

WEST BENGAL STATE UNIVERSITY



Provisional Syllabi for

**Three-year B.B.A. Honours and
General Degree Courses**

Under 1+1+1 System of Examination

To be Introduced from the Academic Session 2012-13

WEST BENGAL STATE UNIVERSITY
**Draft Regulations for Three-Year Bachelor of Business
Administration (B.B.A.) Honours Course of Studies**

1. The course of studies leading to B.B.A. (Hons.) will be conducted in a college affiliated West Bengal State University. Intake should not exceed 30 in an affiliated college.
2. B.B.A. (Hons) Course shall be a 3-year course extending over three academic terms, each term covering one academic year and the examination shall be held in 3 parts, namely, B.B.A. (Hons) Part-I, Part-II, Part-III.
3. The minimum qualification for admission to the 1st year of the B.B.A. (Hons) course shall be a pass in Higher Secondary (General/Vocational) from West Bengal Council of Secondary Education or any other equivalent qualification recognized by the West Bengal State University with at least 55% marks for General Candidates (50% for S.C./S.T. Candidates). There shall be no common Admission Test; instead College(s) shall hold group discussions followed by interview for such admission. There shall be option to the Colleges for holding Written Admission Test. The Controller of Examinations of West Bengal State University shall supervise the admission process in different Colleges and list(s) of experts for holding such interviews and group discussions shall be prepared by the Expert Committee in consultation with the respective College(s).
4. The medium of instruction for the B.B.A. (Hons) course shall be English and candidates will have to answer the examination papers in English only.
5. A candidate shall be eligible to sit for the examination provided he/she prosecutes a regular course of study in an affiliated college and attends at least 75% of theoretical classes and seminars separately held during the year.
6. An affiliated College shall submit to the Controller of Examinations prescribed application forms for B.B.A. (Hons) Part-I, Part-II and Part-III Examinations duly filled-in by the candidate(s) intending to appear at the above examinations within the last date fixed by the University along with requisite examination fee or fees (non-refundable) as prescribed from time to time. Admit Card for an examination shall not be issued to the College concerned in favour of a candidate unless his/her application is accompanied by a certificate from the Principal of his/ her (a) good conduct, (b) satisfactory performance at the College tests, (c) attendance as required number of theoretical classes and seminars separately in each of the subjects of the Part- I/ II/ III in which he/she intends to appear, (d) date of admission, (e) year of final appearance in the examination, (f) number of chances availed of mentioning the years of appearance,
7. A candidate for B.B.A. (Hons.) Part-I, Part-II, and part-III shall be examined in the papers mentioned for each part as follows:

B.B.A. HONOURS & GENERAL COURSE CURRICULA / STRUCTURE
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B.B.A. HONOURS IN ACCOUNTING & FINANCE

Part – I (Honours)

T-101	English Language & Business Communication (50+50)	(50+50)	100
T-102	Principles of Management & Organisational Behaviour	(50+50)	100
T-103	Financial Accounting		100
T-104	Business Mathematics & Statistics	(50+50)	100
T-105	Basics of Trade Industry and Commerce & Business Environment & Business Ethics	(50+25+25)	100
P-106A	Introduction to Computers	50	
P-106B	Language Lab	25	
P-106C	Industry Visit & Reporting	25	
			100
	Total		600

Part – II (Honours)

T-201	Taxation & Financial Management	(50+50)	100
T-202	Managerial Economics		100
T-203	Business Law & Corporate Governance	(50+50)	100
T-204	Marketing Management & Human Resource Management	(50+50)	100
T-205	Management Information System & e-commerce	(50+50)	100
P-206A	Computer Practical (Programming Language)	25	
P-206B	Financial Accounting Package : Tally	25	
P-206C	Public Speaking on Assigned Topic	25	
P-206D	Case Study on Subject-related Issues	25	100
	Total		600

Part – III (Honours)

T-301F	Corporate Accounting		100
T-302F	Financial Statement Analysis		100
T-303F	Auditing		100
T-304F	Cost & Management Accounting	(50+50)	100
T-305F	Indian Financial System & Financial Market Operation	(50+50)	100
P-305F	Grand Viva-voce		100
P-306F	Project Work		100
	Total		600
	TOTAL (PART I + PART II + PART III)		2000

B.B.A. HONOURS & GENERAL COURSE CURRICULA / STRUCTURE
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B.B.A. HONOURS IN MARKETING

Part – I (Honours)

T-101	English Language & Business Communication (50+50)	(50+50)	100
T-102	Principles of Management & Organisational Behaviour	(50+50)	100
T-103	Financial Accounting		100
T-104	Business Mathematics & Statistics	(50+50)	100
T-105	Basics of Trade Industry and Commerce & Business Environment & Business Ethics	(50+25+25)	100
P-106A	Introduction to Computers	50	
P-106B	Language Lab	25	
P-106C	Industry Visit & Reporting	25	
			100
	Total		600

Part – II (Honours)

T-201	Taxation & Financial Management	(50+50)	100
T-202	Managerial Economics		100
T-203	Business Law & Corporate Governance	(50+50)	100
T-204	Marketing Management & Human Resource Management	(50+50)	100
T-205	Management Information System & e-commerce	(50+50)	100
P-206A	Computer Practical (Programming Language)	25	
P-206B	Financial Accounting Package : Tally	25	
P-206C	Public Speaking on Assigned Topic	25	
P-206D	Case Study on Subject-related Issues	25	100
	Total		600

Part – III (Honours)

T-301M	Product & Pricing Management	(50+50)	100
T-302M	Advertising & Sales Promotion & Public Relations	(50+25+25)	100
T-303M	Sales & Logistics Management	(50+50)	100
T-304M	Market Research & Consumer Behaviour	(50+50)	100
T-305M	Industrial Marketing & Marketing of Services	(50+50)	100
P-305M	Grand Viva-voce		100
P-306M	Project Work		100
	Total		600
	TOTAL (PART I + PART II + PART III)		2000

8. The total marks for B.B.A. (Hons.) Examination shall be 2000 (600 marks for Part-I + 600 marks for Part-II + 800 marks for Part-III) as detailed hereinbefore. The syllabus for each of the papers shall be as may be prescribed by the University from time to time based on the needs of various sectors.
9. Examination of each theoretical paper carrying 100 marks shall be of 4 hours duration. The examination of the Term Paper Project Work and Comprehensive viva-voce will be conducted by a Board of Examiners comprising internal and external examiners. The marks of the Project Work will be apportioned as internal assessment (50 marks, based on project report writing, seminars) and viva voce (50 marks). The marks for internal assessment will be awarded by the internal project guide and the marks for viva-voce related to the project work will be awarded jointly by the internal and external examiners.
10. In order to pass each examination (Part-I, Part-II or Part-III) a candidate must obtain at least 35% of the total marks in each theoretical paper separately and 40% of the total marks in the project work, comprehensive viva voce, term paper (on job training) and presentation separately and 40% of the total marks of the examination in aggregate.
11. A candidate having secured less than 35% marks in not more than two theoretical papers or less than 40% marks in project work/Comprehensive viva voce/ Term Paper in Part-I/II/III Examinations but otherwise obtaining at least 40% of the total marks in aggregate in the part concerned will be allowed to appear in those two theoretical papers/project work/ comprehensive viva voce/Term paper as the case may be in the next Supplementary Examination of the same part to be held in the same year after the results of the Annual Examination are published. Such a candidate shall be eligible to continue in the next higher class but they shall have to discontinue in case they fail at the Supplementary Examination.
 - (a) There shall be no combined examination. A candidate on fulfilment of all other conditions as laid down in the Regulations will be eligible to appear on the higher Part Examination when and only when he/she clears the examinations of the preceding Part.
 - (b) A candidate shall not get more than four chances including the Annual and Supplementary Examinations to clear Part-I/Part-II/Part-III Examination, provided that he/she shall have to clear all the three parts of the examination within a period of six years from the year of admission, failing which he/she shall have to leave the course.
 - (c) A candidate failing in one paper or in more than one paper with shortage in aggregate of 40% marks, or who has passed in all papers individually but could not obtain at least, 40% of the total marks in aggregate in Part-I/Part-II/Part-III Examinations will be eligible to revert to his/her course (Part-I, Part-II and Part-III) as the case may be immediately after the publication of results. He/she will be eligible to reappear at the respective regular examination if he/she attends, at least, 75% of the theoretical classes held separately and seminars in the remaining period of the academic year.
 - (d) A candidate who has completed B.B.A. (Hons.) Part-I Examination will join Part-II classes and those who have completed B.B.A. (Hons.) Part-II Examination will join Part-III classes immediately after such examinations are over. After publication of the results of the examination, a candidate, failing in the examination, will be eligible to revert to his/her respective

class for Part-I, Part-II and Part-III, excepting those covered by para 11 (a) and 11 (b).

12. The college will offer elective group(s) and each student will select such elective group(s) as may be decided by the Principal on the basis of marks obtained by the student in Part-I and Part-II examinations.
13. The Principal of an affiliated college will coordinate on-job-training, project work, presentation and comprehensive viva voce examination.
14. Each student shall undergo on-job-training for six to eight weeks during second year for the preparation of term paper and for twelve to sixteen weeks during third year for undertaking project work and preparation of project report. Such on-job-training shall be arranged by the college in large, medium and small manufacturing/trading/service or similar other organisations.
15. Such candidates shall complete the project work individually and submit two copies of the project report prepared under the guidance of his/her project supervisor(s) to the college for evaluation as per the regulation and retention thereafter.
16. The comprehensive viva voce carrying 100 marks shall be conducted at the end of third year by a Board of Examiners comprising faculty members and industry experts to be appointed by the University Authority.
17. The University will publish a list of successful candidates of each examination. In examinations, candidates securing at least 60% of the aggregate marks for the three examinations, taken together, shall be placed in the first class and those securing, at least, 45% but less than 60% of marks shall be placed in second class. A candidate shall be declared to have obtained the Degree of Bachelor of Business Administration (three-year course) with Honours and shall get a degree certificate in format specified hereunder :

This is to certify that...obtained the Degree of Bachelor of Business Administration (three-year) Course with Honours in this University in the year 20_ and that he/she was placed in ...class with specialisation in...

AS PER THE RESOLUTION DATED. 05.06.2012.

**DR. PRANAM DHAR.
CHAIRMAN, UG-BOS FOR BBA(in-charge), WBSU.**

DETAILED SYLLABUS FOR
BBA (PART-I) (HONS.) COURSE

PAPER T-101

**ENGLISH LANGUAGE AND BUSINESS COMMUNICATION
100 MARKS**

Group A : English Language (50L / 50M)

1. Comprehension Test (Business News) (10L/10M)
2. Essay Writing, Precis Writing (10L/10M)
3. Grammatical Aspects Covering Parts Of Speech, Tense, Voice, Clause, Preposition, Degrees Of Comparison, Synonyms, Antonyms. (10L/10M)
4. Identifying and Correcting Errors In Spellings, Sentences And Punctuations. (10L/10M)
5. Idioms And Phrases (10L/10M)

Group B : Business Communication (50L / 50M)

Unit 1: Fundamentals of Business Communication (10L/10M)

Meaning of business communication, features, principles, process, feedback as the essence of business communication, Networks, levels of analysis of business communication, barriers of communication- removal of barriers.

Unit 2: Types of Communication (10L/10M)

Types of communication: formal & informal, direction wise, verbal, oral & gestural, grapevine communication.

Unit 3: Speech & Presentation Skills (10L/10M)

Effective speech making, elements of good speech- ideas, words, delivery, physical presence. Types of speeches, Presentation skills.

Unit 4: Drafting and Office Correspondence (20L/20M)

Drafting: Notice, minutes and resolution writing for corporate form of business. Business reports. Business Letter writing: offer, acceptance, refusal, credit collection, cancellation, Insurance claim, Bank loan, Asking for agency, Status enquiry, Business Enquiry. CV writing.

Suggested Readings

1. Greenbaum, Sidney. Oxford English Grammar, OUP,N.Y.
2. McArthur, T., The Oxford Companion to the English Language, OUP, N.Y.
3. Lester, M., Grammar in the Classroom, McMillan, N.Y.
4. Roberts, Burton Analysing Sentences; An Introduction to English Syntax, Longman, Essax.
5. Jasmin, S & Bright, J.S., Business Letter Writing, Universal, New Delhi.
6. Koneru, Arun., Professional Communication, Tata McGraw Hill, New Delhi.
7. Sharma, R.C., Mohan, Krishna, Business Correspondence and Report Writing, Tata McGraw Hill, New Delhi.
8. Monipally, M.M., Communication Strategies, Tata McGraw Hill, New Delhi.
9. Dhar, Pranam, Fundamentals of Business Communication & Ethics, ABSPH, Kolkata.

PAPER T-102

PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR 100 MARKS

Group A : Principles of Management

(50L / 50M)

Unit 1: Introduction to Management: Management - definition, importance, functions; Levels of management; managerial tasks and skills, Management- a science, arts or profession, Universality of management. (7L/4M)

Unit 2: Different Schools of Management Thought: Classical School-contributions of Taylor and Fayol; Neo-classical School-Human Relations approach and Behavioural Science approach; (7L/4M)

Unit 3: Planning: Concept, importance, types, steps, Strategic Planning-concept, steps of planning, classifications of plans, limitations of planning; Forecasting – Definition and Features (10L/6M)

Unit 4 : Organizing : Concept, principles, Steps, Departmentation –basis, principles; Delegation of Authority- elements, steps, barriers; Centralization and Decentralization of Authority; Span of Management –concept and determining factors. (10L/8M)

Unit 5: Control : Definition, importance, types of control, steps, and techniques, features of a good control system, limitations of control. (5L/7M)

Unit 6: Coordination: Definition and features, importance, principles of coordination, techniques of coordination, cooperation- definition, difference between coordination and cooperation. (5L/7M)

Unit 7: Motivation: Definition, features, importance, theories of motivation- Maslow, Herzberg, Mc Gregor's theory X & Y. (3L/7M)

Unit 9: Leadership: Definition, features, importance, types of leadership, theories of leadership- managerial grid theory. Leadership Continuum Theory. (3L/7M)

Group B : Organisational Behaviour

(50L / 50M)

Unit 1: Introduction: Concept of organizational behaviour, Scope and importance of OB, subjects contributing to OB, Hawthorne Studies. (4L/4M)

Unit 2: perception: Definition, nature, importance, principle of perceptual selectivity, factors affecting perceptual selectivity, perceptual grouping, Halo effect and stereotyping. (7L/7M)

Unit 3: Attitude: Definition, nature, importance, significance of attitude in OB, components of attitude, types of attitude, factors affecting attitude, attitude change. (7L/7M)

Unit 4: Learning: Definitions and features, importance, types of learning- classical conditioning and operant conditioning, steps of learning, effect of punishment and

reinforcement in learning.

(9L/9M)

Unit 5: Personality: Meaning, nature, determinants of personality, types of personality, theories of personality- trait, holistic and Freud's theory. (7L/7M)

Unit 6: Organisational stress & conflict : Definition, nature and mechanism of stress, sources of stress, coping strategies. Conflict: Definition, sources of conflict, control of conflicts. (9L/9M)

Unit 7: Organisational culture and change: Meaning of organizational culture, types of organizational culture, meaning of change, factors stimulating change, (7L/7M)

Suggested Readings

1. Essentials of Management, Koontz, TMH.
2. Management : Text & Cases, Rao & Harikrishna, Excel Books.
3. Management : A Global Perspective, Weihrich, TMH.
4. Principles & Practice of Management, Amrita Singh, EPH.
5. Organisational Behaviour, Fred Luthans, MH.
6. Organisational Behaviour, Saiyaddin, TMH.
7. Organisational Behaviour , Concept & Cases, Ghanekar, EPM.
8. Organisational Behaviour, VSP Rao, Excel Books.

PAPER T-103

**FINANCIAL ACCOUNTING
100 MARKS**

Unit 1: Introduction

(6L / 6M)

Nature of accounting; Users of accounting information; Double entry book keeping system; Basic concepts and conventions; GAAP; Accounting standards.

Unit 2 : Recording of transactions

(12L / 12M)

Journal; Ledger, preparation of Trial Balance; preparation of Bank reconciliation statement; Inventory valuation and reconciliation.

Unit 3 : Accounting for Specific Cases

(12L / 12M)

Accounting concept of Depreciation; Accounting for sale on approval; Adjustment and Rectification entry.

Unit 4 : Accounting for Consignment and Joint Venture

(10L / 10M)

Accounting of Joint Venture; Consignment, Problems.

Unit 5 : Preparation of financial statements

(12L / 12M)

Preparation of financial statements – a) from incomplete records, b) of non-profit organization.

Unit 6 : Accounting in case of Insurance, Hire Purchase and Departmental Accounting

Computation of Insurance claim for loss of stock; Departmental accounting; Accounting concept of Hire Purchase.

(14L / 14M)

Unit 7 : Sectional and Self-Balancing Ledgers

Concept of sectional balancing, Self balancing ledger; preparation of adjustment accounts.

(10L / 10M)

Unit 8 : Partnership Accounting

Partnership accounts; P/L appropriation account; Admission of a partner; Retirement of partner; Dissolution of partnership firm.

(10L/10M)

Unit 9 : Preparation of financial statements: of sole proprietorship business entities from a Trial Balance

Manufacturing, Trading, P/L account and Balance Sheet.

(10L / 10M)

Unit 10: Introduction to computerized accounting

(4L / 4M)

Features, advantages, disadvantages.

Suggested Readings

1. Modern Accountancy, Vol.I, Mukherjee, TMH.
2. Shukla, Grewal, gupta : Advanced Accountancy, Vol.5, S. Chand.
3. R.L. Gupta & Radheswami, Advanced Accountancy, Vol.I, S.Chand.

4. Maheswari & Maheswari, Advanced Accountancy, Vol.I, Vikash Publishing House.
5. Tulsian, Financial Accounting, Pearson.
6. B.Banerjee, Regulation of Corporate Accounting and Reporting in India, World Press.

PAPER T-104**BUSINESS MATHEMATICS & STATISTICS
100 MARKS****Group B : Business Mathematics****(50L / 50M)**

1. **Arithmetic Progression and Geometric Progression (5L/5M)**
Definition of Arithmetic Progression, Common difference, General term, Summation of Arithmetic Progression upto n terms, Summation of first n natural numbers, sum of Square and cubes of first n natural numbers.
Definition of Geometric Progression, Common ratio, General term, Summation of Geometric Progression upto n terms, infinite geometric progression.
2. **Theory of Quadratic Equation (5L/5M)**
General form of a Quadratic Equation with real coefficient, relation between roots and coefficient of a Quadratic Equation, discriminant and nature of roots of a Quadratic Equation.
3. **Permutation and Combination (5L/5M)**
Definition of Permutation, concept of factorial notation, permutation of n different objects, permutation of n objects of which not all are different, restricted Permutation.
Definition of combination, combination of r objects taken from n different objects, restricted combination.
4. **Determinants and Matrices (5L/8M)**
Determinants of order 2 and 3 only, minor and cofactor, properties of determinants, Cramer's rule for solving simultaneous equation in 2 and 3 variables only.
Different types of matrices, addition, subtraction and multiplication of matrices, singular and non-singular matrices, transpose, adjoint and inverse of a matrix, solution of simultaneous equation using matrices (**upto 3 variable cases only**).
5. **Binomial Theorem and Methods of Induction (5L/5M)**
Statement of the Theorem for positive, integral index, general term, middle term and equidistant term.
Principle of mathematical induction, simple problems.
6. **Functions, Limits and Continuity (5L/7M)**
Concept of function, types of function, single valued, multiple valued, bounded, unbounded, increasing and decreasing, explicit and implicit functions, function of a function.
Concept of limit, limit of a function (simple problem), concept of continuity, determination of continuity of function.
7. **Differentiation (5L/5M)**
Concept of differentiation, differentiation of a constant, differentiation of a function (excluding trigonometric functions), rules of differentiation of sum, product and quotient of a function, differentiation of implicit function, second order differentiation.
8. **Set Theory (5L/5M)**
Definition of Set, elements of Set, different forms of representation of set, finite and infinite set, subset, universal set, null set, Venn Diagram, union and intersection of sets, compliment of set, De-Morgan's Laws, algebra of sets (simple problem only).

- 9. Compound Interest and Annuities (5L/5M)**
- Tutorial Classes (5L)**
- Group B : Business Statistics (50L / 50M)**
- 1. Introduction**
Definition of Statistics; Importance and scope of statistics; Application of statistics in Business Activities. (2L/2M)
 - 2. Collection, Classification and Presentation of Statistical Data**
Primary and Secondary data; Methods of data collection; Tabulation of data; Graphs and charts; Frequency distributions; Diagrammatic representation of frequency distributions. (3L/3M)
 - 3. Measures of Central Tendency**
Meaning of Central Tendency; Common measures of central tendency – mean median and mode; Relationship between AM, GM, HM; Partition values – quartiles, deciles, percentiles. (5L/5M)
 - 4. Measures of Dispersion**
Common measures of absolute dispersion – range, quartile deviation, mean deviation and standard deviation; Comparisons between absolute measures; Measures of relative dispersion. (5L/5M)
 - 5. Index Numbers**
Definition of Index No., Types of Index No. Price, Value & Quantity, Calculation of Laspeyres, Paasche & Fisher's Ideal Index, CLI. (5L/5M)
 - 6. Correlation and Regression**
Bivariate Data, Scatter diagram; Simple correlation coefficient; simple regression lines; Spearman's rank correlation; Use of Rank Correlation; Measures of association of attributes. (10L/10M)
 - 7. Fundamentals of Probability Theory**
Meaning of probability; Different definitions of probability; Conditional probability; Compound probability; Independent events; (10L/10M)
 - 8. Probability Distribution**
Probability distribution function, Discrete Probability Distribution, Concepts of Binomial, Poisson and Normal Probability Distribution. (10L/10M)

Suggested Readings

1. Business Statistics: J.K.Sharma, Pearson Education
2. Mathematics And Statistics: Ajay Goel And Alka Goyal, Taxman
3. Statistical Methods: N.G.Das, Tata Mcgraw Hill
4. Statistics For Management: Srivastava, Tata Mcgraw Hill

PAPER T-105

**BASICS OF TRADE, INDUSTRY & COMMERCE AND BUSINESS
ENVIRONMENT & ETHICS
100 MARKS**

Group A : Basics of Trade, Industry and Commerce (50L / 50M)

Unit 1: Evolution of business, meaning, definition, basic features of business, objectives of business. (5L/5M)

Unit 2: Industry, trade & Commerce- their interrelationship. (5L/5M)

Unit 3: Large, medium & small scale business, Factors affecting size of business. (5L/5M)

Unit 4: Forms of business organization, Private sector: Sole Proprietorship, Partnership, Cooperative, Company: Features, advantages, disadvantages, different types of company, differences between public & private ltd company And partnership & company form of business. Public sector: Departmental organization, Govt company: Features, advantages & disadvantages. (15L/15M)

Unit 5: Concepts of home trade & foreign trade. Wholesale & retail trade- meaning & features. General procedure of Import & Export – documents required. (10L/10M)

Unit 6: Entrepreneurship development-meaning, nature, importance. Steps of starting a new business, Sources of finance for a new business, Feasibility analysis, Project planning. (10L/10M)

Group B : Business Environment & Ethics (50L / 50M)

Unit 1 : Business Environment : Concept, Nature and Significance of business environment – Types and elements of business environment – Competitive Environment – Micro Environment – concept, features and importance of environmental analysis – Process of environmental analysis – Factors producing changes in business environment. (6L / 10M)

Unit 2 : Socio-cultural Environment of Business : Concept and importance of socio-cultural environment of business – Elements of culture in India – Cultural Resources – Societal Culture and Organizational Culture – Business and Society, Changing Objectives of Business. (8L / 10M)

Unit 3 : Economic Environment of Business : Social Responsibility of Business – Concept, importance and factors of economic environment of business – Economic Role of the Government of India – Economic Reforms – meaning, objectives and types of economic reforms in India. (8L / 10M)

Unit 4 : Political and Legal Environment : Concept and scope of political and legal environment of business in India – Intellectual Property Rights – Concept and importance of Intellectual Property Rights, types of intellectual properties – The Patents Act : Objects, Definitions, Procedure for granting sealing of patents, office and authority of controller, surrender and revocation of patents – Consumer Protection Act : Definitions, rights of consumers, consumer disputes redressal agencies – The Rnvironmental Protection Act,

1986 : objects, definitions, important provisions of the Act, various pollution prevention laws in India. (11L / 10M)

Unit 5 : Introduction to Business Ethics : Meaning of ethics and business ethics, sources of ethics, importance of ethics to business, characteristics of business ethics, relationship between business ethics and ethics, nature of ethics in business, arguments against business ethics, evolution of business ethics as a field of study. [7L / 10M]

Suggested Readings

1. Business Organisation & Principles of Management, A.Roy, TMH.
2. Adhikary, M., Economic Environment of Business, Sultan Chand & Sons.
3. Agarwal, R., & Parag, Diwan, Business Environment, Excel Books.
4. Ahluwalia, I.J., Industrial Growth in India : Stagnation Since the Mid-sixties, Oxford University Press.
5. Alagh, Y.K., Indian Development Planning and Policy : A Re-evaluation, Vikas Publishing.
6. Aswathappa K., Essentials of Business Environment, Himalaya Publishing.
7. Fernando, A.C., Business Ethics: An Indian Perspective, Pearson education.
8. Chakraborty,S.K., Values and ethics for organisations, OUP.
9. Raj, Rituparna, A Study in Business Ethics, Himalaya publishing house.
10. Badi & Badi, Business Ethics, Vrinda Publications.

PAPER T-106A**INTRODUCTION TO COMPUTERS
50 MARKS**

Unit 1 : Fundamentals of Information Technology & Computers : Deployment of IT in Business; Basic features of IT; Impact of IT on business environment and social fabric; Fundamentals of Computers – Data, Information and EDP, Levels of Information from Data, Data Processing, Hardware/software Concepts; Generation of Computers, Elements of Digital Computer and it's Functions, I/O Devices, Storage Devices.

(8 L/10M)

Unit 2 : Computer Arithmetic & Computer Codes : Number Systems and Codes, Different Number Systems – Binary, Octal, Decimal and Hexadecimal Codes, Conversions from one to another, Codes used in Computers : BCD, EBCDIC, ASCII, Gray; Binary Arithmetic, Complements, Addition and Subtraction, Multiplication and Division, Boolean Algebra, Logic Gates, Karnaugh Map.

(8L/10M)

Unit 3 : Networking, Internet and E-commerce : Data Transmission, Goal of Network, Network Architecture, LAN, WAN, Various Topologies, Communication Media, Basic Network Concepts, Client-server Concept, Internet – concept, history, Development in India, Technological Foundation of Internet, Distributed Computing Application, Internet Protocol Suite, Domain Name System (DNS), IP Addresses, Applications of Internet in Business, Education, Governance, etc., Electronic Data Interchange, ATM and Net-banking, E-Commerce & E-Governance.

(8L/10M)

Unit 4. Data organization and Data Base Management System [8 lectures/ 10 marks]

(a) *Data organization*: Character, field, record, file and database. Types of Data Processing Systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organization Vs. Database File organization.

(b) *Data Base Management System*: Concept of Data Base Management System, Important terms of Database [including Entity, Attribute, Primary Key, Foreign Key, Candidate Key, Referential integrity, Table, Views, Data Dictionary]. Types of database [hierarchical, network and relational], Concept of Query and Reports.

Unit 5. Data Communication and Computer Network [8 Lectures/ 10 marks]

(a) *Data Communication*: Concept of Data communications, Transmission Modes [Simplex, Half-Duplex, Full Duplex, Serial, Parallel, Synchronous, Asynchronous],

(b) Communication Media. Wireless and satellite communication, Wireless Broadband, WAP, Network components – Bridge, Switch, Router, Gateway

(c) *Computer Networks*: Network Concept, Types: LAN, WAN, MAN, VAN, SAN. Various Topologies: Bus, Star, Ring, Mesh, Tree.

Suggested Readings

1. Turban, Rainer and Potter, Introduction to Information Technology, Wiley.
2. ITLES, Introduction to Information Technology, Pearson.
3. Sinha & Sinha, Fundamentals of Computers, BPB Publication.
4. Ramesh Behl, Information Technology for Management, TMH.
5. Turban, Rainer and Potter (2003). Introduction to information technology. John Wiley and sons.
6. Sinha, P.K., Priti Sinha (2002). Foundation of computing. BPB Publications.
7. James, A. O'Brien (2005). Introduction to Information Systems. TMH
4. Norton, P. (2001). Introduction to computers. TMH

PAPER T-106B

LANGUAGE LAB 25 MARKS

(I) OBJECTIVES:

- To equip students with effective Production Skills, primarily Speaking and Receptive Skills , primarily listening skills in English
- To sharpen related and relevant soft skills, which will make the students job ready
- To enhance students' performance at Placement Interviews, Group Discussions and other recruitment exercises.

(II) SPAN / DURATION of the SYLLABUS:

Total Duration 30 Hours of Direct Teaching
Distribution of Total 30 Hours of Direct Teaching 90 minutes Language Lab x 20 Classes

(III) ADMINISTRATION OF THE SYLLABUS:

- a. The Language Lab should be introduced in the Final Year / Semester of the Curriculum
- b. Students should be divided into small (10 – 25 students) preferably homogeneous groups constructed on the basis of Language Aptitude / Proficiency Test. The mentioned test prior to the inception of the students in the English Language Lab Curriculum will be conducted to gauge the current proficiency of the Students and to enable the Trainer/Teacher to administer remedial and value add-on session keeping in mind the Level of the learners and the standards as required in the Job Market.
- c. **Assessment / Distribution of Marks:** Out of the Proposed 25 Marks, 5 marks may be allotted for attendance of the student. The rest 20 Marks may allotted to the Final Assessment which would be based on Project and Presentation Skills of the students.

(IV) English Language Lab (20 Classes of 90 minutes duration i.e Each Class / Session comprises 90 minutes)

- 1. Listening Comprehension** (3 Sessions)
Listening and typing – Listening and sequencing of sentences –
Filling in the blanks – Listening and answering the questions
- 2. Reading Comprehension and Vocabulary** (3 Sessions)
Filling in the blanks - Cloze Exercises – Vocabulary building –
Reading and answering questions.
- 3. Speaking:** (5 Sessions)
Phonetics: Intonation – Ear Training –
Sound recognition exercises – Pronunciation - Remedy Sessions
Conversations: Face to Face Conversation - Telephone conversation –
Role play activities
- 4. Writing : Resume, E-mails & Reports** (2 Session)
Structuring the Resume - E-mail - Reports
- 5. Presentation Skills** (3 Session)
Elements of an effective presentation – Structure of a presentation –
Presentation tools – Voice Modulation – Audience analysis – Body
Language – Video Samples
- 6. Group Discussion** (3 Sessions)
Why is GD part of selection process? – Structure of a GD –
Strategies in GD – Body Language – Mock GD
- 7. Interview Skills** (1 Session)
Kinds of Interviews – Mock Interviews – Video Samples