



BARKATULLAH UNIVERSITY BHOPAL

Revised Syllabus for MBA (Full Time) Semester-II
With Effect from Session 2019-20

"ORGANISATIONAL BEHAVIOUR"

Course No. CP: 201

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE :

Organizational behaviour provides the knowledge base understanding of behaviour within organizations. OB equips student with tools to effectively manage individuals and groups within organizations and offers a better understanding of organizational culture.

COURSE CONTENTS :

- UNIT 1: Understanding Organizational behaviour: Levels of analysis within OB – individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields.
- UNIT 2: Foundation of individual behaviour; learning theories; Perception: factors influencing Perception, Personality, Attitudes, Job satisfaction and Values.
- UNIT 3: Motivation: concept and process; Motivation theories: Maslow, McGregor, Herzberg, Alderfer's, Vroom, Porter & Lawler and Equity theory; Its Application in Organisation; Group: nature, functions & development.
- UNIT 4: Organisational Culture & Climate; Organisational Conflicts Type, Causes and Management; Johari Window and Transactional Analysis; Emotional Intelligence; Knowledge Management; Power & Politics; Negotiation.
- UNIT 5: Organisational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress; Burnout: Causes and Handling of Burnout; Leadership: Leadership Theories, Leadership Styles, Examples of Effective Organizational Leadership in India.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

- Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

- Baron, R.A. and Greenberg, J. Behaviour in organization. Pearson.
- Luthans, F., "Organizational Behaviour", New York, McGraw Hill.
- Chandan, J., "Organizational Behaviour", Vikas Publishing House Pvt. Ltd.
- Udai Pareek, "Organizational Behaviour", Oxford University Press.
- Robbins, S.P., Judge, T. A and Sanghi, S., Organisational Behaviour Dehil : Pearson Education.
- Khandwalla, P. N., Organization Design for excellence, new Delhi: Tata McGraw Hill Publishing Company Ltd.
- Davis, K. Human Behaviour at work. New Delhi. Tata McGraw Hill Publishing Company Ltd.

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"RESEARCH METHODOLOGY"

Course No. CP: 205

Max Marks : 80

Min. Pass Marks : 32

COURSE OBJECTIVE:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

COURSE CONTENTS:

- UNIT 1: Introduction to Research Methodology – Meaning, Objectives, Significance of Research in Management; Importance and scope of Research Methodology.
- UNIT 2: Research Process- Defining Research Problem; Setting of Hypothesis; Research Design – Exploratory, Descriptive and Experimental Research Designs.
- UNIT 3: Sampling Design – Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design.
- UNIT 4: Measurement & Scaling; Questionnaire Design; Data Collection – Primary and Secondary data; Observational and Survey Methods; Processing of Data – Editing, Coding, Classification, Tabulation of data.
- UNIT 5: Analysis and Report Writing – Selection of Appropriate Statistical Techniques; Parametric Test for Hypothesis testing – T-test, Chi – Square test; Characteristics of Non parametric Test; One – way ANOVA; Report writing.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

1. Kothari C.R., 'Research Methodology', Wishwa Prakashan.
2. Dwivedi R.S., 'Research Methods in Behavioural Science', Macmillan Publishing Company.
3. Zikmand W.G, Business Research Methods, Thomson, South-Western.
4. Gupta, S.P. 'Statistical Methods', Sultan Chand, New Delhi.
5. Golden, Biddle, Koren and karen D. Loeje, 'Composing Quantitative Research', Sage Publication.

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"MARKETING MANAGEMENT"

Course No. CP: 204

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

COURSE CONTENTS:

- UNIT 1: Nature and scope of marketing, Introduction of Marketing Mix and Importance of Marketing in Business, The Marketing Environment and Environment Scanning.
- UNIT 2: Marketing Information System and Marketing Research, Understanding Consumer and Industrial Markets, Market Segmentation, Targeting And Positioning.
- UNIT 3: Product Decisions, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Methods and Strategies, Promotion Mix, Advertising, Sales Promotion, Publicity and Personal Selling.
- UNIT 4: Channel Management- Introduction, Need of Marketing Channels, Types of Channel Members, Conflict Management, Introduction of Supply Chain Management and Logistics.
- UNIT 5: Evaluation and Control of Marketing Efforts; New Issues in Marketing Globalization, Consumerism, Green marketing, Legal issues, Social Media Marketing & E-Commerce Marketing, Marketing Ethics.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

1. Enis, B. M. Marketing Classics; A Selection of Influential Articles New York, Tata McGraw-Hill Publishing Company Ltd.
2. Kotler, Philip and Armstrong, G. 'Principles of Marketing', New Delhi, Prentice Hall of India.
3. Kotler, Philip and Marketing Management Analysis, Planning, Implementation and Control, New Delhi, Prentice Hall of India.
4. Ramaswamy, V S and Namakumari, S 'Marketing Management Planning Control', New Delhi MacMillan.
5. Stanton, William J Fundamentals of Marketing; New York McGraw Hill.
6. Neelamegham, S. Marketing in India: Cases and Readings New Delhi Vikas.
7. Saxena Rajan., Marketing Management, Tata McGraw-Hill Publishing company Ltd.
8. Sontakki C.N., Marketing Management, Kalyani Publication.





BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for MBA (Full Time) Semester-II
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"FINANCIAL MANAGEMENT"

Course No. CP: 203

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

The purpose of this course is to acquaint the students with the broad framework of financial decision-making in a business unit.

COURSE CONTENTS:

- UNIT 1: Aims and Objectives of Financial Management; Function of Financial Management- Concept, Du Pont Analysis, Time Value of Money.
- UNIT 2: Capital Budgeting, Methods of Capital Budgeting- Traditional Methods, Pay Back Period, ARR, Discounted Cash Flows, NPV, IRR, Profitability Index.
- UNIT 3: Instruments of Long Term Finance, Share Capital, Debentures/ Bonds, Hybrid Instruments, Venture Capital.
- UNIT 4: Cost of Different sources of Raising Capital, Weighted Average cost of Capital; Capital Structure, Theories and Optimum Capital Structure, Leverage - Operating Leverage, Financial Leverage & Combined Leverage.
- UNIT 5: Dividend Policy, Theories of Dividend Policy, Management of Working Capital- Cash Receivables and Inventory management- Internal Financing.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

- Hampton, John, 'Financial Decision Making', Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Van Home, James C. 'Financial Management and Policy', New Delhi, Prentice Hall of India.
- Pandey I. M., 'Financial Management', Vikas Publication.
- Khan & Jain, 'Financial Management', Tata Mc Graw Hill.
- Prasanna Chandra, 'Financial Management', Tata Mc Graw Hill.
- Sharma & Gupta, 'Financial Management', Kalyani Publication.



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"HUMAN RESOURCE MANAGEMENT"

Course No. CP: 202

Max. Marks : 80

Min. Pass Marks: 32

COURSE OBJECTIVE:

The objective of the course is to teach the basic principles of human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. In addition to providing a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people in today's increasingly complex workplace.

COURSE CONTENTS:

- UNIT 1: Introduction to HRM: Scope & Perspectives, Functions of HRM, HRM in the era of Globalization, Technological Advancements and Digitization, Corporate Objectives and Human Resource Planning.
- UNIT 2: Demand Forecast of Human Resource, Human Resource Planning & Recruitment: Career & Succession Planning, Job Analysis, Role Description, Methods of Manpower Search, Attracting and selecting Human resource.
- UNIT 3: Training & Development: Induction / Orientation & Socialization – Purpose and Process, Methods of Training and Development, Systematic Approach to Training.
- UNIT 4: Appraising Personnel And Job: Performance Appraisal & Potential Evaluation – Objectives, Process and Methods of Performance Appraisal, Job Evaluation & Wage Determination – Purpose and Methods.
- UNIT 5: Industrial Relations And Welfare: Employee Welfare – Objectives, Approaches and Types, Industrial Relation – Objectives and Roles, Trade Union – Features, Objectives, Structure and Problems, Causes of Disputes, Dispute Resolution & Grievance Management Employee Empowerment.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED BOOKS:

1. Human Resource Management, John M Ivancevich, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
2. Human Resource and Personnel Management (Text & Cases), K. Aswathappa, Tata McGraw-Hill Publishing Company, New Delhi.
3. Human Resource Management, Gary Dessler, Biju Varkkey, Pearson Publications.
4. Human Resource Management, Biswajeet Pattanayak, PHI Learning Pvt. Ltd, New Delhi.
5. Human Resource Management (Text & Cases), V.S.P Rao, Excel Books, New Delhi.
6. Managing Human Resource, R.S.Dwivedi, Galotia Publishing Ltd.



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"PROJECT MANAGEMENT"

Course No. CP: 206

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

To familiarize the students with the fundamental concepts and methods of Project Management – Selection, Planning, Budgeting, Scheduling, Resource allocation, Monitoring and control.

COURSE CONTENTS:

- UNIT 1: Project Management - Concept and Definition, The Project Management Life Cycle, Project Selection and its Models.
- UNIT 2: Role of the Project Manager, Selecting the Project Manager, Project Organization types, The Project Team, Project Management Office (PMO), Project Planning
- UNIT 3: Project Implementation – Basic concepts of Budgeting and Cost Estimation, Scheduling, Project Network Construction, Network Techniques: PERT and CPM, Project Crashing
- UNIT 4: Resource Allocation – Basic concepts of Resource Allocation and Resource Allocation Problem, Types of Resources – Work Resource, Material Resource, Cost Resources; Resource Loading, Resource Levelling
- UNIT 5: Project Monitoring – Basic Concept of Project monitoring cycle - The Planning-Monitoring-Controlling Cycle, Project Control – Purpose and types of control

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN OF EXTERNAL EVALUATION:

Sec A: (Short answer) 4 out of 8

4x8 = 32 Marks

Sec B: (Essay type and case) 3 out of 5

3x16 = 48 Marks

REFERENCE BOOKS:

1. Project Management: A Managerial Approach – Jack R. Meredith, Samuel J. Mantel, Jr. – Wiley India Publication.
2. Project Management: R. Panncerselvam, P. Senthikumar, PHI Learning Pvt Ltd
3. Project Management: The Managerial Process – Clifford F. Gray, Erik W. Larson, Tata McGraw-Hill Publishing company Ltd.
4. Textbook of Project Management, P. Gopalakrishnan, VE Ramamoorthy, MacMillan Publication.