

BBA IV Sem
Group A - Human Resource
Subject: Organization Behaviour
Paper: Major
Code- M2-BBAA2T

Credit Value:6

Max. Marks: 100

(External:60+ Internal:40)

Course Learning Outcomes:

- Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior.
- Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively
- Analyze various Stress management and coping strategies.
- Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.

Unit I

Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB

Unit II

Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement

Unit III

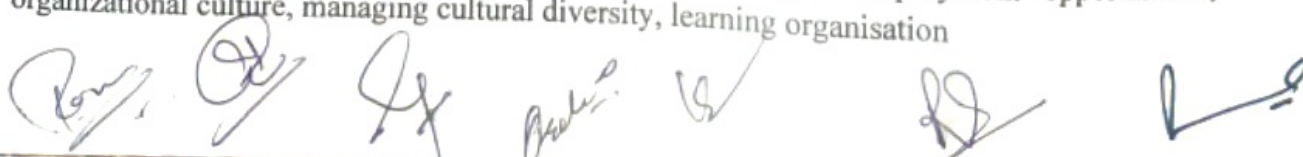
Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization

Unit IV

Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development

Unit V

International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing cultural diversity, learning organisation



Reference Books:

- ❖ Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010 International Edition)
- ❖ Robbins S.P., Organizational behavior, Pearsons Education, (2018-18 Edition)
- ❖ Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015) French
- ❖ Wendell, Bell Jr Cecil H & Vehra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16th Edition)
- ❖ K. Chitale, Avinash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)



BBA IV Sem
Group A - Human Resource
Subject: Marketing Research
Paper: Minor
Code- M2-BBAB2T

Credit Value:6

Max. Marks: 100

(External:60+ Internal:40)

Course Learning Outcomes:

- Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
- Provide a detailed overview of the stages in the market research process.
- Develop an appropriate market research design for the clients.
- Manage the data collection process use contemporary statistical packages to calculate and report descriptive statistics from quantitative data.
- Interpret data analysis in the context of the identified business problem.
- Communicating research results in written reports and oral presentation formats.

UNIT I

Definition , Concepts and objectives of marketing research , Advantages and limitations of Marketing Research . Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.

UNIT II

Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various issues involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.

UNIT III

Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.

UNIT IV

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Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire designing, Design attitude measurement techniques, scaling techniques

UNIT V

Administration of surveys, sample design,(selecting an appropriate statistical technique), Hypothesis, concepts , need objectives of hypothesis, Types of hypothesis and its uses. Report writing.

Reference Books

- Rajendra Nargundkar Marketing Research: Text and CasesTMH, New Delhi. (2019- 4th Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7th Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

The bottom of the page features several handwritten signatures and initials in blue ink. From left to right, there is a signature that appears to be 'Rajendra', a signature that looks like 'Cooper', a checkmark, a signature that looks like 'Schindler', a signature that looks like 'Kothari', and a signature that looks like 'Garg'. There are also some other less distinct marks and initials scattered around.

Group A - Human Resource
Subject : Financial Management
Elective : Paper
Code- M2-BBAC1T

Credit Value:4

Max. Marks: 100

(External:60+ Internal:40)

Course Learning Outcomes:

- Students will have an understanding of basic of Finance and analysis and interpretation
- The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
- The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.

Unit 1

Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.

Unit II

Working Capital Management, Factors determining the adequate working capital. Requirement management of working capital, Source of Capital, Cost of capital, financial and operating, leverage.

Unit III

Capital Structure: Theories of capital structure, Capital structure decision of the firm, dividend policy of the firm, Hire Purchase and Venture Capital.

Unit IV

Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.

Reference Books

- R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company, New Delhi
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi

