



# Department of Business Administration

Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

## BBA - II Semester

### Organisational Behaviour

State Paper code: F010201T -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**

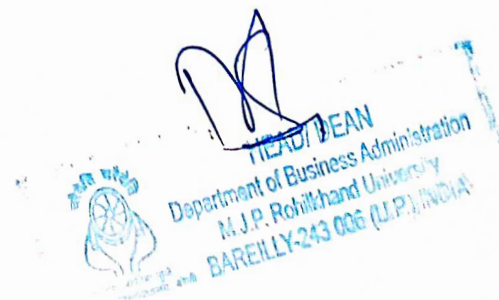
Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

#### **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 Iswar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior





**Department of Business Administration**  
**Faculty of Management**  
**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.

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

**UNIT-II**

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-III**

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

**UNIT-IV**

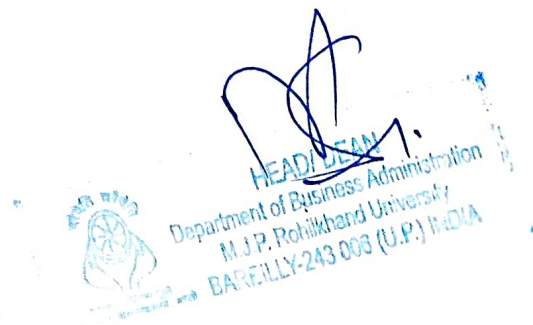
Management of Working Capital: Concepts of working capital, operating cycle Approaches to the financing of current Assets, Management of different components of working capital.

**UNIT-V**

Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.

**Suggested Books :**

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





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**BBA - II Semester**  
**Human Resource Development**

State Paper code: Fo10202T-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**

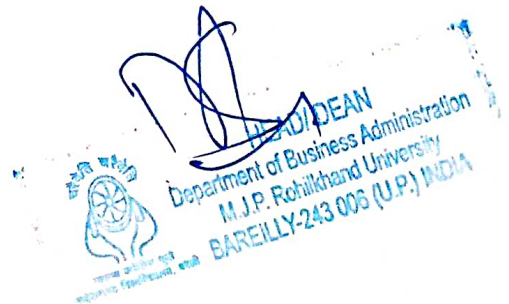
HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

**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: F010202T-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**

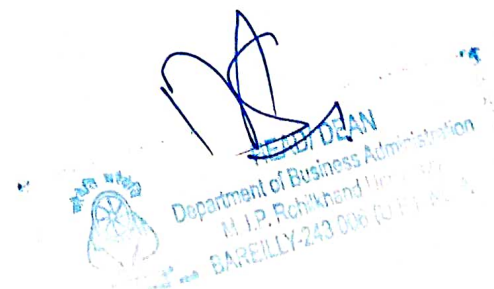
Marketing Mix Promotion - Promotional mix, tools, objectives, media selection & management, Distribution Concept, importance, different types of distribution Channels.

**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: F010203T-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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# Department of Business Administration

## Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

### 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 influencer*
- *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

