

SIKKIM MANIPAL UNIVERSITY

NEW SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION **THREE YEAR FULL TIME BBA PROGRAMME**

1. DURATION OF THE COURSE

- 1.1 The BBA course is of three-year duration extended over six semesters
- 1.2 Each semester will have sixteen weeks of course work plus two examination weeks.
- 1.3 The student shall undergo a Summer Project study at the end of the Second year
- 1.4 The student shall be allowed a maximum of Six years (Twelve semesters) of duration to become eligible for the award of BBA degree, failing which he/she shall have to register once again as a fresh candidate.

2. INTERNAL ASSESSMENT

- 2.1 Internal marks shall be based on sessionals (two)/assignments/oral Examination/seminars conducted in respective subjects.

3. SUMMER TRAINING: Students undergo summer training at the end of IV semester

- 3.1 A project report shall be submitted to the Institute and the programme coordinator shall fix the responsibility of evaluating the reports to the concerning faculty members.
- 3.2 Based on the training report a viva-voce shall be conducted.
- 3.3 The university shall appoint the examiners to conduct the viva-voce. One examiner shall be from outside the region, or outside the university.
- 3.4 A minimum 40 marks is required for a pass in viva-voce.

COURSE STRUCTURE

- First FOUR semesters are common to all.
- In fifth and sixth semester students are offered dual specialization. In each semester i.e. fifth and sixth they have to select three subjects each from two specialization areas plus two core subjects (3+3+2).

CREDIT REQUIREMENT

1. It is compulsory to complete minimum 36 out of 48 credits for students to become eligible to promote from First year to Second year.
2. From Second year to Third year minimum credit requirement is 76 out of 96 credits.
3. If a student is not having the required credit then he/she will not be promoted to higher year.

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY

SYLLABUS STRUCTURE

Department of Management Studies

| BBA-SEMESTER I | | | | | | | |
|-----------------------|---------------------|---------------------------------------|----------------------------|---------------------------|-----------------|------------------|----------------------|
| Sl. No | Subject Code | SUBJECTS | Teaching Department | No. of Hours /week | | | Total Credits |
| | | | | Lecture | Tutorial | Practical | |
| 1 | BA-1101 | Principles and Practice of Management | BBA | 4 | 0 | 0 | 4 |
| 2 | BA-1102 | Computers Applications in Business | CSE | 4 | 0 | 0 | 4 |
| 3 | BA-1103 | Quantitative Analysis | BBA | 3 | 1 | 0 | 4 |
| 4 | BA-1104 | Financial Accounting | BBA | 3 | 1 | 0 | 4 |
| 5 | BA-1105 | Business Economics | BBA | 4 | 0 | 0 | 4 |
| 6 | BA-1107 | Business Law | BBA | 4 | 0 | 0 | 4 |

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY

Department of Management Studies

| BBA-SEMESTER II | | | | | | | |
|------------------------|---------------------|----------------------------|----------------------------|---------------------------|-----------------|------------------|----------------------|
| Sl. No | Subject Code | SUBJECTS | Teaching Department | No. of Hours /week | | | Total Credits |
| | | | | Lecture | Tutorial | Practical | |
| 1 | MA-1205 | Business Mathematics | MATHS | 3 | 1 | 0 | 4 |
| 2 | BA-1201 | Human Resources Management | BBA | 4 | 0 | 0 | 4 |
| 3 | BA-1202 | Business Environment | BBA | 4 | 0 | 0 | 4 |
| 4 | BA-1203 | Organization Behaviour | BBA | 4 | 0 | 0 | 4 |
| 5 | BA-1204 | Business Finance | BBA | 3 | 1 | 0 | 4 |
| 6 | BA-1205 | Business Communications | BBA | 4 | 0 | 0 | 4 |

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY**Department of Management Studies**

| BBA-SEMESTER III | | | | | | | |
|-------------------------|---------------------|-------------------------------------|----------------------------|---------------------------|-----------------|------------------|----------------------|
| Sl. No | Subject Code | SUBJECTS | Teaching Department | No. of Hours /week | | | Total Credits |
| | | | | Lecture | Tutorial | Practical | |
| 1 | BA-1301 | International Business | BBA | 4 | 0 | 0 | 4 |
| 2 | BA-1302 | Production Management | BBA | 4 | 0 | 0 | 4 |
| 3 | BA-1303 | Entrepreneurship and Small Business | BBA | 4 | 0 | 0 | 4 |
| 4 | BA-1304 | Accounting for Management | BBA | 4 | 0 | 0 | 4 |
| 5 | BA-1305 | Marketing Management | BBA | 4 | 0 | 0 | 4 |
| 6 | BA-1306 | Company Law | BBA | 4 | 0 | 0 | 4 |

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY**Department of Management Studies**

| BBA-SEMESTER IV | | | | | | | |
|------------------------|---------------------|-------------------------------|----------------------------|---------------------------|-----------------|------------------|----------------------|
| Sl. No | Subject Code | SUBJECTS | Teaching Department | No. of Hours /week | | | Total Credits |
| | | | | Lecture | Tutorial | Practical | |
| 1 | BA-1401 | Business policy and Strategy | BBA | 4 | 0 | 0 | 4 |
| 2 | BA-1402 | Marketing Research | BBA | 4 | 0 | 0 | 4 |
| 3 | BA-1403 | Marketing of Services | BBA | 4 | 0 | 0 | 4 |
| 4 | BA-1404 | Consumer Behaviour | BBA | 4 | 0 | 0 | 4 |
| 5 | BA-1405 | Management Information System | IT | 4 | 0 | 0 | 4 |
| 6 | BA-1406 | Project Management | BBA | 3 | 1 | 0 | 4 |

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY**Department of Management Studies**

| BBA-SEMESTER V | | | | | | | |
|-----------------------|---------------------|---|----------------------------|---------------------------|-----------------|------------------|----------------------|
| Sl. No | Subject Code | SUBJECTS | Teaching Department | No. of Hours /week | | | Total Credits |
| | | | | Lecture | Tutorial | Practical | |
| 1 | BA-1571 | Project presentation and Seminar | BBA | 0 | 0 | 0 | 4 |
| 2 | BA-1501 | E-commerce | BBA | 4 | 0 | 0 | 4 |
| 3 | BA-1502 | Customer Relations Management | BBA | 3 | 0 | 0 | 3 |
| 4 | BA-1503 | Marketing Communication and Advertising | BBA | 3 | 0 | 0 | 3 |
| 5 | BA-1504 | Sales and Distribution Management | BBA | 3 | 0 | 0 | 3 |
| 6 | SPL- I or II | Specializations | BBA | | | | 9 |

Out of the following two specializations, any one has to be opted for.

| SPECIALIZATION- I | | | | | | | |
|---------------------------|---------|------------------------------------|-----|---|---|---|---|
| 1 | BA-1531 | Industrial Relations | BBA | 3 | 0 | 0 | 3 |
| 2 | BA-1532 | Training and Development | BBA | 3 | 0 | 0 | 3 |
| 3 | BA-1533 | Wage and Salary Administration | BBA | 3 | 0 | 0 | 3 |
| SPECIALIZATION- II | | | | | | | |
| 1 | BA-1534 | Banking and Insurance | BBA | 3 | 0 | 0 | 3 |
| 2 | BA-1535 | Financial Audit | BBA | 2 | 1 | 0 | 3 |
| 3 | BA-1536 | Financial Institutions and Markets | BBA | 3 | 0 | 0 | 3 |

SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY
Department of Management Studies

| BBA-SEMESTER VI | | | | | | | |
|------------------------|---------------------|------------------------------------|----------------------------|---------------------------|-----------------|------------------|----------------------|
| Sl. No | Subject Code | SUBJECTS | Teaching Department | No. of Hours /week | | | Total Credits |
| | | | | Lecture | Tutorial | Practical | |
| 1 | BA-1681 | Viva- Voce | BBA | 0 | 0 | 0 | 4 |
| 2 | BA-1601 | Corporate Governance | BBA | 4 | 0 | 0 | 4 |
| 3 | BA-1602 | International Marketing Management | BBA | 3 | 0 | 0 | 3 |
| 4 | BA-1603 | Industrial Marketing | BBA | 3 | 0 | 0 | 3 |
| 5 | BA-1604 | Rural Marketing | BBA | 3 | 0 | 0 | 3 |
| 6 | SPL- III or IV | Specializations | BBA | | | | 9 |

Out of the following two specializations, any one has to be opted for.

| SPECIALIZATION- III | | | | | | | |
|----------------------------|---------|------------------------------------|-----|---|---|---|---|
| 1 | BA-1631 | Human Resource Development | BBA | 3 | 0 | 0 | 3 |
| 2 | BA-1632 | Business Ethics | BBA | 3 | 0 | 0 | 3 |
| 3 | BA-1633 | Social Security and Labour Welfare | BBA | 3 | 0 | 0 | 3 |
| SPECIALIZATION- IV | | | | | | | |
| 1 | BA-1634 | International Financial Management | BBA | 3 | 0 | 0 | 3 |
| 2 | BA-1635 | Management of Financial Services | BBA | 3 | 0 | 0 | 3 |
| 3 | BA-1636 | Tax Planning and Tax Management | BBA | 2 | 1 | 0 | 3 |

| Minimum No. of credits to be earned for promotion | | |
|--|----------|---------------------------|
| BBA Degree: | | |
| From | To | Min. credits to be earned |
| I Year | II Year | 28/48 |
| II Year | III Year | 56/96 |
| Final | Final | 148/148 |
| Credits: | | |
| Theory paper | | 3/4 each |
| Lab paper | | 1 each |
| <ul style="list-style-type: none"> Promotion criteria are applicable for year-wise promotion. | | |

DEPARTMENT OF MANAGEMENT STUDIES

BBA FIRST SEMESTER

Principles & Practice of Management (BA-1101)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organizational objectives.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction of Management: Definition, nature, functions, process, scope and significance of Management. Managerial roles & skills. Difference between management and administration. Levels of management. Ethics in Management. Evolution of management thought: Evolution of management thought. Different school of management thoughts.

UNIT-II

Planning and organization: Nature, objectives and significance of planning. Steps of planning. Decision making. Span of control. Authority and Organizational structures. Directing: Effective directing, Supervision, Motivation. Different theories of motivation-Maslow, Hertzberg, Vroom, Job satisfaction, Concepts of leadership-Theories and styles. Controlling and coordination: Elements of managerial control, Control systems, Management control techniques, Coordination concepts, Importance, Principles and techniques of coordination, Concepts of Managerial Effectiveness.

Texts Books / Reference Books:

1. Principles & practice of Management by VSP Rao & PS Narayana.
2. Principles of management by T Ramasamy.
3. Principles of Management: Concept & cases by Rajesh Viswanathan

DEPARTMENT OF MANAGEMENT STUDIES
Computer Applications in Business (BA-1102)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Question-1 Objective covering entire syllabus. One question each from five units

Objective: The objectives to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Also to provide them an orientation about the increasing role of computers in corporate and business world.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Concepts of computers: Brief history of computers, Generations and its evolution, characteristics of computers, (Hardware, Software), Criteria for using the computers, Organizations and functions of computers, Advantages, Disadvantages of computers, Main areas of computers and their applications. Types of Computers: Analog, Digital, Hybrid, General purpose and special purpose computers, Micro Computers, Mini Computers, Mainframe Computers and Super Computers.

UNIT-II

Operating System and Office Automation: Booting concept, MS Dos, MS Windows, MS Office and Introduction to System Management, Overview of languages, Compilers, Interpreters, Assemblers, LAN, MAN, WAN, Communication channels. Information Technology: Fundamentals, Perspectives, Applications and scope, Introduction to Internet, Browsers, Applications and scope. Database Management System: Modification of data base files, commands study, Expression and Functions, Set commands, Sorting, Indexing. Computer Applications in different fields-basic information.

Texts Books / Reference Books:

1. Fundamentals of Computers by V. Rajaraman.
2. Introduction to Computers and communications By D Ravichandran.
3. MS-DOD 6.22 by Jim Cooper.

DEPARTMENT OF MANAGEMENT STUDIES

Quantitative Analysis (BA-1103)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction, Importance Uses of Statistics and quantitative techniques, Methods of Presenting Statistical Information's and Collection of Data, Frequency Distribution, Measures of Central Tendency, Mean, Mode, Median, Measures of Dispersion. Range, Qua Deviation, Mean deviation, Standard Deviation and Variance: Measures of variation and Skewness. Probability Theory: Definition of Probability, Events, Counting rules and Computation of Probabilities, Addition, Multiplication rules, Conditional Probability, Rules of Bays and Permutation and Combination, Probability Distribution: Introduction, Binomial Model, the Poisson Model and Normal Distribution.

UNIT-II

Sampling and Sampling techniques, Forecasting: Meaning, Nature and techniques, Qualitative Techniques, Curve Fitting and method of Least Squares. Correlation and regression: Nature and significance of Correlation, Types of Correlation. Methods of Studying Correlation, graphic method. Non Graphic Method, Karl Pearson's Rank and Concurrent Deviation Methods, regression: Nature and uses of Regression Analysis, Regression Equation (Two Variables Only). Time Series: Nature, Components, Models of Time series, Measure of Trends, Graphic Methods, Methods of Moving Average, Methods of Least Square, Secular trends, Cyclical, seasonal and Irregular Fluctuations.

Texts Books / Reference Books:

1. Business Statistics: S.P Gupta, M.P. Gupta, Sultan Chand Publication
2. Statistics for Management , Dr A K Gupta , Vayu Education of India
3. Business Statistics, Dr J S Chandan , Prof Jagjit Singh , K K Khanna , Vikas Publishing House Pvt Ltd
4. Fundamentals of Business Statistics J K Sharma , Pearson

DEPARTMENT OF MANAGEMENT STUDIES

Financial Accounting (BA-1104)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Question-1 Objective covering entire syllabus. One question each from four units

Objective: To familiarize students with the mechanics of preparation and interpretation of financial statements, ascertain the results of operations during a period. It is an important subject for students who need only an introduction to the field of accounting, as well as for students who will pursue accounting as a major and take many additional accounting courses

Prerequisites: No Departmental Prerequisites required

UNIT-I

Financial accounting: Introduction, need, objectives, concepts, conventions and assumptions, accounting principles, double entry systems, journals, ledger, purchase book, sales book, cash book, petty cash book, trial balance, income and expenditure account, posting and entries in accounts books. Financial Statement Preparation: A distinction, preparation of financial statements, trading and profit and loss accounts, balance sheet (Vertical format), rectification of error, and preparation of bank reconciliation statements.

UNIT-II

Accounting for depreciation: Significance and methods of depreciation. Assets valuation methods, different types of reserves. Accounting for partnership firm-introduction, admission of a new partner, death and retirement of partner, dissolution of partnership firm. Bills of Exchanges: Importance of Bills of Exchanges and Promissory Notes, Various entries related to Bills of Exchange. Uses of Bills of Exchange in Multination organizations.

Texts Books / Reference Books:

1. Financial Accounting: Dr. A. K. Singhal and Prof. H.J. Ghosh Roy
2. Financial Accounting : A. Mukherjee and M Hanif
3. Basic of Accounting : Rajni Sofat and Preeti Hiro
4. Practice in Accountancy: Basu & Das

DEPARTMENT OF MANAGEMENT STUDIES

Business Economics (BA-1105)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide the knowledge of economic theories and their application for managerial decisions.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction: Definition, nature and scope of business economics, wealth definition, security definition, growth definition, Basic Characteristics of Indian Economy. Major problems of Indian economy. Demand analysis and forecasting: meaning of demand, determinants of demand, assumptions of law of demand, exceptions to law of demand, reasons for change in demand, elasticity of demand, demand forecasting, law of supply, elasticity of supply.

UNIT-II

Cost and Production Analysis: Different concept of cost, production function (long & short run), cost-output relationship, law of constant returns, law of increasing returns, law of decreasing returns. Pricing under different market conditions: Nature of markets, pricing under perfect, monopoly and monopolistic market conditions, cost plus pricing, transfer pricing. Profit management and appropriation: Economic versus accounting profit, concept of true profit, factors in profit measurement, appropriation of profit policy, capitalization of profit, business cycle, inflation and recession, measures of economic stabilization.

Texts Books / Reference Books:

1. Paul Keat, Philip Young : Managerial Economics
2. J. Mahesawari: Business Economics

DEPARTMENT OF MANAGEMENT STUDIES

Business Law (BA-1107)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide knowledge about important business laws relevant to Business and Corporate World.

Prerequisites: No Departmental Prerequisites required

UNIT –I

Meaning and Importance of Business Laws, Laws and Business managers, Government and Business Relationship in India. Indian Contract Act 1872 : Proposal, Acceptance, Promise, Consideration Capacity to Contract, Performance of Contracts, Discharge of Contracts, Breach of Contracts, Remedies Against Breach of Contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency. The sale of Goods Act, 1930: Contract of Sale, Essential of Contract of sale, Sales agreement and Agreement to sale, Conditions and Warranties, Passing of Property in Goods, Transfer of Title by Non - Owners, Performance of Contract of sale, Duties and rights of Parties, Breach of Contract of sale, Auction sale.

UNIT-II

Indian Partnership Act, 1932: Definition of partnership, Partner, Firm, Kinds of Partnership, Duties and Rights of partners, Dissolution of a firm, Minor as a partner. Negotiable Instrument Act, 1881: Definition and Essential features of Negotiable Instruments, Types of Instruments and Endorsement. Parties to Negotiable Instrument. Consumer Protection Act- Provisions related to Consumer Production & Re-dressal of Consumer Grievances.

Texts Books / Reference Books:

1. Kuchal MC - Mercantile Law
2. Kapoor ND - Mercantile Law
3. Shukla MC - A Manual of Mercantile Law

DEPARTMENT OF MANAGEMENT STUDIES

Business Mathematics (MA-1205)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective of the course is to provide basic knowledge of the concept of mathematics and some of the mathematical techniques having their application in the field of business.

Prerequisites: No Departmental Prerequisites required

UNIT -I

Arithmetic progression ; General Term of A.P. Business Application of A.P., Business of A.P. Geometric Progression: General term of G.P., Geometric Mean, Summation of G.P., Business Application of G.P. Quadratic Equation: Methods of solving Quadratic Equations, Roots of Quadratic Equation, simultaneous Equations with Two or Three Unknowns. Binomial Theorem; General Term and Greatest term in the Expression $(x+y)^n$, Binomial Coefficient. .

UNIT-II

Logarithms: Definition and Properties of Logarithms, Common Logarithms, Business Application of Logarithms, Functions: Algebraic, Logarithmic and Exponential Functions their Graphs Limit and Continuity. Differentiation: Derivatives of Algebraic, Logarithmic and Exponential Functions, Minima and maxima, Business Applications of Differentiation Integral Calculus: Methods of Integration, Limited integration, Business Application of Integrated calculus. Determinants and Matrix; Definition and Types of Matrices, Transpose of matrix, Matrix Addition and subtraction, Multiplication of two Matrices, Matrix Inverse, Matrix applications in Business, Simultaneous Equations Solution By Matrix method. .

Texts Books / Reference Books:

1. Grawoing Dennis Decision Mathematics
2. Sancheti D.C.Kapoor VR Business Mathematics
3. Prasad Gorakh Integral Calculus

DEPARTMENT OF MANAGEMENT STUDIES

Human Resources Management (BA-1201)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations
Prerequisites: No Departmental Prerequisites required.: Basic understanding of PPM & functions of management.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Human Resource Management: An Introduction, Personnel Functions and Organizational Goals, Personnel Management: Definition, Objectives, Significance, Qualities of Personnel Managers, Human Resource Planning,: Meaning and nature of Human Resource Planning, Theory and Practice. Recruitment, Selection and Placement, Induction Training, Development and Growth, work Study: Job Design and Appraisal, Job Description, Job Analysis and Evaluation, Job enrichment, Performance Monitoring and Appraisal Methods, Motivation and Productivity.

UNIT-II

Wage and salary Administration: Wage policy, Concept and Remuneration, Factors affecting Wages and Wage Fixing Machinery. Industrial relations: concept and significance of Industrial Relations, Trade Unions, Concept, Objectives and functions of Trade Unions. Collective Bargaining, Dispute Resolution and Grievance settlement, Employee Discipline Regulatory Mechanism, Suspension, Dismissal, Retrenchment, Industrial Conflicts and resolutions, Role of Trade Unions in Collective Bargaining.

Texts Books / Reference Books:

- (1) Flippo, EB -Principles of Personnel Management
- (2) Yoder Dale -Personnel Management and Industrial Relations
- (3) Strauses, Gand -Personnel The Human and Problems in Mgt.& Sayles LR
- (4) Singh, Chhabra -Personnel Management and Industrial Relations & Taneja

DEPARTMENT OF MANAGEMENT STUDIES
Business Environment, (BA-1202)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India. Also to analyze the competitive business environment.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Business Environment and Society Concept, Nature and Significance of Business environment, Social responsibility of Business, Business ethics, Business and Culture, Technological Development and Social Changes. Business and Economy : Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public sector, Private sector, Small scale industries : Concept, significance, Issues and Priorities. Role of Public sector in Indian Economy and its problems.

UNIT-II

Business and Government: Role of Government in Economic Planning in India, Introduction to Industrial Policy Resolution 1948, Industrial Policy Resolution, 1956, New Industrial Policy, Privatization, Liberalization and Globalization and their Implications on Indian Economy. Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company, provisions Under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practices, Silent Features of the Consumer Protection Act relating to Consumer protection in India. International Business Environment - an overview International Economic Groupings: GATT, W.T.O., UNCTAD, World Bank, IMF, European Union.

Texts Books / Reference Books:

1. Cherunilam Francis - Business Environment
- 2 Ghose A N - Indian Economy-Its nature and Problems
- 3 Agarwal A N - Emerging Dimensions of Indian Management

DEPARTMENT OF MANAGEMENT STUDIES

Organization Behavior, (BA-1203)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to develop and understanding of an individual personality motivational as well their impact on organization, It also aims to develop skills in team building, leadership, managerial effectiveness and conflict resolutions

Prerequisites: Basic Knowledge of Principles and practices of Management

UNIT-I

Organization and its Analysis, Nature of Organization, Scope and significance of Organization Behavior, Relevance O.B. in To-days Business Environment. Individual Dimensions of Organizational Behavior: Nature of Human Behavior Perception, Learning and Behavior Modification. Personality, attitudes, Motivation, Socio-cultural Factors and Behavior Dynamics of Groups. Interactive Dimension of Organizational Behavior: International Behavior, Group Dynamics and Behavior, Power, Authority, and Politics, Leadership, Communication, Organizational conflicts, Organizational Climate.

UNIT-II

Structural Dimensions of Organizational Behavior: Organization Theory. Determinates of Organization Structure, Designing of organization Structure, Forms of Organization structure, Bureaucratic Organization. Organizational Effectiveness and change: Organizational effectiveness, Organizational change, and Development . Major Forces of change, Types of change, Reaction to Change, Developing Support for change.

Texts Books / Reference Books:

1. Organizational Behavior, Mc Shane, Van Glinow, Sharma- McGraw Hill Companies
2. Organizational Behavior , Stephen P Robbins , Pearson Prentice Hall
3. Organization Theory and Behaviour, BP Singh, TN Chhabra, Dhanpat Rai & Co.,(P)Ltd
4. Organizational Behaviour, Bhattacharyya , Oxford University Press

DEPARTMENT OF MANAGEMENT STUDIES

Business Finance, (BA-1204)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: It aims at helping them to develop skills for making financial decisions in practical business situations, knowledge on the type and characteristics of problems and the possibility of the occurrence of financial management problems.

Prerequisites: Basic Knowledge of Financial Accounting

UNIT- I

Business finance-conceptual foundation, Finance Functions in Business, Corporate Finance. Nature and Scope of Financial Management, Objectives of Financial Management, role of Financial Management and Financial Manager in Business Organizations, Forms of Business Organizations, Regulatory Framework. Financial Statement Analysis and Capital Budgeting: Ratio Analysis, Trend Analysis, comparative analysis. Importance of capital budgeting, various techniques of capital budgeting.

UNIT-II

Cost of capital: Time Value of Money, Meaning and Importance of Cost of capital, Measurement of Cost of Debt, Preference Share Capital, Equity shares and Retained Earnings, Overall Cost of Capital of the Firm, Capital Rationing. Cost of Debt, Cost of Preference shares. Debentures, Convertible Debentures, Relative Merits and Limitations. Financial Securities, Characteristics of Different Securities, Capital Structure: Meaning of Capital Structure. Operating Leverage, Financial leverage, Guidelines for Capital Structure Planning. Dividend Policy and Retained Earnings : Dividend- Payout Ratio, Managerial Considerations in determining Dividend Payout, Factors Affecting Dividend Policy, Dividend Stability, **Dividend policy** and share Valuation Traditional Position, Walter Model, M-M Position.

Texts Books / Reference Books:

1. Financial Management : Khan, M Y
2. Financial Management :Prasana Chandra
3. Financial Management: . G. Sudershan Reddy

DEPARTMENT OF MANAGEMENT STUDIES

Business Communication, (BA-1205)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective of the course is to acquaint the students with the knowledge of the communication written as well as oral required in the corporate world in its day to day functioning.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Reading and Listening skills: Creative writing: Skills of essay writing and précis writing. Basic forms of communication: Communication models, communication process, barrier and bottlenecks in communication, corporate communication: Formal and informal communication networks, Grapevine, non-verbal communication. Importance of communication in business world.

UNIT-II

Oral communication, public speaking, body language, presentation before the group, factors affecting presentation, effective listening, intervene skills, arranging and participation in group discussion, seminars and conferences. Letter writing: Principles, structure, planning, drafting, writing, re-writing, editing, different types of letters, memos in business communication, modern office techniques used in business communication. Report writing: Writing skills, planning, drafting, writing, re-writing, editing, different types of business reports, structure, steps towards writing of different types of business reports, style of report writing.

Texts Books / Reference Books:

1. Dr. P N Reddy: Essentials of Business Communication
2. Namita Gopal : Business communication

DEPARTMENT OF MANAGEMENT STUDIES

International Business, (BA-1301)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to impart knowledge and skills of analysis of operational processes of business between two or more nations.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Overview of International Business, Influences of IB, Stages of internationalization, Difference between domestic business and international business ,Modes of entry, Goals of IB, Theories of international trade: Absolute cost advantages, Competitive cost Advantages, Factor endowment, product life cycle, Problems in IB. International Business Environment: Social, cultural, technological, economical and political, Globalisation and multinational corporations, Introduction to FEMA.

UNIT-II

Role of International Institutions like GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, Recent Trends in World trade, Direct Foreign Investment. Export and import Policy, Balance of Payment, Role of Documentation in International trade, Export Pricing, Methods of International Payments, Pre and post shipment credit. Regional Economic Groupings: NAFTA, SAARC, ASEAN, EU.

Texts Books / Reference Books:

1. International Business, Hill & Jain , Tata McGraw Hill
2. International Business , P Subba Rao, Himalaya Publishing House
3. International Business , K Ashwattappa ,Tata McGraw Hill

DEPARTMENT OF MANAGEMENT STUDIES

Production Management, (BA-1302)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective of the course is to give firsthand information and knowledge to the students to understand the basics of the production areas and it management.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Nature and Scope of Production management, Production Analysis and planning, Production Functions, Responsibilities of the Production Manager, Plant Location and layout, factors to be taken care for Plant Location. Production Planning And control, Procedure, Objectives And Importance of Production Planning And Production Control, Manufacturing systems, Materials Management-its scope And Importance, Purchasing Functions and Procedures, Store Keeping.

UNIT-II

Inventory Control, Relevant Costs, Economic Lot Size, Inventory Analysis, Sales Forecasting Techniques. Productivity-Concept And factors on Which Productivity depends, Measurement of Productivity, Input Output Analysis and Productivity, Product Development and Designing, stages of New Product Development, Standardization, Simplification and specialization, Automation. Development of efficiency Work Method, Method, Material Flow Process Chart, Man flow Process Chart, Principles of Motion Economy, Comparison of Alternative Work Methods, Safety and health considerations, Maintenance of Production Facilities, Quality Control and Inspection. Sampling Inspection, Quality Control Charts, Attributes and Variables Charts.

Texts Books / Reference Books:

1. Production and Operations Management , K Ashwathappa & K Shridhara Bhatt , Himalaya Publishing House
2. Production Management, Martand T. Telsang. , S Chand & Company Ltd

DEPARTMENT OF MANAGEMENT STUDIES
Entrepreneurship and Small Business, (BA-1303)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide adequate knowledge to the students for setting up of small scale business Organization and Industry.

Prerequisites: No Departmental Prerequisites required.

UNIT-I

Definition of Entrepreneurship: Characteristics of Entrepreneur, Concept of Entrepreneurship- Conceptual model. Views of Schumpeter, walker And Drucker, Entrepreneurship Culture, Traits of a true Entrepreneur, difference between Entrepreneur and Manager, entrepreneurial Motivation-Motivation Factors. Motivation Theory. Definition of Small Business, The Benefits and Opportunities of small Business Ownership, Ownership Structure and Organizational Framework, Sole Proprietorship. Partnership, Corporations, Advantages and Disadvantages, Evaluation the existing Business, The Potential Drawbacks of Entrepreneurship, forms of Ownership.

UNIT-II

Problems Related to Financial Management, Operational Management and Marketing Management in Small Scale Enterprises. Role of Government And Financial Institution, IFCI, ICICI, IDBI, EXIM Bank, UTI, LIC, GIC, SIDBI, NSSIC, SFCs, Commercial Bank in Entrepreneurial Development, Different Governmental Agencies Providing Guidance, Assistance to Small Scale Industries, General Problems of Small Scale Industries in India.

Texts Books / Reference Books:

1. Entrepreneurship, Madhurima Lall, Shikha Sahai Himalaya Publishing House
2. Entrepreneurship Development, Gordon and Natarajan, Himalaya Publishing House
3. Entrepreneurship and Small Business Management , BS Bhatia & G S Bhatia, Deep & Deep Publications Pvt Ltd.

DEPARTMENT OF MANAGEMENT STUDIES

Accounting for Management, (BA-1304)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: is to offers an introduction to the fundamentals of management accounting and get the students familiar about various aspects of Cost accounting and terminology, cost-volume-profit analysis, budgeting, standard costing, variance analysis.

Prerequisites: Basic Understanding of Financial Accounting

UNIT-I

Introduction to Management accounting: Nature, scope, Significance, and functions of accounting, Management Accounting VS Financial Accounting Management accounting VS Cost Accounting. Cost sheet, various component of cost sheet, Preparation of cost sheet, Cost appropriation and absorption. Break-even Analysis: The Break -Even Point, on the P/V Graph, The Break Even Point Formula and Uses of Break Analysis. Cost-Volume- profit Relationship: The relationship of costs and Profits with Volume, Uses and Limitations.

UNIT-II

Cost Analysis for Decision making: Decision facing Management, The Role of Costs. Relevant Cost, Contribution Approach, Relevance and Cost Behavior, short Term and Long term Indications, Opportunity Cost, Decision to make or Buy, Decision to Accept a Special order. Budgeting and Budgetary Control: Budgeting as a Tool, Uses and organization of the Budgeting, Limiting Budget factors, The Budgeting Process, step in Budget Preparation, Types of Budgets. Problems related to Cash and Flexible budget. Standard Costing and Variance analysis: Standard Costing VS Historical Costing, Types of Standards, Concept of Variance Analysis, Computation of Material, Labour Variance.

Texts Books / Reference Books:

1. A textbook of Accounting for management : Prof. H.J. Ghosh Roy
2. A textbook of Accounting for management: Dr. A. K. Singhal
3. Cost Accounting: Jawahar Lal & Seema Srivastava.

DEPARTMENT OF MANAGEMENT STUDIES

Marketing Management, (BA-1305)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to develop an understanding of the basic concepts of Marketing, its functions and its relevance for Managers.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction: Definition, Nature, Scope and Importance of Marketing, Marketing Mix and Marketing Environment. Meaning and Dimensions of Market, Market segmentation. Consumer Behavior: Meaning and Its Importance, consumer Buying Behavior, Determinants of Consumer Behavior, Product: Meaning, Role, Product Planning and process, Product Life Cycle, Product- Market Integration, Product- positioning, Branding, Packaging. Pricing: Meaning, Role, Theory and Practice of Pricing Management.

UNIT-II

Advertising - Meaning, Role, Profile of advertising in India, Management of advertising. Channels of Distribution: Channel of Distribution Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries. Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution, Physical distribution Management, Marketing Organization: Organization for Marketing Evaluation of Marketing Organization, Principle of Organization Design, Organizational problems. An Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

Texts Books / Reference Books:

1. Marketing Management by VS Ramaswamy, S namakumari, Macmillan Publisher India Ltd.
2. Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha 13th edition, Pearson Education.

DEPARTMENT OF MANAGEMENT STUDIES

Company Law, (BA-1306)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The Object is to impart Knowledge of the Indian Companies act to the students so that it is easy for them to understand the functioning of the Corporate World.

Prerequisites: Basic Understanding of Business Law.

UNIT-I

Introduction: Evolution of Indian Companies Act, 1956, Meaning and characteristics of Company, Definition of a Company Under the Companies Act, 1956, Types of Companies Difference between a Company and Other associations of Persons, Promotion of a Company: Availability of Name, Duties and Liabilities of Promoters. Formation of a Company: Incorporation, Documents To Be Filed with Registrar, Memorandum of Association, articles of Association, Preparation and filling of Memorandum and Articles of Association. alteration of Memorandum of Association and Articles of Associations.

UNIT-II

Share capital and debentures: Types of Shares and debentures, Issue of shares and debentures, Prospectus, Transfer and transmission of shares and debentures. Company Administration: Directors, Managing Directors, Appointment, Qualification and Disqualification of Directors Different Type of Directors, Appointment, Re-appointment, retirement, Resignation, removal of Directors Powers and the Duties of the directors Different Types of Meeting: annual General Meeting, Extra Ordinary General Meeting, Procedure for holding General Meetings. Winding up of Companies: types of winding Up, Circumstances under which The Company Can Be wind Up By the Court, appointment of Official Liquidator, rights and Duties of Official Liquidator, Role of Contributories in Company Liquidation.

Texts Books / Reference Books:

1. A manual of Business Laws by Dr. S.N. Maheshwari & Dr. S.K. Maheshwari, Himalaya Publishing House.

DEPARTMENT OF MANAGEMENT STUDIES

Business Policy and Strategy, (BA-1401)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to develop an understanding of the concept of corporate strategy-formulation, implementation and its evaluation.

Prerequisites: Basic Understanding of Principles and Practices of Management

UNIT-I

Introduction to Business Policy and Strategic Management: Nature, Meaning and Scope, Importance Business Policy and Strategic Management, Corporate strategy, Business Strategy, Functional strategy. Planning: Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Mission, Objectives and Goals.

UNIT-II

Major Strategic Options: stability Strategy, Growth or Expansion Strategy, Diversification Strategy, Retrenchment Strategy and Its Variations, Combination strategy, Turnaround Strategy, External Growth Strategy, Factors Influencing Choice of Strategy. Implementation of Strategy: Strategy and Organizational Structure, Different types of Organizational Structure, Organizational Resource Allocation, Developing Functional Strategies. Strategy Evaluation and Strategic Controls: An Overview of Strategic Evaluation and Control, Strategic Control.

Texts Books / Reference Books:

1. Azhar Kazmi: Strategic Management And Business Policy.

DEPARTMENT OF MANAGEMENT STUDIES

Marketing Research, (BA-1402)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to teach the students basic techniques of the Marketing Research which is useful for promotion of Marketing.

Prerequisites: Basic Understanding of Marketing Management

UNIT- I

Market Research: Introduction, Definition, Importance, scope and Limitations of Market Research, Objectives, Types of Research planning and Designing Research. Secondary and Primary Data Collection- Introduction to Secondary Data Source and their Types, Methods of Data Collection, Data Preparation-Validation, Editing, Coding Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, Univariate and Bivariate Data Analysis, Multivariate Data Analysis. Sampling -Introduction to Sampling, Sampling Process, Sampling Designs, Sample Size, Application of Sampling,

UNIT-II

Questionnaire Design and Construction- Steps involved in Questionnaire Construction, Questionnaire Designs, Attitude Measurement, Types of Scales for Attitude Measurement. Application of Marketing Research, Product Research, Utility of Market Research to Brand Positioning and Market Segmentation Analysis, Distribution Research, Advertising and sales Promotion Research, Sales Control Research, Financial Research and Strategic Planning. Presentation and Follow-Through-Role of the Report, Types of Reports, Contents of the reports, Personal Presentation of the Report, Follow-through.

Texts Books / Reference Books:

1. Marketing Research, Malhotra, Pearson
2. R. Panneerselvam “Research Methodology”

DEPARTMENT OF MANAGEMENT STUDIES

Marketing of Services, (BA-1403)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The Objective of the Course is to familiarize the Students with Concepts, Theories and techniques in the field of Services Marketing.

Prerequisites: Basic understanding of Marketing

UNIT-I

Introduction: The Nature of Services Marketing-Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services marketing, Importance of Services Marking in Indian Economy. The Services Marketing Mix-Importance of 7 Ps in Services Marketing. The Services Marketing- The People Component, Services and the Importance of the People Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.

UNIT-II

Market Segmentation, Selection Of Market And Positioning Of Services, Quantity and Quality Of Services, Determinants Of Quality and Quantity. Application of the Components of Marketing of services in Financial services with special reference to Banking, Mutual Fund, Portfolio Management Services, Hospitals, Consultancy Services, Education and Training Services. Application of the Components of Marketing of Services in Marketing of Tourism, Travel and transport Services.

Texts Books / Reference Books:

1. Services Marketing and Management by Audrey Gilmore
2. Services Marketing Management by Peter Mudie, Angela Pirrie

DEPARTMENT OF MANAGEMENT STUDIES

Consumer Behavior , (BA-1404)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to make students aware about the behavior of the consumer which is an important component in Marketing.

Prerequisites: Basic understanding of Marketing

UNIT-I

Introduction: Nature and Scope of Consumer Behavior, importance of Study of Consumer Behavior, Types of Buying Behavior, Needs and Buyer Motivation, Personality Self Concept and Consumer Behavior, Consumer Perception, Consumer Attitudes, Consumer as a Learner. Group Dynamics and Consumer Reference Group, Family as Consuming Unit, social Factors- Social and Cultural Environment of Consumer-Economic, Demographic, Cultural, Sub-Cultural and Cross Cultural Influence, Social Class and social Stratification.

UNIT-II

Consumer Decision Process, Pre and Post Purchase behavior, Purchase Process, Rationality in Buying, Models of Consumer Decision Making. Models of Buying Behavior-Nicosia, Howardsheth, Engel, Blackwell Kollat Model, Organization Buying Behavior. Consumer Satisfaction-Need and Importance, Mechanism of Consumer Satisfaction and Dis-satisfaction, Repeated Buying, Brand and shifting Loyalty, Opinion Leadership, Complaint Behavior.

Texts Books / Reference Books:

1. Consumer Behaviour : Rajesh Bhatt
2. Consumer Behaviour: C. L. Tyagi, Arun Kumar
3. Consumer Behaviour: Schiffman & Kanuk

DEPARTMENT OF MANAGEMENT STUDIES
Management Information System, (BA-1405)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide the student the knowledge about the use of computer for various business applications.

Prerequisites: Basic Understanding of Computer Applications in Business

UNIT-I

Definition of Information Systems; Management levels as a Framework for Information systems; Information System Planning Strategies and Methods; Business Systems Planning (BSP), Critical Success Factors (CSF), Ends/Mean (E/M) Analysis. Systems Concepts; System Concepts in Business; Information System as a system.

UNIT-II

Definition of Management Information System-Its Elements, Objectives, Structure; Making MIS Efficient and Effective, Limitations of MIS. System Development Life Cycle : Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance. Overview of (i) computer Hardware, (ii) Computer Software (iii) file and Database Management Systems (iv) Computer Communications(v) Internet and Intranet. Actual Use And Practical of Application of Various Programmes In Computer Lab.

Texts Books / Reference Books:

1. Consumer Behaviour : Rajesh Bhatt
2. Consumer Behaviour: C. L. Tyagi, Arun Kumar

DEPARTMENT OF MANAGEMENT STUDIES

Project Management, (BA-1406)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: This subject will help the students in understanding of various working, process, legal requirement, financial requirement, operational requirement, difficulties faced during starting of a Project.

Prerequisites: Basic Understanding of Operations Management

UNIT-I

Project Management- Nature, Scope, Process Elements, Significance and Emergence of Projects, Project Planning, Developing Project Models through Simulation, Benefits of Project Management. Location of Project Site, Working Conditions Development, Plans and Policies of the Government and the Local Bodies, Elements and Factors Affection Locational Decisions, Analysis of Infrastructure Labour, Raw Material, Transport and Other Factors.

UNIT-II

Capital Expenditure, Importance and Difficulties, Market Demand and Situational Analysis, Technical Analysis, Financial Analysis. Project Implementation and Management: Project Monitoring, and Cost Control System Network Analysis Resource Scheduling Leveling Crashing of Project Cost, Risk-Firm Risk and Market Risk, Social Cost Benefit Analysis, Multiple Projects and Constriants, Network Technique for Project Management. Different Criteria for Project Appraisal, Project review and Administrative Aspects, Environmental Appraisal of Projects.

Texts Books / Reference Books:

1. Bhavesh M Patel - Project Management
2. S S Khanka - Entrepreneurship Development
3. Prasana Chandra - Project Management
4. PCK Rao - Project Management and Control

DEPARTMENT OF MANAGEMENT STUDIES
Project Presentation and Seminar, (BA-1571)

(10 Weeks)

Objective: Objective of Seminars is to help the students in developing their writing as well as oral communication skills, especially to learn and understand as to what to present and how to present when there is occasion for presentation before the group. Each student is expected to present a seminar (as elaborated in the Ordinance) on a topic approved by the Tutor In-charge of the Seminars. At least one Seminar for each student is compulsory during the Semester.

Modalities: Each student is required to undertake a short project relating to the issues concerning trade, commerce, industry, corporate governance and corporate affairs as the case may be. The topic of the project shall be allotted by the designated teacher under whose guidance the project shall be completed, during fourth semester so that the students get enough time during summer vacation and the fifth semester to get the project completed. On completion of the project the project report shall be submitted by the student to the Department/Affiliated Institution and each student shall present a seminar on his/her project. The project report shall be evaluated by the internal expert appointed by the head of the Department/Director of the Institute alongwith the Seminar.

DEPARTMENT OF MANAGEMENT STUDIES

E-commerce(BA -1501)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective of the course is to learn types, process of e-commerce, the tools, channels and the related issued in implementing the e-commerce Practices. To make a student familiar with the mechanism of conducting Business transactions through electronic media. To understand e-commerce scenario in India.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Introduction to Electronic Commerce: origin and need: Framework, applications; network infrastructure (including internet), internet commercialization; factors affecting e-commerce; business and technologies dimensions of e-commerce. Electronic payment system, inter-organizational commerce & infra organizational commerce, EDI, Value-added network; digital library; smart card, credit card and emerging financial instruments.

UNIT-II

B2B e-commerce; e-procurement, supply-chain coordination; on-line research; organizing for online marketing. Internet retailing; multi channel retailing, channel design; selling through online intermediaries. Mobile commerce: introduction to mobile commerce : benefits of mobile commerce; mobile commerce framework: Internet advertising. Security advertising & marketing in the internet, introduction to marketing & CRM, consumer search & resource discovery, computer based education & training, digital copyrights. Search engines & directory services: Agents in electronic commerce

Texts Books / Reference Books:

1. E-Commerce: Schneider P. Gary. Perry. 'T.James
2. Internet Marketing & e-commerce: Hanson & Kalyanam
3. Electronic Commerce: Bharat Bhaskar
4. Understanding E-Commerce: Kosiur

DEPARTMENT OF MANAGEMENT STUDIES
Customer Relations Management, (BA-1502)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: this subject will help students understand the methods of retaining loyal or existing customer. It will also enable them to understand the importance of technology for retaining customers.

Prerequisites: Basic Understanding of Marketing Management

UNIT-I

Conceptual Frame Work of Customer Relationship and Its Management. Evolution Customer Relationship Marketing, Types of CRM-Win Back, Prospecting, Loyalty, Cross Sell And Up Sell, Significance and Importance of CRM In Modern Business Environment. CRM-Planning, Strategy for CRM, Process Of Segmentation, Choice Of Technology, ,Understanding Market Intelligent Enterprises.

UNIT-II

Implementation Of CRM: Business Oriented Solutions, CRM In Services, CRM In Financial Services, Use of E-Commerce In CRM, CRM and Data Mining, Information Required for Effective CRM. Concept of Loyalty In CRM: Definition Of Loyalty, Customer Loyalty And Customer Dependency, Process Of Developing Customer Loyalty. Status of CRM In India.

Texts Books / Reference Books:

1. Customer Relationship Management by Dr. k. Govinda Bhat, Himalaya Publishing House.
2. Customer Relationship Management by Kristin L. Anderson, Carol J. Kerr, McGraw Hill Professional.

DEPARTMENT OF MANAGEMENT STUDIES
Marketing Communication and Advertising, (BA-1503)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective of the course is to make the students think differently and understand the world of advertising and communication.

Prerequisites: Basic Understanding of Marketing Management

UNIT-I

Communication Process- Nature of Communication Process and its Different Elements, Obstacles in Communication Process, Role of Communication Process, Role of Communication Process in Perception, Learning in and Attitude change Communication Process in Marketing- Importance and Applications of Communication Process in Marketing, Different Elements of Promotional Mix and Communication Process Relevant to them, Communication Process in Corporate Image Building, Advertising and Consumer Psychology. Advertising - Definition, Objectives, Functions, Classifications of Advertising, Advertising as a Tool of Communication, Social and Economic aspects of Advertising, Advertising Department and Agencies.

UNIT-II

Setting advertising Objectives, DAGMAR Approach, Continuous Advertising Planning Programme, Message And Copy, Message Strategy and Message Design, Elements Of Advertisement, Copy Developing Effective Advertising Copy, Creativity and Visualization in Advertising. Media Planning: Role of Media in Advertising, Comparative Study of Different Advertising Media, Media Choice, Allocation Of Budget For Advertising, Approaches and Procedures for Determining the Size of the Budget. Social And Economic Aspects of Advertising, Productivity of Advertising, Its Contribution to Economic Development and standard of Living, Ethics and Advertising..

Texts Books / Reference Books:

1. Integrated Advertising, Promotion and Marketing Communication : Kenneth Clow
2. Advertising: Principles and Practice: Wells Burnett Morairty

DEPARTMENT OF MANAGEMENT STUDIES
Sales and Distribution Management, (BA-1504)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The course acquaints the students with a conceptual framework of sales management and its range of techniques. It also outlines the core strategies in distributing products and services.

Prerequisites: Basic understanding of marketing management.

UNIT-I

Concept of Sales, AIDAS Principles, Personal Selling, Steps involved in Personal Selling, Sales Management-an overview, Objectives of Sales Management, Developing Personal Selling Objectives, Types of Sales Strategies, Hard Sell v/s Soft Sell, Customer Delight, Demand/Sales Forecasting-Steps involved, Methods of Sales Forecasting, Sales Planning and Sales Budget. Organizing Sales Force-Region based, Product based, Market based, Types of Sales Organization, Staff Function, Line Function, Kinds of Sales Force, Functions and Qualities of Sales Executives, Salesmanship-kinds and importance, Sales Presentation Techniques.

Recruiting, Selecting, Training, Compensating, Motivating and Controlling Sales Force-Sources of Recruitment, Steps involved in Selecting Sales Force, Sales Training Programme-Areas of Training, Training Methods, Compensating Sales Force, Modes of Compensation, Sales Compensation Plan, Motivation Model, Sales Force Needs and Sales Career Stages, Steps involved in Controlling Sales Force, Principles of Performance Evaluation, Reporting and its advantages, Proforma of different Reports. Concept and types of Quota, Reasons for fixing Quota, Quota Administration and Delegation Network, Designing Sales Territory. Reasons for establishing Sales Territory, Internationalization of Sales Management, Future of Sales Management, Recent trend and issues in Sales Management.

UNIT-II

Physical Distribution-Concept and Structure, Channel System-types of Intermediaries, types of Channels, Choice of a Channel of Distribution-factors to be considered, Assessing Channel Performance, Channel Management and Channel Policies, Wholesaling , Characteristics, Functions and Services, Distribution Channel in India. Inventory Management-Concept and Classification of Inventory, Inventory Cost, Tools and Techniques of Inventory Management.

Key Logistics activities, Customer Services-Components, Customer Service Strategic Management, Material Handling-Objectives and Equipments, Order Processing-Functions, Packaging-Categories, Functions, Packaging Policy, Formulating a good Packaging Policy, Warehousing and Storage-Concept, Types and Functions of Warehouses, Operational Mechanism of Warehouse, Traffic and Transportation-Modes of Transportation and Selection, Indian Transport Infrastructure Bottleneck, Logistics Strategy, Logistic Information System, IT support towards logistics-EDI, BCS, ERP, Intranet, Extranet and Internet, Marketing Information System and its Components. Case Discussions.

Text Books / Reference Books:

1. Sales and Distribution Management – By S.A. Chunawala, Publisher : Himalaya Publishing
2. Sales and Distribution Management – By S.L. Gupta, Publisher : Excel Books
3. Text Book of Logistic & Supply Chain Management - By D.K Agrawal, Publisher : Macmillian

DEPARTMENT OF MANAGEMENT STUDIES

Industrial Relations, (BA-1531)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: the subject will help students to understand the importance of management-worker relation inside the organization. Maintaining good relation with workers and solving any dispute arising within the organization.

Prerequisites: Basic understanding of Business Law

UNIT-I

Meaning, Scope and Importance of Industrial relations; Major Participants in Industrial Relations; Industrial Relations System in India. Collective Bargaining. Trade Union Movement in India-Growth, Problems, Recent Trends and Future of Trade Unionism in India. Trade Unions in India- Concept, Objectives, Structure and Functions. Trade Unions Act,1926, Major Problems and Issues, Employers Organizations in India. Registration and recognition of Trade Union.

UNIT-II

Workers Participation in Management- Meaning and Objectives of WPM and Factors Influencing the WPM. Workers Participation in Management in India- An Overview. Industrial Disputes- Nature and Causes, Machinery Provided for Investigation, Prevention and Settlement of Industrial Disputes. Industrial Disputes Act, 1947. Grievance: Meaning, characteristics, pre-requisite for grievance, Disciplinary procedures, Types of Punishment.

Texts Books / Reference Books:

1. P.Subba Rao – Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House.
2. Personnel Management & Industrial Relations by NG nair and Latha Nair, S.Chand

DEPARTMENT OF MANAGEMENT STUDIES

Training and Development, (BA-1532)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The focus of the course is on understanding the importance of Training and development in modern organizations .This course also highlights the importance of on-the-job training in an organizational setup and the concepts and processes of development. It aims to enable the student to understand the importance and process of career planning in today's organization.

Prerequisites: Basic understanding of Organizational Behaviour and Human Resource Management

UNIT-I

Concepts and Importance of Training, Education, Training-Employment-Development Cycle, Systems Approach to Training, Learning principles, Assessment of Training Needs, process of training, On the Job and Off the Job methods of training. Training for Special Groups, Executive Development Programmes, Difference between training and development, methods of development, Evaluation of Training, Training and Organization.

UNIT-II

Setting of Training Venue, Training Methods and Aids, Design of Training, Different types of trainees and methods of handling trainees, Training for Trainers. Career, Career Planning, Characteristics, Key Aspects of Career Planning Career planning and Manpower Planning , Career Stages, Methods used to aid Individual Career Planning ,Process of career development, Career Development – Activities, Effective Career Planning.

Texts Books / Reference Books:

1. Training and Development Dr. B. Janakiram, Biztantra
2. Training and Development , G.Pandu Naik, Excel Books.
3. Human Resource Management by V.S.P. Rao. (Publisher: Excel)
4. Human Resource and Personnel Management, K. Aswathappa.

DEPARTMENT OF MANAGEMENT STUDIES

Wage and Salary Administration, (BA-1533)

(Credit:3)

Contact hours: 3hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: this subject will enable students to understand the standard wage structure on which salary and wages of the workers will be fixed. Different methods of wage fixation.

Prerequisites: Basic Understanding of Human Resource Management

UNIT-I

Meaning of the Wages, Minimum Wage, Need Based Minimum Wage, fair Wage, Living Wage, Money wage, Take Home Pay, Theories of Wage Determination. Difference Between Wage And Pay. Meaning of Wage and Salary Administration, Objectives, Principles, Factors Influencing Wage and salary, Structure and Administration, Wage Levels, Job Evaluation, Wage Differentials.

UNIT-II

System of Wage Payments-Time System, Piece System, Incentive System, Wage Structure - Basic Wage, Dearness Allowance, Overtime, Concept of Bonus, profit Sharing, Fringe Benefits, executive Compensation. Cost of Living And Dearness Allowance, Consumer Price Index Number, Machinery for Wage Fixation-Tribunals, Wage Board, Wage Policy in India. Wage Legislation-Introduction And Basic Knowledge of The Payment of Wages Act, 1936 The Minimum Wages Act, 1948 The Payment of Bonus Act, 1965.

Texts Books / Reference Books:

1. P.Subba Rao – Essentials of Human Resource Management and Industrial Relations.
2. Industrial Relations, Trade Unions, And Labour Legislation by Sinha.

DEPARTMENT OF MANAGEMENT STUDIES

Banking and Insurance, (BA-1534)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective is to provide the knowledge about the evolution and role of banking sector in India, role and functions of RBI and Commercial banks, methods of granting of loans and advances, meaning purpose and principles of insurance etc..

Prerequisites: No Departmental Prerequisites required

UNIT-1

Banks and Banking System- Evolution Of Banking System, Definition of Banking, Types of Banks, Functions of Different Types of Banks, Central Banking, Functions of Central Bank, Reserve Bank of India, Introduction To Indian Finance System and An Overview of Indian Banking System. Corporate Banking, Retail Banking, Investment Banking, Venture Capital.

UNIT-2

Insurance: Definition, Nature, Evolution, Role and Importance of Insurance, Insurance Contract, Life Insurance Contract, Annuities, Selection of Risk, Calculation Of Premium. Reserves Investment Of Funds, Surrender Value, Progress Of Life Insurance, Business In India, Tax Benefit and Insurance, Rural Insurance in India.

Texts Books / Reference Books:

1. Financial Institution and Markets : S Gurusamy:
2. Financial Management : I M Pandey

DEPARTMENT OF MANAGEMENT STUDIES

FINANCIAL AUDIT, (BA-1535)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

OBJECTIVES: The objective of this paper is to understand why audit is required, its important, legal requirement of audit, and significance of Audit report for a company.

Prerequisites: Basic Understanding of Financial Accounting

UNIT I

Introduction: Meaning: Importance; Objectives of Auditing: Types of Audit and requirements of an Audit system in organization. Audit Process; Audit Programme, Basic Principles Governing an audit: Evidence in Auditing: Working Papers; Routine Checking and Test Checking. Internal Check: Meaning, Essentials of an Efficient system of Internal check, Internal Check system regarding cash sales and credit sales, cash purchase and credit purchase, wage payment. Vouching meaning. Importance, Types of Vouchers; Vouching of cash purchase: Credit purchase: Cash Sales, credit Sales, wage payments purchase of Fixed Assets. Valuation & verification of assets and liabilities.

UNIT II

Company Audit-Salient features of Audit of Company Accounts, Divisible Profits, Dividends and Reserves. Select Provisions of the Company Act relating to the Appointment, removal and remuneration of Company auditors, Rights, duties and liabilities of Company auditors. Audit Report, Concept of true & fair: distinction between report and Certificate, contents of the Audit Report, types of the Auditor's report.

Texts Books / Reference Books:

1. Management audit Sonia Agarwal, N P Agarwal :
2. Walter Willborn : Audit Standards
3. The Audit Process: Principles, Practice & Cases: Gray

DEPARTMENT OF MANAGEMENT STUDIES
FINANCIAL INSTITUTIONS AND MARKETS, (BA-1536)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: Objective: This subject enable the students to have Concept of Financial Assets & Financial Markets, Functions of Financial systems, Structure of Indian Financial markets, Brief outline of development in Indian Financial System, Concept, Functions & types of capital markets, important players of Capital Market, Stock Exchange, Mutual Funds, Merchant & Investment bankers.

Prerequisites: Basic Understanding of Accounting

UNIT-I

Financial System- introduction, components, structure, features of Indian financial system, deficiencies and recent developments. Financial markets-concept, nature, features, functions, structure types, role of Financial markets in economics development. Objectives and importance of primary and secondary market, trading mechanism in Primary and Secondary Market. Importance of Stock exchanges, SEBI, NSDL, Clearing House and Discount House., Various intermediaries and their role in Primary and Secondary Market.

UNIT-II

Major Indian Financial Institutions- IDBI, IFCI, ICICI, IRCI, SGC's, NSDL, -Management, Working, Operations and Performance and Recent Developments. Investment Bankers- UTI, LIC, GIC and Mutual Funds and Their Role, Investment Policy, performance and Recent developments. Non-Banking financial Institutions-Objectives, Functioning, Regulations and Recent Developments. Financial Institutions and Financial Instruments; Debt Market, Equity Market, Financial Services, Depository Institutions, Non-Depository Institutions, Money Market Instruments, International Financial Instruments.

Texts Books / Reference Books:

1. Financial Institution and Markets : S Gurusamy:
2. Financial Management : I M Pandey
3. Financial Mangement: G Sudarsana Reddy

DEPARTMENT OF MANAGEMENT STUDIES

Viva-Voce, (BA-1681)

Objective: At the End of the Sixth Semester, each Student will have to face an interview wherein his or her knowledge and skill acquired during the entire course shall be examined. The Viva-Voce shall be conducted jointly by the internal expert and the external expert. Internal expert shall be appointed by the head of the Department/Director of the Affiliated Institutes and the external Expert shall be appointed by the University.

DEPARTMENT OF MANAGEMENT STUDIES

Corporate Governance, (BA-1601)

(Credit:4)

Contact hours: 4 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: This paper to make the students familiar with the Corporate Governance issue in India. By studying this paper they will learn how to ensure a set of systems, processes and principles which that a company is governed in the best interest of all stakeholders and about promoting corporate fairness, transparency and accountability.

Prerequisites: No Departmental Prerequisites required

UNIT-I

Understanding Corporate Governance: Concept of Corporate Governance Capitalism at crosswords, increasing Awareness, Goble concern, Historical perspective of corporate governance. The Theory and Practice of Corporate Governance: Theoretical Basis of Corporate Governance, Mechanisms, System, Indian Model of Corporate Governance. Obligations of corporate governance to society at large, to investors, to employees, to customers, managerial obligation.

UNIT-II

Agents and Institutions in Corporate Governance: Rights and Privilege of Shareholders, Investors Problem and Protection, Board of Directors and their role and duties, Role and Duties and Responsibilities of Auditors, Role of the Government in Ensuring corporate governance. Business ethics, corporate governance, corporate social responsibilities. Environmental concerns and corporations, the role of media in ensuring corporate governance, monopoly, competition and corporate governance. Corporate governance in developing and transitional economies, Corporate Governance in Indian Scenario, and Global society. Corporate governance in developing and transitional economies, Corporate Governance in Indian Scenario, and Global society.

Texts Books / Reference Books:

1. Corporate Governance, Principle, Policies and Practices: A. C Fernando:
2. Corporate Governance in India :Sunita Upendra Sharma

DEPARTMENT OF MANAGEMENT STUDIES
International Marketing Management, (BA-1602)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The scenario under which various companies will survive in International arena and techniques of entering such market will be beneficial for the students to understand the survival of products in international market.

Prerequisites: Prerequisites: Basic Understanding of Marketing Management

UNIT-I

Introduction to International Marketing: Basic Concept and the Environment, Difference between Domestic Marketing and International Marketing, Scanning of International Marketing Environment, Scope and Size of International Marketing. International Marketing Selection and Segmentation, entry options and Strategies, International Marketing Planning, Coordination and Control.

UNIT-II

International Product Policy and Planning, Product Development, Product Life Cycle. International Pricing Policy, Pricing Objectives, Determination Pricing Policy and Pricing Strategy. International Distribution Channels, Selection and Management of Distribution Channels, International Promotion. Marketing Communication, Developing Promotional Mix for Foreign Markets

Texts Books / Reference Books:

1. International Marketing Management: Text and Cases by U C Mathur
2. International Marketing: Rakesh Mohan Joshi
3. International Marketing :P.K Vasudeva
4. International Marketing: Analysis and Strategies : Sak Onkvisit and John Snow
5. Global Marketing
6. Leighton - International Marketing-Text and Cases

DEPARTMENT OF MANAGEMENT STUDIES

Industrial Marketing, (BA-1603)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The course aims at understanding nature, concept and various dimensions of industrial marketing and its relevance in corporate world.

Prerequisites: Basic Understanding of Marketing Management

UNIT-I

Concept and Nature of Industrial Marketing–Dimensions and Components, Industrial Products and Industrial Customers, Comparing Industrial Market and Consumer Market, Industrial Marketing in Global Context, Industrial Buying - Process, Dimensions and Behavioral Models, DMUs. Industrial Market Segmentation - Basis, Requirements, Procedure Involved and Benefits, Strategy Formulation-Planning, Components and Control, Assessing Market Opportunities- Industrial Research and Marketing Information System, Industrial Pricing-Methods and Policies, Skimming and Penetration Pricing, Competitive Bidding. 25Marks

UNIT-II

Negotiation Skills-Significance and Tactic, Successful Negotiator, Negotiation Process Physical Distribution– An overview of Various Channel Intermediaries, Types of Channels, Choice of a Channel of Distribution, Customer Service, Distribution Channel in India. Value Analysis - Types and Steps Involved, Vendor Analysis - Evaluation and Selection – Few Success Tips, Demand Analysis – Types of Industrial Demand, Demand Forecasting, Industrial Advertising –Utilities, Media and Promotion Programme, Case Discussion.

Text Books / Reference Books:

1. Industrial Marketing – By Robert R. Edward, Publisher : Prentice Hall
2. Industrial Marketing – By Francis Cherunilam, Publisher : Himalaya Publishing House
3. Industrial Marketing – By P.K. Ghosh, Publisher : Oxford

DEPARTMENT OF MANAGEMENT STUDIES

Rural Marketing,(BA-1604)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The course aims at enabling the students to understand the difference between urban and rural market and the marketing strategies of the product which are attracted mainly by rural markets. It includes size, nature, segmentation, channels, communications, sales promotions, and strategies relevant to Indian rural markets. It helps in having knowledge of agri products and its market.

Prerequisites: Basic understanding of marketing management

UNIT-I

Overview of Rural Marketing, Nature, Concept and Scope of Rural Marketing, The People, the Purchasing Power, Buying Pattern, socio- Cultural, Economic and Other Environmental factors affecting Rural marketing. Characteristics of Rural Market, Problems of Rural market. Difference between Rural AND Urban Market.4 A's approach: challenges of rural market, Rural Marketing Model, evolution of rural marketing. Segmentation, Targeting and positioning in rural market, 4p's of Rural Market, Attitude and Behavior Pattern of Rural Consumers, Marketing of consumer Durables and Non Durable Goods and services in Rural Markets with special Reference to Product planning and Media Planning.

UNIT-II

Planning of Distribution channels, Organizing Personnel selling in Rural Markets, Marketing of Agricultural Inputs with special Reference to Fertilizers, Seeds, Agricultural Implements and Tractors. Product Life Cycle in Rural Marketing Thompson Rural Marketing Index, Sericulture, Floriculture, Impact of IT revolution in Rural Market.

Texts Books / Reference Books:

1. Rural Marketing, text and cases, C.S.G. Krishnamacharyulu, Lalitha Ram.
2. Rural Marketing, Pradeep Kashyap, Sidartha Raut, Biztantra.
3. Raja Gopal - Organising Rural Business policy, Planning and Management.

DEPARTMENT OF MANAGEMENT STUDIES

Human Resource Development, (BA-1631)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The course aims at enabling the students to understand the Human Resource Development: Introduction, Functions, Scope, Need, Objectives, HRD Framework, Techniques, Outcome. Functions and Attributes of HRD Managers

Prerequisites: Basic understanding of Human Resource Management

UNIT-I

Human Resource Development: Introduction, Functions, Scope, Need, Objectives, HRD Framework, Techniques, Outcome. Functions and Attributes of HRD Managers. Human Resources Planning : Definition, Objectives and Components of Human resource planning, manpower forecasting : necessity Problems, Approaches, Benefits of Forecasting. Job analysis, Job Description, Job Specification: Concept, Needs and Importance. Job and Enrichment. job Satisfaction,

UNIT-II

Career Planning : Significance, Need and its Components. Recruitment and selection of Human Resource, Factors Influencing, Recruitment and selection, Different Methods of recruitment and selection. Career Planning and Development: Nature and Definition. Succession Planning. Elements of Career Development Programme, Steps in career development system, career development and diversity management, Advantages, limitations and suggestions. Counseling. Main Issues in HRD: HRD culture and climate, HRD for workers, HRD approach to IR corporate business, Emerging trends and perspectives.

Texts Books / Reference Books:

1. C.B.Mamoria – Personnel Management.
2. P.Subba Rao – Essentials of Human Resource Management and Industrial Relations.
3. R.K. Malhotra Edt. - Personnel Management.

DEPARTMENT OF MANAGEMENT STUDIES

Business Ethics, (BA-1632)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: To make the students familiar with the importance of Business ethics its requirement in Business world.

Prerequisites: Basic understanding of Business organization and Human Resource Management

UNIT-I

Definition, role significance and importance of business ethics. An Overview of Business Ethics, Ethical issues in Business, Business Ethics and organizational performance. Application of values and moral philosophies to business ethics, organizational values, shared values and business ethics. Business social responsibility, Frame work for understanding Ethical Decision Making, Emotional Intelligent Leadership Organizational Culture and Ethical Decision Making.

UNIT-II

Corporate Governance and Business Social Responsibility, Frame work for understanding ethical decision making, emotional intelligent leadership organizational culture and ethical decision making. Organizational relationship culture and ethical decision making, Business ethics and Organization Performance. Business ethics in Global Economy.

Texts Books / Reference Books:

1. Chakraborty S K - Foundations of Managerial
2. WorkDrucker P - Managing in Turbulent Time
3. Chakarboty S K - Management by Value
4. Griffiths B - The Marriage of East and West

DEPARTMENT OF MANAGEMENT STUDIES
Social Security and Labour Welfare, (BA-1633)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The objective of the course is to learn Social security- Concept and Philosophy and get the students familiar with different law relating to same.

Prerequisites: Basic understanding of Human Resource Management

UNIT-I

Social security- Concept and Philosophy, Abolition of Bonded and Child Labour, Government Policy for Social Security and social Insurance, ILO, Its Role, Functioning and Contributions. Workmen's Compensation Act, 1923, Employee's State Insurance Act, 1948.

UNIT-II

Payment of Gratuity Act, 1972, Minimum Wages Act. Payment of Bonus Act, Payment of Wages Act.

Texts Books / Reference Books:

1. Labour Laws : Mullick
2. Industrial Relations and Labour Legislation in India: Sinha,GP
3. Labour Welfare laws : Zahiruddin

DEPARTMENT OF MANAGEMENT STUDIES
International Financial Management, (BA-1634)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective:The objective is to develop an understanding of the basic concepts of International Finance, its types, foreign exchange market, foreign exchange exposure, Forex etc.

Prerequisites: Basic understanding of Financial Management

UNIT-I

Introduction: Meaning, nature and scope of IFM, International Financial environment, International Business: modes of entry, Evolution of the International Monetary and Financial system, Internal Economic issues and Dimensions, International Financial Flows, The Balance of Payments. International Financial System & foreign financing: Managing Short term Assets and Liabilities, Long run Investment Decisions. Financing of foreign trade.

UNIT-II

International Working Capital Management: financing foreign trade, International cash management, International Receivables and Inventory Management. Foreign Investment decisions: Political Risk management, Foreign Exchange Market and Instruments, Foreign Exchange Risk Management, Exchange rate Determination and Forecasting, Measuring and Managing Economic Exposure. International Financial regulations and strategies: Forex regulations and Control.

Texts Books / Reference Books:

1. Levi MD - International Financial
2. Shapiro A C - Multinational Financial Management
3. Bhalla V K - International Monetary Corporation

DEPARTMENT OF MANAGEMENT STUDIES
Management of Financial Services, (BA-1635)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: The course acquaints the student with the analytical framework for a range of financial products and services offered by various financial institutions and agencies in India.

Prerequisites: Basic understanding of Financial Management.

UNIT-I

Introduction, features, Scope and Types of Financial Services, Institutions Providing Financial Services, Merchant Banking: Nature, function and Organization, SEBI Guidelines relating to Merchant Bankers. Types of Lease, Procedural Aspects, Legal Aspects, Income Tax Provisions, Accounting Treatment of Leases, Advantages and Disadvantages, Difference between Leasing and Installment Sales, Differences between Leasing and Hire Purchases, Accounting Treatment of Hire Purchase, Legal Position, Taxation Aspects. Definition of factoring, Types, Factoring Mechanism, Factoring Cost, Legal aspects, Benefits, Differences between Bills Discounting & Factoring, Characteristics of International Factoring, Mechanism of International Factoring, Needs and benefits, Definition of Forfaiting, Pricing of a Forfaiting transaction, Mechanism, Difference between Forfaiting & Factoring.

UNIT-II

Corporate Advisory Services: Capital Structure Decision, Venture Capital Funds, Corporate Restructuring, Project Counseling and Finance, Credit Rating Services. Issue management and Underwriting, Management of Public Equity Issue, debenture Issue, Underwriting Arrangements, Portfolio Management Services, SEBI Guidelines Regarding Public Issues.

Texts Books / Reference Books:

1. Merchant Banking and Financial Services by Dr. S. Gurusamy, Publisher : Thomson
2. Financial Services by M. Y. Khan, Publisher : Tata Mc Graw Hill

DEPARTMENT OF MANAGEMENT STUDIES
Tax Planning and Tax Management,(BA-1636)

(Credit:3)

Contact hours: 3 hrs/ week

Questions to be set: Four questions of 20 marks each shall be set from each unit

Questions to be answered. Five questions shall be answered taking atleast two questions from each units.

Objective: this paper helps the student to understand taxation system in India (Direct & Indirect) and to compile mandatory legal requirements related to tax in an organization. Major focus will in Direct tax with special emphasis on Service Tax and Custom and Excise tax.

Prerequisites: Basic understanding of Financial Management

UNIT-I

Law relating to Income Tax, Principles Underlying certain Concepts as regards to Determination of Taxable Income, Concept and Definition of Income, Receipts which are not Income, Exemption from charge of Income Tax, Capital and revenue Gains and Expenditures, Determination of Residential status of individual, HUF, Company. Provision of Income tax Law relating to various heads of Income with Special Emphasis on Profits and gains from Business and Profession, Capital gains, Income from other sources, Tax Deductions and collection.

UNIT-III

Techniques of calculation of Income Tax on Income from Salary, Perquisites valuation, Concepts and calculation of Tax on Gratuity, Pension, House Rent Allowance, Earned Leave Salary, Provident fund, Advance Tax Calculation. Tax Collected at Source and Tax Deducted at Sources, filing of return of Income, Techniques of calculation Service tax and value added tax. When and what types of Services are charged under Services Tax, Services which are exempted from Services Tax.

Texts Books / Reference Books:

1. Income Tax Law - Taxmans Publication
2. Income Tax Low and Practice - Chandra M
3. Stduent Guide to Income Tax- Dr. Monika Shinghaniya
4. Student's Guide to Indirect tax -Dr. Yogendra Bangar Dr. Vandana Bangar