

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

BBA- I Semester

BBA-N101 Business Organisation

- Unit I Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.
- Unit II Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit.
- Unit III Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.
- Unit IV Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.
- Univ V Business Finance: Financial need of Business methods & sources of finance.
- Security Market, Money Market, Study of Stock Exchange & SEBI.

Suggested Books:

- 1.Chottorjee S.K. Business Organisation
- 2.Jagdish Prakash Business Organistaton and Management
- 3.Om Prakash Business Organisation
- 4.Sherlekar S.A. Business Organisation and Management
- 5.Singh & Chhabra Business Organisation

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

BBA- I Semester

BBA N 102

Business Mathematics

- 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 adjoint matrix methods & Gaussian 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 |

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

3.Zamiruddin	Business Mathematics
4.Raghavachari	Mathematics for Management

BBA- I Semester

BBA N 103 Principles of Economics

- Unit I Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.
- Unit II Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect.
- Unit III Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.
- Unit IV Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.
- Unit V Theories of factor pricing, factor pricing v/s product pricing. Theories of rent ,theories of interest, theories of wages, theories of profit, Concept of profit maximization.

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Suggested Books:

- | | |
|---------------|-------------------------|
| 1. Adhikari M | Management Economics |
| 2. Gupta G.S. | Managerial Economics |
| 3. Lal S.M. | Principles of Economics |

BBA- I Semester

BBA N 104

Book Keeping and Basic Accounting

- | | |
|----------|---|
| Unit I | Meaning of book keeping. Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting & book keeping. Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts. Revenue and capital expenditures and incomes. |
| Unit II | Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance. |
| Unit III | Rectification of errors, preparation of bank reconciliation Statement, Bills of Exchange and promissory notes. Claims for Loss of Stocks, profits. |
| Unit IV | Valuation of stocks Different methods of inventory valuation. Accounting treatment of depreciation. Reserve and provision, Mathematics of Accounting. |
| Unit V | Preparation of Financial Statements of Individuals and Firms: Profit and Loss Account and Balance Sheet with adjustments. |

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Suggested Books:

- | | |
|----------------------------|----------------------------|
| 1. Agarwal B.D. | Advanced Accounting |
| 2. Chawla & Jain | Financial Accounting |
| 3. Chakrawarti K.S. | Advanced Accounts. |
| 4. Gupta R.L. & Radhaswamy | Fundamentals of Accounting |
| 5. Jain & Narang | Advanced Accounts |

BBA- I Semester

BBA N 105

Business Laws

- Unit I Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal.
- Unit II Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.
- Unit III Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.
- Unit IV Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit V Definition Features Types Recognition And Endorsement of Negotiable Instruments.

Suggested Books:

- | | |
|------------------------|--|
| 1.Dhanda PMV | Commercial and Industrial Laws |
| 2.Kapoor D | Elements of Mercantile law(including Company Law Industrial Law) |
| 3.Gulshan S and Kapoor | Lectures on Business & Economics Laws |
| 4.Kuchall | Business Laws |
| 5.Mandal C. | Economics and other Legislations |

BBA- I Semester

BBA N 106

Fundamentals of Management

Unit I Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.

Unit II Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

Unit III Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.

Unit IV Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning.

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Importance, Styles, Supervision, Motivation
Communication.

Unit V Controlling: Concept, Principles, Process and Techniques
of Controlling, Relationship between planning and
controlling.

Suggested Books:

1. Pagare Dinkar Principles of Management
2. Prasad B M L Principles and Practice of Management
3. Satya Narayan and Raw VSP Principles and Practice of Management
4. Srivastava and Chunawalla Management Principles and Practice

BBA- I Semester

BBA N 107

Business Ethics

Unit I Business Ethics- An overview-Concept, nature, evolving
ethical values, Arguments against business Ethics.

Unit II Work life in Indian Philosophy: Indian ethos for work life,
Indian values for the work place, Work-life balance.

Unit III Relationship between Ethics & Corporate Excellence-
Corporate Mission Statement, Code of Ethics,
Organizational Culture.

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit IV Gandhian Philosophy of Wealth Management-
Philosophy of Trusteeship, Gandhiji's Seven Greatest
Social Sins.

Unit V Corporate Social Responsibility-Social Responsibility of
business with respect to different stakeholders,
Arguments for and against Social responsibility of
business, Social Audit.

Suggested Readings :

1. Chakraborty , S.K. : ,Foundations of management Work - Contributions from Indian Thought: Himalaya Publishing House Delhi 1998
2. Griffiths , B. : Themarriage of East and West , colling London 1985
3. Gandhi , M.K. : The Study of My Experience with Truth, Navjivan Publishing House , Ahmedabad , 1972
4. Velasquez , M.G. : Business Ethics
5. Sekhar , R.C. : Ethical Choices in Business .
6. Dr Neeru Vashishth, Dr Namita Rajput: Business ethics & values with case studies.
7. Dr Neeru Vashishth, Dr Namita Rajput: Corporate Governance values and ethics.
8. Sh. S.K.Bhatia:Business Ethics & corporate governance.

BBA- II Semester

BBA N 201

Business Environment

Unit I Concept, Significance, Components of Business
environment, Factor affecting Business Environment,
Social Responsibilities of Business.

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Unit II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector
Unit III	Industrial Policy –Its historical perspective(In brief);Socio-economic implications of Liberalisation, Privatisation, Globalisation.
Unit IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA
Unit V	Overview of International Business Environment, Trends in World Trade : WTO- Objectives and role in international trade.

Suggested Readings:

- | | |
|----------------------|----------------------|
| 1.Francis Cherunilum | Business Environment |
| 2.K.Aswathapa | Business Environment |

BBA- II Semester

BBA N 202 Business Communication

Unit I	Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication
--------	---

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Unit II Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations

Unit III Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

Unit IV Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing skill, Writing resume and Letter or application

Unit V Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.

Suggested Books:

- | | |
|------------------|--|
| 1. Bapat & Davar | A Text book of Business Correspondence |
| 2. Bhende D.S. | Business Communication |
| 3. David Berio | The Process of Communication |
| 4. Gowd & Dixit | Advance Commercial Correspondence |

BBA- II Semester

BBA N 203

Indian Economy

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit I	Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.
Unit II	An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India.
Unit III	Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.
Unit IV	Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile)
Unit V	Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.

Suggested Readings:

- 1.Kenes J.M. General Theory of Employment, Interest and Money
- 2.Brooman Macro Economics
- 3.Seth, M..L. Monetary Theory
- 4.Vaish, M.C. Monetary Theory

BBA- II Semester

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

BBA N 204

Principles of Accounting

Unit I	Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting for Price level changes.
Unit II	Accounting of Non-trading Institutions, Joint Venture and Consignment.
Unit III	Accounts of banking companies and General Insurance companies, Department and Branch accounts.
Unit IV	Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts.
Unit V	Partnership Accounts: Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership Firms (Excluding insolvency of Partner).

Suggested Readings:

1. Agarwal, B.D.	Advanced Accounting
2. Chawla & Jain	Financial Accounting
3. Chakrawarti, K.S.	Advanced Accounts
4. Shukla, M.B.	Financial Analysis and Business Forecasting
5. Jain & Naranag	Advanced Accounts

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

BBA- II Semester

BBA N 205

Organisation Behaviour

- 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 – Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.
- Unit III Behavior Dynamics : Interpersonal behavior, Communication, 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 Organisational Quality of work life, Recent advances in OB.

Suggested Readings:

1. Bennis, W.G. Organisation Development

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

2. Breech Islwar	Oragnaistion-the frame-Work of Management
3. Dayal, Keith	Organisational Development
4. Prasad, L.M.	Organisational Behavior

BBA- II Semester

BBA N 206

Business Statistics

- Unit I Statistics: Concept, significance & Limitations. Type of Data, Classification & Tabulation, Frequency Distribution & graphical representation.
- Unit II Measures of Central Tendency (Mean, Medium, Mode) Measures of Variation: Significance & Properties of a good measure of variation:

Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.
- Unit III Correlation : Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation.

Regression : Introduction, Regression lines, and Regression Equation & Regression coefficient.
- Unit IV Probability : Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye'ss theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.
- Unit V Sampling Method of sampling, Sampling and Non-sampling errors. Test of Hypothesis, Type- I and Type –II Errors, Large sample tests

Suggested Readings:

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

- | | |
|-----------------------------|-----------------------------------|
| 1.Gupta, S.P. & Gupta, M.P. | Business Statistics |
| 2.Levin, R.I. | Statistics for Management |
| 3.Feud, J.E. | Modern Elementary Statistics |
| 4.Elhance, D.N. | Fundamentals of Statistics |
| 5.Gupta, C.B. | Introduction of Stastical Methods |

BBA- III Semester

BBA N 301 Advertising Management

- | | |
|----------|---|
| 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; Communication 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 DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget. |
| Unit IV | Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. |
| Unit V | Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising. |

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Suggested Books

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

BBA- III Semester

BBA N 302

Indian Banking System

- Unit I Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.
- Unit II State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.
- Unit III Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks.
- Unit IV Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit V Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

Suggested Readings:

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

BBA- III Semester

BBA N 303

Human Resource Management

Unit I Introduction to HRM & HRD

Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

Unit II Human Resource Policies & Strategies, Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

Unit III Human Resource Procurement & Mobility, Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process, Recruitment & Selection, Career

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

- planning & development, training methods, basic concept of performance appraisal, Promotion & Transfer.
- Unit IV Employee Compensation
Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.
- Unit V Employee relations
Discipline & Grievance handling types of trade unions, problems of trade unions

Suggested Books:

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

BBA- III Semester

BBA N 304

Marketing Management

- Unit I Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.
- Unit II Segmentation : Concept, basis of segmentation, Importance in marketing; Targeting : Concept Types, Importance; Positioning : Concept, Importance, Brand positioning, Repositioning.
- Unit III Marketing Mix:
Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging.

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit IV	Distribution : Concept, importance, different types of distribution channels etc. Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion : Promotional mix, tools, objectives, media selection & management.
Unit V	Marketing Research : Importance, Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behavior : Concept, Importance and factors influencing consumer behavior.

Suggested Books:

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

BBA- III Semester

BBA N 305

Company Accounts

Unit I	Joint Stock Companies- its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.
Unit II	Final Accounts of Companies : Including Computation of managerial Remuneration and disposal of profit.
Unit III	Accounting for Amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

Unit V Liquidation of Companies, Statement of Affairs and Deficiency/Surplus Account. Liquidators final statement of A/c Receiver's Receipt and Payment A/c.

Suggested Books:

1. Gupta R.L. Radhaswamy M, Company Accounts, Sultan chand &
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
5. Moore C.L. and Jaedicke R.K., Management Accounting

BBA- III Semester

BBA N 306

Company Law

Unit I Corporate Personality : Kinds of Company, Promotion and Incorporation of Companies.

Unit II Memorandum of Association, Articles of Association Prospectus.

Unit III Shares ; Share Capital, Members , Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director.

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit IV Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes.

Unit V Majority Powers and minority Rights Prevention of oppression and mismanagement, winding up-Kinds and Conduct.

Suggested Books:

- 1.Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London
- 2.Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur
- 3.Singh, Avtar Company Law, Eastern Book Co. , Lucknow
- 4.Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
- 5.Kapoor, N.D. Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

BBA- IV Semester

BBA N 401

Consumer Behavior

Unit I

Introduction to consumer Behavior (CB) - Importance, Scope, need for studying CB, Consumer research process.

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

- Unit II Consumer models : Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.
- Unit III Individual determinates:
Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.
- Unit IV Influences & Consumer Decision making :
Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.
- Unit V Industrial Buying Behaviour :
Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

Suggested Books:

- | | |
|--|--------------------|
| 1.Consumer Behaviour in Indian Perspective | Suja. R. Nair |
| 2.Consumer Behaviour | Schifman & Kanuk |
| 3.Consumer Behaviour | Louden & Bitta |
| 4.Consumer Behaviour | Bennet & Kasarjian |

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

Unit I	Introductory : Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.
Unit II	Capital Structure Planning : capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization. Determinants of Capital structure, Capital structure theories.
Unit III	Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.
Unit IV	Management of Working Capital : Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.
Unit V	Management of Earning : Concept & relevance of Dividend decision. Dividend Models-Walter, Gordons, MM Hypothesis. Dividend policy-determinants of dividend policy.

Suggested Books:

1. Financial Management	S.N. Maheshwari
2. Financial Management	Khan & Jain

FACULTY OF MANAGEMENT

Department of Business Administration

M.J.P. Rohilkhand University, Bareilly

BBA- IV Semester

BBA N 403

Production Management

Unit I	Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.
Unit II	Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development.
Unit III	Plant Location & Plant layout.
Unit IV	Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. ABC analysis, Stock Keeping.
Unit V	Quality Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control.

Suggested Books:

1. Production Operation management	B.S. Goel
2. Production & Operation Management	Buffa
3. Production & Operation Management	S.N.Chany

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

BBA N 404	BBA- IV Semester Sales Management
Unit I	Sales Management: <ul style="list-style-type: none">- Evolution of sales function- Objectives of sales management positions- Functions of Sales executives- Relation with other executives
Unit II	Sales Organisation and relationship: <ul style="list-style-type: none">- Purpose of sales organization- Types of sales organization structures- Sales department external relations- Distributive network relations.
Unit III	Salesmanship: <ul style="list-style-type: none">- Theories of personal selling- Types of Sales executives- Qualities of sales executives- Prospecting, pre-approach and post-approach- Organising display, showroom & exhibition
Unit IV	Distribution network Management <ul style="list-style-type: none">- Types of Marketing Channels- Factors affecting the choice of channel- Types of middleman and their characteristics- Concept of physical distribution system
Unit V	Sales Force Management <ul style="list-style-type: none">- Recruitment and Selection- Sales Training- Sales Compensation

Suggested Books:

- | | |
|----------------------------|-------------------------|
| 1.Sales Management | -Cundiff, Still, Govoni |
| 2.Salesmanship & Publicity | -Pradhan, Jakate, Mali |

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

3.Sales Management

-S.A. Chunawalla

BBA- IV Semester

BBA N 405

Research Methodology

- Unit I Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.
- Unit II The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.
- Unit III Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.
- Unit IV Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.
- Unit V Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.

Reference Books:

1.Research Methodology

C.R. Kothari

FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

BBA- IV Semester	
Operations Research	
BBA N 406	
Unit I	Nature, Definition & characteristics of operations research, Methodology of DR, Models in OR; OR & managerial Decision making, OR techniques.
Unit II	Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)
Unit III	Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems