- Divorce
- Judicial separation, Restitution of conjugal rights.
- Grounds for matrimonial remedies

UNIT – III: Hindu Undivided Family

- Joint family (Hindu undivided family)
- Co-parcenaries, property under *Mitakshar* and *Dayabhag*
- Partition and Re-union, women estate, stridhan

UNIT-IV: Gift, Wills and Adoption

- Gifts, wills.
- Hindu adoption and maintenance Act, 1956.
- Hindu Minority and Guardian Ship Act, 1956.

UNIT-V: Inheritance

- General rules of Succession
- Disqualification relating to Succession
- Hindu Succession Act, 1956
- Religious Endowment.

Books & References:

- 1) N.R. Raghavachariar – Hindu Law: Principles and Precedents
- 2) J.D.Mayne- Hindu Law and usage
- 3) Mulla- Hindu Law
- 4) Dr. ParasDiwan- Modern Hindu Law
- 5) B.M. Gandhi- Hindu Law
- 6) Dr. Sir Hari Singh Gour- Hindu Code
- 7) A.N. Saha – Marriage and Divorce
- 8) H.K. Saharay- Law of Marriage and Divorce