

MAHATMA GANDHI UNIVERSITY

SCHOOL OF DISTANCE EDUCATION

**CBCSS SYLLABUS FOR
BACHELOR OF BUSINESS ADMINISTRATION**

(B. B. A)

(w. e. f. 2012 Academic Year)

OFF-CAMPUS ACADEMIC PROGRAMME

MAHATMA GANDHI UNIVERSITY

Priyadarshini Hills P.O., Kottayam.

Kerala – 686 560

Web : www.mgu.ac.in

[Established by Kerala State Legislature by Notification No. 3431/Leg.C1/85/Law dated 17th
April 1985]

**REGULATION FOR
CHOICE BASED CREDIT SEMESTER SYSTEM
UNDERGRADUATE PROGRAMMES
IN THE
SCHOOL OF DISTANCE EDUCATION
(MGU – CBCSS – UG – SDE 2012)**

2012

MAHATMA GANDHI UNIVERSITY

Regulations of Choice based Credit Semester System Undergraduate Curriculum 2012 in School of Distance Education (CBCSS) - UG-SDE.

1. SHORT TITLE

1.1. These regulations shall be called "Mahatma Gandhi University Regulations of Choice based Credit Semester System - Under Graduate Curriculum 2011, in School of Distance Education" (MGU – CBCSS - UG SDE 2012.)

2. APPLICABILITY AND COMMENCEMENT

2.1. The regulations provided herein shall apply to all UG Programmes conducted by the Mahatma Gandhi University under School of Distance Education, under various faculties for the Programmes, including private registration, commencing from 2012-13 admission.

2.2. The provisions herein supersede all the existing regulations/orders governing conduct of programmes in Private/Distance mode in Undergraduate Programmes conducted by the Mahatma Gandhi University unless otherwise specified.

3. DEFINITIONS

3.1. 'Programme' means the entire course of study and examinations (traditionally referred to as course).

3.2. 'Duration of programmes' means the time period required for the conduct of the programme. The duration of an undergraduate degree programme shall be six semesters distributed in a period of 3 years.

3.3. 'Semester' means a term consisting of a minimum of 6 months including the days of examination.

3.4. 'Course' means a segment of subject matter to be covered in a semester (traditionally referred to as paper).

3.5. 'Common Course' means a course that comes under the category of courses, including compulsory English and additional language courses and a set of general courses, selection of which is compulsory for all students undergoing undergraduate programmes.

3.6. 'Core course' means a compulsory course in a subject related to a particular degree programme.

3.7. 'Open Course' means a course which can be opted by a student at his/her choice. **(The Open Courses that can be chosen by the student shall be from among the courses prescribed by the respective Board of Studies)**

3.8. 'Complementary Course' means a course which is generally related to the core course (traditionally referred to as subsidiary paper).

3.9. 'Repeat Course' is a course that is repeated by a student for having failed in that course in an earlier registration.

3.10. 'Improvement course' is a course registered by a student for improving his performance in that particular course. Improvement should be made in the first immediate chance.

3.11. 'Credit'(Cr.) of a course is a measure of the weekly unit of work assigned for the course.

3.12. 'Letter Grade' or simply grade in a course is a letter symbol (A,B,C,D,E) which indicates the level of performance of a student in a course.

3.13. Each letter is assigned a 'Grade Point' (G) which is integer indicating the numerical equivalent of the broad level of performance of a student in a course.

3.14. 'Credit Point (P) of a course is the value obtained by multiplying the Grade Point (G) by the Credits (Cr.) of the course $P = G \times Cr.$

3.15. 'Semester Grade Point Average' (SGPA) is the value obtained by dividing the sum of Credit Points (P) obtained by a student in the various courses taken in a semester by the total number of Credits taken by him/her in that semester. The Grade Point shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.

3.16. 'Cumulative Grade Point Average' (CGPA) is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of Credits and shall be rounded off by two decimal places.

3.17. Words and expressions used and not defined in this regulation but defined in the Mahatma Gandhi University Act and Statutes shall have the meaning assigned to them in the Act and Statutes.

4. PROGRAMME STRUCTURE

4.1. Students shall be admitted into undergraduate programme under faculties of - LANGUAGE AND LITERATURE, SOCIAL SCIENCES, SCIENCE, COMMERCE, MANAGEMENT SCIENCE, AND BEHAVIOURAL SCIENCES.

4.2. Duration: The duration of an Undergraduate Programme shall be 6 semesters distributed in a period of 3 academic years. The odd semesters shall be from June to October and even semesters shall be from December to April.

4.3. Courses: The Undergraduate programme shall include four types of courses, viz., Common Course (Code A), Core Courses (Code B), Complementary Courses (Code C), Choice Based course (Code D) and Open Courses (Code E).

4.4. Course Code: Each course shall have an alpha numeric code number, which includes abbreviation of the subject in two letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to E) and the serial number of the course (01,02.....) For example: ENIBOI means core course in English for the first semester.

4.5. Common Courses: Every under graduate student shall undergo 10 common courses (Total 38 credits)

4.6. Core courses: Core courses are the courses in the major (core) subject of the degree programme chosen by the student. The number of core courses varies from 10 to 18. The Credit of Project Work in each programme shall be distributed to courses in the 5th or 6th Semesters.

4.7. Complementary courses: Complementary courses cover one or two disciplines that are related to the core subject and are distributed in the first four semesters.

4.8. Open Courses

[Details of Core Courses, Complementary Courses and Open Courses will be notified each year at the time of admission notification for each programme.]

4.9. Credits: Each course shall have certain credits. For completing the degree programme, the student shall be required to attend examinations for a minimum of 120 credits (of which 38 credit shall be from Common courses, 78 credits from Core, Complementary, Choice based and 4 Credits from Open courses.)

5. REGISTRATION

5.1. All the students who satisfy the minimum eligibility conditions can register through School of Distance Education, in different programmes.

5.2. A student who register for the programme shall complete the programme within 6 years from the year of registration.

5.3. Those students who have followed the UG courses in annual pattern can cancel their earlier registration and can register afresh for Choice based Credit Semester System-UG-School of Distance Education programme in the same discipline or a different one.

5.4. A student registered under Choice based Credit Semester System-UG-Regular pattern can change over to the Choice based Credit Semester System-UG-School of Distance Education mode in the same core programme, if that programme is offered under the CBCSS – UG – SDE and continue his studies from where he had stopped.

5.5. A student registered under Choice based Credit Semester System-UG-School of Distance Education mode may be permitted to change to Choice based Credit Semester System - UG - Regular mode in the same programme only.

6. BOARD OF STUDIES AND COURSES

6.1. The Scheme and Syllabi approved by the Board of Studies (UG) for various courses are offered in the Under-graduate Programmes in Distance Education Stream. The Board of Studies may design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified /re-designed courses, if necessary, to facilitate better exposures and training for the students.

6.2. The syllabus of a course shall include the title of the course, the number of credits and reference materials. The student shall complete the prerequisites, if any, for the course before the commencement of classes.

6.3. Each course shall have an alpha-numeric code, title and credits. The code gives information on the subject, the semester number and the serial number of the course.

7. ADMISSION

7.1. The admission to all Programmes will be as per the rules and regulations of the University.

7.2. The eligibility criteria for admission shall be as announced by the University from time to time

7.3. All admission to Choice based Credit Semester System-UG-School of Distance Education will be done through School of Distance Education/Private Registration section.

8. EXAMINATION

8.1. For practical convenience, 1st and 2nd end semester exam may be conducted at the end of 2nd semester, 3rd and 4th Semester examinations at the end of 4th semester and 5th and 6th semester examinations at the end of 6th semester.

8.2. The theory examination of each course will be of 3 hours duration. It shall contain two parts (Internal and External). The internal examination will be conducted at the beginning of this 3 hours duration. For Internal examinations, 20 multiple choice questions are to be answered in the OMR Sheets during the first 15 minutes. The rest 2 hours 45 minutes are for answering External examination in the bar coded answer books.

8.3. The external question paper may contain objective, short answer type, paragraph type and essay type questions.

8.4. Different types of questions shall possess different weightage to quantify their range. Weightage can vary from course to course depending on their comparative importance. But a general pattern may be followed by the Board of Studies and is given in the appendix (Table 3).

9. EVALUATION AND GRADING

9.1. The evaluation scheme for each course shall contain two parts.

- (i) Internal Evaluation (OMR Test)
- (ii) External Evaluation

The weightage of internal and external evaluation is as follows.

Evaluation	Weightage
Internal	1
External	3

Both internal and external evaluation will be done using Direct Grading System.

9.2. **Evaluation:** The external examination is to be conducted with question papers set by subject experts. The evaluation is done by a panel of examiners from affiliated colleges and retired teachers (upto the age of 65) on a well-defined scheme of evaluation prepared by concerned Board of Examiners.

9.3. Photocopies of the answer scripts of the external examination shall be made available to the students on payment of the prescribed fee with an application to that effect after

the completion of Re-valuation and Scrutiny. Students can apply for revaluation / scrutiny within the last date prescribed in the notification of the results of each examination.

9.4. Re-valuation: There is provision for Re-valuation in the new system of grading. The existing rules of award of grades consequent on Re-valuation will be followed.

10. DIRECT GRADING SYSTEM

10.1. DIRECT GRADING SYSTEM based on a 5 point scale is used to evaluate the performance (External and Internal) of students.

Letter Grade	Performance	Grade Point	Grade Range
A	Excellent	4	3.50 to 4.00
B	Very Good	3	2.50 to 3.49
C	Good	2	1.50 to 2.49
D	Average	1	0.50 to 1.49
E	Poor	0	0.00 to 0.49

10.2. Each course is evaluated by assigning a letter grade (A,B,C,D or E) to that course by the method of direct grading. The Internal (weight=1) and External (weight=3) components of a course are separately graded and then combined to get the grade of the course after taking into account of their weights (See Appendix for details).

10.3. A combined minimum of D Grade for Internal (OMR) and External is required for a pass in a course and the entire programme for awarding a degree.

10.4. There will be no supplementary examinations. A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch. For re-appearance / improvement, students can appear along with the next batch.

10.6. The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for grading the students.

An overall grade (Cumulative Grade) for the whole programme shall be awarded to the student based on the value of CGPA using a 7 point scale given below.

Overall Grade in a Programme

CGPA	Overall Letter Grade
3.80 to 4.00	A+
3.50 to 3.79	A
3.00 to 3.49	B+
2.50 to 2.99	B

2.00 to 2.49	C+
1.50 to 1.99	C
1.00 to 1.49	D

For instance, if CGPA of a student turns out to be 3.42, then her/his Cumulative Grade will be B+.

CGPA can be calculated as detailed below :

If the candidate is awarded two A grades, three B grades and one C grade for the six semesters and has 120 credits, the CGPA is calculated as follows :

Semester	Credit taken	Grade	Grade Point	Credit Point
1	20	B	3	60
2	20	B	3	60
3	20	A	4	80
4	20	C	2	40
5	20	B	3	60
6	20	A	4	80
TOTAL	120			380
CGPA	Total credit points / Total Credits = 380/120 = 3.17 (which is between 3.00 and 3.49 in the 7 point scale). The overall Grade awarded is B+			

SGPA and CGPA shall be rounded off to two decimal places. CGPA determines the broad academic level of the student in a programme and is the index for grading students. An overall letter grade (Cumulative Grade) for the entire Programmes shall be awarded to a student depending on her/his CGPA.

10.7. Improvement course: A maximum of two courses (common, core, complementary) can be improved in each semester. Provided that it should be done at the next immediate examination.

11. GRADE CARD

11.1. The University will not issue separate semester wise grade card to the students. The students can download the same from University website. Semester wise grade card shall be issued on specific request on payment of prescribed fee.

11.2. The final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme. The final grade card shall show the CGPA and the overall letter grade of a student for the entire programme.

11.3. A separate grade card shall be issued with the CGPA of common courses alone at the end of IV Semester of Model-I programmes.

12. AWARD OF DEGREE

12.1. The successful completion of all the courses (common, core, complementary and open courses) for the degree programme with C grade (CGPA of 1.5) shall be the minimum requirement for the award of the degree.

13. GRIEVANCE REDRESSAL COMMITTEE :

13.1. University level: The University shall form a Grievance Redressal Committee as per the existing norms.

14. TRANSITORY PROVISION

Notwithstanding anything contained in these Regulations, the Vice-Chancellor shall, for a period of one year from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

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APPENDIX

1. DIRECT GRADING SYSTEM

Evaluation (Internal and External) is carried out using a Direct Grading System based on a 5-point scale given below:

Table 1 : Direct Grading System

Letter Grade	Performance	Grade Point	Grade Range
A	Excellent	4	3.50 to 4.00
B	Very Good	3	2.50 to 3.49
C	Good	2	1.50 to 2.49
D	Average	1	0.50 to 1.49
E	Poor	0	0.00 to 0.49

In Direct Grading, each answer in an answer book is directly given a letter grade in place of marks. The overall grade of the answer book is then obtained by adding these grades of the individual answers accounting for the weights defined for the corresponding questions in the question paper (see below). Addition of letter grades is facilitated by the numerical grade point associated with each letter grade (see table 1). There is no involvement of marks in this system of valuation.

Grades of individual answers are decided with the help of a well defined scheme of valuation. The best answer is given grade A (Excellent)and the worst answer is given grade E (Poor). Answers falling in between these two grades are assigned the grades B (Very GOOD}, C (Good), D(Average) depending on their quality with reference to the scheme.

2. EXTERNAL EVALUATION

2.1. Calculation of the Grade of an answer paper (External Grade)

Let us now consider a full question paper consisting of 9 short answer type (compulsory), 7 paragraph type (5 to be answered) and 3 essay type questions (two to be answered). Knowing the grades awarded to the answers of these questions the overall grade of the answer paper can be calculated as shown in table 2.

Table 2. Calculation of Grade of an answer paper

Question Type	Question No.	Grade Awarded	Grade Points	Weight	Weighted Grade Point
Short Answer (Compulsory)	1	A	4	1	4
	2	D	1	1	1
	3	B	3	1	3
	4	C	2	1	2
	5	A	4	1	4
	6	B	3	1	3
	7	D	1	1	1
	8	C	2	1	2
	9	A	4	1	4
Short Answer Type (5 out of 7)	10	A	4	2	8
	11	D	1	2	2
	12	B	3	2	6
	13	-	-	-	-
	14	A	4	2	8
	15	B	3	2	6
	16	-	-	-	-
Essay (2 out of 3)	17	-	-	-	-
	18	A	4	4	16
	19	A	4	4	16
TOTAL				27	86

Grade of a Course = $\text{Sum of weighted Grade points} / \text{sum of weight}$

$$= 86/27$$

$$= 3.19 = \text{Grade B.}$$

3. INTERNAL EVALUATION

The internal examinations may be conducted with 20 multiple choice question (taken from a pool of 200-250 MCQ provided as a question bank by School of Distance Education) and OMR answer sheet. The grading may be done as follows (Table 3)

Table.3

Correct Answer to	Grade Awarded
16-20 questions	A
11-15 questions	B
06-10 questions	C
01-05 questions	D
0 questions	E

4. CALCULATION OF THE GRADE OF A COURSE

The grade of a course is calculated by combining the grades of the External and internal examinations taking care of their weights. For a particular course, let the grades scored by a student be C and B respectively for the External and Internal evaluations as shown in the above examples. Then the grade of the course can be calculated as follows :

Table 4 Calculation of the Grade of a course:

Exam	Weight	Grade Awarded	Grade Points	Weighted Grade Points
External	4	C	2	8
Internal	1	B	3	3
Total	5			11

Grade of a course = Sum of weighted grade points / sum of weight = $11/5 = 2.20 = \text{Grade C}$

5. CALCULATION OF SGPA

After calculating the grade of each course as mentioned above, we can calculate SGPA as shown below.

Table 5 Calculation of SGPA

Course Code	Title of Course	Credit	Grade Awarded	Grade Points	Credit Points
01	...	3	A	4	12
02	...	4	B	3	12
03	...	4	C	2	8
04	...	4	C	2	8
05	...	4	B	3	12
Total		19			52

SGPA = Sum of Credit points/Sum of Credits = $52/19 = 2.74$

SGPA is shown in 2 decimal places

6. CALCULATION OF CGPA : Just as we calculated SGPA, CGPA can be calculated at the end of a programme considering all the courses taken by the student Subject to the minimum credits requirements.

COURSE STRUCTURE

	Course Code	Title of Course	Credit	WEIGHTAGE	
				Int.	Ext.
SEMESTER I		Common course – English – 1. Communication Skills in English	4	1	3
		Complementary-1 : Fundamental Business Mathematics	3	1	3
		Complementary-2 : Fundamentals of Business Statistics	3	1	3
		Core -1 : Historical Perspective of Management	4	1	3
		Core-2 : Global Business Environment	4	1	3
		Core -3 : Business Accounting	3	1	3
		TOTAL FOR SEMESTER-I	21		
	SEMESTER II		Common Course – English-2 : Critical Thinking, Academic Writing & Presentation	4	1
		Complementary-3 : Mathematics for Management	3	1	3
		Complementary-4 : Statistics for Research	3	1	3
		Core 4 : Business Ethics in the Indian social system	3	1	3
		Core-5 : Indian Constitution, Secular State & sustainable Environment	4	1	3
		Core -6 : Principles of Management	4	1	3
		TOTAL FOR SEMESTER-II	21		

	Course Code	Title of Course	Credit	WEIGHTAGE	
				Int.	Ext.
SEMESTER III		Complementary-5 : Business Law	4	1	3
		Complementary-6 : Research Methodology	4	1	3
		Core-7 : Business Communication	3	1	3
		Core -8 : Entrepreneurship	4	1	3
		Core -9 : Corporate Accounting	4	1	3
		TOTAL FOR SEMESTER-III	19		

SEMESTER IV		Complementary-7 : Corporate and Industrial Law	3	1	3
		Complementary-8 : Managerial Economics	4	1	3
		Core -10 : Informatics for Management	4	1	3
		Core -11 : Cost Accounting	4	1	3
		Core-12 : Marketing Management	4	1	3
		TOTAL FOR SEMESTER-IV	19		
SEMESTER V		Core -13 : Management Accounting	4	1	3
		Core-14: Financial Management	4	1	3
		Core -15 : Organisational Behaviour	4	1	3
		Core -16 : Human Resource Management	4	1	3
		Core-17 : Open Course	4	1	3
		TOTAL FOR SEMESTER-V	20		
SEMESTER VI		Core -18 : Production Management	2	1	3
		Core-19 : Industrial Relations	2	1	3
		Core -20 : Choice Based Courses : 1. Advertising and Salesmanship 2. Health Care Management	4 4	1	3
		Core -21 : Banking and Insurance Management	4	1	3
		Core-28: Project (Core)	4	1	3
		TOTAL FOR SEMESTER-VI	20		

CREDIT DETAILS :

<i>Common Course – I : English</i>	08
<i>Complementary CourseS</i>	27
<i>Core Course</i>	81
<i>Open Course</i>	04
<i>TOTAL</i>	120

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FIRST SEMESTER

Common Course – English - 1: COMMUNICATION SKILLS IN ENGLISH

COURSE CODE	ENCN1
TITLE OF THE COURSE	COMMUNICATION SKILLS IN ENGLISH
SEMESTER IN WHICH THE COURSE IS TO BE TAUGHT	1
NO. OF CREDITS	4
NO. OF CONTACT HOURS	90

1. AIM OF THE COURSE

- To develop the students' ability to use English language accurately and effectively by enhancing their communication skills.

2. OBJECTIVES OF THE COURSE

- To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility.
- To enable the students to speak English confidently and effectively in a wide variety of situations.
- To help the students to improve their reading efficiency by refining their reading strategies.

3. COURSE OUTLINE

MODULE – I

Speech Sounds

18 hours

Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

MODULE – II

Listening

18 hours

Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

MODULE- III

Speaking

36 hours

Word stress and rhythm – Pauses and sense groups – Falling and rising tones –Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

MODULE – IV

Reading

18 hours

Reading: theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

4. CORE TEXT

V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan, . *Communication Skills in English*. Cambridge University Press and Mahatma Gandhi University.

FURTHER READING

Sl.No	Title	Author	Publisher & Year
1	<i>A Course in Listening and Speaking I & II</i>	Sasikumar V.,Kiranmai Dutt and Geetha Rajeevan	New Delhi: CUP, 2007
2	<i>Study Listening: A Course in Listening to Lectures and Note-taking</i>	Tony Lynch	New Delhi: CUP, 2008
3	<i>Study Speaking: A</i>	Anderson, Kenneth, Joan	New Delhi: CUP,

	<i>Course in Spoken English for Academic Purposes</i>	Maclean and Tony Lynch	2008
4	<i>Study Reading: A Course in Reading Skills for Academic Purposes</i>	Glendinning, Eric H. and Beverly Holmstrom	New Delhi: CUP, 2008
5	<i>Communication Studies</i>	Sky Massan	Palgrave Macmillan
6	<i>Effective Communication for Arts and Humanities Students</i>	Joan Van Emden and Lucinda Becker	Palgrave Macmillan

COMPLEMENTARY-1 FUNDAMENTALS OF BUSINESS MATHEMATICS

Semester-1

Complimentary Course: 2

No of credits : 3

No of contact hours : 72

NPC and logarithm tables permitted

Aim of the course:

To develop analytical and critical thinking skills in students to prepare them to logically analyze and critically evaluate problem situation through basic mathematics.

Objectives of the course:

- Develop scientific ability
- Critically evaluate mathematical problems

- To have fundamental touch with industrial and commercial problems
- To know about modern trends in mathematics
- To prepare them for management studies.

Course outline

Module-1 Set theory (10 teaching hours)

Modern theory in mathematics ♦ Definition, elements and types of sets, operations on sets and Cartesian product of two sets.

Module-11 Algebra-1 (20 teaching hours)

Number system-Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation

Sequences - Arithmetic progression ♦ n^{th} term and sum to n terms of A.P

- Geometric progression ♦ n^{th} term, sum to n terms and sum to infinity of G.P
- Harmonic progression- n^{th} term of H.P.

Module-111 Algebra-2 (18 teaching hours)

Permutations and combinations

Logarithm

Compound interest, depreciation and annuities

Module-IV

Matrices

(12 teaching hours)

Matrices, matrix operations, Determinant of a square matrix (expansions only) and Rank of a matrix.

Module-V

(System of linear equations)

(12 teaching hours)

Inverse of square matrix (problems only)

Solution of system of linear equations using matrices.

Note on course work.

This subject being pure science subject, this is taught directly in classrooms as lecture. Students are requested to give suggestion and ask doubt for critical evaluation. Proof of theorems and derivations are excluded, as it is beyond the scope of a B.B.A student. Basic mathematics is required for all subjects under commerce.

Ref.Texts : 1) Business Mathematics - S.Saha

2) Business mathematics -D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)

Complementary -2 :Business Statistics

Complimentary Course: 1

No. of credit :3

No. of contact hour:4x18=72 hrs

(Use of the NPC is required)

Aim of the course

To provide a reasonable grasp of basic statistical methods needed for a statistical investigation and forecasting.

Objective of the course

On completion of the course, student should be able!

λ To present a broad overview of statistics as a subject.

λ To organise a statistical survey.

λ To understand the importance of summary measures to describe the characteristics of data set.

λ To Analyse the relationship between two variables.

λ To use the various forecasting techniques.

Course Outline

Module I: Introduction

Origin, Meaning, Scope and limitations of statistics. Relationship with business and industry.

Module II : Collection of data

Collection, classification and tabulation of statistical data. Pie diagrams. Graphic representation.

Module III: Measures of central tendency

Mean, Median and Mode ♦ Meaning & Computation, standard deviation. Coefficient of variation.

Module IV : Simple correlation and Regression.

Meaning, Karl Pearson's Correlation, Rank correlation, Computations. Uses, Regression equations - Forecasting.

Module V : Time series analysis:

Components of time series - Definition, Computation of Trend. Computation of seasonal variation (Simple average method only)

Note on course work:-

This course should not be taught in the conventional lecture method alone. It should be supported by a statistical study based on real life situations.

Reference:

1. Statistical methods: - S.P. Gupta- Sulthan Chand and sons. Revised Edition 1995
2. Fundamental of statistics ♦ D.N Elhance, KITAB MAHAL Publishers
3. Basic Statistics : B.L. Agarwal.
4. An introduction to statistical methods : - C.B. Gupta.

Core -1: Historical Perspective Of Management

◆◆◆◆◆◆◆ Course

No of credits:

No of contact hours : 72 HRS

Aim of the course:

To introduce the fresh management students to the basics of management concepts.

Objectives of the course:

To introduce the students to the various facets of management study.

To give exposure to historical development of management thought

To make the students aware of the modern management approaches.

To link the students with few leading modern management thinkers.

To give outline about modern management techniques.

Course outline

Module-1

Management ♦ Definition-Nature and scope of Management-Management and administration- Management process- Roles of Manager- Managerial skills- Management as a Science- Management as an Art-Management as a profession-Levels of management

Module-11

Development of Management Thought- Classical theories of management ♦ Bureaucracy- Scientific Management (F.W.Taylor)- Administrative Management ♦ 14 principles of Henry Fayol

Module-111

Elton Mayo ♦s Human Relations Movement-Hawthorne Experiment-Modern Management Theories-Behavioral Approach-Quantitative Approach-Systems Approach.

Module-1V

Major contributions of leading Management Thinkers-Mary Parker Follet- Rensis Likert-Elton Mayo-Peter.F. Drucker.

Module-V

Modern Management techniques-MBO,Quality Circles, MIS,SWOT,MBE.

Ref.Books

Sl.No	Title	Author	Publisher & Year
1.	Principles of Management	P.C. TRIPATHI & P.N. REDDY	Tata Mcgraw Hill Publishing Co,1999
2.	Essentials of Management	Harold Koontz & Heinz Weilirich	Tata Mcgraw Hill Publishing

CORE -2 ;GLOBAL BUSINESS ENVIRONMENT

No. Of Credits:4

No. Of contact hours:4x18=72 hrs

Aim of the course

To familiarise the youngsters to global business environment to keep them mentally prepared to accept challenges in the modern business world.

Objectives of the course

On completion of this course, students should be able: -

- **To create an awareness about International Business.**
- **To identify different factors affecting International Business.**
- **To develop a knowledge about the need for global integration.**
- **To create a clear view about International institutions.**
- **To make a deep knowledge about International trade barriers.**
- **To familiarize globalization of Indian business.**

MODULE-I

Introduction to international business: - scope, importance, benefits, International business environment: - economic, political, legal, cultural and technological.

MODULE -II

LPG (Liberalisation-Privatisation-Globalisation): - meaning, significance, advantages and limitations. Trade blocks ♦ WTO, EEC, ASEAN, SAARC, and OPEC.

MODULE -III

International Institutions: - IMF, World Bank, ADB, IFC, UNCTAD, IDA and IBRD.

MODULE - IV

Trade barriers ♦ tariff and non♦tariff barriers, Anti- Dumping, measuring of dumping and injury.

MODULE -V

Globalization of Indian Business: - post-1991, Industrial policy of the Govt. of India.

Note on Course work

This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (for example: assignments, library reference, web resources).

Reference

- 1. International Business Environment ♦ Francis Cherunilam.**
- 2. International Business Environment and operations - John D Daniels, Lee H Radebaugh and Daniel P Sullivan.**
- 3. International Business ♦ D S Arora.**
- 4. International Business ♦ A J George.**
- 5. International Business Environment and Management ♦ V K Bhalla and S Shivaramu.**

6. International Business ♦ P Subba Rao.

CORE -3: Business Accounting

Core Course

No. of credit

No. of contact hour

Aim of the course

To impart basic knowledge about the system of accounting

Objective of the course

On completion of this course students should be able

- **To understand the basics of accounting**
 - ♦ **To identify the basics principles of accounting**
 - ♦ **To understand the systems /process for recording transactions**
- **To prepare the final accounts of sole trader**
- **To give a general awareness about depreciation accounting**
- **To know about the concept of bill of exchange in business**

Module I

Introduction of accounting ♦ Origin ♦ meaning, definition-need importance-functions - limitations-accounting principles-Generally accepted accounting principles-accounting equation- double entry system.

Module II

Recording transactions ♦ journal-ledger-trial balance-cash book(single column ♦ bank column, and with discount column)- bank reconciliation statement

Module III

Accounting for depreciation-meaning-importance-methods of providing depreciation (Straight line, diminishing, annuity)-reserves and provisions

Module IV

Final accounts of sole trader- manufacturing, trading, and profit and loss account and balance sheet

Module V

Bill of exchange ♦ meaning, definition- importance promissory note-recording bill transaction (honoring, dishonoring, discounting)

Note on course work every lecture should be complemented by an appropriate activity examples: practical problem collection of accounting data from sole proprietors, preparation of accounting records of a sole trader

Core text

Business accounting- Jain and Narang

Reference text

Advanced accounting -Jain and Narang

SECOND SEMESTER

Common Course – English - 2: CRITICAL THINKING, ACADEMIC WRITING & PRESENTATION

COURSE CODE	ENCN3
TITLE OF THE COURSE	CRITICAL THINKING, ACADEMIC WRITING AND PRESENTATION
SEMESTER IN WHICH THE COURSE IS TO BE TAUGHT	2
NO. OF CREDITS	4
NO. OF CONTACT HOURS	90

1. AIM OF THE COURSE

- To develop the critical and analytical faculty of students and to improve their proficiency in reading, writing and presentation.

2. OBJECTIVES OF THE COURSE

- To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments.
- To assist the students in developing appropriate and impressive writing styles for various contexts.
- To help students rectify structural imperfections and to edit what they have written.
- To equip students for making academic presentations effectively and impressively.

3. COURSE OUTLINE

MODULE – I

Critical Thinking

18 hours

Introduction to critical thinking – Benefits - Barriers – Reasoning - Arguments -
Deductive and inductive arguments – Fallacies - Inferential comprehension-
Critical thinking in academic writing - Clarity - Accuracy – Precision - Relevance

MODULE – II

Research for Academic Writing and the Writing Process

18 hours

Data collection - Use of print, electronic sources and digital sources -

Selecting key points - Note making, paraphrasing, summary – Documentation - Plagiarism – Title – Body paragraphs - Introduction and conclusion – Revising - Proof-reading

MODULE – III

Accuracy in Academic Writing

18 hours

Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation – Abbreviations

MODULE – IV

Writing Models

18 hours

Letters - Letters to the editor - Resume and covering letters - e-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda - Essays

MODULE – V

Presentation Skills

18 hours

Soft skills for academic presentations - Effective communication skills –
Structuring the presentation - Choosing appropriate medium – Flip charts – OHP -
PowerPoint presentation – Clarity and brevity - Interaction and persuasion -
Interview skills –Group Discussions

4. CORE TEXT

Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.

Complimentary – 3 :MATHEMATICS FOR MANAEGMENT

SEMESTER-2

Complimentary Course : 4

No of credits : 3

No of contact hours : 72 hrs

NPC permitted

Aim of the course:

To develop analytical and critical thinking skills and to analyze managerial problems in the light of mathematics and solving in such situations.

Objectives of the course:

- To develop scientific ability

- To know about modern trends in mathematics
- To know about problems in industry and management and to learn how to solve the problem
- To have research in Managerial Sciences.

Course outline

Module- 1 Plane Analytic Geometry -1 (12 teaching hours)

This module consists of Cartesian Coordinate system, Length of line segment, Section formulae, area of a triangle and collinearity of three points.

Module- 11 Plane Analytic Geometry -2 (16 teaching hours)

Gradient of a straight line, different equations of straight lines, parallelism and perpendicularity and concurrency of three lines.

General idea on circles, centre and radius (All derivations in analytic geometry excluded)

Module- 111 Calculus-1 (12 teaching hours)

Variables and contents, functions and limit of algebraic function.

Module- 1V

Calculus-2

(20 teaching hours)

Derivative of algebra, exponential and logarithmic functions (exclude five principles and trigonometric functions), Rules of differentiation, differentiation of function of functions, successive differentiation, Maxima and Minima, Optimization in Economics.

Module- V

Calculus-3

(12 teaching hours)

Integration as the reverse process of differentiation, integration by substitution as by parts (simple problem in both cases), special functions used in business and commerce.

(All derivations are excluded.)

Note on course work.

This is basically a pure science subject and taught directly in classrooms. Students participation in various fields of applicability is needed for this course. Proof of theorems and derivations are excluded, as it is beyond the scope of a B.B.A student. But applications in research is to be highlighted.

Ref.Texts : 1) Business Mathematics - S.Saha

2) Business Mathematics -D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)

Complementary -4:STATISTICS FOR RESEARCH

Complimentary Course:

No. of credit :3

No. of contact hour: 4x18=72 hrs

SEMESTER II

(Use of Statistical Tables & NPC is Dermitied)

Aim of the course

To provide a genral outlook of certain statistical test which are useful to reserchers in various fields.

Objective of the course

On completion of the course, student should be able!

λ To illustrate the applications of prohability concept in decision problems.

λ To develop the concept of a sampling distributton.

λ To formulate hypothesis about various population parameters.

λ To conduct various large sample as well as small sample tests.

Course Outline

Module I: Probability Theory

Basic concept in probability statistical dependence and independence conditional probability, Baye's Theorem (without proof)

Module II : Sampling Theory

Introduction, census and sample, methods of sampling, sampling and non sampling errors. Sampling distribution, standard error, central limit theorem (statement only)

Module III: Statistical inference - Test of Hypothesis

Intriduction, procedure of testing Hypothesis, Test of significance for attributes. Test of significance for mean - large samples. (Single sample only)

Module IV : Chi - square Test & Goodness of fit.

Intriduction, Definition, X² - test of goodness of fit, x² - test of independence. Uses limitations.

Module V : Small sample test

Introduction, t - test, Test of significance of mean(Single sample only), F - test, significance of F ratio.

Note on course work:-

On completion of this course, student should be able to apply various statistical test in research work.

Reference :

1. Statistical methods: - S.P. Gupta- Sulthan Chand & sons, Revised edition 1995
2. Basic statistics :- B.L Agarwal

3. Fundamentals of mathematical statistics :- S.P. Gupta and V.K Kapoor, Sulthan Chand & sons, Revised edition 1989
4. Statistics for management ♦ Richard Levin and David S Rubin

Core – 4 : BUSINESS ETHICS IN THE INDIAN SOCIAL SYSTEM.

♦♦♦♦♦ Course

No of credits;

No of contact Hours:

Aim of the course:

The aim of the course is to provide the students with the basic knowledge of ethical background of business.

Objective of the course:

Objectives of the course is to enable the students to

- ♦ Understood the basic concepts of Business Ethics.
- ♦ Inculcate values in decision making process
- ♦ Understand ethical elements in the organizational setup
- ♦ To create social responsibility for the use of social resources
- ♦ To know the process of social change.

Module-1

Introduction to Business Ethics: Business Ethics; Meaning and Definition of Ethics and Business Ethics, Nature of Ethics-Ethics in Business ♦Types of Business Ethics, Importance of Business Ethics, Factors influencing Business ethics.

Module-11

Normative Ethics in Management; Ethical Relativism, Normative Ethics, Ethical decision-making process, Virtue ethics in business.

Module-111

Ethics and Organization-the rational organization, employee♦s obligation to the firm, firm♦s duties tot the employees, current ethical related issues in organization.

Module-1V

Ethical issues and corporate social responsibility: Ethical issues relating to the use of societal resources-land, air, water. Exploitation of societal resources, concept of Corporate Social Responsibility (CSR).

Module-V

Broader Ethical issues in Indian Society. Village community in India, Process of Social change in Rural India, Political decisions influencing business-functions of a welfare state.

Note on course work.

Students may be directed to list out the recent ethical /ecological issues of business environment in India. Interactive sessions can be included.

Core – 5:INDIAN CONSTITUTION, SECULAR STATE & SUSTAINABLE ENVIRONMENT

Common Course:

No. Of Credits:

No. Of contact hours:

Aim of the Course

To inculcate secular, democratic and environmental values in the students.

Objectives

1. To give the students a general understanding of India's constitution & secular tradition.
2. To enable the student to understand the plural traditions of India.
3. To strengthen the value of citizenship & spirit of comradeship.
4. To inculcate environmental awareness among the students.
5. To critically evaluate the working of Indian Constitution with reference to the above.

Module I

Introduction to Constitution- Historical background- constituent assembly of India- Philosophical & political foundations of the Indian Constitution- Pre-amble- Fundamental rights ♦ Directive principles of State policy- Fundamental duties- citizenship.

Module II

Federal character of India ♦s policy- Union and State govts- Central state relations- Executive- legislature, judiciary ♦ S R Bommai case v/s Union of India.

Module III

Secularism ♦ Concept & practice ♦ meaning & definition ♦ Secular State & Society ♦ Challenges to secularism ♦ castism & communalism.

Module IV

Sustainable environment ♦ right to life (article 21) and environmental protection ♦ Articles 48A and 51A ♦ National environment policy.

Module V

Working of the Indian Constitution ♦ Selected case studies.

Reference

1. Basu, Durga das ♦ Introduction to Constitution of India.
2. Sharma K L ♦ Social stratification in India: Issues& themes; Sage publication
New Delhi.
3. Bhargava Rajeev ♦ Secularism & its critics, Oxford University press -♦ New
Delhi.
4. Khan, Rashududdin - Federal India: A design for change; Vikas New Delhi
1992
6. Smith Donalld Eugene ♦ India as a Secular State, Princeton university press, Princeton 1963.
7. Fisher, William F (ed), Towards Sustainable Development ♦Struggling Over India♦s
Narmada River, M E Sharp, New York 1995.
8. Sufrin, Sydney C Bhopal ♦ Its setting, Responsibility and Challenge; Ajantha Publishers
New Delhi 1985.

Core -6: PRINCIPLES OF MANAGEMENT

Core Course:

No. of credit -

No. of contact hours - 72 hrs

Aim of the course:

Principles of management is the basic foundation for management studies. This course offers a brief perspective about this subject.

Objective of the course

λ To give a ... accounts management functions.

λ To Detailed study of planning of decision making process.

λ To provide a class picture about different types of organization structure and the importance of delegation & decentralization.

λ To explain the meaning and relevance of directing and controlling

λ To use the various forecasting techniques.

Principles of management

Module I: Management functions.

Planning : Definition, meaning,

Importance - steps in planning - characteristics types of plans - objectives, strategies, policies, procedures, rules, programmes Budgets - Relationship between planning and controlling - limitations of planning.

Module II : Decision making - definition, meaning objectives - steps in rational decision making - Types of decisions - Difficulties in decision making.

Module III: Organizing

Meaning importance, process of organizing - organizations structure - Types of organization structure - line organizations, Line and staff organization, line and staff organizations, Functional organization, committees.

Module IV : Staffing

Meaning and importance only (This topic is covered in detail in HRM)

Delegation of authority - significance of delegation, process of delegation. centralisation & decentralisation of authority.

Directing - Meaning, importance, elements of directing.

Module V : Co- ordination: Definition - need for co - ordination.

Centralising: Definition need to control steps in control process.

Reference Books.

SI No.	Title	Author	Publishing & Year
1.	Principles of management	P.C. TRIPATHI & P.N. Reddy	Tata Megraw Hill publishing co 1999
2.	Essentials of management	Harold Koontz & Heug Meihrich	Tata Megra Hill Publishing co 2007
3.	Principles & Practice B.N.Sharma	R.S. Gupta Publishers 2002 & N.S. Bhalla.	Kalyani Management

THIRD SEMESTER

COMPLEMENTARY -5 :BUSINESS LAWS

Complementary Course:5

No. of credit :4

No. of contact hour.:90 hrs

Aim of the course: To impart awareness about the basic principles of business contracts.

Objectives of the course

On completion of his course, students should be able to;

λ Differentiate a valid contract from mere agreements.

λ Identify the essential elements of a valid contract.

λ To appreciate the unique features of special contracts.

λ To differentiate between various types of special contracts.

Module - I General Principle of Law of Contract(Indian Contract act, 1872)

Definition - Essential elements of a valid contract - classification - capacity to contract - Free consent

General Principles of contract & contract based on Internet

Module - II Legality of object and consideration - Performance and discharge of contracts - Remedies for breach of contract - contracts based on Internet - Originator - address - Digital signature (I.T. Act 2000)

Module - III Contracts of Indemnity, Guarantee, Bailment and pledge

Definitions of Indemnity - Rights of indemnity holder - Guarantee - Kinds of guarantee - Rights and liabilities of sureties - Discharge of surety - Bailment - Rights and duties of bailor and bailee - General and particular lien - pledge- Rights and duties of pawnor and Pawnee.

Module - IV Contract of Agency

Definition of Agent and principle - creation of agency - classification of agents - Rights duties and liabilities of agents and principles sub agent and substituted agents - Authority of an Agent -Personal liability of an agent Termination of Agency.

Module -V Contract of sale of Goods (Sale of Goods Act, 1930)

Sale and Agreement to sell - kinds of goods conditions and warranties - caveat Emptore Transfer of property - Performance - sale by non - owners - unpaid seller - Rights of unpaid seller - Action sales.

COMPLEMENTARY – 6: RESEARCH METHODOLOGY

Complementary Course :5

No of credits : 4

No of contact hours : 90 hrs

Aim of the course :

To enable the students to be familiar with procedural aspects of research.

Objectives of the course.

On completion of this course, the students should be able to-

To get an awareness about research.

To clarify the problem definition stage

To know about the research design and criterion of selecting samples.

To identify different types of data and its sources.

To formulate a research report

Course outline.

Module-1

Research methodology- meaning. Research, meaning, objectives, significance.

Research process- different steps, criteria for good research. Types of research-descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

Module-11

Selection of research problem-sources-technique involved in defining a problem.

Module-111

Research design-meaning-need ♦ concepts-elements

Sampling design-steps-criteria of selecting a sampling procedure-sampling process

Module-1V

Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning ♦ advantages-disadvantages-sources.

Module-V

Interpretation-meaning-techniques-of interpretation.

Report writing-significance-types of reports; (technical and popular) steps-layout-oral presentation.

Note on course work.

This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (For example, reference, assignments, project reports etc.).

References:-

1. Research Methods for management- Dr S.Shajahan (Jaico Publishing House)

2. Research Methodology. methods and techniques- C.R.Kothari

(New Age International publishers.)

3. Research Methods- Ram Ahuja (Rawat publications)

4. Research Methodology ♦ K.R.Sharma (National Publishing House)

CORE –7: BUSINESS COMMUNICATION

Core -7

Module- I Basis of communication

Meaning, importance & process, Need & objectives of communication, 7c♦s of communication, Barriers of communication, How to overcome communication Barrier.

Module- II Means /Media of communication - verbal & Non verbal communication channel of communication formal & informal communication.

Types of communication. Downward, upward, Horizontal or lateral, Diagonal or cross

Module- III Listening as a communication Tool

Importance types of listening, Barriers to effective Listening. How to make listening effective.

Speeches & Presautation

Speeches - Characteristics of a good speed, How to make speech effective

Presentation - Planning, preparation, organising, rehearing & Delivery.

Module- IV Groups

Importance of features, Advantages & Disadvantages techniques of Group decision making - Brain storming sessions, Nominal Group Technique, Delphian Technique, solving problems in Groups.

Module-V. New Trends in Business communication. E mail, Teleconferencing, video conferencing, SMS

References Business communication R.C. Bhatia.

Business communication - R.K. Madhukar

Effective Technical communication - A. Shraf Ravi

CORE – 8: ENTREPRENEURSHIP

Aim of the course: To develop the entrepreneurial abilities in the students and help them to prepare a project report.

- Module - I** To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.
- Module - II** Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.
- Module - III** General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.
- Module - IV** To identify different Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (NSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.
- Module -V** To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

CORE -9: CORPORATE ACCOUNTING

Core Course : 3

No. of credit : 4

No. of Instructional hours : 72

Aim of the Course

The aim of the course is to make the students familiar with corporate accounting procedures.

Objective of the course

On completion of the course students should be able :

- ◆ To know the procedures for collecting capital by a company.
- ◆ To understand different types of shares.
- ◆ To identify the process in issue and redemption of debentures
- ◆ To learn the significance and methodology of valuation of goodwill and shares of a company.
- ◆ To prepare and know the significance of profit and loss account, profit and loss appropriation account and balance sheet of a company.
- ◆ To get awareness about the schedules, profit and loss account and balance sheet of a banking company.

Course Outline

Module I

Introduction

Accounting for share capital: Issue, forfeiture, and reissue of forfeited shares - Issue and redemption of preference shares including buyback of equity shares - Bonus issue - Book building concept ◆ Depository system.

Module II

Debentures

Issue of debentures, methods of redemption of debentures, Difference between shares, debentures, and bonds

Module III

Valuation of shares & goodwill

Module IV

Final accounts of companies

Module V

Final accounts of banking companies (schedules, profit and loss account and balance sheet)

FOURTH SEMESTER

COMPLEMENTARY-7: CORPORATE AND INDUSTRIAL LAWS

Aim of the course:

To build a general awareness about the principles behind, corporate governance, intellectual property and industrial laws.

Objective of the course:

On completion of the course, student should be able

- λ To identify the various steps in the formation of a company.
- λ To specify the basic principles of corporate governance.
- λ To appreciate the concepts of patent and trademark protection.
- λ To identify the various legal provisions binding the establishment and running of industrial establishments.

Module - I

Formation and incorporation of a company (Companies Act 1956)

Formation and incorporation of a company;
characteristics and types of a company;

Promotes : Memorandum and Articles of Association : Prospectus.

Module - II : Management of companies and provisions relating to winding up:

Qualification and appointment of directors, power duties and liabilities of directors ; kinds of company meeting; requisites of a valid meeting winding up by the court: Voluntary winding up by members and creditors .

Module - III: Laws relating to intellectual property.

Concept of IPR (a) patents; term and registration of patents; Rights of patents holder; infringement of patents;

- b. Trademark : Meaning procedure for registration; infringement of registered trade mark. Collective marks and certification trade marks.

Module -IV : Law relating to factories (factories act 1948)

Approval, licensing and registration of factories; provisions regarding health safety and welfare of workers; working hours; employment of women and young persons. Annual leave with wages.

Module - V: Law relating to Industrial Disputes (Industrial disputes Act 1947)

Meaning of industry; machinery for the prevention and settlement of industrial disputes. Provisions relating to strikes lay off retrenchment, lock out, closure and transfer of undertakings.

COMPLEMENTARY – 8: MANAGERIAL ECONOMIC

Aim of the Course

To acquaint the students the micro and macro economic basis of business decisions in a business organization.

Objectives of the Course

On completion of this course, student should be able: -

- 1. To differentiate between managerial economics and pure economics.**
- 2. To aware about macro economic concepts.**
- 3. To get an idea about micro economic analysis.**
- 4. To understand production function and pricing policies and practices.**

5. To provide an awareness about various market structure.

MODULE -I

Introduction, Definition, Scope and uses of Managerial Economics. Role of a managerial economist. Difference between managerial economics and pure economics.

MODULE -II

Business cycles- Phases of a business cycle. Economic systems- Capitalist, Socialist, Mixed economy.

Inflation ♦ Definition, Courses of inflation, Control of inflation.

Banking ♦ Functions of Central Banks, Functions of Commercial Banks. Monetary Policy, Fiscal Policy.

MODULE -III

Demand Analysis ♦ Meaning of demand, the law of Demand, Determinants of demand, Types of demand, Law of Diminishing Marginal Utility, Consumer Surplus.

Elasticity of demand ♦ Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.

MODULE -IV

Production Function ♦ **Managerial use of production function. Law of diminishing returns, Law of returns to Scale, Economies of Scale, Diseconomies of scale. Isoquant, Isocost curve, Optimum Combination of inputs.**

Pricing - Pricing policy and practices - Cost Plus Pricing, Rate of Return Pricing, Pricing of competing product, Pricing of new product ♦ **Price Skimming, Penetration Pricing. Price leadership, Price Discrimination.**

MODULE -V

Market Structure ♦ **Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.**

Note on Course Work

This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity, for example: - seminars, assignments, Internet resources etc. Which may be done as part of Classroom activity as far as possible.

Reference Books

- 1. Principles of Business Decisions ♦ Dr. P C Thomas.**
- 2. Managerial Economics ♦ P N Chopra.**
- 3. Modern Economic Theory ♦ K K Dewett.**

4. Economics ♦ Samuelson and Nordhaus.

5. Managerial Economics ♦ P L Mehta.

CORE -10: BASIC INFORMATICS FOR MANAGEMENT

AIM OF THE COURSE

To make a student competent to handle and Scientifically analyze the various aspects of his business while he commence a business.

COURSE OBJECTIVE:-

- To have through knowledge in Excel.
- To get adequate knowledge in Excel to use it in their Research Work.
- To become Computer proficient.
- To get enough knowledge in Computerized Accounting.
- Should be able to scientifically analyze the Financial position of a firm.

MODULE - I : EXCEL BASICS (Based on XP)

OBJECTIVES:-

On completion of this unit you will be able to,

- Understand the basics of Excel.
- To learn Formatting Techniques in Excel

Introduction ♦ Components of Excel Window ♦ Cell ♦ Cell Address ♦ Frame - Worksheet - Work Book ♦ Formatting Techniques (Cell, Page, Printing).

MODULE ♦ II : FORMULAS AND FUNCTIONS AND CHARTS IN EXCEL

OBJECTIVES:-

On completion of this unit you will be able to,

- Create Formulae
- Work with different Addressing Modes.
- Work with different Functions.

Inserting a formula ♦ Addressing Modes ♦ Relative ♦ Absolute ♦ Mixed ♦ Inter Sheet Referencing. Functions ♦ Financial Functions (NPV, PMT) ♦ Mathematical Functions (SUM, ROUND, FACTORIAL) ♦ Statistical Functions (AVERAGE, COUNT, MEDIAN, MODE, STDDEV) ♦ Logical Functions (IF, AND, FALSE, NOT, OR, TRUE). Macros ♦ Goal Seek - Charts - Types of Charts ♦ Preparing Charts.

MODULE ♦ III : COMPUTERIZED ACCOUNTING - TALLY

OBJECTIVES :-

On completion of this unit you will be able to,

- Understand the features of computerized accounting
- Understand the basic and advanced features of Tally.

Introduction - Features of Computerized Accounting ♦ Advantages of Computerized Accounting ♦ Limitations of Computerized Accounting - Features of Tally ♦ Need for Tally - Technological Advantages.

MODULE - IV : TALLY FUNDAMENTALS AND PROCESSING TRANSACTIONS

OBJECTIVES:-

On completion of this unit you will be able to

- Identify the key components of Tally.
- Create a Company
- Define Various Fields
- Determine the Valid Inputs
- Understand F11 : Features
- Understand F12 : Configure.
- Create Ledgers
- Record Transactions using Accounting Vouchers

Getting functional with Tally ♦ Tally Start-up ♦ Tally screen components ♦ Mouse /

Keyboard Conventions ♦ The Tally clock ♦ Switching between Screen Areas ♦ Quitting Tally.

Creation / Setting up of a Company in Tally ♦ Creation of a Company. F11 : Features - F12 :

Configure ♦ Master Configuration ♦ Voucher Configuration.

Processing Transactions in Tally ♦ Ledgers and Groups ♦ Accounting Vouchers ♦ Contra Voucher ♦ Payment Voucher ♦ Receipt Voucher ♦ Journal Voucher ♦ Sales Invoice. Recording Transactions of Sample Data (Transactions for April ♦ Trial Balance ♦ Backup ♦ Transactions for May ♦ Transactions for June).

MODULE - V : GENERATING AND PRINTING OF ACCOUNTING REPORTS

OBJECTIVES:-

On completion of this unit you will be able to

- Generate Accounting Records and Statement of Accounts.
- Print Accounting Records and Statement of Accounts.

Introduction ❖ Financial Reports in Tally ❖ Balance Sheet ❖ Profit and Loss Account ❖
Account Books ❖ Group Summary ❖ Group Vouchers ❖ List of Accounts.

NOTE:-

- ❖ **Answers with Appropriate Screen Shots (windows) will decide higher grades.**

DISTRIBUTION OF WORKING HOURS

- ❖ Out of 5 Hours, 3 Hours for Theory and 2 Hours for Practical.
- ❖ Practical hours required for Unit-I is 8 hours and for Theory 14 hours.
- ❖ Practical hours required for Unit-II is 16 hours and for Theory 30 hours.
- ❖ Theory hours required for Unit III is 5 hours.
- ❖ Practical hours required for Unit IV & V together is 12 hours and for Theory 3 hours.

COURSE WORK (PRACTICALS):-

MODULE ♦ I

- ♦ Draw the Excel Screen and Identify its Components.
- ♦ Make a presentation based on the use of frame.
- ♦ Make a presentation based on Cell formatting.
- ♦ Prepare a sample SGPA Card and take a Printout.
- ♦ Make a presentation based on Page Formatting.

MODULE - II

- ♦ Give a problem to compare & differentiate various Addressing Modes.
- ♦ Give problems based on NPV and PMT (Financial Functions).
- ♦ Give problems based on SUM, ROUND and Factorial (Mathematical Functions).
- ♦ Give problems based on AVERAGE, COUNT, MEDIAN, MODE, STDDEV (Statistical Functions).
- ♦ Give problems based on Logical Functions. Prepare an Electricity Bill.
- ♦ Create a Macro to set all the margins of a page to 1 inch.
- ♦ Write the procedure for creating a Macro.
- ♦ Apply Goal seek to set the value of a cell by changing the value of other cells.
- ♦ Give data to prepare different charts.
- ♦ Draw and differentiate types of charts.
- ♦ Write the steps for creating a chart with appropriate screen shots.

MODULE - III

- ◆ Use OHP foils or LCD projector to take sessions.
- ◆ Make a note on computerized accounting.

MODULE ◆ IV

- ◆ Identify the screen components by drawing diagram.
- ◆ Explain the procedure of creating a company with appropriate screens.
- ◆ Create a company
- ◆ Explain the procedure for voucher entry with appropriate screen.

MODULE ◆ V

- ◆ Create Financial Reports in Tally.
- ◆ Give 5 sample Problems to prepare various Financial Reports.

REFERENCE BOOKS

Sl. NO	Title	Author	Publisher & Year
1	Learning MS-Office XP	Weixel	BPB 1 st Edition
2	Office XP Simply Visual	Sybex	BPB 1 st Edition
3	MS-Office XP 8 in 1	Habraken	Tech Media
4	Simply Tally 9.0	Ashok K. Nandhani	BPB 1 st Edition
5	Tally 9 Training Guide	Ashok K. Nandhani	BPB 1 st Edition
6	Computerized Accounting	Basheet	BPB 1 st Edition

CORE -11: COST ACCOUNTING

Aim of the course

To help the students to get an idea about the cost concepts, methods and techniques of cost Accounting.

Objective of the course

After completion of this course, students, should be able to;-

- λ Explain terms such as management accounting, cost accounting and financial accounting.
- λ Calculate the cost of material issues based on LIFO, FIFO, Average cost method etc.
- λ Calculate the earnings of workers under different methods.
- λ Justify the pre - determined overhead rate should be preferred to actual overhead rate.
- λ Understand and evaluate contemporary terms like Activity Based costing, cost Drivers etc.
- λ Identify the items exclusively relevant either to cost accounts or financial accounts.
- λ Explain the difference between actual profit and profit as per standard relating the operating period.
- λ Construct break even, contribution and profit volume graphs.

Note on course work:-

This course should not be thought in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (for example, seminar, Assignment, Group discussion, visiting industries, etc) which may be done as part of classroom activity as far as possible.

Module I

Cost Accounting : Definitions, scope, Nature and objectives of cost Accounting, cost Ascertainment, cost Accounting and financial Accounting, cost Accounting and Management Accounting, Preparation of cost sheets.

Module II : Material cost and Labour cost:-

Material cost- Purchasing procedure, stores routine, stores control, E.O.Q., Maximum, Minimum and Re - ordering Level; Pricing of Material Issues. Labour cost classification of Labour cost, Labour Turnover.

Module III: Overheads:

Classification and analysis, Allocation and apportionment, Absorption under and over absorption, Activity based costing (ABC) meaning and definition only; Reconciliation of cost and financial Accounts.

Module IV : Standard costing

Definition of standard costing and standard cost, variance analysis (material and Labour variance only)

Module V : Marginal costing:

Concept of marginal cost, preparation of marginal cost statement, PLV ratio, Margin of safety, Break even analysis, cost volume profit analysis, preparation of Break even charts.

Reference Books

1. Cost Accounting - S.P. Jain and K.L Narang.
2. Advanced cost Accounting - Saxena and vashist .
3. Advanced cost Accounting - Nigam and sharma.

4. Advanced cost Accounting - S.N. Maheswari

5. Advanced cost Accounting - S.P. Iyengar.

CORE -12: MARKETING MANAGEMENT

Core Course : 12

Aim of the Course

The aim of this course is to provide the students with a conceptual base on marketing management and also to equip them with the necessary skills for employment in the middle level cadre.

Objective of the course

On completion of the course students should be able :

- To have an awareness on market , market segments and consumer behaviour
- To know the meaning and importance of product mix.
- To understand pricing policies and the applicability of different pricing strategies
- To know the scope of advertising and sales promotion
- To identify and develop salesmanship in them

Course Outline

Module I

Introduction

Meaning and definition of different marketing concepts ❖❖ functions of marketing - environmental factors - market segmentation - buying motive and process ❖ consumer and customer - factors affecting consumer behavior - marketing plan

Module II

Marketing mix

Marketing mix: meaning - product, product mix- - product life cycle - importance of branding - packaging and labeling

Module III

Pricing

Pricing policies ♦ objectives ♦ factors influencing pricing decisions - different pricing strategies: skimming- penetration

Market structure ♦ channel of distribution and its importance

Module IV

Promotion

Advertising ♦ objectives and functions - types of advertising - personal selling and direct marketing - sales promotion

Module V

Marketing research ♦ definition, scope and process.

Marketing risk and marketing audit

Note on course work:

Every lecture should be complemented by case studies, group discussions and seminars

Reference Books

<i>Sl. No</i>	<i>Title</i>	<i>Author</i>	<i>Publisher</i>
1	<i>Marketing Management:</i>	<i>Philip Kotler, Jha & Koshy</i>	<i>Pearson Education, New Delhi</i>
2	<i>Marketing Management Text and Cases</i>	<i>SHH Kazmi</i>	<i>Excel Books, New Delhi</i>
3	<i>Marketing Management</i>	<i>V. S Ramaswami S. Namakumary</i>	<i>MacMillan Publishers, New Delhi</i>
4	<i>Marketing Management</i>	<i>Cranfield</i>	<i>Ane Books, New Delhi</i>
5	<i>Marketing Research</i>	<i>D. D Sharma</i>	

FIFTH SEMESTER

CORE - 13:MANAGEMENT ACCOUNTING

1. **Module - I**

Introduction to management Accounting - scope - Difference between financial and Management Accounting -function - Tools and techniques - Advantages and limitation of management Accounting.

2. **Module - II**

Analysis of financial statements - Nature of financial statements - Meaning of Analysis various techniques of Analysis - corporative financial statements - common size statements - trend analysis.

3. **Module - III**

Ratio Analysis - Advantages and limitations classification of ratios.

Liquidity Ratios : (a) current ratio (b) Acid - rest ratio (c) Receivables turn over (d) inventory turn over.

Lenerage Ratios - (a) Debit - Equity ratio (b) Equity ratio/propreetary ratio (c) Solveracy ratio (d) Fixed Assets to net worth ratio (l) current assets to net worth ratio (f) interest coverage ratio

Profitability Ratio:

- (a) Gross profit margin ratio (b) Net profit margin ratio (c) Refirm a Assets/capital employed (d) Return an owner's equity (e) Return on equity capital (b) Earning per ...

Activity Rates

- (a) Fixed Assets industries ratio (b) Total Assets humour ratio.

4. **Module - IV**

Prepare after of funds few and cash flow statements (Basic problems only)

5. **Module - V**

Budgetary control - concept- objective - Benefits - limitations - charactership of good budgetory control requirements of good budgetary control classification of Budgets - problems on fixed flexible and cash budget only.

CORE – 14: FINANCIAL MANAGEMENT

Aim of the course

To acquaint the students with the fundamental concept theories and techniques of the financial management with special reference to the Indian context.

Objectives of the course

On completion of the course, the student should be able

- λ To understand basic finance function.
- λ To identify the various sources of finance in a typical large scale industry.
- λ To analyse the factor that determine financing decisions.
- λ To recognise the factor influencing capital structure of a typical organisation.
- λ To analyse the major concepts involved in dividend de... with special emphasis on the Indian environment.

Course Outline

Module - I

Finance functions, recording - Definition and scope of finance functions - Profit maximization
Vc wealth maximization goal organisation of finance function.

Module - II

Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock debt - working capital management - concept - Determinants - cash management - Receivables management.

Module - III

Financing Decisions. Cost of Capital - cost of specific source of capital - Equality - preferred stock - debt - reserves - weighted average cost of capital. Capital structure - factors influencing capital structure capital optional capital structure: Theories of capital structure leverage - meaning and types.

Module V

Dividend decision meaning and significance of dividend di...modigliare and netter Approach - theory of relevance - Walter's model - garden's model - corporate Dividend practice in India.

Not a course work

The course should be taught in a participate style. Lecture sessions should be supplemented by and group discussions. After each module surprise lets and quizzus should be administered to ensure the participante clarity in core concepts.

CORE – 15: ORGANISATION BEHAVIOR

Aim of the course:

To inculcate the applications of human psychology in organization situations.

Objective of the course:

On completion of the course, student should be able!

- λ To familiarise students with organizational psychology and its special application in business situations.
- λ A study on individual characteristics which differentiate are individual from others.
- λ An overview of motivation, motivational theories and application of motivational tools in the management of an organization.
- λ Inter personal and Group behaviour dynamics.
- λ Importance of study of leadership and counselling.

Course of outline

Module - I : Introduction

Importance and scope of O.B.

Fundamental concepts

Personality - Determinants, theories - types theory, trait theory, psycho analytical theory.

Module - II : Motivation

Definition, motivation theories:- Marlow's Need hierarchy theory, Herybery theory, theory X theory Y,

Equity theory. Financial and Non Financial motivation.

Module - III: Leadership

Definition, types, styles, theories :- trait theory, contingency theory, path goal theory counselling & guidance.

Types of counselling

Module -IV : Job satisfaction

Meaning, factors, Employees attitude if productivity.

Job Rotation, Job Enlargement & job Enrichment

Core texts

SI No.	Title	Author	Publishing & Year
1.	Organizational behaviour	Fred Liethans	MC Graw Hill International 2001
2.	Organization behaviour	Stephen P. Robins & Seema Sanghi	Person Education,Inx 2003
3.	Organization behaviour	LM Prasad	Sultan Chand & Sons 2005

CORE – 16: HUMAN RESOURCE MANAGEMENT

Aim of the course : To make aware the students about concepts, forms theories, approaches of HRM and their evolving dynamics in the emerging business scenario.

Objectives of the course: Is to enable the student

- λ To have a basic idea of HRM in an organization.
- λ To get an idea about recruitment selection and training programmes of employees in an organization.
- λ To understand more about the employees performance and their carrier planning.
- λ To know about the remuneration pattern of employees in an organization.
- λ To get an idea regarding the human resource record system in an organization.

1. Module - I

Definition, Nature, scope, role, objective or Personnel management, level of management, Organisation of Personnel Dept its functions, Ergonounics, Challenger and relevance of HRM. Manpower planning.

2. Module - II

Recruitment - Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

3. Module - III

Performance Appraisal, techniques Promotion, Career Planning.

4. Module - IV

Job analysis, Job Design, Job Elevation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Perequisites, Incenives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

5. Module - V

Drafting charge sheets, Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.

Reference text:

1. Human resource and personnel management by K. Aswathappa
2. A frame work for human resource management by Gary Desseler
3. Personnel management by Mammoria & Mammoria
4. Personnel management by Edwin Philipo

CORE -17: OPEN COURSE

CORE -17: OPEN COURSE - INVESTMENT MANAGEMENT

[Not Applicable For BBA Students]

Open Course

No of credits; 4

No of contact Hours: 5

Aim of the course

- ◆ To familiarize with various investment avenues .

Objectives of the course.

On completion of the course students should be able to

- ◆ To understand the various investment opportunities.
- ◆ To understand the various tax saving ideas.
- ◆ To design an investment portfolio.

Module-1

Nature and scope of investment management-financial and economic- meaning of investment
◆ importance of investments-factors favorable for investments-investment media-features of investment programme- risk-different types of risk.

Module-2

Financial institutions and markets in India-development of financial securities ♦ structure of financial markets-money market-capital market-primary market-market securities.

Module-3

Stock market in India-regulatory frame-work-role/functions-procedure for trading in securities-kinds of brokers-OTCEI-NSE.

Module-4

Alternative forms of investment-Government securities-types-Life Insurance-kinds of policies-procedure for taking of policies-investment in units-different schemes-objective of investment units-different schemes-tax benefits-provident funds-national savings schemes-post office savings-investment in land, gold, silver, diamonds, stamps, antiques, banks.

Module-5

Investment companies- development-types of investment companies-mutual fund-advantages.

Books recommended.

Preethi Singh ♦ Investment Management

V.K.Bhalla ♦ Investment Management. S.Chand ,New Delhi,13th edition ,2007.

John Bowyer- Investment Analysis Management.

SIXTH SEMESTER

CORE – 18: PRODUCTION MANAGEMENT

Core Course:

No. of credit -

No. of contact hours -

Module I

Introduction to production management - scope - problems faced by production manager .
Types of production systems.

Module II : Production planning and control - functions of Production Planning and Control-
characteristics - steps involved - objectives of production planning- Importance -Pre
requisites of Production Planning and Control - Production control -objectives and
advantages.

Module III:Materials management - scope and importance methods of purchasing -
Inventory control - objectives, functions and importance.

Module IV : Work improvement and work measurement- motion study -work place layout -
plant lay out - types of lay out - factors influencing plant lay out - fundamentals of time
study.

Quality control - Importance and objectives.

CORE – 19 INDUSTRIAL RELATIONS

Core Course:

No. of credit

No. of contact hour

Aim of the course : To make an awareness about relations between labour and management
in an industry.

Objectives of the course: Is to enable the student

λ To have a basic idea regarding industrial relations.

λ To understand various prospect of workers and employers

λ To understand more about the employees performance and their carrier planning.

λ To know how the are made in industries between workers and management.

λ To know how the workers are participating in daws making programmes.

λ To understand various welfare facilities of education programmes provided by employers to their employees.

Industrial Relations.

Module - I

1. Definition, meaning, objectives & importance of IR through Indian and global prospective.

2. Module - II

Workers organization - Registration - functions. Employers organisation - Role.

3. Module - III

Collective Bargaining - Definition - Importance - to employers, employees & management.

4. Module - IV

Workers participation in management.

5. Module - V

Workers welfare & education.

Reference text:

1. Industrial relations, trade unions and labour registration P.R.N. Sinha &
- Indu Bala Sinha &
- Seema Priyadarshini
Shekhar
2. Industrial relations - C.B. Mamoria

Note on course work:

Every lecture should be complimented by an appropriate activity. Familiarity to the subject can be increased by solving practical problems from textbooks. Practical exposure may be given by collection of accounting information relating to companies directly or through the interactions of students to professional accountants.

Reference Books

<i>Sl. No</i>	<i>Title</i>	<i>Author</i>	<i>Publisher</i>
1	<i>Advanced Accounting Vol. 2</i>	<i>M. C. Shukla, T.S Grewal & S. C Gupta</i>	<i>S. Chand & Co. New Delhi</i>
2	<i>Advanced Accountancy Vol. 2</i>	<i>S. N Maheswari & S. K Maheswari</i>	<i>Vikas Publishing house, New Delhi</i>
3	<i>Advanced Accounting</i>	<i>M A Arulanandam, K. S. Raman</i>	<i>Himalaya Publishing House Mumbai</i>
4	<i>Corporate Accounting. Theory and Practice</i>	<i>Nirmal Gupta & Chhvi Sharma</i>	<i>Ane Books India, New Delhi</i>

CORE – 20: CHOICE BASED COURSES

1. ADVERTISING AND SALESMANSHIP

Choice based Course

No. Of Credits

No. Of Contact hours

Aim

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Objectives

To orient students in Marketing Management.

To encourage entrepreneurial skills.

To meet the demand of the various industrial sectors.

MODULE I

Advertising ♦ **definition, objectives.**

Types of Advertising ♦ **Newspaper, Magazines, Journals.**

Outdoor Ads ,Theatre Ads.

Radio, TV Advertisement. Product placement

MODULE II

Ad Agencies ♦ **Its Types and functions.**

Ethics in Advertisement.

Advertisement Budget

MODULE III

Element of Advertisement ♦ **Copy Writing.**

Advertisement lay out, Proof reading, Typography, Lithography.

Use of Symbols, Slogans Caption Catch Phrase.

MODULE IV

Salesmanship ♦ **Importance of Salesman, Steps in selling.**

Direct Marketing.

Different Salesman ♦ retailer, wholesaler etc.

Negotiation

MODULE V

Knowledge, Skills and Qualities required in salesmanship.

Training and supervising the salesman.

Motivating the salesman ♦ perks, commission, incentives, remuneration, awards and rewards

REFERENCE BOOKS

Dawar S.R : Salesmanship and Advertisement

Cummins. J : Sales Promotion

Birth and Boyd : New patterns in Sales Management

Debbie Gilliland :Marketing

Note on Course

Every lecture should be complemented with Case studies, Group Discussion, Seminars.

2. HEALTH CARE MANAGEMENT

Choice based Course

No. Of Credits

No. Of Contact hours

Aim

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Objectives

To orient students in health care

To enhance knowledge in the health care industry

To familiarize the students about the various services

To familiarize the students with office management

SYLLABUS

HEALTH CARE MANAGEMENT

MODULE I

Role of of Hospitals in Health Care

Role of of Hospitals in development of society

Types of Hospital ♦ Ownership (Private, Government), Specialization (Nursing Homes, Diabetic clinic, General Hospital) and Service (Homeopathy, Ayurved)

MODULE II

Management Of Hospitals ♦ Importance of HRM and Staffing

Financial Management ♦ Budget Allocation

MODULE III

In patient and Out patient

A study on Private and Government health care units

Role of Government in health care sectors

MODULE IV

Hospital Services ❖ Clinical Services ❖ X-ray department, Lab Services.

Department in Hospitals ❖ Pediatric, Orthopedic, Pathology etc.

MODULE V

Maintenance of different types of records.

New avenues of Health Care management - tourism

CORE – 21: BANKING AND INSURANCE MANAGEMENT

Core Course:

No of credits;

No of contact Hours:

Objectives of the course.

- ❖ To acquaint the students with banking and insurance industry and the functions performed by them.
- ❖ To equip the students with conceptual clarity related to banking and insurance.

Course outline.

Module-1

Banking-History, meaning, role, types of banks, functions of a commercial bank.

Bank account types, opening and operating a savings bank account.

Meaning of loans and advances, other banking services.

Module-11

Negotiable instruments -meaning, importance and types, apex-central bank in India

Front office and New Generation Banking in India.

Module-111

E- Banking -meaning, importance & products.

Micro finance- meaning

Module-1V

Risk-Concept and Nature, Insurance and Risk management.

Insurance-definiton, characteristics, benefits, importance.

IRDA-meaning and functions.

Module-V

Types of Insurance-Life, General, Fire and Motor, Marine, Rural, Social and Health, -meaning and importance.

Marketing of insurance products.

Insurance Industry-post liberalization scenario.

Reference-

Managing Indian Banking ♦Joshi.Joshi, Response books-Publishers.

Principles of Banking-Indian Institute of Banking and Finance, MacMillan -Publishers.

Insurance Management-Karam Pal And B.S.Bodla, Deep and Deep -Publishers.

Principles of Insurance Management-Neelam and E.Gulathi, Excel Books- Publishers.

CORE – 28: PROJECT (CORE)

The Chairperson, BoS, Hindi has recommended some omissions in the Prescribed Text for Common courses as detailed below :

1. COMMON COURSES

A) BA Hindi Language and Literature

Semester	Course
I	Common Course- 1 : Prose and One act Play Prescribed Text Book :GADYA GAGAN (MG University Publication)
II	Common Course- 2 : Translation, Communication Skills And Applied Grammar Prescribed Text :SAMVAAD THADA SANRACHANA (M G University Publication) Omission : Bhoomika Page 70-75 Passages 4& 5 from Solved passages page 78-90 (English to Hindi) Passages 4,5,6,7,8,9,10 From Unsolved Passages (Hindi to English) Page 81-83 Samuchaya Bodhak Page 169-176 SahayakKriyaem Page 127-135
III	Common Course – 3 : Poetry and Fiction Prescribed Text : AHITHYA MANJUSHA (M G University Publication) <u>Lessons to be studied from PART I :Poetry</u> Kabeer : First 4 Doha Tulasi : First 4 Doha MeeraBaiFirst Pada Nirala :SarojSmriti Ajney :Naach VijayaDev Narayan Sahi :KhamoshDhadkanem Anamika :Sthriyaam BadriNarayan :PremPatru <u>Lessons to be studied from PART II : Stories</u> Premchand :Aansuvom Ki Holi MannuBhandaari :RaaniMaamKachaboothara Udayaprakaash :Aparaadhi Novel : AKELI AWAAZ – RajendraAwasti (RajPal and Sons .New Delhi Publication)
IV	Common Course – 4 : SAANSKRITIK VIRASAT (MG University Publication) <u>Lessons to be studied</u>
	1. Sanskrithik ki Kahani
	Bhagvath Sharan Upadhyaya
	2. Bharatiya Sanskrithi
	Dr. Rajendra Prasad
	3. Lokthantha Ek Dharm hai
	Dr. Radakrishnan
	4. Mahaanom ka Manwandar
	Mukthibodh

	5. Sabhyatha ka Rahasya	Premchand
	6. Sanskrithi aur Apasanskrithi	Kishan Patnatik
	7.Ham Sanskrithi me Nahi Vikriti me vikasith ho rahe hei	Sundarlal Bahuguna
	8.Athangavad aur hum	Ram Saranan Joshi
	9.Keral: IthihaskeJharoke se	Dr. K.K. N Kurup
	10.Samajik Kranthi ke Agradooth Sree Narayana Guru	Dr. Iqbal Ahammad
	11.Dalith Anthonlan aur Ayyankali	Dr. R. Sasidhran

B) B.Com – HINDI – COMMON COURSES

Semester	Course
I	<p>Common Course 1 : Prose & Applied Hindi Prescribed Text SahityaDarpan(Mg university publication) RachanaKaSach(Mg university publication)</p> <p>Prose Section from SahityaDarpan VyavasayikPatravayavahaar and Technical terminology from RachanaKasach</p>
II	<p>Common Course 2 : Poetry, Communicative Hindi & Translation</p> <p>Poetry section from Sahityadarpan From RachanaKaSach Part II – Samvaad ,ShabdhSangrah Part III – Translation <u>Omission :</u> Pages 123-131 Solved Passage 3 Page 137 Unsolved passage 5 Page 140 Solved Passage 1 Page 141 Unsolved Passage 1 Page 142</p>

Students under Private Registration / SDE stream need to study the above portions only for Common Course – Hindi.

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