

BBA

SYLLABUS

2010-13

**Pt. Ravishankar Shukla University
Raipur (CG)**

**Proposed Marking Scheme for BBA Course
Course Content of BBA**

SEMESTER ONE	Internal Marks	Sem. Exam Marks	Total Marks
101. English	10	90	100
102. Computer Application	10	90	100
103. Business Mathematics	10	90	100
104. Principles of Management	10	90	100
105. Financial Accounting	10	90	100
SEMESTER TWO			
106. Hindi	10	90	100
107. Business Economics	10	90	100
108. Business Statistics	10	90	100
109. Cost Accounting	10	90	100
110. Environmental Studies	10	90	100
SEMESTER THREE			
111. Managerial Economics	10	90	100
112. Business Communication	10	90	100
113. Business Laws	10	90	100
114. Business and Environment	10	90	100
115. Management Information System (MIS)	10	90	100
SEMESTER FOUR			
116. Organisational Behaviour	10	90	100
117. Marketing Management	10	90	100
118. HRM	10	90	100
119. Financial Management	10	90	100
120. Production Management	10	90	100
121. Comprehensive Viva	10	90	100
SEMESTER FIVE			
122. Marketing Research	10	90	100
123. Quantitative Techniques	10	90	100
124. Sales and Advertisement Management	10	90	100
125. Investment Management	10	90	100
126. Material Management	10	90	100
SEMESTER SIX			
127. Business Policy and Strategy	10	90	100
128. Entrepreneurship and Small Business Management	10	90	100
129. Business Taxation	10	90	100
130. Business Ethics	10	90	100
131. Project Report and Viva –Voce	10	90	100

English (101)

Course objective:

This paper is designed to enable the students of management to speak and write with a fair degree of grammatical correctness.

Course Contents:

Unit-I

- Tense:
 - Simple present, progressive and present perfect.
 - Simple past, progressive and past perfect.
 - Indication of Futurity.
- Modals (Will, shall, should, would, ought to, and others)
- Verb Structures (infinitives, Gerund and Participles)
- Linking Devices

Unit-II

- Clauses:
 - Co-ordinate Clause (with, but or either-or, Neither-Nor, otherwise, or else.)
 - Subordinate Clauses: Noun Clause (As subject, object and complement)
 - Relative Clause (restrictive and non-restrictive)
 - Adverb Clauses (Open a hypothetical conditionals, with because, though where, so that, as long as, as soon as, Comparative Clauses as + = adjective/adverb + as –no sooner than)

Unit -III

- Structural Items:
 - Simple, Compound and Complex sentence.

Unit -IV

- Reported Speech:
 - (i) Declarative Sentences (ii) Imperative sentences (iii) Interrogatives (wh-questions, Yes/No Questions) (iv) Exclamatory sentences
- Voice (Transformation of Sentences from Active to Passive and Vice-Versa)

Unit -V

- Composition:
 - Paragraph writing, Essay and Letter writing.

References

- 1) "Written Communication in English" By Sarah Freeman Published by Orient Longman.
- 2) A Practical English Grammar - By Thompson and Martinet
- 3) English Grammar and Composition - By Rajendra Pal and Prem Lata Suri, Sultan Chand & Co.
- 4) High School English Grammar & Composition - By Wren & Martin
- 5) A textbook of fundamental English grammar & composition, Sultan Chand & Co.
- 6) Living English structure by W.S.Allen (Tiwari Publishing House Pvt. Ltd.)- Dr. A.K.Chatterjee

Computer Application (102)

Course Objective :

The objective of this paper is to provide an understanding of computers, computer operating system & application of relevant software in management decision making.

Course Contents :

Unit– I Introduction to Computers

Computer System Characteristics and Capabilities : Speed, Accuracy, Reliability, Memory Capability, Repeatability, Computer Hardware and Software; Block Diagram of a computer, Different types of S/W. Type of Computer : Analog, Digital, Hybrid, General and purpose Computers, Computer generation : Characteristics of Computer generations, Computer System – Micro, Minis & main frames.

Unit – II Computer Organization :

CPU organization, ALU Control Unit. Input Device :- Categorizing input H/W , Keyboard, Direct Entry – Card Readers, Scanning Device – O.M.R., Character Readers , MICR. Pointing Device – Mouse Light Pen Output Device- Impact Printer, Non Impact Printer, Plotters.

Unit – III Memory of Computer

Main Memory Secondary memory; cache Memory; Real and virtual Memory; Memory management Unit (MMU)

Unit – IV Disk Operating System

Introduction to DOS, DOS Internal Command – DIR, MD, CD , RD, COPY, DEL, REN, VOL, TIME DATE, CLS, TYPE. DOS External Command: ATTRIB, DISKCOPY, XCOPY, DOSKEY, MORE, TREE, DISKCOMP, PRINT, EDIT, PROMPT.

Unit – V Elementary Internet Application.

References :

1. Computer Fundamentals B. Ram (BPB Publication)
2. Computer Fundamentals P.K.Sinha (BPB Publication)
3. Computer System Architecture Morris Mano (BPB Publication)
4. An Introduction to Html O.P.Vyas

Business Mathematics (103)

Course Objectives:

The course has been designed to provide elementary yet essential background of mathematical method so that managers may use themselves in business analysis and decision making.

Course Contents :

Unit – I

Matrices and Determinants : Definition of a matrix; Types of matrices; Algebra of matrices; Properties of determinants; Calculation of values of determinants upto third order; Adjoint of a matrix, elementary row or column operations; Finding inverse of a matrix through adjoint and elementary row or column operations.

Unit- II

Linear Programming – Formulation of LPP: Graphical method of solution; Problems relating to two variables including the case of mixed constraints.

Unit – III

Interest: Simple and Compound, Annuity. Concept of Present Value and Amount.

Unit – IV

Average, Ratio and Proportions, percentages, Commission and Discount, Profit and Loss.

Unit – V

Simultaneous equations, Theory of Indices and Logarithms .

References:

1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
2. “Practical Business Mathematics and Statistics” Suranjan Saha, Tata Mc. Graw – Hill Publishing Company Ltd. New Delhi.
3. “ Business Mathematics” by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra.
4. “Plane Trigonometry” by Mr. S.L. Loney.
5. M. Rsgshvachari : Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.

Principles of Management (104)

Course Objective :

To help the Student to acquire the basic knowledge in concept and theory of principles of management.

Course Contents :

Unit - I

Management : Concept of Management, Nature & Scope of Management, Significance of Management, Task & responsibility of managers, Management thoughts : Fayol, Taylor, Elton Mayo; Functions of Management.

Unit - II

Planning, Characteristics of Planning, Steps of planning, Benefits and Limitation of planning, Types of planning, Objective, Strategies, Policies; Management by Objectives.

Unit - III

Organising : Nature & purpose of organization, principle of organization; Departmentation; Centralisation & Decentralisation; Forms of organization structure; Line and Staff relationship.

Unit -IV

Decision Making : Features of decision making, Role of decision making in management, Types of managerial decision, Steps in decision making process, Environment of decision making, Decision making techniques, Principles of decision making

Unit - V

Controlling and Budgeting : Nature of Control, relationship between planning and control, need for control, significance and limitation of control, types of control, causes and remedies for resistance to control, process of control, budgetary control, performance budgeting, Zero based budgeting, management audit, networks techniques – PERT & CPM a over view

References :

1. Drucker Peter F : Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Wehrich and Koontz; Essentials of Management; Tata Mc Graw Hill, New Delhi.
- 3 Hampton, David R.; Modern Management; Mc Graw Hill, New york.
4. Terry and Franklin; Principles of Management; AITBS, New Delhi.
5. Stoner and Freeman; Management PHI, New Delhi

6. R.D Agrawal; Organisation and Management, TMH, New Delhi

Financial Accounting (105)

Course Objective:

The Objective of this course is to familiarize the students with basic concepts and methods of Financial Accounting as a practical subject in Business Management

Course Contents :

Unit –I

Accounting – Definition, Meaning Advantages, Limitations and system. Relationship of Accounting with other functional Areas.

Unit- II

Capital and Revenue – Classification, Expenditure and Revenue, Journal, Ledger and Trial Balance.

Unit -III

Cash Book, Bank Reconciliation Statement, Rectification of Errors.

Unit - IV

Final Accounts- Manufacturing Account, Trading Account & Profit and Loss Account, Balance Sheet.

Unit -V

Depreciation, Hire Purchase and Installment System.

References:

1. S.M. Shukla, Accounting Principals, Sahitya Bhawan, Agra
2. Hanif Mukherji, Modern Accounting- Vol –I, T.M.H.
3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.
4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.
5. T.S. Grewal, Advanced Accounts, S. Chand & Sons, New Delhi.
6. R.L. Gupta, Advanced Accounts, S.Chand & Sons, NewDelhi.

fgUnh (106)

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Business Economics (107)

Course Objective :

The objective of this paper is to familiarize the student with various theoretical concepts of Economics that are related to life.

Course Contents :

Unit –I

Introduction: Basic problems of an economy ; Working of price mechanism, Elasticity of Demand; Concept and measurement of Elasticity of Demand; Price Income and cross elasticity; Average revenue, marginal revenue and elasticity of demand; Determinant of elasticity of demand; Importance of elasticity of demand.

Unit –II

Production Function ; Law of variable Proportion; Iso-quant; Economics region and optimum factor combination ; Expansion path: Return to Scale; Internal & External economics and diseconomies; ridge lines. Theory of costs: Short run and long run curves – traditional and modern approaches.

Unit – III

Market Structure – I

Market Structure and Business Decision : Objective of a business firm.

- a) Perfect Competition : Profit maximization and equilibrium of firm and industry; Short – run and long run supply curves; Price and output determination. Practical application'
- b) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination. Practical application.

Unit – IV

Market Structure – II

- a) Monopolistic Competition ; Meaning and characteristics: Price and output determination under monopolistic competition; Product Differentiation : Selling costs; Comparison with perfect competition: Excess capacity under monopolistic competition
- b) Oligopoly : Characteristics indeterminate pricing and output; Classical models of oligopoly: Price leadership ; Collusive oligopoly; Kinked demand curve

Unit – V

Factor Pricing – I : Marginal Productivity theory and demand for factor: Nature of supply of factors inputs: Determination of wage rates under perfect competition and monopoly ; Exploitation of labour.

Factor Pricing – II : Rent concept, Ricardian and modern theories of rent Quasi-rent Interests-concepts and theories of interest; Profit nature, concepts and theories of profit.

References:

1. Paul A. Samuelson and William D. Nordhaus – Economics , Tata McGraw – Hill, New Delhi.
2. M.L. Seth ; Principles of Economics, Lakshmi Nrain Agrawal Educational Publishers, Agra.
3. Ahuja H.I.; Business Economics; S. Chand & Co., New Delhi.
4. Dutta & Samuelson ; Micro Economics.
5. K.P.M. Sundharam, E.N. Sundharam; Business Economics, Sultan Chand & sons , New Delhi.

Business Statistics (108)

Course Objective :

The objective of the course is to help the student in understanding the various statistical methods, techniques in Business studies and Analysis / Discussions.

Course Contents :

Unit-I

Meaning and definition of Statistics; Scope and Limitations of Statistics; Processing and Presentation of Data.

Unit-II

Measures of Central Tendencies; Mean, Median, Mode, Geometric Mean.

Unit-III

Measure of Variation : Standard Deviation and Skewness.

Unit-IV

Correlation Analysis – Karl Pearson's co-efficient of Correlation.

Unit-V

Index Number, Time Series Analysis.

References :

- 1.D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad
- 2.Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi.
- 3.Hoonda R.P-Statics for business and economics Mac Millian,New Delhi.
- 4.Richard I& David S Rubin-statics for management ,Pretice hall –New Delhi.
- 5.Hein I.w.:Quantitative approach to managerial decisions Pretice hall –New Jersey
- 6.S.C.Gupta & Smt I.Gupta :Fundamental of Statics –Himalaya Publishing House –Delhi
- 7.D.C.Sancheti & V.K.Kapoor-Statistics Theory Methods and Applications

Cost Accounting (109)

Course Objective:

The basic objective of this paper is to familiarize the students the basic elements of cost and cost determination.

Course contents:

Unit – I

Cost Accounting- Definition, scope Purpose of Costing and Cost Accounting

Unit – II

Elements of Cost – Material, Labour and Overheads, Functional Classification of Cost- Direct and Indirect Cost.

Unit- III

Accounting of Material, Labour and Overheads Cost.

Unit – IV

Methods of Costing – Unit Costing, Contract Costing, Process Costing (Excluding Equivalent costing , By-products and Job Costing)

Unit- V

Standard Costing and Budgetary Control.

References:

1. R.K. Gupta, Principles and Practice of Cost Accounting, Agra Book Stores.
2. Nigam H- Principles and Practice of Cost Accounting, S.Chand & Co. New Delhi.
3. S.I. Iyengar- Cost Accounting, Sultan Chand & Co. New Delhi.
4. M.L. Agrawal – Cost Accounting, Sahitya Bhawan Publications.
5. S.P. Jain and K.L. Narang- Cost Accounting, Kalyani Publishers.

Environmental Studies (110)

Course Objective :

The objective of this paper is to familiarize the student with the multidisciplinary environmental issues and to develop public awareness for it.

Course Contents :

Unit – I

- 1) The multidisciplinary nature of environmental studies: Definition, scope, importance, need for public awareness.
 - 2) Natural Resources: Renewable and non- renewable resources. Natural Resources and associated problem:
 - a) Forest resources: Use and over – exploitation, deforestation.
 - b) Water resources: Use and over – utilization of surface, ground water, flood and drought.
 - c) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, problems of fertilizers and pesticides.
 - d) Energy resources: growing energy needs, energy sources and their alternate uses.
 - e) Minerals resources: use and exploitation.
 - f) Land resources: Land as a resource & its degradation.
- Role of an individual in conservation of natural resources.

Unit – II

*Ecosystems: concepts, structure, function, producers, consumers, decomposers; food chains and webs and ecological pyramids.

*Introduction, types characteristic features, structure and function of forest, grassland, desert and aquatic (ponds, stream, lakes, rivers) ecosystems.

Unit – III

Bio-diversity and its conservation: Introduction - Definition : genetic, species and ecosystem diversity; Biographical classification of India; value of bio-diversity consumptive, productive, social, ethical, aesthetic and option values; threats and conservation of diversity.

Unit - IV

*Environmental pollution: Definition, causes, effects and control measures of air, water, soil, marine, noise, thermal pollution and nuclear hazards.

*Solid waste management: causes, effects and control measures of urban and industrial waste.

*Disaster management: floods, earthquake, cyclone and landslides.

Unit - V

Social issues and environment: Urban problems related to energy ; water conservation, rain-water harvesting; resettlement and rehabilitation of people, environmental ethics; climate change , global warning, acid rain , ozone layer depletion , nuclear accidents; Environment Protection Act ; value education ; HIV/AIDS; Role of Information Technology in Environmental and human health.

References:

1. Agarwal K.C. 2001, Environmental Biology, Nidi pub . Ltd, Bikaner.
2. Bharucha Erach , the Biodiversity of India , Mapin Pub . Pvt. Ltd., Ahmedabad.
3. Dr.R.A.Sharma, Environment Education , Lal Book Depot, Meerut.

Managerial Economics (111)

Course Objectives :

The objective of this paper is to familiarize the students the concepts and theory in decisions making of firm and its application in managerial function.

Course Contents :

Unit- I

Definition of Managerial Economics- Objectives, Scope, Decision- making, Application of Economic Theories in Decision-making.

Unit-II

Business Cycles- Definition, Phases, Stages, and brief study of theories- Monetary theory. Use of business cycles in decision-making and stabilization techniques

National Income- Concepts and Measurement (a brief study only)

Unit- III

Objectives of Business Firms- Economic and Non Economic.

Profit- Nature of profit, Accounting and Economic profit policies, Aims of profit policy.

Unit- IV

Capital Budgeting and Investment decisions- Concept ,Investment decisions under Certainty, Investment decisions under Risk and Uncertainty.

Unit- V

Cost of Capital- Concepts, Determination, Cost of debt, Cost of preference capital, Cost of retained earnings, Average cost of capital and weighted cost of capital.

References :

1. P.L. Mehta; Managerial Economics, Sultan Chand and Sons, New Delhi.
2. Varshney & Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi.
3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M, Business Economics, Excel Books, New Delhi.
5. Dean, Joel; Managerial Economics, Prentice Hall, Delhi.
6. Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi.
7. Peterson , h.Craig and W.Cris Lewis ; Managerial Economics, Prentice Hall, Delhi

Business Communication (112)

Course Objectives :

The objective of this paper is to develop effective business communication skills among the students.

Course Contents :

Unit-I

Introducing Business Communication-Definitions, concept, objectives, importance, limitations of Communication, communication models and processes, principles of effective communication.

Unit-II

Corporate Communication-Formal and Informal communication networks; Grapevine;

Unit-III

Barriers and Improvement in Communication, Non-Verbal aspect of Communication

Body language-Kinesics, Proxemics, Para language; Effective listening-Principles of effective listening.

Unit-IV

Report Writing-Introduction to a proposal, short report and formal report, report preparation. Types of Letters -Business Letters, Dunning Letters, Circular Letters, Letters regarding Enquiries, Quotations, Orders and Supply.

Unit-V

Oral Presentation-Principles of oral presentation, factors affecting presentation, effective presentation skills.

Interviewing Skills-Appearing in interviews, Conducting interviews, Writing resume and letter of application.

Modern forms of Communicating-Fax, E-mail, Video conferencing.

References :

1. Bahal, sushil, Business Communication, Saga Publication.
2. Pearce, C Glenn etc., Business Communications; Principles and Applications, John Wiley, New York.
3. Randall E. Magors; Business Communication; Harper and Row, New York.
4. Kaul; Business Communication; Prentice Hall, New Delhi.
5. Rajendra Pal, J.S. Korhahalli; Business Communication, Sultan Chand and Sons, New Delhi.
6. Dr. Urmila Rai, S.M. Rai; Business Communication, Himalaya Publishing House.

Business Law (113)

Course Objective:

The objective of this course is to provide the students the basic knowledge of the provisions of various Acts related to business and management.

Course Contents:

Unit – I

Companies Act, 1956- Provisions of the Act with regard to Classification, FormatioOn, Memorandum of Association (MOU), Articles of Association, Capital of the Co., Meetings, Agenda, Minutes.

Unit – II

Negotiable Instruments Act, 1881 and Partnership Act, 1932.

Unit –III

Contract Act – Provisions of the Act with regard to Offer and Acceptances, Consideration, Capacity of Parties, Elements of Contract, Kinds of Contracts, Free Consent, Void and Violable Contract, Quasi Contract, Remedies for Breach of Contract.

Unit – IV

Consumer Protection Act, 1986, Foreign Exchange Management Act, 2000.

Unit – V

Labour Laws- Industrial Disputes Acts, Factory Act, Workmen Compensation Act, Payment of Wages Act, Standing Orders, Gratuity Act, Provident Fund Act, E.S.I Act.

References:

1. N.D. Kapoor – Business Laws, Sultan Chand and Sons, New Delhi.
2. Avatar Singh – The Principles of Mercantile Law, Eastern Book Co. Lucknow
3. S.K. Tuteja – Business Law for Managers
4. M.C. Kuchal – Business Law, Vikas Publishing House.
5. Arun Kumar Sen & Jitendra Kumar Mitra – Commercial Law, The World Press Pvt. Ltd.

Business Environment (114)

Course Objective :

This paper aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

Course Contents :

Unit-I

Indian Business Environment – Concept, Components, Economic Environment, Non-Economic Environment:(Social, Cultural, Politico-legal environment), importance.

Unit-II

Economic trends (over view): Income; Savings and Investment ; Structures of Indian Industry-Public and Private sector. Trade (Foreign) - Balance of Payments, Recent Policies - Money, Finance, Prices.

Unit-III

Problems of Growth, Unemployment, Poverty, Regional imbalances, Social injustice, inflation, Parallel economy. Industrial sickness. The current Five Year Plan .- Major policies ; Resource allocation.

Unit-IV

Role of Government : Monetary and Fiscal Policy; industrial Policy. Industrial Licensing, Privatization, Liberalization, Globalization, Export-Import Policy, Regulation of Foreign Investment. Collaborations in the light of recent changes.

Unit-V

International Trading Environment, Trends of World Trade and the Problems of Developing Countries. International Economic Grouping: GATT, WTO, World Bank, IMF, UNCTAD.

References :

1. Francis Cherumilam, Business Environment, Himalaya Publishing House
2. Adhikari .M., Economic Environment of Business.
3. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House
4. Sundaram & Black; The International Business Environment; Prentice Hall, New Delhi.
5. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.
6. Hedge Lan; Environmental Economics; Macmillan, Hampshire.
6. Agrawal A.N. Indian Economy; Vikas Publishing House, Delhi.

Management Information System (MIS) - 115

Unit - I

Introduction to Management Information System, Nature, Scope and significance, Structure of MIS, system, sub-system, integrated system, system view of Business.

Unit- II

Design of Information System: Physical design of manual system –form design,dialogue design, code design,designing users procedure

Unit -III

Process of MIS Development : Defining the problem, Setting system objectives, Determining information needs, sources, Development and selection of alternative design, Gross Design.

Unit - IV

Implementation of MIS, Evaluating of MIS, Maintenance of MIS

Unit -V

Information system particularly Finance Information System, Marketing Information, System and Human Resources Information System.

Suggested Readings :

1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.
2. Gordon B. Davis, M.H. Olson, **Management Information System**, Prentice Hall, New Jersey.
3. Jerome Kanter, Management Oriented Management Information Systems, PHI, New Delhi.

Organisational Behaviour (116)

Course Objective:

The objective of this paper is to familiarize the student with basic concepts and behavioral process in an organisation to enable him to develop and adopt effective strategies.

Course Contents:

Unit- I

Introduction to Organizational Behaviour.

Unit- II

Needs, Motivation, Perception, Learning & Personality.

Unit- III

- Leadership and Supervision, Communication.
- Performance Evaluation.

Unit- IV

Organizational Change, Conflict Resolution Management.

Unit- V

Organizational Development.

References :

1. Keith Davis & John W. Newstrom; Organizational Behaviour, Tata McGraw Hill, New Delhi.
2. Stephen P. Robbins; Organizational Behaviour, Prentice Hall of India Ltd. New Delhi.
3. Robbins S.P.; Organizational Behaviour, Prentice Hall of India Ltd. New Delhi.
4. Luthans Fred; Organizational Behavioural New York McGraw Hills, New York.
5. L.M.Prasad ; Organizational Behavioural , Sultan Chand & Sons, New Delhi.

Marketing Management (117)**Course Objective:**

The objective of this paper is to familiarize the students the modern Marketing Concepts; tools said techniques to develop their skills required for the performance of marketing functions.

Course Contents:**Unit-I**

Nature and Scope of Marketing, Marketing Management Philosophies, Marketing System and Environment, Consumer Behaviour, Consumer Markets and Industrial Markets, Decision Making process in buying.

Unit- II

Market Segmentation, Grouping of market, Targeting and Positioning, Product Decision, Marketing Mix: Elements of Marketing Mix, Product Mix, Branding and Packaging Decisions, Promotion mix.

Unit -III

Pricing Decisions, Methods of setting Prices, Pricing Strategies, Product Promotion,

Unit -IV

Channels of Distribution, marketing Channels And Agency.

Unit- V

Marketing Research and Marketing Information System.

References :

1. Philip Kotler: Principles Marketing, Prentice Hall of India.
2. William J. Stanton: Fundamentals of Marketing, McGraw Hill, New Delhi.
3. R.S.Davarar ,Modern Marketing Management ,Universal book seller ,New Delhi.
4. Ramaswamy, V.S. And Namakumari, S : Marketing Management, (Mc Millian India)
5. Cundiff ,EW,Still R.c.Goans NAP-Fundamentals of Modern Marketing (Delhi Prentice Hall)
- 6) Victor P Buell :Handbook of Modern marketing (MC Graw Hill)

Human Resource Management (118)**Course Objective :**

The basic objective of this course is to help the students to acquire and develop decision making skills in relation to meaning people in organizations.

Course Contents :**Unit- I**

The course concept and perspectives of Human Resource Management, Structure and Role of Human Resource Management.

Unit- II

Human Resource Planning, Job analysis and Job description, Recruitment and Selection Process, Socializing the new employee.

Unit-III

Employee Training and Development, Performance evaluation and Potential appraisal, Job evaluation.

Unit- IV

Compensation and Reward Systems,Industrial Disputes,Trade Unions and Participative Management.

Unit -V

Human Resource Information System, Human Resource Development as a Total System.

References :

- 1 Armstrong, M.Lal Handbook of Personnel Management. 1984 Kegan and page, London.
- 2 Cascio V.F. Managing Human Resources 2nd Ed. 1989 McGrew Hill New Yord.
- 3 DeCinze D.A. and Robbins, S..Personnel Human Resource Management 3rd Ed. 1989 Prentices Hall of India, Delhi.
- 4 Strauss C & Sayless Lr: Human Problems of Management (New Delhi ,Tata Mc Graw Hill Publishing Company)
- 5 R.S. Dwivedi : Personnel/Human Resource Management , Galgatia Publishing Co., New Delhi.

Financial Management (119)

Course Objective :

The Objective of this course is to familiarize the students with basic concepts and the various accounting techniques in financial decision making and control.

Course Contents:

Unit- I

Finance Functions- Meaning, Nature, Scope, Advantages, Organization and Objects

Unit II

Analysis and interpretation of Financial Statements- meaning, objective, Types of Analysis, Tools of Financial Analysis. Comparative Statements, Common size statement, Fund Flow Statement, Cash Flow Statements, Marginal Costing (excluding decision making and key factor)

Unit -III

Ratio Analysis- Meaning, definition, objectives and limitations of Ratio Analysis, Classification of Ratio- Profitability Ratios, Liquidity Ratios, Solvency Ratios and Activity Ratios.

Unit- IV

Working capital Management- Meaning, Concept and Cycle of Working capital, Working capital forecasting, Elements of Working Capital Management- Cash, Sundry Debtors and Inventory.

Unit – V

Capital Budgeting- Meaning and Significance, Methods of Capital Budgeting- Pay-back Period Method, Accounting Rate of Return Method, Discounted Cashflow Method, Profitability Index Method.

References:

1. I.M. Pandey; Financial Management, Vikas Publishing House, New Delhi
2. P.Chandra; Financial Management, TMH, New Delhi
3. R.M. Srivastava; Financial Decision Making, Himalaya Publishing House, Mumbai
4. M.Y. Khan and P.K. Jain; Financial Management, T.M.H, New Delhi.
5. R.K. Sharma, Shahi K. Gupta; Financial Management, Kalyani Publishers
6. S.C. Kuchal; Financial Management, Chaitya Publishing House, Allahabad.

Production Management (120)

Course Objectives:

To impart knowledge about the basic concepts, techniques and methods of Production Management.

Course Contents:

Unit – I: General Overview of Production Planning and Control, Types of Production System i.e. Continuous Production System, Intermittent Production System, Plant Layout, Location and Service Facility.

Unit – II: Production Planning – Aggregate Planning and Master Requirement Planning (MRP), Capacity Planning, Just in Time Manufacturing (JIT).

Unit – III: Quality Control, Statistical Quality Control, acceptance Sampling, Inspection, Process variation, Product quality, Analysis for improvement, Assurance and Control.

Unit – IV: Production Control – routing and scheduling, Dispatching and follow-up.

Unit – V: Product design, Product Life Cycle (PLC), Product planning and development, Product line strategies, Product Standardization and Grading.

References:

1. Industrial Engineering; Hazra.
2. Industrial Engineering; Martand Telsang Sultan Chand & Sons.
3. Production management ; Buffa

Comprehensive Viva

FT- 121

Comprehensive viva will be related to all the subjects studied in the previous semesters by the students. The viva will be taken by an external examiner.

Marketing Research (122)

Course Objective :

The purpose of this paper is to enable students learn the process, tools and techniques of marketing research.

Course Contents :**Unit-I**

Introduction to Marketing Research:

Marketing Research, Application of Marketing Research, Limitations of Marketing Research, Threats to Marketing Research, Marketing Information System.

Unit-II

Marketing Research Management, Information Value, Scientific Methods, Research Design.

Unit-III

Marketing Research Process:

Data Collection, Scaling Techniques, Sampling Designs, Sample size decisions, Attitude Measurement, Interviewing.

Unit-IV

Data Processing, Analysis of Data, Testing Hypothesis, Experimental design, Interpretation and Report Writing.

Unit-V

Application of Marketing Research:

Sales Analysis and Forecasting, Advertising Research, Product Research, Identifying Market Segments.

References :

1. Marketing Research (Text&Cases), Harper W. Boyd, Jr.Ralph Westfall, Stanley F.Stasch.
2. Marketing Research ; G.C.Beri, Tata Mc Graw Hill, New Delhi
3. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.
4. M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.
5. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.
6. Zaltman and Burger; Marketing Research; Dryden Press, Illinois.
7. Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.

Quantitative Techniques (123)**Course Objectives:**

The objective of the course is to help the student in understanding the various quantitative techniques in business studies.

Course Contents:

Unit – I: Variables and Functions (types of Function, Graphical representation of a function, mathematical question based on functions).

Unit – II: Elements of Calculus (excluding Proofs of theorems and Problems involving trigonometrical ratios), Standard rules for differentiation (Addition, Multiplication, Subtraction, Division), Chain Rule and Logarithm.

Unit – III: Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye’s Theorem, Poison distribution, Binomial distribution).

Unit – IV: Sampling and Sampling Distribute (T-test, Z-test, f-test, Chi-square test).

Unit – V: Linear Programming – Formulation of Problem.

References:

1. U.K. Shrivastava Quantitatives Techniques
2. G.V. Shenuy & S.C. Sharma Managerial Decisions
3. M. Raghavachari Quantitatives Techniques
4. Narag, A.S. Linear Programming and Decision Making, New Delhi, Sultan chand.

Sales and Advertisement Management (124)**Course Objective :**

The basic objective of this paper is to acquaint students with management of a firm’s sales operations, as well also with the theory and practice of advertising.

Course Contents :**Unit-I**

Personal Selling and Marketing Strategy, Sales Management, Objectives of Sales Management, Sales executive as Co-ordinator, Sales Management and Control, Steps in Prospecting, Sales Resistance, Closing Sales, Personal Selling objectives, Formulating Personnel Selling Strategy.

Unit-II

Sales Force Management - Selection, Training, Evaluation, Motivation, Compensation of Sales Personnel, Monitoring and Performance Evaluation, Sales Meeting and Sales Contest.

Unit-III

Advertising Management -Nature and Scope of Advertising, Use of Advertising to stimulate demand, Media Planning, Campaign Planning, Building Advertising.

Unit-IV

Product Management- Product Life Cycle and Marketing Strategies used in various stages, New Product Development, Test Marketing.

Unit-V

Selling skills, Planning and Control of Sales Effort, Communication Skills, Sales Planning, Sales Displays, Negotiation Skills, Sales Organization, Sales Presentation, Sales Quotas, Sales Budgeting and Control.

References :

1. Aaker, David, et al.; Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair, Bush. Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, John G Myers and David A. Aaker; Advertising Management, Prentice Hall, New Delhi.
4. Still, Cundiff and Govani, Sales Management, Prentice Hall, New Delhi.
5. Koter, Philip; Marketing Management: Analysis Planning & Control; Prentice Hall, New Delhi
6. Stanton William J; Fundamentals of marketing; Mc Graw Hill Publishing co., New York.
7. B.S. Rathore; Advertising Management; Himalaya Publication, Mumbai.

Investment Management (125)

Course Objectives:

The

objective of this course is to help students understand various issues in security analysis & portfolio management.

Course Contents :

Unit – I: Investments: Nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis.

Security Markets: Primary and secondary market; Primary market – role, functions and methods of selling securities in primary market; Allotment procedure; New financial instruments.

Unit – II: Public Issue: SEBI guidelines on public issue, size of issue, pricing of issue, promoter's contribution.

Secondary market: Role, importance, type of brokers, trading mechanism, listing of securities in stock exchanges, screen based trading; Depository – role and need; Depositories Act, 1996.

Unit – III: Valuation of securities: bonds, debentures, preference shares, equity shares.

Fundamental Analysis: Economic Analysis, Industry analysis and Company analysis.

Technical Analysis: Trends, indicators, indices and moving averages applied in technical analyses.

Unit – IV: Portfolio Analysis: Estimating rate of return and standard deviation of portfolio. Effect of combining the securities; Markowitz Risk-return optimisation; Single Index Model or market Model; Portfolio total risk, portfolio market risk and unique risk, Simple Sharpe's optimisation solution.

Unit – V: Portfolio Performance Evaluation: Measure of return, risk adjusted measures of return, market timing, evaluation criteria and procedures.

References:

1. Amling, Frederic. Investment Englewood Cliffs, New Jersey, PHI
2. Lee, Cheng F. etc Security Analysis and Portfolio Management Scott, Foresman.
3. Alexander Gordon J. and Sharpe, William F, Fundamentals of Investments, Englewood Cliffs, New Jersey, Prentice Hall inc.

Material Management (126)

Course Objective:

This Course aims at acquainting the students with the importance and various techniques of Material Management.

Course Contents:

Unit- I

Scope, Importance and Functions of Material Management, Characteristics of Material Functions

Unit- II

Objectives of Material Management, Manpower planning and Material Management, Materials Planning, Capacity Requirements Planning.

Unit- III

Principles of Inventory Management- Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in inventory Control.

Unit – IV

Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Standard Quality Control, Material Information System, Material Codification System.

Unit- V

The Future of Material Management- Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.

References:

1. MM. Verma- Material Management, S.Chand and Sons, New Delhi.
2. A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.
3. Dolbey & Lee- Materials Management- IMH Publications
4. Gopal Krishanan- Material Management, PHI Publications, New Delhi

Business Policy and Strategy (127)

Course Objectives:
students formulate and strengthen the effective strategies of day to day business.

To help

Course Contents :

Unit – I: Nature and objectives of Business Policy, defining business purpose, mission and objectives.

Unit – II: Analysis of external and internal environment.

Unit – III: Strategy formulation; major types of strategies, determination of strategic plan.

Unit – IV: Strategy Implementation; The Process of strategy implementation, resource allocation social responsibility of business and business ethics.

Unit – V: Review and Evaluation of Strategy.

References:

1. Azhar Kazmi, Business Policy & Strategic Management TMH, New Delhi.
P.K. Ghosh, Business Policy n- Strategic Planning and Management, Sultan Chand and Sons, New Delhi.

Entrepreneurship and Small Business Management (128)

Course Objective :
The purpose of this paper is to provide exposure to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents :

Unit-I

Introduction: The Entrepreneur; Definition; Emergence of Entrepreneurial Class; Theories of Entrepreneurship

Unit-II

Promotion of Venture; opportunities analysis; External environment analysis -economics, social and technological; competitive factor; legal requirement for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

Unit-III

Innovation and Entrepreneur; Entrepreneurial behavior; social responsibility;

Role of Entrepreneur.

Unit-IV

Entrepreneurial Development Programs (EDP), Role, Relevance and achievements; Role of Government in Organizing EDPs; Critical evaluation.

Unit V

Small Scale Industries: Meaning and Definition; Growth of Small -Scale Industries ; The role of Small -Scale Industries in Indian Economy ;Problems of Small -Scale Industries ;Measures to promote Small -Scale Industries .

References :

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabucks; John Wiley and Sons, New York.
3. Srivastava S.B.: A Practical Guide to Industrial Entrepreneurs ;Sultan Chand & Sons.,New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal Implementation ;Tata McGraw Hill,New Delhi.
5. Pandey I.M.: Venture Capital – The Indian Experience ;Prentice Hall Of India.
6. Ishwar C.Dingra: The Indian Economy-Resources, Planning ,Development and problems; Sultan Chand & Sons ,New Delhi.
7. Misra & Puri: Indian economy;Himalaya Publishing House.

Business Taxation (129)

Course Objectives:

To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.

Course Contents :

Unit – I: Law relating to Income tax: Detailed study of the main provisions of the Indian Income tax act of 1961, as amended upto date, income tax authorities, important definitions. Residence and tax liability, Agricultural Income.

Unit – II:Income Exempted income from tax. Various heads of income, set off and carry forward of losses, Deductions from Gross & total Incomes. Recovery and refund of tax, Appeal and Revision.

Unit – III:Concept of tax planning, Tax avoidance and tax evasions. Corporate taxation and dividend tax. Tax planning with reference to location, nature and form of organisation of new consumers.

Unit – IV:Central Excise duty, Authorities, Penalty and prosecution, Appeal and Revision, Computation of Central Excise duty.

Unit – V:Central Sales tax: Important definitions, Inter state Sales, Sales tax liability, Registration of dealers, Assessment procedure of tax, Computation of tax.

References:

1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhania V.K. : Direct Taxes, Direct tax planning & management.
3. Mehrotra & Goyal: Sales tax and taxation
4. H.C. Mehrotra: Income tax Law Accounts
5. Central excise duty act
6. Income tax Act
7. Central Sales tax Act

Business Ethics (130)

Unit – 1

Objective of Business Attitudes, Beliefs and value Principal of Business Ethics

Unit-II

Social Responsibilities of Business concept, Rational Dimensions and Tools of Social Responsibilities, social Responsibility and Social Responsiveness.

Unit – III

Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation.

Unit-IV

Social Audit-Evaluation of concept, Objectives ; Needs, Features, Benefits, Approaches to Social Audit.

Unit-V

Social Responsibilities of Indian Businessmen/Managers-Towards Shareholders, Consumers, Government, Community, Etc. Cases.

References :

1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response
2. Sherlekar,Ethics in Management Himalaya
3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi

Project Report and Viva –Voce (131)

Research report has to be an empirical work. It is to be started from the beginning of the six semester under the guidance of faculties of the college. The topics of the research project is to be finalised with the consultation of the faculty guide. The project will be evaluated both by internal of the college and external which is to be decided by the university.