

UNIVERSITY OF PUNE

REVISED COURSE STRUCTURE FOR BACHELOR OF BUSINESS MANAGEMENT (B.B.M.) (INTERNATIONAL BUSINESS) (Old Name B.F.T.)

1. Title

The degree shall be titled as Bachelor of Business Management (B.B.M.) (International Business) under the Faculty of Commerce Part I w.e.f. the academic year 2008-2009, B.B.M. Part II w.e.f. 2009-2010 and B.B.M. Part III w.e.f. 2010-2011.

2. Objectives :

With the industrial Liberalization and Globalization scenario and emphasis on global markets, there is a great scope for job opportunities as well as Entrepreneurship in international business in the products and services sectors. Great scope also exists in International logistics, Supply-Chain management, Transportation and distribution.

The three year Bachelor of Business Management (B.B.M.) programme is a professional degree course aimed at educating the 10+2 passed students in the various theoretical and practical aspects of international business.

3. Duration :

The Course shall be a full time course and the duration of the course shall be of three years divided into six Semesters.

4. Eligibility :

(i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Management shall have passed 12 the Std. Examination (H.S.C. 10 +2) from any stream with English as passing subject and has secured 45% marks at 12th std.

(ii) Three Years Diploma Course after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iii) Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iv) MCVC

(v) Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute / College.

5. Medium of Instruction :

Medium of instruction shall be in English only.

6. Scheme of Examination :

The B.B.M. Examination will be of 3600 marks divided into 3 parts as per details given below :

- (iv) BBM Part I (Sem I, II) Aggregate marks 1200
- (v) BBM Part II (Sem III, IV) Aggregate marks 1200
- (vi) BBM Part III (Sem V, VI) Aggregate marks 1200

There will be written Examination of 80 marks, 3 hrs duration for every course at the end of each semester. The class work will carry 20 marks in each course. For courses in Industrial Exposure (Sem III, IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 Marks. For course on Project work (Sem VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

7. RULES OF A.T.K.T.

- a) A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.
- b) A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four theory heads of total number of subjects of the Second year examination, which consist of Third & Fourth Semester.

8. Standard of Passing and Award of Class :

In order of pass examination a candidate has to obtain 40% marks out of 100 (Sem-end exam 80 + class work marks 20 taken together) in each course.

The award of class : The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II & III). The award of Class is as follows :

- | | | |
|---|-------|------------------------------|
| (a) Aggregate 70% and above. | | First class with Distinction |
| (b) Aggregate 60% and above but less than 70% | | First class |
| (c) Aggregate 55% and more but less than 60% | | Higher Second class |
| (d) Aggregate 50% and more but less than 55% | | Second class |
| (e) Aggregate 40% and more but less than 50% | | Pass class |
| (f) Below 40% | | Fail |

- 9. The expenditure on Industrial exposure shall be borne by the student concerned.
- 10. The Semester wise Structure of the programme shall be as follows :

Revised Course Structure

Bachelor of Business Management (International Business)

Sem I

101	Indian Business Environment
102	Communication Skills & Personality Development.
103	Micro Economic Analysis.
104	Business Accounting.
105	Principles & Practice of Management.
106	Business Mathematics.

Sem II

201	Cost Accounting.
202	Elements of HRM .
203	Macro Economic Analysis.
204	Principles of Marketing.
205	Business Statistics.
206	IT in Business Operations.

Sem III

301	International Business Environment.
302	Production & Operations Management.
303	International Economics,
304	International Marketing.
305	Management Accounting.
306	E- Commerce.

Sem IV

401	Supply Chain & Logistics Management
402	Foreign Exchange Operations.
403	International Business in Service Sector.
404	International Agri Business.
405	Business Taxation.
406	Business Exposure.

Sem V

501	Business Ethics.
502	Business Law.
503	International Relations.
504	International Banking & Finance
505	Business Reporting and Analysis.
506	Foreign Language - Paper I. (Asian - Chinese, Japanese) (European - German, French)

Sem VI

601	Export Import Procedure.
602	International Business Law.
603	Study of Global Economies.
604	International Project Management.
605	Foreign Language - Paper II.
606	Project (Project Report - 50) (Presentation - 30 Viva - 20)

University of Pune

Faculty of Commerce

Bachelor of Business Management (International Business)

- 101– Indian Business Environment.

Total Marks 100

- Objectives:-
- 1) To develop knowledge base of environmental factors affecting business.
 - 2) To make students aware to environmental problems related to business and commerce.
 - 3) To inculcate values of Environmental ethics amongst the students.

No. of Lectures

Unit – I	Indian Business Environment concept and importance – Need of environmental studies for Business.	6
Unit – II	Types of Environment – Natural, Economic, Political, Social, technical, cultural, Educational, Legal, Cross-cultures.	8
Unit – III	Problems of Growth – Unemployment, Poverty, Regional imbalance, Social injustice, inflation, Parallel Economy, Industries sickness, Environmental problems affecting growth of Business.	8
Unit - IV	Environmental Factors affecting Business. a) Physical – Topography, Climate, Minerals, Water resources. b) Cultural –infrastructure, technology, tradition, set up, social Set-up, educational Set-up.	10
Unit -V	Natural Resources and sustainability, Renewable and Non-renewable resources, Limitations of non-renewable resources – need of renewable resources, strategy for conservation of natural resources.	8
Unit -VI	Environmental Issue related to Business Global warming and Kyoto Protocol, Oil Crisis and its impact on business Problems related to water resources management, Industries and Pollution – Air, Water, Noise.	8

Communication Skills and Personality Development

Course Code: 102

Objectives:

- 1) To understand the concept, process and importance of communication.
- 2) To gain knowledge of media of communication.
- 3) To develop skills of effective communication - both written and oral.
- 4) To help students to acquaint with application of communication skills in the world of business.
- 5) To understand the concept of personality and personality development and its significance.
- 6) To understand and develop various traits required for personality development.

Semester - I

No. of Lectures

Unit 1: Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers - Cross cultural Communication.

08

Unit 2:

(a) Written Communication

Need and functions of business letters - Planning & layout of business letter - Essentials of effective correspondence – Advantages & limitations of written communication.

(b) Oral Communication

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - The art of listening - Principles of good listening - Advantages and limitations of oral communication.

06

Unit 3: Personality Development

The concept personality - Dimensions of personality - Term personality development - Significance.

The concept of success and failure

What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure - Do's and Don'ts regarding success and failure.

06

Unit 4: Attitude & Motivation

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages - Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude.

Concept of motivation - Significance - Internal and external motives - Importance of self-motivation - Factors leading to demotivation.

07

Unit 5: Self-esteem

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem - Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem.

03

Unit 6: Interpersonal Relationships

Interpersonal relationships - Teaming - Developing positive personality - Analysis of strengths and weaknesses.

03

Unit 7: Goal-Setting

Concept of goal-setting - Importance of goals - Dream Vs Goal - Why goal-setting fails? - SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals - Art of prioritization - Do's and Don'ts about goals.

03

Unit 8: Other Aspects of Personality Development

Body language - Assertiveness - Problem-solving - Conflict and Stress Management - Decision-making skills - Positive and creative thinking - Leadership and qualities of a successful leader - Character-building - Team-work - Lateral thinking - Time management - Work ethics - Management of change - Good manners and etiquettes (Concept, significance and skills to achieve should be studied.)

12

Topics prescribed for workshop/Skill lab:

12

- a) Group discussion
- b) Presentation skill
- c) Problem-solving
- d) Decision-making
- e) Creativity
- f) Leadership
- g) Time management
- h) Body language

Recommended Books:

- 1) *Business Communication* - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) *Media and Communication Management* - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) *Essentials of Business Communication* - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) *Business Communication* - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 5) *Communicate to Win* - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 6) *You Can Win* - Shiv Khera - Macmillan India Limited
- 7) *Group Discussion and Public Speaking* - K. Sankaran and Mahendra Kumar - M.I. Publications, Agra
- 8) *Organisational Behaviour* - S. P. Robbins - Prentice-Hall of India Pvt. Ltd., New Delhi
- 9) *Basic Managerial Skills For All* - Prentice-Hall of India Pvt. Ltd., New Delhi
- 10) *8 Habits* - Stephen Covey
- 11) *Management Thoughts* - Pramod Batra
- 12) *Produced by Prof. Rooshikumar Pandya - Creative Communication and Management Center, Bombay*
 - a) *Assertive Training: Four cassettes*
 - b) *Self Hypnosis for Goal Achievement: Four cassettes*
 - c) *Hypnosis: Therapeutic and Practical: Eight cassettes*
 - d) *Communication as an Occurring Art: Seven cassettes*
 - e) *Successful Communication: a 50 min. Video*
 - f) *To Communicate Well is to Sell Well: Seven cassettes of Communication as an Occurring Art plus a special manual with relevant questions for sales personnel.*
 - g) *A 60 minute cassette on The Art of Relaxation: Stress Management*

MICRO ECONOMIC ANALYSIS

Code - 103

Objective :

1. To expose basic microeconomic concepts to students of international business.
2. To provide a method/ approach to help draw correct conclusions/ solve economic problems.
3. To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.

Marks : 100

Unit No.	Topics	No. of Lectures
1	INTRODUCTION	8
	1.1 Definition and Nature	
	1.2 Scope, Importance and Limitations.	
	1.3 Basic Economic Problems	
	1.4 Market forces in solving Economic Problems.	
2	DEMAND ANALYSIS	7
	2.1 Concept of Demand, Individual and Market Demand, their Determinants	
	2.2 Elasticity of Demand, their Types and Usefulness of each Type in the Field of Foreign Trade	
	2.3 Demand Forecasting - Meaning, Methods	
	2.4 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship	
3	SUPPLY ANALYSIS	4
	3.1 Meaning and Definition	
	3.2 Law of Supply	
	3.3 Factors affecting Supply	
4	COST ANALYSIS	6
	4.1 Accounting Costs and Economic Costs	
	4.2 Short Run Cost Analysis - Fixed, Variable, Total Cost Curves, Average and Marginal Costs.	
	4.3 Long Run Cost Analysis - Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves	
5	PRICING UNDER VARIOUS MARKET CONDITIONS	8
	5.1 Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition	
	5.2 Monopoly - Price Determination under Monopoly	
	5.3 Monopolistic Competition - Price and Output Determination under Monopolistic Competition.	

- 6.1 Marginal Productivity Theory of Distribution
- 6.2 Rent - Meaning, Modern Theory of Rent
- 6.3 Wages - Meaning, Supply of Labour, Minimum Wages,
 Collective Bargaining.
- 6.4 Profit - Dynamic, Innovation, Risk and Uncertainty Bearing
 Theories of Profit.

RECOMMENDED BOOKS

- 1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
- 2. Introduction to Positive Economics - Richard G. Lipsey
- 3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
- 4. Micro Economics - M. L. Seth
- 5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
- 6. Managerial Economics - Theory and Application - D. M. Mithani

Semester I

Course Title: Business Accounting

Course Code: 104

Objective: To impart basic accounting knowledge

UNIT NO.	TOPICS	NUMBER OF LECTURES
1	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.	4
2	Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates.	6
3	Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation. .(WDV & SLM)	16
4	Preparation of final accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business. Computerised Accounting: Computers and Financial application, Accounting Software packages.	12
5	Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.	4
6	Foreign Branch: Meaning, Accounting and Consolidation Reporting & Disclosure, Foreign Currency Translation, International Taxation & Transfer Pricing.	6
	TOTAL	48

Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy: By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting for Management; By Amrish Gupta (Pearson Education)
5. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

Principles and Practice of Management

Course code-105

Objective: -

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

	No. of Lectures
1) Nature of Management:	8
Meaning, Definition, it's nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization	
2) Evolution of Management Thought:	8
Contribution of F.W.Taylor, Henri Fayol ,Elton Mayo , Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought)Indian Management Thought	
3) Functions of Management: Part-I	8
Planning - Meaning - Need & Importance, types levels - advantages & limitations. Forecasting - Need & Techniques Decision making - Types - Process of rational decision making & techniques of decision making Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation - Decentralization Staffing - Meaning & Importance Direction - Nature - Principles Communication - Types & Importance Motivation - Importance - theories Leadership - Meaning - styles, qualities & functions of leaders	
4) Functions of Management: Part-II	8
Controlling - Need, Nature, importance, Process & Techniques Coordination - Need – Importance	
5) Strategic Management	8
Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist,	

6) Recent Trends in Management:

8

Social Responsibility of Management – environment friendly management
Management of Change
Management of Crisis
Total Quality Management
Stress Management
International Management

Books Recommended:-

1. Essential of Management - Horold Koontz and Itenz Weibrich -
McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa
Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand
& Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
1. Business Environment and Policy – A book on Strategic Management/Corporate Planning
By Francis Cherunilam Himalaya Publishing House 2001 Edition

Business Mathematics

Course Code : 106

Objectives :

- 1.To understand the concepts of ratio , proportion and percentage.
- 2.To understand the concept and application of profit and loss in business.
- 3.To use the concept of EMI.
4. To understand the concept of stock exchange and to calculate Dividend.
- 5.To understand applications of matrices in business.
- 6.To understand useful functions in business and economics.

No. of Lectures

Unit 1. Ratio, Proportion and Percentage

(08)

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage-Meaning and Computations of Percentages.

Unit 2. Profit And Loss

(08)

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 3. Interest

(06)

Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments(EMI), Problems

Unit 4. Shares and Dividends

(06)

Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Unit 5. Matrices And Determinants (upto order 3 only) :

(12)

Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.

Unit 6. Functions :

(08)

(To identify and define the relationships that exist among business variables)

Introduction, Definition of function, constants, variables, continuous real variable, Domain or interval, Types of functions, one valued function, Explicit function, Algebraic functions, Polynomial functions, Absolute value function, Inverse function, Rational and Irrational function, Monotone function, Even and odd function, Supply/ Demand function, Cost function, Total revenue function, Profit Function, Production function, utility function, Consumption function.

Reference Books :

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai

Cost Accounting

Course Code : 201

Course Title : Cost Accounting

Objectives: 1) To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.

2) To provide basic knowledge of important Methods & Techniques of costing.

Level of Knowledge : Basic understanding of the subject.

<u>Units</u>	<u>Topics</u>	<u>Teaching Hrs</u>
<u>Unit 1: Introduction.</u>		8
	1.1 Concept of cost, costing, cost Accounting & Cost Accountancy	
	1.2. Limitations of Financial Accounting	
	1.3. Origin and objectives of cost Accounting	
	1.4. Advantages and Limitations of Cost Accounting	
	1.5. Difference between Financial and Cost Accounting	
	1.6. Cost Unit & Cost Centre	
<u>Unit 2: Elements of cost</u>		8
	2.1. Material, Labour and other Expenses	
	2.2. Classification of cost & Types of Costs	
	2.3. Preparation of Cost Sheet	
<u>Unit 3: Methods of Costing (Theory Only)</u>		14
	3.1. Job Costing – Meaning, Features, Advantages and Limitation	
	3.2. Contract Costing – Basic Concepts	
	3.3. Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains	
	3.4. Operating Costing – Meaning, Features & Objectives	
	<u>Techniques of Costing</u>	
Unit 4.	Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget	6
Unit 5.	Marginal Costing – Meaning and Various Concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety	6

Unit 6.	Standard Costing- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing Variance Analysis – Material and labour Variances only	6
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Total Periods 48

Area of Practical problems:

Simple Problems on

- 1) Cost Sheet
- 2) Techniques of Costing
 - I) Marginal Costing
 - II) Budget and Budgetary Control – Flexible and Cash Budget
 - III) Standard Costing – Material and Labour Variances only

Allocation of Marks:

Theory – 50%
Practical Problems – 50%

Compulsory one industrial visit for updating practical knowledge.

Books, Journals and Website Recommended: -

Books -

1. Advanced cost Accounting by Saxena and Vasistha.
 2. Advanced cost Accounting by S.P.Jain and Narong.
 3. Cost Accounting by S.N.Maheshwari
 4. Cost Accounting by Ratnam.
 5. Practice in Advanced Costing and Management Accounting by
Prof. Subhash Jagtap
Nirali Prakashan, Pune.
 6. Cost and Works Accounting II and III-
Prof. Subhash Jagtap,
Prof. Pagar and Dr. Nare
K.S. Publication, Pune.
 7. Cost Accounting – Bhatta HSM, Himalaya Publication
 8. Cost Accounting – Prabhu Dev , Himalaya Publication
 9. Advanced Cost Accounting – Made Gowda, Himalaya Publication
- CD** on Cost- sheet Prepared by Asian center for Research and Training
Journals – Management Accountant – The ICWA of India, Kolkatta
Website- www.myicwai.com

Elements of Human Resource Management

Course Code – 202

Objective:

To provide basis to the students for understanding the nature, concepts, principles & practices in Human Resource Management.

On Completion of the Syllabi, student will

1. acquaint himself with concepts, principles and practices in Human Resource Management
2. will understand the important functions of HRM.

No. of Lectures

1. Human Resource Management: Introduction, development of HRM concept, HRD & HRM, Role of HR Manager, structure of HRM dept. Duties & Responsibilities of HR Manager. (6)
2. Trends in HRM: Change in labour force, composition, knowledge workers, employee empowerment. HRM challenges, strategic issues merges & acquisitions, TQM, Downsizing, Reengineering, outsourcing, expanding into global marketing, Global workforce. (6)
3. Manpower Planning: Objectives, Need, Importance, Short & Long term Manpower Planning, Career & succession planning. Recruitment & Selection: Sources of recruitment, procedure, basis of selection, interviews, tests, induction, (8)
4. Training & Development: Training Need, system approach to training, Education, Training & Development, Training calendar. (6)
5. Performance Appraisal: Need, objectives, Ethics & Concept of Performance management, methods of Performance Appraisal, Errors of Appraisal. Merit Rating: Need, Importance and Methods, Promotion, Transfer, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job rotation. (12)
6. Tools to improve managerial effectiveness: Kizen, Quality circles, Time management, SWOT Analysis. Attrition – Meaning Recent Trends, and ways to face the attrition and solutions for it (6)

Books Recommended:

1. Personnel Management – C. B. Mamoria
2. Personnel Management - C. H. Northcot
3. Human Resource Management – Garvy Dessler
4. Managing Human Resources – Arun Monappa
5. Fundamentals of HRM – Remond Noe, John R. Hollen Beck, Barry Gerhart, Patrick M. Wright
Published by Tata MacGraw Hill
6. Human Resource Management – Mirza and Saiyadin
7. Effective Human Resource Training and Development Strategy
By Dr. Rathan Reddy Himalaya Publishing House
8. Human Resource Management -Principles and Practice
By P. G. Aquinas Vikas Publishing

MACRO ECONOMIC ANALYSIS

Course Code – 203

Objective :

1. To study the behaviour of the economy as a whole.
2. To study relationships among broad aggregates.
3. To apply economic reasoning to macro economic policy.

Unit No.	Topics	No. of Lectures
1	INTRODUCTION	5
	1.1 Definition and Nature	
	1.2 Scope, Importance and Limitations	
2	MONEY AND VALUE OF MONEY	8
	2.1 Definition of Money	
	2.2 Functions of Money	
	2.3 Value of Money	
	2.3.1 Quantity Theory of Money	
	2.3.2 Cash Balance Approach	
3	THEORY OF INCOME AND EMPLOYMENT	8
	3.1 Say's Law of Market	
	3.2 Keynesian Theory of Income and Employment	
4	SAVINGS	8
	4.1 Consumption Function – Keynes' Psychological Law of Consumption	
	4.2 Average and Marginal Propensity to Consume	
	4.3 Saving Function - Average and Marginal Propensity to Save.	
	4.4 Paradox of Saving	
5	INVESTMENTS	4
	5.1 Investment Function - Autonomous and Induced Investment	
	5.2 Investment Multiplier and Foreign Trade Multiplier	

- 6.1 Nature and Characteristics of Trade Cycle
- 6.2 Phases of Trade Cycle
- 6.3 Control of Trade Cycle
- 6.4 Inflation and Deflation - Meaning, Causes and Control

RECOMMENDED BOOKS

- 1. Ackley G. - Macro Economics: Theory and Policy, Macmillan Publishing Company, New York.
- 2. Ahuja H. L. - Macro Economics: Theory and Policy, S. Chand & Co. Ltd., New Delhi.
- 3. Gupta S. B. - Monetary Economics, S. Chand and Co. Ltd., New Delhi.
- 4. Shapiro E. - Macro Economic Analysis, Galgotia Publications, New Delhi.
- 5. Crowther G. - An Outline of Money.
- 6. Chandler L. V. - The Economics of Money and Banking.
- 7. Jhingan M. L. - Macro Economic Theory; Vrinda Publications, New Delhi.
- 8. William H. Branson - Macro Economics: Theory and Policy.
- 9. J. Harvey and H. Johnson - Introduction to Macro Economics.
- 10. D. N. Dwivedi - Macro Economics; Tata McGraw Hill, New Delhi.

Principles of Marketing

Course Code : 204

Objectives :

To study & critically analyze the basic concepts in marketing & to cater the needs of marketing industries.

No. of Lectures

Unit – 1 : **Introduction**

Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager.

8

Unit – 2 : **Types of Marketing**

Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

8

Unit – 3 : **Marketing Mix**

Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

8

Unit – 4 : **Types of Channels**

Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Adertising, Advertising Media.

8

Unit – 5 : **Market Segmentation**

Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Destination between differential Marketing & Concentrated Marketing.

8

Unit – 6 : **Marketing Information System & Marketing Research.**

Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research.

8

Reference Books

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk

6. Principles and practice of Marketing By John Frair.

Business Statistics

Course Code : 205

- Objectives :**
- 1.To understand the concept of population and sample.
 - 2.To use frequency distribution to make decision.
 - 3.To understand and to calculate various types of averages and variation.
 - 4.To use regression analysis to estimate the relationship between two variables .
 - 5.To solve LPP to maximize the profit and to minimize the cost.
 - 6.To solve TP to maximize the profit and to minimize the cost.

No. of Lectures

Unit 1. Population and Sample : (8)

Definition of Statistics, Scope of Statistics in Economics, Management

Sciences and Industry. Concept of population and sample with illustration. Methods of Sampling – SRSWR , SRSWOR , Stratified , Systematic. (Description of sampling procedures only)

Data Condensation and graphical Methods :

Raw data , attributes and variables , classification , frequency distribution , cumulative frequency distributions.

Graphs - Histogram , Frequency polygon.

Diagrams - Multiple bar , Pie , Subdivided bar.

Unit 2. Measures of Central Tendency and Dispersion (10)

Criteria for good measures of central tendency , Arithmetic mean , Median and Mode for grouped and ungrouped data , combined mean .

Concept of dispersion , Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation , Coefficient of Quartile deviation.

Unit 3. Correlation and Regression (for ungrouped data) : (8)

Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.

Unit 4. Linear Programming problem (LPP) : (7)

Meaning of LPP, Formulation of LPP, solution by graphical methods, problems relating to two variables only.

Unit 5. Transportation problem (T.P.) : (10)

Statement and meaning of T.P. methods of finding initial basic feasible solution by North west corner Rule, Matrix Minimum method and vogel's approximation method. Simple numerical problems (concept of degeneracy is not expected)

Unit 6. Insurance: (5)

Meaning, Objectives, Purpose and need of insurance, Fundamentals of Insurance, Calculation of age, bonuses, premium, paid up value of a Policy, Maturity value of policy, claim calculation, Surrender value.

Recommended Books :

- 1.S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.
- 2.D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
3. M. Satayanarayana, Lalitha Raman- Management operations Research.
- 4.V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
5. I.R.D.A –I.C. 33

IT in Business Operations

Course Code : 206

Objectives : 1) To Know the Fundamentals of Computers
2) To Understand how to use Computer applications in Business.

Sr. No.	Chapter Details	No. of Lect.
1	Ch 1 : Computers 1.1 Introduction 1.2 Characteristics of Computers 1.3 Block Diagram Of Elements of digital computer-their functions-memory-CPU 1.4 Data Organization 1.4.1 Drives 1.4.2 Files 1.4.3 Directories 1.5 Types of Memory (Primary And Secondary) 1.5.1 RAM 1.5.2 ROM 1.5.3 PROM 1.5.4 EPROM 1.5.5 Secondary Storage Devices (FD, CD, HD, magnetic tape, Pen drive) 1.6 I/O Devices 1.6.1 Scanners 1.6.2 Digitizers 1.6.3 Plotters 1.6.4 LCD 1.6.5 Plasma Display	8
2	Ch 2 : Hardware & software 2.1. Types of computers and features 2.1.1 Mini Computers 2.1.2 Micro Computers 2.1.3 Mainframe Computers 2.1.4 Super Computers	4
3	Ch 3 : System Concept 3.1 Introduction to system Analysis and design 3.2 Types of system 3.3 Characteristic of system 3.4 System Development Life Cycle	8

	3.5 Prototyping	
	3.6 Case Study of an elementary Inventory Control System	
4	Ch 4 : Operating System and Services in O.S.	8
	4.1 Dos - History	
	4.2 Files and Directories	
	4.3 Internal and External Commands	
	4.4 Batch Files	
	4.5 Types of O.S.	
5	Ch 5 : Introduction To R.D.B.M.S:, ,	8
	5.1 Advantages and Limitations	
	5.2 Normalisation	
	5.3 Entity Relationships	
	5.4 Use Of simple SQL Commands involving both single table and joins.	
6	Ch 6 : Basic concepts of networking and Data Communication: -	7
	6.1 LAN and WAN	
	6.2 Introduction to client server computing	
	6.3 Viruses	
	6.4 network security issues.	
7	Ch 7 : .Introduction To Internet And the World Wide Web- -	5
	7.1 Role Of Internet service provider	
	7.2 Steps involved in creating a website-Internet & Extranet.	
	<u>Total :</u>	48

Referential Books :-

1. Computer Fundamentals – P.K Sinha (B.P.B publication)
2. Fundamentals of Computer – V.Rajaramanna (Prentice Hall)
3. Management Information System - W.S Jawadekar (Tata Mcgraw Hill)
4. Computers Today – Sanders
5. System Analysis and Design – By Senn (MGH Publication)