



# माँ विन्ध्यवासिनी विश्वविद्यालय, मीरजापुर

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## B.B.A. 2<sup>ND</sup> SEMESTER (2024-25)

### BBA: First Year Course Structure Second Semester

2	I	Major Paper	Organisational Behavior	4
	II	Major Paper	Marketing Theory and Practices	4
	III	Major Paper	Computer Applications	4
	IV	Minor Paper	Business Ethics and Governance	6

Programme/Class: Degree		Year: First	Semester: Second
<b>Course Major 1</b>			
Course Title: Organisational Behavior			
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding of Organisational Behavior among the student.			
The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows –			
To provide knowledge about Organisational Behavior.			
To provide knowledge about individual and group behaviour.			
To give an overview about change in organization and QWL.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=40
I	Introduction: Meaning and Definition Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		9
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Attitude: Job related Attitudes, Job Satisfaction, Learning, Motivation, Hierarchy of needs theory, Theory X and Y and Z, Motivation- Hygiene theory, Vroom’s expectancy theory.		12
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. 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.		10

<b>IV</b>	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 advancements in OB.	9
<b>Suggested Readings:</b> 1 Bennis, W.G., Organisation Development 2. Breech Islwar, Organisation-The Framework of Management 3. Dayal, Keith, Organisational Development 4. Sharma, R.A., Organisational Theory and Behavior 5. Prasad, L.M., Organisational Behavior		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
Programme/Class: Degree	Year: Year: First	Semester: Second
<b>Course Major 2</b>		
Course Title: Marketing Theory and Practices		
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows – To provide knowledge about Marketing Theory and Practices. To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=40</b>
<b>I</b>	Introduction to Marketing: Definition, nature, scope and importance of Marketing, Definition and Objectives of marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing. green marketing, Concept of marketing Environment.	10
<b>II</b>	Market Segmentation: Concept, meaning basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Steps in product positioning, Repositioning.	9
<b>III</b>	Marketing Mix: Definition, The elements of marketing mix, Product–types of product, Product Mix, New Product Development, Product life cycle, Branding and Packaging. Distribution – Concept, importance, different types of distribution Channels. factors affecting choice of distribution channel. Price–Meaning, objective, factors influencing pricing, methods of pricing. Promotion – Promotional mix, tools, objectives, factors affecting promotion mix. media selection & management.	12

<b>IV</b>	Marketing Research: Definition, Importance, Process and Scope. Marketing Information System: Meaning, Importance, Scope and Components of Marketing Information System. Consumer Behaviour: Concept, Importance and factors influencing consumer behaviour. Ethics in marketing.	9
<b>Suggested Readings:</b> 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		
Programme/Class: Degree	Year: First	Semester: Second
<b>Course Major 3</b>		
Course Title: Computer Applications		
<b>Course outcomes:</b> The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows – To provide knowledge about computer and its application. To provide knowledge about components and working of computer. To give an overview about software system and Data base management.		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=40</b>
<b>I</b>	Computer: Concept & Meaning, History & Generations of Computers, Computers in Business, Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis, Programming Concept, Use of files in Programming.	10
<b>II</b>	Components of a computer system, Classification of Computer, Computer languages, Computer software system, Software management, Software development process, PC-software Packages; An Introduction to Disk Operating system and windows, GUI, Other system softwares; file design & Report design.	10
<b>III</b>	MS Word: Meaning & Terminology of Word Processor, Editing and Formatting of Document, Mail Merge; MS-Excel: Creation of spreadsheet application, Range, formulas & functions, Data base functions in spreadsheet, Graphics on spreadsheet; MS-PowerPoint: Steps, Tips and Physical Aspects of Presentation, Creating, Editing and Formatting a Slide, Power Point Views.	10

IV	Data Processing: Meaning & Data Storage Hierarchy, Modes of data processing, Data files types- Master & Transaction file, Data file structure, Data Communications, Network Topologies, Network Types- LAN, WAN, MAN & SAN; Relevance of Data base management system, data base manager, Real Time Sharing, Online & Offline processing.	10
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. P. K. Sinha &amp; P. Sinha, Computer Fundamentals, BPB Publication</li> <li>2. V. Rajaraman, Computer Fundamentals, PHI</li> <li>3. Tannenbaum, Computer Applications and Networks</li> <li>4. 'O' Brien, Management Information Systems</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		
Programme/Class: Degree	Year: First	Semester: Second
<b>Course Minor 4</b>		
Course Title: Business Ethics and Governance		
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling in them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.		
Credits: 6		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=40</b>
I	Introduction: Concept, Objectives and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	9
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	10
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	11
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Concept and importance Social Audit.	10

**Suggested Readings:**

1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human values for Managers
3. McCarthy, F.J., Basic Marketing
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

**Suggested equivalent online courses:**

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**Further Suggestions:**

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