



Department of Business Administration

Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA - II Semester **Organisational Behaviour**

State Paper code: FO10201T -A

MJPRU Paper code: RU-BBA201

Course outcomes:

- *Understanding of knowledge about individual behavior in students.*
- *Understanding of dyad relationship in students.*
- *Understanding of behaviour in a group in students.*
- *Understanding about change in organization and QWL.*

UNIT-I

Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

UNIT-II

Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.

UNIT-III

Interpersonal behavior: Transaction Analysis, The Johari Window, Leadership, its theories and prevailing leadership styles in Indian Organisations.

UNIT-IV

Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

UNIT-V

Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.

Suggested Books :

1. Bennis, W.G., Organisation Development
2. Breech Islwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior


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MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA - II Semester Business Finance

State Paper code: FO10201T-B

MJPRU Paper code: RU-BBA202

Course outcomes:

- *Understanding of Business Finance among the student.*
- *Understanding about business finance and investment decisions.*
- *Understanding about financing and dividend decision.*
- *Understanding of about working capital.*

UNIT-I

Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Scopes of financial Management and present-value calculation Time Value of Money - Compounding; Discounting.

UNIT-II

Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.

UNIT-III

Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories. Capital structure determinants. Leverages: Operating, financial and total leverage.

UNIT-IV

Dividend Decision: Concept & Imp; relevance of dividend decision, Dividend Models- Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.

UNIT-V

Management of Working Capital: Concepts of working capital, operating cycle Approaches to the financing of current Assets, Management of different components of working capital.

Suggested Books :

1. Maheshwari S.N., Financial Management
2. Khan and Jain, Financial Management
3. Singh H.K., Business Finance


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MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA - II Semester

Human Resource Development

State Paper code: F010202T-A

MJPRU Paper code: RU-BBA203

Course outcomes:

- Understanding of basic Concept of HRD in Students.
- Understanding of HRD Process & Evaluation in Students.
- Understanding of Potential Appraisal, Job Enrichment, Quality circles in Students.
- Understanding of HRA, Stress Management & Organizational Developments in Students.

UNIT-I

HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development method, HRD matrix.

UNIT-II

Potential Appraisal: Concept, need, objectives, methods and Obstacles. HRD Process & Evaluation: Training, Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.

UNIT-III

Implementing HRD Programs: Concept of Job Rotation, Training Methods, Coaching & mentoring. Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.

UNIT-IV

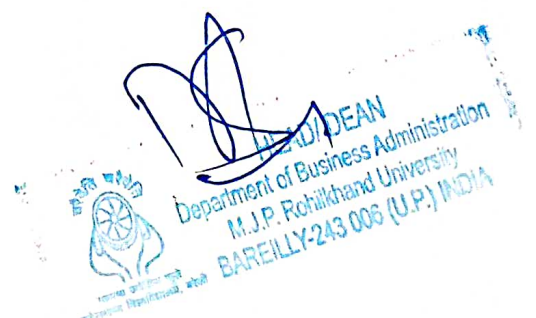
HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

UNIT-V

Organizational Development concept & Theories, Organizational culture & workforce diversity, HRD practice in manufacturing & Service Sector. Issue and Challenges of HRD in Cross-cultural environment.

Suggested Books :

1. Dipak Kumar Bhattacharya, Human Resource Management
2. Arun Monappa, Managing Human Resource
3. P.Subba Rao, Essential of HRM and Industrial Relations
4. C.B. Memoria, Personnel Management





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MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA – II Semester

Marketing Theory and Practices

State Paper code: Fo10202T-B

MJPRU Paper code: RU-BBA204

Course outcomes:

- *Understanding of basic concepts of Marketing in Students.*
- *Understanding of Market Segmentation in Students.*
- *Understanding of Marketing Mix in Students.*
- *Understanding of Marketing Research in Students.*

UNIT-I

Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.

UNIT-II

Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

UNIT-III

Marketing Mix: Product - Product Mix, New Product development, types of products, Product life Cycle, Branding and packaging, Price - Meaning, objective, factors influencing pricing, Various methods of pricing.

UNIT-IV

Marketing Mix Promotion - Promotional mix, tools, objectives, media selection & management, Distribution Concept, importance, different types of distribution Channels.

UNIT-V

Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.

Suggested Books :

1. Philip Kotlar, Marketing Mgt.(PHI)
2. Etzet, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management


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MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA - II Semester **Business Mathematics**

State Paper code: FO10203T-A

MJPRU Paper code: RU-BBA205

Course outcomes:

- *Understanding of basic concepts of Mathematics in Students.*
- *Understanding of Matrix & its use in Students.*
- *Understanding of Set Theory in Students.*
- *Understanding of basics of Differentiation & Integration in Students.*

UNIT-I

Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction.

UNIT-II

Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.

UNIT-III

Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.

UNIT-IV

Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter- section of Sets, Use of set theory in business, Permutation & Combination.

UNIT-V

Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)

Suggested Books:

1. Mehta & Madnani, Mathematics for Economics
2. Mongia, Mathematics for Economics
3. Zamiruddin, Business Mathematics
4. Raghavachari, Mathematics for Management


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BBA - II Semester

Advertising Management

State Paper code: Fo10203T-B

MJPRU Paper code: RU-BBA206

Course outcomes:

- *Understanding advertising as a means of communication.*
- *Understanding the usage and role of advertising in Business.*
- *Understanding the reach and effectiveness of advertising as influence.*
- *Understanding the importance of creativity and planning of advertising in Business.*

UNIT-I

Advertising: Introduction, Scope, importance in business, Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

UNIT-II

Integrated Communication Mix (IMC)-meaning, importance; process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

UNIT-III

Promotional objectives – importance determination of promotional objectives, setting objective through DAGMAR approach, Advertising Budget - importance, establishing the budget- approaches to budget allocation.

UNIT-IV

Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.

UNIT-V

Media planning-importance, Selection of media strategies, media mix. Role & functions of Advertising & promotion Agencies.

Suggested Books :

1. Advertising and Promotion George E. Beich & Michael A. Belch.T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI

