



ख्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)

U.P. STATE GOVERNMENT UNIVERSITY,
(Recognised Under Section 2(f) & 12(B) of the UGC Act, 1956 & B.Tech. Approved by (AICTE))

Year	Sem	Subject	Course Code	Paper Title	Theory/ Practical/ Project	Credits
1	II	Core 4	F010207T	Organizational Behavior	Theory	6
		Core 5	F010208T	Marketing Theory and Practices	Theory	6
		Core 6	F010209T	Human Resource Development	Theory	6
		GE 2	F010210T	Marketing Theory and Practices	Theory	4
		SEC 2	F010211T	Business Mathematics	Theory	3
		AECC 2	F010212T	First Aid and Health	Theory	0
Total Credit						25



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Programme/Class: BBA	Year: First	Semester: Second
Core Compulsory 4		
Course Code: F010207T	Course Title: Organizational Behavior	
Course outcomes:		
The aim of the course is to build knowledge and understanding of Organizational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organizational Behavior. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> • To provide knowledge about Organizational Behavior. • To provide knowledge about individual and group behavior. • To give an overview about change in organization and QWL. 		
Credits: 6		Compulsory
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		
Unit	Topics	No. of Lectures Total=75
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.	19
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	19
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.	18
IV	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 advances in OB.	19
Suggested Readings:		
<ol style="list-style-type: none"> 1. Bennis, W.G., Organisation Development 2. Breech Iswar, Organizational-The Framework of Management 3. Dayal, Keith, Organisational Development 4. Sharma, R.A., Organisational Theory and Behavior 5. Prasad, L.M., Organisational Behavior 		
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:		
Further Suggestions:		



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Programme/Class: BBA	Year: Year: First	Semester: Second
Core Compulsory 5		
Course Code: F010208T	Course Title: Marketing Theory and Practices	
Course outcomes: 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 – <ul style="list-style-type: none">• 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: 6		Compulsory
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		
Unit	Topics	No. of Lectures Total=75
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	19
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	19
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	18
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	19
Suggested Readings: <ol style="list-style-type: none">1. Philip Kotlar, Marketing Mgt. (PHI)2. Etzet, Walker, Stanton, Marketing3. RajanSaxena, Marketing Management		
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:		
Further Suggestions:		



Programme/Class: BBA	Year: Year: First	Semester: Second
Core Compulsory 6		
Course Code: F010209T	Course Title: Human Resource Development	
Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows –		
<ul style="list-style-type: none">• To provide knowledge about HRD concepts and other aspects.• To provide knowledge about potential appraisal.• To give an overview about Job Enrichment and Quality circles.• Tomake aware with human resource accounting.		
Credits: 6		Compulsory
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		
Unit	Topics	No. of Lectures Total=75
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	19
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	19
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	18
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	19
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. ArunMonappa, Managing Human Resource 3. P.SubbaRao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management		
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:		
Further Suggestions:		



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Programme/Class: BBA	Year: Year: First	Semester: Second
Generic Elective – 2 (Optional)		
Course Code: F010210T	Course Title: Marketing Theory and Practices	
Course outcomes: 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 – <ul style="list-style-type: none">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: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures Total=60
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	15
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	10
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	15
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	10
Suggested Readings: <ol style="list-style-type: none">Philip Kotlar, Marketing Mgt. (PHI)Etzet, Walker, Stanton, MarketingRajanSaxena, Marketing Management		
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:		
Further Suggestions:		



Programme/Class: BBA	Year: Year: First	Semester: Second
Skill Enhancement Course – 2		
Course Code: F010211T	Course Title: Business Mathematics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about Mathematics and its use in business.To make able about mathematical calculations.To learn about the use of set theory and calculus in business.		
Credits: 3		Compulsory
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
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. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Gaussian Elimination Method.	12
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	12
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	10
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	11
Suggested Readings: <ol style="list-style-type: none">1. Mehta & Madnani, Mathematics for Economics2. Mongia, Mathematics for Economics3. Zamiruddin, Business Mathematics4. Raghavachari, Mathematics for Management		
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:		
Further Suggestions:		



Programme/Class: BBA		Year: First	Semester: Second
Ability Enhancement Compulsory Course – 2			
Course Code: F010212T		Course Title: First Aid and Health	
Course outcomes:			
<ul style="list-style-type: none"> • Learn the skill needed to assess the ill or injured person. • Learn the skills to provide CPR to infants, children and adults. • Learn the skills to handle emergency child birth • Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence. • Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive. • Help to understand natural changes of adolescence • Learn the skill to identify Mental Health status and Psychological First Aid 			
Credits: 2		Compulsory	
Max. Marks: 30+70		Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	<p>A. Basic First Aid</p> <ul style="list-style-type: none"> • Aims of first aid & First aid and the law. • Dealing with an emergency, Resuscitation (basic CPR). • Recovery position, Initial top to the assessment. • Hand washing and Hygiene • Types and Content of a First aid Kit <p>B. First AID Technique</p> <ul style="list-style-type: none"> • Dressings and Bandages. • Fast evacuation techniques (single rescuer). • Transport techniques. <p>C. First aid related with respiratory system</p> <ul style="list-style-type: none"> • Basics of Respiration. No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging, • Swelling within the throat, Suffocation by smoke or gases and Asthma. <p>D. First aid related with Heart, Blood and Circulation</p> <ul style="list-style-type: none"> • Basics of The heart and the blood circulation. • Chest discomfort, bleeding. <p>D. First aid related with Wounds and Injuries</p> <ul style="list-style-type: none"> • Type of wounds, Small cuts and abrasions • Head, Chest, Abdominal injuries • Amputation, Crush injuries, Shock <p>E. First aid related with Bones, Joints Muscle related injuries</p> <ul style="list-style-type: none"> • Basics of The skeleton, Joints and Muscles. • Fractures (injuries to bones). 		<p>2 (Theory) 10 (Practical)</p>
II	<p>F. First aid related with Nervous system and Unconsciousness</p> <ul style="list-style-type: none"> • Basics of the nervous system. • Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. <p>G. First aid related with Gastrointestinal Tract</p> <ul style="list-style-type: none"> • Basics of The gastrointestinal system. • Diarrhea, Food poisoning. <p>H. First aid related with Skin, Burns</p> <ul style="list-style-type: none"> • Basics of The skin. • Burn wounds, Dry burns and scalds (burns from fire, heat and steam). • Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. • Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. <p>I. First aid related with Poisoning</p> <ul style="list-style-type: none"> • Poisoning by swallowing, Gases, Injection, Skin 		<p>2 (Theory) 10 (Practical)</p>



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	<p>J. First aid related with Bites and Stings</p> <ul style="list-style-type: none"> • Animal bites, Snake bites, Insect stings and bites <p>K. First aid related with Sense organs</p> <ul style="list-style-type: none"> • Basic of Sense organ. • Foreign objects in the eye, ear, nose or skin. • Swallowed foreign objects. <p>L. Specific emergency satiation and disaster management</p> <ul style="list-style-type: none"> • Emergencies at educational institutes and work • Road and traffic accidents. • Emergencies in rural areas. • Disasters and multiple casualty accidents. • Triage. <p>Emergency Child birth</p>	
III	<p>Basic Sex Education</p> <ul style="list-style-type: none"> • Overview, ground rules, and apre-test • Basics of Urinary system and Reproductive system. • Male puberty — physical and emotional changes • Female puberty — physical and emotional changes • Male-female similarities and differences • Sexual intercourse, pregnancy, and child birth • Facts, attitudes, and myths about LGBTQ+ issues and identities • Birth control and abortion • Sex without love — harassment, sexual abuse, and rape • Prevention of sexually transmitted diseases. 	9
IV	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> • What is Mental Health First Aid? • Mental Health Problems in the India • The Mental Health First Aid Action Plan • Understanding Depression and Anxiety Disorders • Crisis First Aid for Suicidal Behavior & Depressive symptoms • What is Non-Suicidal Self-Injury? • Non-crisis First Aid for Depression and Anxiety • Crisis First Aid for Panic Attacks, Traumatic events • Understanding Disorders in Which Psychosis may Occur • Crisis First Aid for Acute Psychosis • Understanding Substance Use Disorder • Crisis First Aid for Over dose, Withdrawal • Using Mental Health First Aid 	2 (Theory) 10 (Practical)
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Indian First AidManual-https://www.indianredcross.org/publications/FA-manual.pdf • Red Cross First Aid/CPR/AED Instructor Manual • https://mhfa.com.au/courses/public/types/youthedition4 • Finkelhor,D.(2009).Thepreventionofchildhoodsexualabuse.Durham,NH:CrimesAgainstChildrenResearchCenter. www.unh.edu/ccrc/pdf/CV192.pdf • KantorL.&LevitzN.(2017).Parents ‘views on sex education in schools: How much do Democrats and Republic ansagree?PLoS ONE, 12 (7):e0180250. • Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY:Harper. • Schwiengershausen, E. (2015, May 28). The Cut.www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html • Wiggins, G. &McTighe, J. (2008). Understanding by design. Alexandria, VA:ASCD. https://marshallmemo.com/marshall-publications.php#8. 		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Group Discussion, and MCQ</p>		
<p>Suggested equivalent online courses:</p> <ul style="list-style-type: none"> • https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online • https://www.firstaidforfree.com/ • https://www.coursera.org/learn/psychological-first-aid <p>https://www.coursera.org/learn/mental-health</p>		
<p>Further Suggestions:</p>		