

## KOLHAN UNIVERSITY, CHAIBASA

### Detailed Syllabus for MINOR Courses under BBA of FYUGP – NEP2020

<b>Code – MN-1</b>	<b>Course – ORGANISATIONAL BEHAVIOUR</b>			
<b>Sem – IV</b>	L – 90	T – 0	P – 0	C – 6

**Objectives:** The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

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#### **Course Contents:**

##### **Unit 1 – Introduction**

Concept, Nature and Significance of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

##### **Unit 2 – Individual & Interpersonal Behaviour**

Biographical Characteristics; Ability, Values; Attitudes-Formation, Theories, Organization related attitude, Relationship between attitude and behaviour; Personality–determinants and traits; Emotions; Motivation and Leadership, Learning, Perception–Process and errors.

##### **Unit 3 – Group Behaviour & Team Development**

Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

##### **Unit 4 – Organization Culture and conflict management**

Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures.

##### **Unit 5 – Leading High performance**

Job design and Goal setting for High performance - Quality of Work Life, Socio technical Design and High-performance work practices - Behavioral performance management: reinforcement and punishment as principles of Learning – Process of Behavioral modification.

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#### **Text Books:**

1. Prasad, L.M; Organisational Behaviour, Sultan Chand & Sons,2003.
2. Stephen P., Robbins; Organisational Behaviour; “Prentice Hall of India Pvt. Ltd.”, New Delhi, 2003.
3. Luthans, Fred, Organisational Behaviour, Tata McGraw Hill, New Delhi, 2003.
4. Chhabra, T.N. & Singh, B.P., Organisational Behaviour, Sultan Chand & Sons.
5. Khanka, S.S.; Organisational Behaviour, Sultan Chand and Sons, New Delhi.
6. Joseph, Weiss; Organisational Behaviour and Change, Vikas Publishing house, 2004

<b>Code – MN - 2</b>	<b>Course – MANEGERIAL ECONOMICS</b>			
<b>Sem – V</b>	L – 90	T – 0	P – 0	C – 6

**Objectives:**

The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

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**Unit 1 - Nature and scope of Business Economics**

Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial, Economics in Business Decision Making

**Unit 2 - Theory of Consumer Behavior**

Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equi - marginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income & substitution effects of normal goods under Hicksian approach), Revealed preference theory

**Unit 3 – Demand and Supply**

Law of Demand-Demand Curve, Movement vs. Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand); Demand Forecasting: Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method); Supply & Law of Supply

**Unit 4 - Theory of Production**

Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale

**Unit 5 - Theory of Cost**

Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale Concept of Revenue: Total, Average and Marginal Revenue

**Unit 6 – Market Structure**

Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm)

Monopoly (features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination Monopolistic Competition (features, short and long run equilibrium of a firm)

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**Text Books:**

1. Dwivedi, D. N, Managerial Economics (Vikas Publishing House: New Delhi)
2. Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi)
3. Dholakia & Oza, Microeconomics for Management Students (Oxford University Press: New Delhi)
4. Managerial Economics-Udipto Roy(Asian Book: Kolkata)
5. Samuelson,N., Economics (Tata-McGraw Hill: New Delhi)

<b>Code – MN - 3</b>	<b>Course – MARKETING MANAGEMENT</b>			
<b>Sem – VI</b>	L – 90	T – 0	P – 0	C – 6

**Objectives:** The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

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**Course Contents:**

**Unit 1 – Introduction to Marketing**

Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences), Relationship of marketing with other functional areas of Management.

**Unit 2 – The Marketing Environment**

Elements of Company's Micro and Macro environment, Market Segmentation: Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market, Marketing Mix.

**Unit 3 – Product Management**

Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name, Product Lifecycle: Concept, Stages and strategies in PLC,

**Unit 4 – Pricing Decision**

Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented), Price Adaptation.

**Unit 5 – Channel Management**

Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision, Channel conflicts

**Unit 6 – Promotion**

Introduction to Promotion, Promotion mix, Advertising, Difference between advertising and promotion, personal selling, sales promotion, publicity and public relations

Introduction to Retail management

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**Text Books:**

1. Kotler, P. and Armstrong G. Principles of Marketing (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management (Macmillan: New Delhi)
3. Saxena, R. Marketing Management (Tata McGraw Hill: New Delhi)
4. Stanton, W.J., Fundamentals of Marketing