

SRI SAI UNIVERSITY, PALAMPUR
Bachelor of Business Administration (BBA)

SEMESTER-I

Sub_Code	Subject_Title	L	T	P	TC	TH
BM001	Financial Accounting	4	1	0	4.5	5.0
BM002	Principles of Management	3	1	0	3.5	4.0
CA050	Computer Fundamentals	3	0	4	5.0	7.0
HU003	Microeconomics	4	0	0	4.0	4.0
HU004	Personality Development & Communication Skills -I	3	1	0	3.5	4.0
MA006	Quantitative Techniques & Operations Research	3	1	0	3.5	4.0
	Total	20	4	4	24.0	28.0

SEMESTER-II

Sub_Code	Subject_Title	L	T	P	Cr.	Hrs
BM003	Business Organization	3	1	0	3.5	4.0
BM004	Cost Accounting	3	1	0	3.5	4.0
CA005	Introduction to Data Base Management Systems	3	0	4	5.0	7.0
HU005	Macroeconomics	4	0	0	4.0	4.0
HU006	Personality Development & Communication Skills-II	3	1	0	3.5	4.0
MA007	Business Statistics	3	1	2	4.5	6.0
	Total	19	4	6	24.0	29.0

SEMESTER-III

Sub_Code	Subject_Title	L	T	P	Cr.	Hrs
BM005	Indian Economy	4	0	0	4.0	4.0
BM006	Management Accounting	4	1	0	4.5	5.0
BM007	Marketing Management-I	4	0	0	4.0	4.0
BM008	Introduction to Organizational Behaviour	3	1	0	3.5	4.0
BM009	Research Methods For Business	3	0	2	4.0	5.0
CA011	Visual Basic Programming	3	0	4	5.0	7.0
	Total	21	2	6	25	29

SEMESTER-IV

Sub_Code	Subject_Title	L	T	P	Cr.	Hrs
BM010	Business Laws	4	0	0	4.0	4.0
BM011	Elements of Business Environment	4	0	0	4.0	4.0
BM012	Human Resource Management	3	1	0	3.5	4.0
BM013	Marketing Research	3	1	0	3.5	4.0
CA014	Internet Concept and Web Design	3	0	4	5.0	7.0
HU007	Values & Ethics in Business	3	1	0	3.5	4.0
BM014	Seminar(Management Thinkers and Contemporary		2	0	1.0	2.0
	Total	20.0	5.0	4.0	24.5	29.0

SEMESTER-V

Sub_Code	Subject_Title	L	T	P	Cr.	Hrs
BM015	Fundamentals of Financial Management	4	1	0	4.5	5.0
BM016	Management Information System	4	1	0	4.5	5.0
BM017	Marketing Management-II	3	1	0	3.5	4.0
BM018	Production & Operations Management	4	1	0	4.5	5.0
BM019	Taxation Laws	4	0	0	4.0	4.0
BM020	Seminar Based on Training Report*	0	4	0	6.0	4.0
BM025	Planning for Project			2		2.0
	Total	19	8	2	27	29.0

**Summer Training: Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit two copies of the Summer Training Report to the Head of the Department within two weeks of the commencement of the Fifth Semester. The reports will be evaluated by a panel of teachers on content and presentation through seminars in the fifth semester. It will carry a weightage of 6 credits.*

SEMESTER-VI

Sub_Code	Subject_Title	L	T	P	Cr.	Hrs
BM021	Business Policy & Strategy	3	1	0	3.5	4.0
BM022	Entrepreneurship and Small Business Development	3	0	0	3.0	3.0
BM023	International Business Management	4	0	0	4.0	4.0
BM024	Project Planning & Evaluation	3	1	0	3.5	4.0
EN001	Environmental Studies	3	1	0	3.5	4.0
BM025	Project	0	0	12	6.0	12.0
	Total	16	3	12	23.5	31

Summary

Semester	L	T	P	Cr.	Hrs
I	20	4	4	24.00	28
II	19	4	6	24	29
III	21	2	6	25	29
IV	20	5	4	24	29
V	19	8	2	27.0	29
VI	16	3	12	24.0	31
Total	115	26	34	148	175

BM001 FINANCIAL ACCOUNTING

L T P Cr

4 1 0 4

Objectives: To familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for users of accounting information.

MODULE-I

Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation.

Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.

Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.

Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms. (16 hours)

MODULE-II

Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income.

Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised): Valuation of Inventories.

Depreciation Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect). (20 hours)

MODULE-III

Shares and Share Capital: Shares, Share Capital, Accounting Entries, Undersubscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.

Debentures: Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

Joint Stock Company: Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company, Kinds of Companies, Private and Public Limited Companies, Formation of Company

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts. (20 hours)

Text Books:-

1. *Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, VPH.*
2. *Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamentals, Sultan Chand,*
3. *Monga, J.R., An Introduction to Financial Accounting, First Edition, Mayoor,*

Reference Books:-

*Monga, J.R. and Girish Ahuja; Financial Accounting, Mayoor Paper Backs,
Bhattacharya, S.K. and J. Dearden; Accounting for Manager – Text and Cases VKS
Maheshwari, S.N. and S.K. Maheshwari; Advanced Accountancy, Vol. I & II, VPH*

BM002 PRINCIPLES OF MANAGEMENT

L	T	P	Cr
3	1	0	3.5

Objectives: To provide basic knowledge and exposure of the concepts, theories and practices in the field of management.

MODULE-I

Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches. (14 hours)

Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO (3 hours)

MODULE-II

Decision Making :Concept, types, process and techniques of decision-making;Bounded Rationality. (3hours)

Organizing: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization. (8 hours)

Staffing: Concept, Nature and Importance of Staffing. (3 hours)

MODULE-III

Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; (6 hours)

Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid. (5hours)

Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System. (6 hours)

Text Books:-

Stoner, Freeman and Gilbert Jr.; Management, PHI

Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons,

Reference Books:-

1. Koontz. O Donnel and Weirich- “Management”, TMH
2. R.K.Chopra- “Principles&Pracitices of Management”, Sun India Publication.
3. P.C.Tripathi and P.N.Reddy, ” Principles&Pracitices of Management”, TMH

CA050 COMPUTER FUNDAMENTALS

L	T	P	Cr
3	0	4	4

Objectives: This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

MODULE-I

Basics Of Computer and It's Evolution: Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super),iii. On the basis of Purpose(General & Special) Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL), (10 hours)

Data Representation:Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division) (6 hours)

MODULE-II

Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter (3 hours)

Computer Memory: Primary Memory (ROM and its type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory(6 hours)

Operating System Concept: Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms - Directory, File, Volume, Label, Drive name, etc.(3 hours)

MODULE-III

Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory. File Manipulation: Creating a file, deleting, coping, Renaming a file (7 hours)

Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN,MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies, Introduction to word processor and Spread Sheets(8 hours)

Laboratory would be based on the following topics:

1. **Introduction to MS-Word:** Introduction to Word Processing, its Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.
2. Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data,

Filtering etc.

Text Books:-

1. *Leon and Leon; Introduction to Information Technology, Leon Tech World.*
2. *Microsoft Office-2000 Complete- BPB Publication.*

Reference Books:-

1. *Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB.*
2. *Jain, V.K.; Computers and Beginners*

HU003 MICROECONOMICS

L	T	P	Cr
4	0	0	4

Objectives: To provide understanding of the basic concepts and issues in business economics and their application in business decisions.

MODULE-I

Introduction to Business Economics and Fundamental concepts Nature, Scope, Definitions of Business Economics, Difference Between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro Vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits. (10 hours)

Consumer Behaviour and: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.(6 hours)

MODULE-II

Demand Analysis : Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief) (8 hours)

Theory of Production: Meaning and Concept of Production, Factors of Production and production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS. (6 hours)

MODULE-III

Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Dis-economies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly. (10 hours)

Text Books:-

1. Dwivedi, D.N.; *Managerial Economics*, VPH
2. Chaturvedi, D.D. and S. L. Gupta; *Business Economics*, Brijwasi Publishers,

Reference Books:-

1. Mehta, P. L.; *Managerial Economics*, Sultan Chand & Sons
2. Koutsoyiannis, A.; *Modern Micro Economics*, Macmillan Press Ltd.
3. Salvator, Dominick, *Managerial Economics*, McGraw-Hill Book Company

HU004 PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS – I

L T P Cr

3 1 0 3.5

- Objectives:**
1. To develop the skills of proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
 2. To develop personality, communication skills and enhance self-confidence of students.

MODULE-I

Grammar: Basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective. Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. (18 hours)

MODULE-II

Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release. (18 hours)

MODULE-III

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors- Punctuation, Vocabulary building.

Business Etiquettes: Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings.

Role play on selected topics with case analysis and real life experiences. (10 hours)

Text Books:-

1. Wren & Mertin; *English grammar and composition*,
2. Sinha, K. K.; *Business Communication*, Galgotia Publishers
3. Robinson, David; *Business Etiquette*, Kogan Page.
4. Rogets *Thesaurus*.

Reference Books:-

1. *Hand Book of Practical Comunication Skills-Chrissie Wrought*,published by JPH
2. Ray,Reuben; *Communication today – Understanding Creative Skills*, Himalaya

MA006 QUANTITATIVE TECHNIQUES & OPERATIONS RESEARCH

L T P Cr

3 1 0 3.5

Objectives:- To equip students with a broad based knowledge of mathematics with emphasis on business applications.

MODULE-I

Principle of Counting: Permutations and Combination concept of factorial , Principle of Counting , Permutation with restriction Circular Permutation and Combination with restriction. Mathematics Induction: Principle, Sequences & Series -A.P.& G.P. (10 hours)

Matrix Algebra: The inverse of a matrix. Properties of the inverse Solution to a system of equations by: (i) The adjoint matrix methods. (ii) The Gaussian Elimination method, Rank of a matrix, Rank of a system of equations. The Echelon matrix. Vectors: Types Optimization vector- Additions, suggestions & multiplication, Scaler Product, Vector Product. Linear dependence of vectors, (8 hours)

MODULE-II

Linear Programming: Formulation, methods of solving- graphical and simplex, problems with mixed constraints; duality; concept, significance, usage & application in business decision making. (12 hours)

Transportation, assignment problems: General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment.(8 hours)

MODULE-III

Game Theory : Definitions, Zero Sum Game, pure and Mixed Strategies (6 hours)

Operations Scheduling: Scheduling problems, shop floor control, Gantt Charts, Principles of work center scheduling, principles of job shop scheduling, personnel scheduling (8 hours)

Text Books:-

Natarajan AM, Balasubramani P and Tamilarasi A, Operations Research, PE

Hamdy A Taha, Introduction to Operations Research, PHI

Thukral,J.K.; Business Mathematics,BVP

Sancheti and Kapoor; Business Mathematics, latest edition

References:-

1. *Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books*
2. *Raghavachari, M.; Mathematics for Management, TMH Paneerselvam R., Operations Research, PHI*

BM003 BUSINESS ORGANIZATION

L	T	P	Cr
3	1	0	3.5

Objective:- To provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

MODULE-I

Introduction: Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business objectives; Profit Maximization vs Social Responsibility of Business; Business Ethics and Values; Code of Conduct and Corporate Governance. (12 hours)

Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber's Theory); Government Policy on Industrial Location. (4 hours)

MODULE-II

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – stages in formation; documentation (MOA, AOA). (8 hours)

Small Business: Scope and role; Government Policies. (8 hours)

MODULE-III

Government & Business Interface: Rationale; Forms of Government and Business Interface. (4 hours)

Multinationals – Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks. (6 hours)

Business Combinations – Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc. (6 hours)

Text Books:-

1. Gupta, C.B.; *Modern Business Organization, Mayo Paper Works*
2. T.N. Chabra- "*Business Organisation*", Dhanpat Rai & Sons.

Reference Books:-

1. Robert; *Modern Business Administration, McMillan India*
2. Basu, C. R.; *Business Organization and Management, TMH*

BM004 COST ACCOUNTING

L	T	P	Cr
4	0	0	4

Objectives:- To familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

MODULE-I

Meaning and Scope of Cost Accounting: Basic cost concepts – Elements of Costs, classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing. (4 hours)

Materials Control: Meaning – Steps involved – materials and inventory – techniques of material / inventory control – valuation of incoming & outgoing material & losses. (4 hours)

Labour Cost Control: Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labour turnover, methods of wage payment. Incentive plans. (6 hours)

MODULE-II

Overheads: Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads. (6 hours)

Methods of Costing: Single output costing, job costing, (8 hours)

MODULE-III

Contract, Batch and Process Costing: Contract & batch costing,. Process costing (including joint products and By-products and inter-process profits), Operating/Service costing.(Transport & Power House only). (12 hours)

Reconciliation of Cost And Financial Accounts. (3 hours)

Text Books:-

1. Maheshwari, S. N. and S. N. Mittal; *Cost Accounting – Theory and Problems*, Shri Mahavir Book Depot, New Delhi
2. Jain and Narang; *Cost Accounting*, Kalyani Publishers
3. Arora, M.N., *Cost Accounting*, VPH

Reference Books:

1. Horngren; *Managerial Cost Analysis*, 22nd revised edition, PHI
2. Gowda, J. Made; *Advanced Cost Accounting*, 1st Edition, HPH

CA005 INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS

L T P Cr

3 0 4 5

Objectives:- To familiarize the students with the basic concepts of database management.

MODULE-I

The Basic Concepts: Need for a Database Management System - The file based system, Limitations of file based system, The Database Approach; The Logical DBMS Architecture - Three level architecture of DBMS or logical DBMS architecture, Mappings between levels and data independence, The need for three level architecture; Physical DBMS Architecture- DML Precompiler, DDL Compiler, File Manager, Database Manager, Query Processor, Database Administrator, Data files indices and Data Dictionary, Commercial Database Architecture, Data Models

Relational And ER Models: The Relational Model- Domains, Attributes, Tuple and Relation, Super keys Candidate keys and Primary keys for the Relations; Relational Constraints- domain, Key and integrity, Dealing with Constraint Violations; Relational Algebra- Basic Set Operation, Cartesian Product, Relational Operations; Entity Relationship (ER) Model- Entities, Attributes, Relationships; E-R Diagram; Conversion of E-R Diagram to Relational Database. (15 Hours)

MODULE-II

Database Integrity and Normalization: Relational Database Integrity- The Keys, Referential Integrity, Entity Integrity; Redundancy and Associated Problems; Single-Valued Dependencies; Single-Valued Normalisation- The First Normal Form, The Second Normal Form, The Third Normal Form, Boyce Codd Normal Form; Desirable Properties of Decomposition - Attribute Preservation , Lossless-join Decomposition, Dependency Preservation, Lack of redundancy; Rules of Data Normalisation -Eliminate Repeating Groups, Eliminate Redundant Data, Eliminate Columns Not Dependent on Key

File Organisation in DBMS: Physical Database Design Issues; Storage of Database on Hard Disks; File Organisation and Its Types - Heap files (Unordered files), Sequential File Organisation, Indexed (Indexed Sequential) File Organisation, Hashed File Organisation; Types of Indexes; Index and Tree Structure; Multi-key File Organisation⁹⁹ - Need for Multiple Access Paths, Multi-list File Organisation, Inverted File Organisation; Importance of File Organisation in Databases (18 hours)

MODULE-III

Structured Query Language and Transaction Management: What is SQL?; Data Definition Language; Data Manipulation Language; Data Control; Database Objects: Views, Sequences, Indexes and Synonyms; Table Handling; Nested Queries. The Transactions; The Concurrent Transactions; The Locking Protocol- Serialisable Schedules, Locks, Two Phase Locking (2PL); Deadlock and its Prevention; Optimistic Concurrency Control. Recovery- Kinds of failures, Failure controlling methods, Database errors; Recovery Techniques; Security & Integrity- Relationship between Security and Integrity, Difference between Operating System and Database Security; Authorization.

Distributed and Client Server Databases: Need for Distributed Database Systems; Structure of Distributed Database; Advantages and Disadvantages of DDBMS; Design of Distributed Databases- Data Replication, Data Fragmentation; Client Server Databases- Architecture, Computing, Structure and Advantages

Application Development: Development of a Hospital Management System: Need, Creating a Database for HMS; Developing Front End Forms; Reports ; Using Queries and Record set. Issues relating to Software Development, Testing and Maintenance (20 hours)

Laboratory Exercises

1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.

Text Books

1. *Elmasri, R, Navathe S.B., Fundamentals of Database Systems, Addison Wesley*
2. *Korth, H.F., Silberschatz, S., Sudarshan, A., Database Systems Concepts, McGraw Hill*
3. *Date, C.J., An Introduction to Database Systems, Dorling Kindersley*

Reference Books

1. *Garcia-Molina, Hector, Ullman, J.D. and Widom, J.D., Database Systems: The Complete Book, Dorling Kindersley Desai, Bipin C., An Introduction to Database Concepts, Galgotia Publication*

HU005 MACROECONOMICS

L	T	P	Cr
4	0	0	4

Objectives:- To provide basic concepts on Macroeconomic variables, and its influence on business.

MODULE-I

Concepts of Macro Economics and National Income: Determination Definitions importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. (8 hours)

National Income: Concepts, definition, methods of measurement, National income in India, problems in measurement of national income & precautions in estimation of national income. (8 hours)

MODULE-II

Macro Market Analysis: Theory of full employment and income: classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model. (14 hours)

MODULE-III

Money Market: Functions and forms of money, demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money, inflation and deflation. (8 hours)

Equilibrium of Product and Money Market: The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve. Application of IS-LM model in monetary and fiscal policy. (8 hours)

Text Books:-

1. Dwivedi, D. N.; *Macro Economics*, TMH
2. Chaturvedi, D. D and Anand Mittal.; *Business-Economics-II* ,), Brijwasi Book Distributors,

Reference Books:-

1. Mishra, S. K. and V. K. Puri; *Modern Macro-Economics Theory*, HPH
2. Edward Shapiro; *Macro-Economics Analysis*, TMH

HU006 PERSONALITY DEVELOPMENT AND COMMUNICATION SKILL-II

L T P Cr

3 1 0 3.5

Objectives:- To develop the project writing and presentation skills in students and build confidence and leadership qualities

MODULE-I

Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. (16 hours)

MODULE-II

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews. Practice mock interview in classrooms with presentations on self. Self introduction – highlighting positive and negative traits and dealing with people with face to face. (12 hours)

MODULE-III

Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Writing of Cases for discussion (8 hours)

Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics. (4hours)

Text Books:-

1. *Essentials of Business Communication by Rajendra Paul, Sultan Chand & Sons*
2. *Reuben, Ray; Communication today – understanding creating skills, HPH, 2001.*

Reference Books:-

1. *E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, PHI*
2. *Stephen R. Covey; The seven habits of highly effective people.*
3. *Rogets Thesaurus*

MA007 BUSINESS STATISTICS

L	T	P	Cr
3	1	2	4.5

Objectives:- To create understanding of statistical analysis for drawing inferences of population parameters on the basis of sample data .

MODULE-I

INTRODUCTION TO STATISTICS & PROBABILITY : Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions. (10 hours)

SAMPLING DISTRIBUTION AND ESTIMATION: Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size. (10 hours)

MODULE-II

TESTING OF HYPOTHESIS: Meaning and Formulation of Hypothesis. Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test). (12 hours)

NON-PARAMETRIC METHODS: Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. (6 hours)

MODULE-III

CORRELATION, REGRESSION, INDEX NUMERS AND TIME SERIES ANALYSIS: Correlation analysis, rank correlation estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers – Laspeyre’s, Paasche’s and Fisher’s Ideal index. (14 hours)

Laboratory Work: The students will be exposed to a Statistical Package & laboratory exercises will be designed around secondary economic, banking and stock exchange data.

Text Books:-

1. Levin R.I. and Rubin D.S., *Statistics for Management*, PHI
2. Srivatsava TN, Shailaja Rego, *Statistics for Management*, TMH.
3. Anand Sharma, *Statistics for Management*, Himalaya Publishing House

References

1. Anderson D.R., Sweeney D.J. and Williams T.A., *Statistics for business and economics*, Thomson (South – Western) Asia, Singapore
2. Aczel A.D. and Sounderpandian J., *Complete Business Statistics*, TMH
3. Prem S. Mann, *Introductory Statistics*, Wiley Student Edition.

BM005 INDIAN ECONOMY

L	T	P	Cr
4	0	0	4

Objective:- To acquaint students with past, present and future of the Indian Economy and business environment in the country.

MODULE-I

Structure of Indian Economy: Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India. Planning and Economic Development and Problems in Indian (14 hours)

MODULE-II

Planning and Economic Development and Problems in Indian Economy; Objective of Economic Planning in India, Tenth Five Year Plan. Industrial Policy-1991 onwards, Disinvestments of Public Enterprises. (6 hours)

Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness. (8 hours)

MODULE-III

Indian Economy & Foreign Trade: Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy (2002-2007), Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions. (8 hours)

Indian Economy – Emerging Issues WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors. (8 hours)

Text Books:-

1. *Dhingra, I.C.; Indian Economy, Sultan Chand,*
2. *Aggarwal, A.N., Indian Economy, Vishwa Prakashan,*

Reference Books:-

1. *Mishra, S.K. & V.K. Puri; Problems of Indian Economy, HPH*
2. *Datt, Ruddar; Sundhram, Indian Economy, Sultan Chand*

BM006 MANAGEMENT ACCOUNTING

L	T	P	Cr
4	1	0	4.5

Objectives:- To familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

MODULE-I

Management Accounting: Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant. (6 hours)

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.(10 hours)

MODULE-II

Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement. (10 hours)

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of responsibility Accounting – Types of Responsibility Centres. (4)

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour Variances. (6 hours)

MODULE-III

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing. Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue. (14 hours)

Text Books:-

1. Maheshwari, S.N.; *Principles of Management Accounting*, Sultan Chand & Sons
2. Khan & Jain; *Management Accounting*, TMH

Reference Books:-

1. Horngren, Charles; *Introduction to Management Accounting*, PHI
2. Pandey, I.M.; *Management Accounting*, Vikas

BM007 MARKETING MANAGEMENT - I

L	T	P	Cr
4	0	0	4

Objective:- To introduce the terminology and concepts those are commonly used in marketing.

MODULE-I

Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning. (12 hours)

Product: Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix. (6 hours)

MODULE-II

Pricing Decisions : Designing pricing strategies and programmes, pricing techniques.(6 hours)

Place: Types of channels, meaning & importance, channels strategies, designing and managing value network and marketing channel, managing retailing, Physical distribution, marketing logistics and supply chain management. (8 hours)

MODULE-III

Promotion: Advertising- meaning and importance, types, media decisions, promotion mix, Personal Selling- Nature, importance and process, Direct Marketing Sales Promotion (push versus pull study). (14 hours)

Text Books:-

1. Kumar, Ramesh; *Application Exercises in Management*, VPH,
2. Varshney & Gupta; *Marketing Management*, Sultan Chand & Sons.
3. Kotler & Armstrong; *Principles of Marketing Management*, PHI

Reference Books:-

1. Gupta & Suri; *Case Studies in Marketing Mgt.*, HPH.

BM008 ORGANIZATIONAL BEHAVIOUR

L	T	P	Cr
3	1	0	3.5

Objectives:- The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

MODULE-I

Introduction: Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and opportunities. Independent and Dependant Variables (6 hours)

Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Learning-Theories and reinforcement schedules, Perception –Process and errors. Interpersonal Behaviour: Johari Window. (10 hours)

MODULE-II

Transactional Analysis – ego states, types of transactions, life positions, applications of T.A. Case Study (4 hours)

Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams. Case Study (12 hours)

MODULE-III

Organization Culture and Conflict Management: Organizational Culture-Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and participation. Case Study (8 hours)

Text Books:-

1. Prasad, L.M.; *Organizational Behaviour*, Sultan Chand & Sons
2. Stephen P., Robbins; *Organizational Behaviour*; PHI

Reference Books:-

1. Luthans, Fred; *Organizational Behaviour*, TMH
2. Chhabra, T.N. & Singh, B.P., *Organization Behavior*, Sultan Chand & Sons.
3. Khanka, S.S.; *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
4. Joseph, Weiss; *Organization Behaviour and Change*, VPH

BM009 RESEARCH METHODS FOR BUSINESS

L	T	P	Cr
3	1	2	3.5

Objectives:- To equip the students with the basic understanding of the research methodology and statistics and to provide an insight into the application of basic analytical tools and techniques for the purpose of management decision making.

MODULE-I

INTRODUCTION: Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross-Sectional and Time-series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research. (8 hours)

RESEARCH DESIGN AND MEASUREMENT : Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument. (8 hours)

MODULE-II

DATA COLLECTION: Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.

DATA PREPARATION AND ANALYSIS: Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses; Data Display through tables, Graphs and Charts, Application of selected statistical software (SPSS) for data analysis. (15 hours)

MODULE-III

REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH: Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research. (15 hours)

Text Books:-

1. Donald R. Cooper and Pamela S. Schindler, *Business Research methods* TMH
2. Alan Bryman and Emma Bell, *Business Research methods*, Oxford ,University Press.
3. Uma Sekaran, *Research methods for Business*, Wiley India.
4. K. N. Krishnaswamy, Appa Iyer Sivakumar and M. Mathirajan, *Management, Research Methodology*, PE

References:-

1. Gupta.S.P. *Statistical Methods*, 30^{*1} ed,, Sultan Chand.
2. Golden.-Biddle.Koren and Karen D.Locke: *Composing Qualitative Research*, Sage
3. Kumar Ranjit, *Research Methodology : A step by step guide for beginners”* sage

CA011 VISUAL BASIC PROGRAMMING

L	T	P	Cr
3	0	4	5

Objective:- To familiarize with Front-end concept for developing various IT Applications Project.

MODULE-I

Visual Basic: Variable Names, Data Types, Assignment, If-then, If-then-else, if then-elseifelse, expression, print statement, arrays, variable declaration, built-in & User defined types, Subroutine and functions, Boolean Operators, Arithmetic Operator, For- .next, do loop, while-wend, Procedure/ Public, Private and Static & Dim Statement. (11 hours)

Structure of VB program, Forms & built in controls, Properties and events, Code Module, Scale Modes, Printer Object (Printing text, setting Fonts, graphics), Common dialog Boxes, picture controls, image-controls, send keys, MS-Common Controls, Error Handling, Classes, Control Arrays, MDI, SDI. (5 hours)

MODULE-II

File Handling – Text and Binary Files, Files System Orbit Object. (6 hours)

Database Interface: Review of ANSI SQL, ODBC, Pass through ODBC, DAO, MS-Jet Engine, DB-Engine, Workspaces, Databases, recordsets, Data bound controls, ActiveX controls, ADO, Active X Data controls, RDO Data view Window, Data Environment Designer, Crystal Report and Data Report Utility Using Visual Basic (VB) for Transaction Management, Concurrency Control, Interfacing with RDBMS, Backend Stored procedure Usage. (11 hours)

MODULE-III

Help Writing: Building a help, System, Building & Topics File, Labeling the topics, Creating a help project, primary & secondary help window, linking to internet, Adding Multimedia, Using HTML help workshop, content sensitive help, help file. Overview of COM/DCOM using Windows API Functions, MAPI interface, Microsoft Transaction Server, Visual source safe, VB Script. (12 hours)

Text:

E. Petroutsos, “Mastering Visual Basic 6.0”, BPB Publications,

Perry, Greg, “Teach Yourself Visual Basic 6 in 21 Days”, Techmedia,

References:

1. *E. Petroutsos, “Mastering Database Programming with Visual Basic 6”, BPB*
2. *Norton Peter, “Peter Norton’s Guide to Visual Basic 6”, Techmedia,*

BM010 BUSINESS LAWS

L	T	P	Cr
3	1	0	3.5

Objectives:- To create awareness of the relevant business laws

MODULE-I

Indian Contract Act, 1872 (Fundamental Knowledge) Essentials of valid contract, discharge of contract, remedies for breach of contract. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency. (10 hours)

Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. (6 hours)

MODULE-II

The Negotiable Instruments Act 1881 – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque. (6 hours)

The Companies Act 1956 (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. (10 hours)

MODULE-III

Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement. (10 hours)

Note:- *Students are expected to have only elementary knowledge of the topics specified in the syllabus.*

Text Books:

1. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, HPH
2. Kuchhal M.C., *“Modern Indian Company Law”*, Shree Mahavir Book Depot.
3. Kuchhal, M. C.; *Business Law*, VPH
4. Kapoor, N. D.; *Elements of Mercantile Law*, Sultan Chand & Sons

Reference Books:-

1. Gulshan S.S. and Kapoor G.K., *“Business Law including CompanyLaw”*, New Age International Private Limited Publishers.
2. Aggarwal S.K., *“Business Law ,2003”*, Galgotia Publishing Company.
3. Bagrial, Ashok; *Company Law*, VPH
4. Kapoor, N. D.; *Elements of Company Law*, Sultan Chand & Sons
5. Dr. Singh, Avtar; *Company Law*, Eastern Book Co. Lucknow, Bharat Law House.

BM011 ELEMENTS OF BUSINESS ENVIRONMENT

L	T	P	Cr
4	0	0	4.5

Objectives:- To familiarize the students with the nature and dimensions of evolving business environment in India and its influence in managerial decisions.

MODULE-II

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis. (12 hours)

MODULE-II

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA (review), Monetary and fiscal policies. (12 hours)

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.(6 hours)

MODULE-II

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention. (6 hours)

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure. (12 hours)

Text Books :-

1. Dhingra, C.; *The Indian Economy Environment and Policy*, Sultan Chand and Sons.
2. Cherunilam, Francis; *Business Environment - Text and Cases*, HPH

Reference Books:-

1. Aswathappa, K.; *Essentials of Business Environment*, HPH
2. C.A.Rangarajan- "*Perspective in Economics*" -S.Chand & Sons.

BM012 HUMAN RESOURCE MANAGEMENT

L	T	P	Cr
3	1	0	4.5

Objectives:- To familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

MODULE-I

Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM. Strategies for the New Millennium: Role of HRM in strategic management; human capital; emotional quotient; mentoring; ESOP; flexi-time; quality circles; Kaizen TQM and Six Sigma. (12 hours)

Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process (6 hours)

MODULE-II

selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/ demotions, separations. (6 hours)

Training and Development: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development. (8 hours)

MODULE-III

Compensation and Maintenance: Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance : overview of employee welfare, health and safety, social security. (14 hours)

Text Books:-

1. Chhabra, T. N; *Human Resource Management; Dhanpati Rai and Co*
2. Dr. Gupta, C. B.; *Human Resource Management, Sultan Chand and Sons*

Reference Books:-

1. Flippo, Edwin B., *Personnel Management, TMH.*
2. Rao, V S P, *Human Resource Management, Text and Cases, Excel Books*
3. Aswathappa, K.; *Human Resource and Personnel Management (Text and Cases), TMH*
4. Dessler, Gary; *Human Resource Management; PHI*
5. D'Cenzo, David A & Stephen P. Robbin, *Personnel Human Resource Management, PHI*
6. Beardwell, Ian & Len Holden, *Human Resource Management, Macmillan, Delhi.*

BM013 MARKETING RESEARCH

L	T	P	Cr
3	1	0	3.5

Objectives:- To familiarize a student with various aspects of marketing research, and expose him to various tools available to a marketing researcher.

MODULE-I

Introduction of Marketing Research: Define marketing, research, aims and objectives of marketing research. Applications of marketing research, marketing information system, evaluation and control of marketing research, value of information in decision making, steps in marketing research. (4 hours)

Research Design: Formulating the research problem, choice of research design, types of research design, sources of experimental errors. (6 hours)

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean. (6 hours)

MODULE-II

Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research. (6 hours)

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation. (10 hours)

MODULE-III

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis I, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).

Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report. (12 hours)

Text Books:-

1. Beri, G.C.; *Marketing Research, TMH*
2. Gupta, S.L., *Marketing Research, Excel Books*

Reference Books:-

1. Aaker; *Marketing Research, John Willey & Sons*
2. Tull & Hawkins; *Marketing Research, PHI*

CA014 INTERNET CONCEPTS AND WEB DESIGN

L	T	P	Cr
3	0	4	5

Objectives:- To familiarize a student with the concept of internet working and tools of web designing.

MODULE-I

The Internet: Classification of Networks; Networking Models ; Packet Switching; Accessing the Internet; Internet Protocols- Internet Protocol (IP), Transmission Control Protocol (TCP);Internet Address- Structure of Internet Servers Address, Address Space; How does the Internet work; Intranet & Extranet; Internet Infrastructure; protocols and Services on Internet - Domain Name System, SMTP and Electronic Mail, Http and World Wide Web, Usenet and Newgroups, FTP, Telnet, Internet Tools, Search Engines, Web Browser (7 hours)

Introduction to HTML: What is HTML; Basic Tags of HTML- HTML Tag, TITLE Tag, BODY Tag; Formatting of Text – Headers, Formatting Tags, PRE Tag, FONT Tag, Special Characters;Working with Images; META Tag; (7 hours)

MODULE-II

Advanced HTML: Links- Anchor tag; Lists- Unordered Lists, Ordered Lists, Definition Lists; Tables - TABLE, TR and TD Tags, Cell Spacing and Cell Padding, Colspan and Rowspan; Frames – Frameset, FRAME Tag, NOFRAMES Tag; Forms- FORM and INPUT Tag, Text Box, Radio Button, Checkbox, SELECT Tag and Pull Down Lists, Hidden, Submit and Reset; Some Special Tags – COLGROUP, THREAD, TBODY, TFOOT, _blank, _self, _parent, _top, IFRAME, LABEL, Attribute for <SELECT>, TEXTAREA.

Introduction to JavaScript: JavaScript Variables and Data Types- Declaring Variables, Data Types; Statements and Operators; Control Structures- Conditional Statements, Loop Statements; Object-Based Programming – Functions, Executing Deferred Scripts, Objects; Message box in Javascript- Dialog Boxes, Alert Boxes, Confirm Boxes, Prompt Boxes; Javascript with HTML – Events, Event Handlers; Forms- Forms Array.

MODULE-III

VB Script: What is VBScript; Adding VBScript Code to an HTML Page - VB Script Basics, VBScript Data Types, VBScript Variables, VBScript Constants, VBScript Operators; Using Conditional Statements; Looping Through Code; VBScript Procedures; VBScript Coding Conventions; Dictionary Object in VBScript- Methods and Object Properties; Err Object - Methods and Properties.

Dreamweaver: Using Dreamweaver; Create a Site Home Page; Design a Page in Layout View; Insert Images; Insert Text; Work in Standard View; View the Site Files; Link your Documents.

LABORATORY EXERCISES:-

Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following sub heading “qualification”, “Hobbiew”, & “Interest”, “Future Plans”, & “Address for communication”
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web paged using the Front Page explorer and write your academic and professional qualification. Place a bookmark at an appropriate place and save the page as “qualification”.

6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.
8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.
9. Create a new page and write a few lines on your future plans and save the page as “future plan”.
10. Link the page. Future-plan.htm, with the sub heading “future plan” in the home page.
11. Create a new page, write your address for communication & save the page as “address”
12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.
13. Interest a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation.

Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page “future.htm” and insert a background sound file into the page.
19. Open the web page “hobbies.htm” and apply animation (as animated GIF) to the image or clipart (if inserted)

Working with tables and frame

20. Open the page, “hobbies.htm” and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as “12”.
22. Insert “Address Book” as caption for the table.
23. Split the column named cell phone no into two and name them as “off” and “Resi”

Creating Forms and connecting to the database

24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.
25. The form should contain the following fields as mentioned below

PERSONAL PROFILE

Name
 Address
 Phone_Off
 Phone_Resi
 Mobile
 E_Mail
 Fax
 Passport No.
 Driving License No.
 Insurance Policy No.

Blood Group

Credit Cards

26. Assign a drop down menu for the credit cards fields.
27. Assign a one line text driving license No.
28. Open the page, bearing your name and insert marque to display the message “Welcome to my site”.
29. Open each and every page “apply suitable page transitions and animations.

Text Books

1. *Raj Kamal, Internet and Web Technology, TMH*
2. *P. Naughton and H.Schildt, The Complete Reference Java 2, TMH*

Reference Books:-

- 1 *Margaret Leaven Young, The Complete reference Internet Millennium Edition, TMH*

HU007 VALUES & ETHICS IN BUSINESS

L	T	P	Cr
3	1	0	3.5

Objectives:-To make the students realize the importance of values and ethics in business. The course provides a background to ethics as a prelude to learn the skills of ethical decision-making and then apply those skills to the real and current challenges of the profession.

MODULE-I

Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business.

Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value.(10 hours)

Corporate Social Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, (7 hours)

MODULE-II

Consumerism, Unethical Issues: Consumerism, unethical issues in sales, marketing and technology. (3 hours)

Understanding Progress, Results & Managing Transformation: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation. (6 hours)

Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business gurus. (6 hours)

MODULE-III

Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management. (5 hours)

Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement. (4 hours)

Concept of Dharma & Karma Yoga: Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life. (4 hours)

Text Books:-

1. Kaur, Tripat; *Values & Ethics in Management*, Galgotia Publishers.
2. Chakraborty, S.K.; *Human values for Managers*

Reference Books:-

1. Chakraborty, S.K.; *Ethics in Management: A Vedantic Perspective*, OUP

BM015 FUNDAMENTALS OF FINANCIAL MANAGEMENT

L T P Cr
4 1 0 4.5

Objectives:- To acquaint the students with the overall framework of financial decision- making in a business unit.

MODULE-I

Financial Management: Meaning, Scope, objectives of Financial Management --- Profit Vs. Wealth Maximization. Financial Management and other Areas of Management ---Liquidity Vs Profitability, Methods of Financial Management, Organization of Finance Function. (3 hours)

Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(in brief)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.(6 hours)

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares. Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares. Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India. (10 hours)

MODULE-II

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.

Capital Budgeting: Concept, Importance and Appraisal Methods: Payback period, DCF techniques, Accounting rate of return, Capital Rationing,(16 hours)

MODULE-III

Concept of Risk in Capital Budgeting: Incorporation of Risk Factor, General Techniques: Risk adjusted discount return, certainty equivalent coefficient and Quantitative Techniques: Sensitivity analysis, Probability assignment, Standard deviation, Coefficient of variation, Decision tree. (6 hours)

Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, over and under Trading.(6 hours)

Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.(6 hours)

Text Books:-

1. Maheshwari S.N., "Financial Management", Principles and Practice, Sultan Chand
2. Khan M.Y, Jain P.K., "Financial Management", TMH, 2001
3. Pandey I. M., "Financial Management", VPH

Reference Books:-

1. Horne Van C. & Wachowich M., "Fundamentals of Financial Management", PHI

BM016 MANAGEMENT INFORMATION SYSTEM

L	T	P	Cr
4	1	0	3.5

Objectives:- The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

MODULE-I

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS. (10 hours)

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle (8 hours)

MODULE-II

System Analysis, Design and Implementation, MIS Applications in Business. (4 hours)

Information Concepts: Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information needs of the Organization. (12 hours)

MODULE-III

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS (5 hours)

Choice of appropriate IT Systems – Database, Data warehousing & Datamining Concepts, Centralized and Distributed Processing. (8 hours)

Text Book:-

1. Javadekar, W.S.; *Management Information System, TMH*
2. Arora, Ashok and Akshaya Bhatia, *Information Systems for Managers, Excel Books,*
3. Basandra, Suresh K, *Management Information Systems. Wheeler Publishing.,*

BM017 MARKETING MANAGEMENT- II

L	T	P	Cr
3	1	0	3.5

Objective:- To further enrich what student has learnt in marketing -I for effective marketing practice.

MODULE-I

Planning & Strategy: Marketing Planning, Marketing Oriented Strategic Planning. (8 hours)

Consumer Behaviour: Factors influencing buying behaviour, buying decision process, Industrial buying behaviour. (12 hours)

MODULE-II

Sales Management, Types of sales organization, Sales process. Salesmanship, Sales Policy, Recruitment and Managing Sales force. (12 hours)

MODULE-III

Sales quotas, Sales territories, Sales incentives and negotiation. (12 hours)

(A minimum of 8 case studies will be taken up during the semester)

Text Books:-

1. Kotler & Armstrong; *Principles of Marketing Management*, PHI
2. Gupta, S.L., *Sales & Distributions Management*, Excel Books
3. Anderson; R. *Professional Sales Management*, Englewood Cliffs, New Jersey, PHI

Reference Book:-

1. Richard R. Still; Edward W. Cundiff, Norman A.P. Govoni, PHI

BM018 PRODUCTION & OPERATION MANAGEMENT

L	T	P	Cr
4	1	0	3.5

Objectives:- To develop basic understanding of concepts, theories and techniques of production process and operation management.

MODULE-I

Introduction to Operation Management and Forecasting of Demand : Why study OM, Five P's of Production, Types of Transformation : Forecasting, Quantitative & Qualitative Techniques in Forecasting (10 hours)

Waiting Lines: Economics of Waiting Line, Queuing System, Four Waiting Line Models alongwith application (6 hours)

MODULE-II

Inventory Management : Inventory management and analysis, Inventory Models. (8 hours)

Quality Management: TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards (8 hours)

MODULE-III

Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P—Chart, X & R Chart. (6 hours)

Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout. (12 hours)

Text books:-

1. *N.J. Aquilano, R.B. Chase & F.R. Jacob: Operation Management for Competitive Advantage, TMH*
2. *R.C. Manocha: Production & Operation Management*
3. *S.P. Gupta; Statistical Method, Sultan Chand,*

Reference Books:-

1. *E.S. Buffa; Modern Production Management, John Wiley*
2. *S.N. Charry; Production and Operation Management, TMH*
3. *Paneerselvam: Production and Operation Management, PHI*

BM019 TAXATION LAWS

L	T	P	Cr
3	1	0	3.5

Objectives:- To create understanding of basic principles of the laws governing Direct and Indirect taxes.

MODULE-I

Introduction to Income Tax Act 1961: Salient Features and Basic Concepts – Previous year, assessment year, person, gross total income and agricultural income. Residential status and incidence of tax, fully exempted incomes .(10 hours)

MODULE-II

Heads of Income – Salary, House Property, Business or Profession, capital gains, other sources, clubbing of income, Deductions under Chapter VI (related to individuals and firms)Assessment of individuals and firms (simple problems).

Rebates and Relief's, Set off and carry forward of losses, deduction of tax at sources.

Payment of advance tax, law relating to maintenance of books, accounts and vouchers..(20 hours)

MODULE-III

Central Sales Tax Act 1956 – Salient features, definition of sale and its different categories, dealer, sale price, inter state sale, registration of dealers, levy and collection of tax and penalties. .(6 hours)

Service Tax (Finance Act 1994) – Salient features taxable service, registration and records required, service tax return, determination of the value of taxable service.(6 hours).

Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Text Books

1. *Singhania Dr., V. K.and Singhania Monica; Students Guide to Income Tax, Taxman*
2. *Ahuja, Girish and Gupta Dr. Ravi; Systematic Approach to Income Tax, Bharat Law House.*

Reference Books

1. *Datey V.S., "Indirect Taxes-Law and Pracitice", Taxmann*
2. *Government of India,Bare Acts(Income Tax ,Service Tax, Excise and Customs)*
3. *ICAI; Service Tax, Guidelines.*

BM020 SEMINAR BASED ON TRAINING REPORT

L	T	P	Cr
0	4	0	6.0

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit two copies of the Summer Training Report to the Head of the Department within two weeks of the commencement of the Fifth Semester. The reports will be evaluated by a committee of teachers on content and presentation through seminars in the fifth semester. It will carry a weightage of 6 credits.

BM025 PROJECT REPORT

The planning for the project to be taken up in semester –vi will be initiated in semester -v . The students will select the topics and finalize the methodology and tools to be used for the project in semester-vi. A team of atleast 4 faculty members coordinated by a Professor/Associate Professor will notify the plan in this regard in the beginning of the semester. Two One hour sessions per week will be scheduled in the time table of semester –V for the project planning.

BM021 BUSINESS POLICY & STRATEGY

L	T	P	Cr
3	1	0	3.5

Objectives:- The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

MODULE-I

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management. (4 hours)

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control. (10 hours)

MODULE-II

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool. (10 hours)

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis. (10 hours)

MODULE-III

Formulation of Strategy: Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model; Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.(14 hours)

Text Books:-

1. Ghosh, P. K.; *Strategic Planning and Management*, Sultan Chand & Sons,
2. Kazmi, Azhar; *Business Policy*, TMH
3. Suri R.K.; *Business Policy & Strategic Management*, Brijwasi Publisher & Distributor

Reference Books:-

1. Thompson, Arthur A. and A. J. Strickland; *Strategic Management*, McGraw Hill,
2. Ansoff, H. Igor, "Corporate Strategy", Penguin.
3. McCarthy, Minichiello & Curran; *Business Policy and Strategy: Concepts and Readings*, Richard D. Irwin and AITBS.
4. Jauch and Glueck; *Business Policy and Strategic Management*, McGraw-Hill.

BM022 ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

L	T	P	Cr
3	0	0	3

Objective:- The objective of this course is to expose the students to the importance of entrepreneurship and its development in India.

MODULE-I

Entrepreneurial traits, types and significance.; Definitions, characteristics of Entrepreneurial types, Qualities and functions of entrepreneurs, Role and importance of entrepreneur in economic growth. (8 hours)

Competing theories of entrepreneurship; Entrepreneurial Behaviours and entrepreneurial motivation. N-Achievement and management success (8 hours)

MODULE-II

Entrepreneurial Development Programme in India. - History, Support, Objectives, stages of performances; Planning and EDP - objectives. Target group, selection of centre, pre-training work . (8 hours)

Govt. Policy towards SSI's; Entrepreneurial Input;, Entrepreneurial success in rural area. Innovation end entrepreneur; Establishing Entrepreneurs System. Search for business idea, sources of ideas, idea processing, input requirements: Sources and criteria of financing, fixed and working capital assessment; Technical assistance, marketing assistance, (8 hours)

MODULE-III

Sickness of units and remedial *assistance*; (4 hours)

Preparation of feasibility reports and legal formalities and documentation(10 hours)

Text Books:-

1. Vasant, DCSAI; *Entrepreneurship*, HPH
2. Taneja & S.L. Gupta.; *Entrepreneurship Development*
3. Pandey, I.M.; *Venture Capital –The Indian Experience*, PHI
4. Tandon B.C, "Environment and Entrepreneur", Chug Publications, Allahabad.

Reference Books:-

1. Srivastava S.B.; *A practical guide to industrial entrepreneurs*, Sultan Chand & Sons
2. Chandra, Prasana; *Project Preparation, Appraisal, Implementation*, TMH,
3. *New Venture Creation*; Holt: *Entrepreneurship*, PHI
4. Clifton, Davis S and Fyfie, David E. "Project Feasibility Analysis". John Wiley

BM023 INTERNATIONAL BUSINESS MANAGEMENT

L	T	P	Cr
4	0	0	4

Objectives:- To provide understanding of global dimensions of management.

MODEL-I

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.(14 hours)

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization.(4 hours)

MODEL-II

Liberalization And Unification Of World Economics: International Business theories, Trade Barriers- Tariff and Non Tariff Barriers. Liberalization in India.(4 hours)

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions. .(12 hours)

MODEL-III

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Recent development in corporate social responsibility and policy implications.

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management. .(12 hours)

Text Books:-

1. *Bhalla, V.K. and S. Shivaramu; International Business: Environment and Management, Anmol Publication*
2. *Rao, P. Subba; International Business, HPH*

Reference Books:-

1. *Goldsmith, Arthur A; Business Government Society, Erwin Book Team.*
2. *Berry, Brian J L, Edgar C Conkling & D Michael Ray; The Global Economy in Transition, PHI*

BM024 PROJECT PLANNING AND EVALUATION

L	T	P	Cr
3	1	0	3.5

Objectives:- The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

MODULE-I

Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Common Weaknesses in Capital Budgeting. Capital Allocation Framework: Key Criteria, Elementary Investment Options, Portfolio Planning Models, Strategic Position and Action Evaluation, Diversification Debate, Investment in Capabilities, Strategic Planning and Capital Budgeting.

Financing of Projects: Capital Structure, Menu of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Advance, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

Financial Estimates and Projections: Cost of Project, Mean of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirement and its Financing (Simple Practical Problems), Profitability Projections, Projected Cash Flow Statement (Simple Practical Problems), Projected Balance Sheet (Simple Practical Problems), Multi Year Projections.(16 hours)

MODULE-II

Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts, Schedule of Project implementation, Need for Considering Alternatives.

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation. Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System. (16 hours)

MODULE- III

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive NPV, On being an Entrepreneur.

Risk Analysis- Firm Risk and Market Risk: Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.(15 hours)

Text Books:-

1. *Desai, Vasant; Project Management, HPH*
2. *Chandra, Prasanna; Projects: Planning, Analysis, Financing, Implementation...; TMH*
3. *Nagarajan, K.; Project Management , New Age International*

Reference Books:-

1. *Maheshwari, S.N.; Management Accounting & Financial Control, Sultan Chand & Sons*

EN001 ENVIRONMENTAL STUDIES

L	T	P	Cr
3	1	0	3.5

MODULE-I

Multidisciplinary nature of environmental studies: Definition, scope and importance, Need for public awareness (2 lectures)

Renewable and non-renewable resources: Natural resources and associated problems- a) Forest resources : Use and over-exploitation, deforestation, case studies; Timber extraction, mining, dams and their effects on forest and tribal people; b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems; c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies; d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies; e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources; Equitable use of resources for sustainable lifestyles. (8 hours)

Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers; Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: (a). Forest ecosystem; (b) Grassland ecosystem; (c) Desert ecosystem; (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 hours)

MODULE-II

Biodiversity and its conservation: Introduction – Definition : genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity - habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity - In-situ and Ex-situ conservation of biodiversity. (8 hours)

Environmental Pollution: Definition, Cause, effects and control measures of :- Air pollution; Water pollution; Soil pollution; Marine pollution; Noise pollution; Thermal pollution; Nuclear hazards and solid waste Management : Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution.. Pollution case studies. Disaster management floods, earthquake, cyclone and landslides. (8 hours)

MODULE-III

Social Issues and the Environment: From Unsustainable to Sustainable development; Urban problems related to energy; Water conservation, rain water harvesting, watershed management; Resettlement and rehabilitation of people; its problems and concerns. Case Studies; Environmental ethics : Issues and possible solutions; Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act; Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness. (7 hours)

Human Population and the Environment: Population growth, variation among nations; Population explosion – Family Welfare Programme., Environment and human health; Human Rights. Value Education; HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and

human health. (6 hours)

Field work : Visit to a local area to document environmental assets river/forest/ grassland/hill/ mountain; Visit to a local polluted site-Urban/Rural/Industrial/Agricultural; Study of common plants, insects, birds; Study of simple ecosystems-pond, river, hill slopes, etc. (**Field work = 5 hours**)

(**NOTE:** Syllabus for Environment Studies includes class room teaching and Field Work. The syllabus is divided into eight units covering 50 lectures. The first seven units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit eight is based on field activities which will be covered in five lecture hours and would provide student first hand knowledge on various local environmental aspects. Field experience is one of the most effective learning tools for environmental concerns. This moves out of the scope of the text book mode of teaching into the realm of real learning in the field, where the teacher merely acts as a catalyst to interpret what the student observes or discovers in his/her own environment. Field studies are as essential as class work and form an irreplaceable synergistic tool in the entire learning process.)

Text:-

1. *Mhaskar A.K., Matter Hazardous, Techno-Science Publication*
2. *Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. Clark R.S., Marine Pollution, Clarendon Press Oxford*
3. *Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication*
4. *Agarwal, K.C. Environmental Biology, Nidi Publ. Ltd. Bikaner.*

Reference:-

1. *Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)*
2. *Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. Environmental Encyclopedia, Jaico Publ. House, Mumabai,*
3. *De A.K., Environmental Chemistry, Wiley Eastern Ltd.*

BM025 PROJECT REPORT AND VIVA VOCE

L	T	P	Cr
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0	0	12	6
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During the sixth semester each student shall undertake a project to be pursued by him /her under the supervision of an Internal Supervisor to be appointed by the Head of the Department. Both the subject and the name of the Supervisor will be approved by the Dean of the faculty. The Project Report in duplicate along with one softcopy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. The reports will be evaluated by a committee of teachers recommended by the Departmental board. All internal supervisors will be members of the committee.