DURG VISHWAVIDYALAYA, DURG (C.G.)

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SCHEME OF EXAMINATION
&
SYLLABUS
Of
BBA Semester Exam

UNDER

FACULTY OF OMMERCE

Session 2017-18

(Approved by Board of Studies)
Effective from July 2017

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Proposed Marking Scheme for BBA Course

Academic Session 2017-2018

Course Content of BBA

SEMESTER ONE	Internal Marks	Sem. Exam Marks	Total Marks
101. English	10	90	100
102. Computer Application	10	90	100
103. Business Mathematics	10	90	100
104. Principles of Management	10	90	100
105. Financial Accounting	10	90	100
SEMESTER TWO			
106. Hindi	10	90	100
107. Business Economics	10	90	100
108. Business Statistics	10	90	100
109. Cost Accounting	10	90	100
110. Environmental Studies	10	90	100
SEMESTER THREE			
111.Managerial Economics	10	90	100
112.Business Communication	10	90	100
113.Business Laws	10	90	100
114.Business and Environment	10	90	100
115.Management Information System(MIS)	10	90	100
SEMESTER FOUR			
116.Organisational Behaviour	10	90	100
117.Marketing Management	10	90	100
118.HRM	10	90	100
119.Financial Management	10	90	100
120.Production Management	10	90	100
121. Comprehensive Viva	10	90	100
SEMESTER FIVE			
122.Marketing Research	10	90	100
123.Quantitative Techniques	10	90	100
124.Sales and Advertisement Management	10	90	100
125.Investment Management	10	90	100
126. Material Management	10	90	100
SEMESTER SIX			
127.Business Policy and Strategy	10	90	100
128.Enterprenuership and Small Business Management	10	90	100
129.Business Taxation	10	90	100
130. Business Ethics and Social Responsibility	10	90	100
131. Project Report and Viva – Voce	10	90	100



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Semester One

English (101)

Course objective:

This paper is designed to enable the students of management to speak and write with a fair degree of grammatical correctness.

Course Contents:

Unit – I

- Tense:
  - Simple present, progressive and present perfect.
  - Simple past, progressive and past perfect.
  - Indication of Futurity.
- Modals (Will, shall, should, would, ought to, and others)
- Verb Structures (infinitives, Gerund and Participles)
- Linking Devices

Unit-II

- Clauses:
  Co-ordinate Clause (with, but or either-or, neither-Nor, otherwise, or else.)
  Subordinate Clauses: Noun Clause (As subject, object and complement)
  Relative Clause (restrictive and non-restrictive) Adverb Clauses (Open a hypothetical conditionals, with because, though where, so that, as long as, as soon as, Comparative Clauses as += adjective/adverb + as –no sooner than)

Unit -III

- Structural Items:
  Simple, Compound and Complex sentence.

Unit -IV

- Reported Speech:
  (i) Declarative Sentences
  (ii) (ii)Imperative sentences
  (iii) (iii)Interrogatives (why-questions, Yes/No Questions)
  (iv) (iv) Exclamatory sentences
- Voice (Transformation of Sentences from Active to Passive and Vies-Versa)

Unit -V

- Composition:
  Paragraph writing, Essay and Letter writing.

References:

1) "Written Communication in English" By Sarah Freeman Published by Orient Longman.
2) A Practical English Grammar - By Thompson and Martinet
3) English Grammar and Composition - By Rajendra Pal and PremLata Suri, Sultan Chand & Co.
4) High School English Grammar & Composition - By Wren & Martin
5) A textbook of fundamental English grammar &composition, Sultan Chand & Co.
6) Living English structure by W.S.Allen (Tiwari Publishing House Pvt. Ltd.)- Dr. A.K.Chatterjee.



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Computer Application (102)

Course Objective:
The objective of this paper is to provide an understanding of computers, computer operating system & application of relevant software in management decision making

Course Contents:
Unit– I
Introduction to Computers
Computer System Characteristics and Capabilities : Speed, Accuracy, Reliability, Memory Capability, Repeatability, Computer Hardware and Software; Block Diagram of a computer, Different types of S/W. Type of Computer : Analog, Digital, Hybrid, General and purpose Computers, Computer generation : Characteristics of Computer generations, Computer System – Micro, Minis & main frames, **various types of computer peripherals and memory devices.**

Unit – II
Computer Organization: CPU organization, ALU Control Unit. Input Device: - Categorizing input H/W, Keyboard, Direct Entry – Card Readers, Scanning Device – O.M.R., Character Readers and MICR. Pointing Device – Mouse Light Pen Output Device- Impact Printer, Non-Impact Printer, Plotters.

Unit – III
Memory of Computer
Main Memory Secondary memory; cache Memory; Real and virtual Memory; Memory management Unit (MMU)

Unit – IV
Working with MS Word, Excel and Power Point:
Creating & editing word documents, formatting documents, checking spelling & grammar, adding page no., footnote, graphics clip art, mail merge, use of Excel sheet, header, footer, functions and formats, statistical, mathematical, trigonometric functions, goal seek, pivot table, macros, types of charts, working with slides, types of slides, making presentation with slides, slide transition.

Unit – V
Elementary Internet Application.

Reference:

1. Computer Fundamentals B. Ram (BPB Publication)
2. Computer Fundamentals P.K.Sinha (BPB Publication)
3. Computer System Architecture Morris Mano (BPB Publication)
4. An Introduction to Html O.P.Vyas
5. Dos Fundamentals Peter Nortan



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Business Mathematics (103)

Course Objectives:
The course has been designed to provide elementary yet essential background of mathematical method so that managers may use themselves in business analysis and decision making.

Course Contents:
Unit –I Matrices and Determinants : Definition of a matrix; Types of matrices; Algebra of matrices; Properties of determinants; Calculation of values of determinants upto third order; Adjoint of a matrix, elementary row & column operations.

Unit- II Linear Programming: Formulation of LPP, Graphical method of solution.

Unit – III Simultaneous Equations, Theory of Indices and logarithms.

Unit – IV Average, Ratio and Proportions, percentages, Commission and Discount, Profit and Loss.

Unit – V Interest: Simple and Compound.

References:
1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
2. "Practical Business Mathematics and Statistics" SuranjanSaha, Tata Mc. Graw – Hill Publishing Company ltd. New Delhi.
3. "Business Mathematics" by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra.
4. "Plane Trigonometry" by Mr. S.L. Loney.
5. M. Rsghsvachari : Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.



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Principles of Management (104)

Course Objective:
To help the Student to acquire the basic knowledge in concept and theory of principles of management.

Course Contents:

Unit – I
Management: Concept of Management, Nature & Scope of Management, Significance of Management, responsibility of managers, Management thoughts: Fayol, Taylor, Elton Mayo; Functions of Management.

Unit - II
Planning, Characteristics of Planning, Steps in Planning Process, Benefits and Limitation of planning, Types of planning, Objective, Strategies, Policies; Management by Objectives.

Unit - III
Organising: Nature & purpose of organization, principle of organization; Departmentation; Centralisation & Decentralisation; Forms of organization structure; Line and Staff relationship.

Unit -IV
Decision Making: Features of decision making, Role of decision making in management, Types of managerial decision, Steps in decision making process, Decision making techniques, Principles of decision making.

Unit - V
Controlling and Budgeting : Nature of Control, relationship between planning and control, need for control, significance and limitation of control, types of control, process of control, budgetary control, performance budgeting, Zero based budgeting, management audit, networks techniques – PERT & CPM a over view.

References:

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Weihrich and Koontz; Essentials of Management; Tata Mc Graw Hill, New Delhi.
3 Hampton, David R.; Modern Management; Mc Graw Hill, New york.
4. Terry and Franklin; Principles of Management; AITBS, New Delhi.
5. Stoner and Freeman; Management PHI,NewDelhi
6. R.D Agrawal; Organisation and Management,TMH, New Delhi

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Financial Accounting (105)

Course Objective:
The Objective of this course is to familiarize the student with basic concepts and methods of financial Accounting as a practical subject in business Management.

Course Contents:

Unit –I
Accounting – Definition, Meaning Advantages, Limitations and system. Relationship of Accounting with other functional Areas.

Unit- II
Capital and Revenue – Classification, Expenditure and Revenue, Journal, Ledger and Trial Balance.

Unit -III
Cash Book, Bank Reconciliation Statement, Rectification of Errors.

Unit - IV
Final Accounts- Manufacturing Account, Trading Account & Profit and Loss Account, Balance Sheet.

Unit -V
Depreciation, Hire Purchase and Instalment System.

References:
1. S.M. Shukla, Accounting Principals, Sahitya Bhawan, Agra
2. HanifMukherji, Modern Accouinting- Vol –I, T.M.H.
3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.
4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.
5. T.S. Grewal, Advanced Accounts, S. Chand& Sons, New Delhi.
6. R.L. Gupta, Advanced Accounts, S.Chand& Sons, NewDelhi.



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Semester Two
हिन्दी(106)

विषय का उदेदश्य :–इस प्रश्न पत्र का उद्देश्य विद्यार्थी का हिन्दी रचना से उस की अन्तरंगता बढाना है।उसे इसका अभ्यास हो कि वह रूचि से हिन्दी रचना के संसर्ग मे आए और धीरे–धीरे उस के भीतर प्रवेश न करे ।

ईकाई–1

मानक हिन्दी भाषा मानक भाषा–स्वरूप और लक्षण।मानक, उपमानक और अमानक भाषा मे अंतरः उदाहरण,मानक हिन्दी। औपचारिक । अनौपचारिक मानक हिन्दी औपचारिक हिन्दी; अनौपचारिक उपमानक हिन्दी। क्षेत्रिय बोलियों के प्रभाव से अनुरंजित मानक हिन्दी।

ईकाई–2

अशुद्वि संशोधन–अशुद्धियो का वर्गीकरण

क. उच्चारण अशुद्धियां
ख. वर्तनीयती अशुद्धियों
ग. शब्द एवं शब्दार्थगत अशुद्धियों
घ. व्याकरण अशुद्धियों।

ईकाई– 3

हिन्दी में रचना और प्रकार

क. शब्द रचना–उपसर्ग एवं नयुत्पादक प्रत्यय तथा उनके अर्थ पूर्वक प्रभाव
ख. शब्द प्रकार–तत्सम, तद्भव, देशी, विदेशी, शंकर नवनिर्मित ।
ग. शब्दार्थ–पर्यायवाची, विलोमार्थी, युग्म, अनेकार्थी ।
घ. शब्द कोष में शब्द और अर्थ का संधान ।

ईकाई–4

पत्र लेखन–व्यवसायिक, निजी शासकीय अर्धशासकीय आवेदन पत्र, हिन्दी में सार लेखन । पाठ्य पुस्तक मध्यप्रदेश उच्चशिक्षा अनुदान आयोग भोपाल द्वारा प्रायोजित तथा मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित ।

ईकाई–5

हिन्दी रचना और प्रयोग संपेक्षीकरण एवं निबंध ।

संदर्भ :–

1. हिन्दी रचना और प्रयोग, भाग–1, प्रोगणेशदत्त त्रिपाठी , मध्यप्रदेश हिन्दी ग्रन्थअकादमी, भोपाल।
2. आधार पाठ्यक्रम प्रथमवर्ष–डॉ. रामकुमारबेहार, डॉ. सुधीर शर्मा, गीता पब्लिकेशन, रायपुर।
3. आधार पाठ्यक्रम–विश्वविद्यालय प्रकाशन, ग्वालियर।
4. सरल–सुबोध –हिन्दी व्याकरण–डॉ. मोतीलाल चतुर्वेदी, विनोद पुस्तक मंदिर आगरा।

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Business Economics (107)

Course Objective:
The objective of this paper is to familiarize the student with various theoretical concepts of Economics that are related to life.

Course Contents:

Unit –I
Elasticity of Demand; Concept and measurement of Elasticity of Demand; Determinant of elasticity of demand; Importance of elasticity of demand.

Unit –II
Production Function; Law of variable Proportion; I so-quant; Economics region and optimum factor combination; Expansion path: Return to Scale; Internal & External economics and diseconomies; ridge lines. Theory of costs: Short run and long run curves – traditional and modern approaches.

Unit – III
Market Structure - I
Market Structure and Business Decision: Objective of a business firm.

A) Perfect Competition : Profit maximization and equilibrium of firm and industry; Short– run and long run supply curves; Price and output determination.
b) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Compression between perfect competition and monopoly; Price discrimination.

Unit – IV
Market Structure – II

a) Monopolistic Competition ; Meaning and characteristics: Price and output Determination under monopolistic competition; Product Differentiation
b) Oligopoly : Characteristics indeterminate pricing and output; Classical models of oligopoly: Kinked demand curve

Unit – V
Factor Pricing – I: Marginal Productivity theory and demand for factor: Nature of supply of factors inputs: Determination of wage rates under perfect competition and monopoly; Exploitation of labour.
Factor Pricing – II: Rent concept, Recardian and modern theories of rent Quasireant Interests-concepts and theories of interest; Profit nature, concepts and theories of profit.

References:

1. Paul A. Samuelson and William D. Nordhaus – Economics, Tata McGraw – Hill, New Delhi.
2. M.L. Seth; Principles of Economics, Lakshmi Nrain Agrawal Educational Publishers, Agra.
3. Ahuja H.I.; Business Economics; S. Chand & Co., New Delhi.
4. Dutta &Samuelson; Micro Economics.
5. K.P.M. Sundharam, E.N. Sundharam; Business Economics, Sultan Chand &sons, New Delhi.



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Business Statistics (108)

CourseObjective:
The objective of the course is to help the student in understanding the various statistical methods, techniques in Business studies and Analysis / Discussions.

Course Contents:

Unit-I
Meaning and definition of Statistics; Scope and Limitations of Statistics; Processing and Presentation of Data.

Unit-II
Measures of Central Tendencies; Mean, Median, Mode, Geometric Mean.

Unit-III
Measure of Variation: Standard Deviation and Skewness.

Unit-IV
Correlation Analysis – Karl Pearson's co-efficient of Correlation.

Unit-V
Index Number, Time Series Analysis.

References:

1.D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad
2.Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi.
3.Hoonda R.P-Statics for business and economics Mac Millian,New Delhi.
4.Richard I&David S Rubin-statics for management, Pretice hall –New Delhi.
5.Hein l. W.:Quantitative approach to managerial decisions Pretice hall –New Jersy
6.S.C.Gupta & Smt.I.Gupta: Fundamental of Statics –Himalaya Publishing House –Delhi
7.D.C.Sancheti&V.K.Kapoor-Statistics Theory Methods and Applications

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Cost Accounting (109)

Course Objective:
The basic objective of this paper is to familiarize the students the basic elements of cost and cost determination.

Course contents:
Unit – I
Cost Accounting- Definition, scope Purpose of Costing and Cost Accounting

Unit – II
Elements of Cost – Material, Labour and Overheads, Functional Classification of Cost- Direct and Indirect Cost.

Unit- III
Accounting of Material, Labour and Overheads Cost.

Unit – IV
Methods of Costing – Unit Costing, Contract Costing, Process Costing (Excluding Equivalent costing, By-products and Job Costing)

Unit- V
Standard Costing and Budgetary Control.

References:
1. R.K. Gupta, Principles and Practice of Cost Accounting, Agra Book Stores.
2. Nigam H- Principles and Practice of Cost Accounting, S.Chand& Co. New Delhi.
3. S.I. Iyangar- Cost Accounting, Sultan Chand & Co. New Delhi.
4. M.L. Agrawal – Cost Accounting, Sahitya Bhawan Publications.
5. S.P. Jain and K.L. Narang- Cost Accounting, Kalyani Publishers.

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Environmental Studies (110)

Course Objective :
The objective of this paper is to familiarize the student with the multidisciplinary environmental issues and to develop public awareness for it.

Course Contents :

Unit – I

1) nature of environmental studies: Definition, scope, importance, need for public awareness.
2) Natural Resources: Renewable and non- renewable resources. Natural Resources andassociated problem:
   Role of an individual in conservation of natural resources.

Unit – II

*Ecosystems: concepts, structure, function, produces, consumers, decomposers; food Chains and webs and ecological pyramids.
*Introduction, type's characteristic features, structure and function of forest, grassland, Desert and aquatic (ponds, stream, lakes, rivers) ecosystems.

Unit – III

Bio-diversity and its conservation: Introduction - Definition: genetic, species and ecosystem diversity; Biographical classification of India; threats and conservation of biodiversity.

Unit - IV

*Environmental pollution: Definition, causes, effects and control measures of air, water, Soil, marine, noise, thermal pollution and nuclear hazards.
*Solid waste management: causes, effects and control measures of urban and industrial Waste.
*Disaster management: floods, earthquake, cyclone and landslides.

Unit - V

Social issues and environment: Urban problems related to energy ; water conservation, rain-water harvesting; resettlement and rehabilitation of people, environmental ethics; climate change , global warning, acid rain , ozone layer depletion , nuclear accidents; Environment Protection Act ; Role of Information Technology in Environmental and human health.

References:

1. Agarwal K.C. 2001, Environmental Biology,Nidi pub . Ltd, Bikaner.
2. BharuchaErach, the Biodiversity of India,MapinPub. Pvt. Ltd., Ahmedabad.
3. Dr.R.A.Sharma,Environment Education ,Lal Book Depot,Meerut.



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Semester Three
Managerial Economics (111)

Course Objectives:
The objective of this paper is to familiarize the students the concepts and theory in decisions making of firm and its application in managerial function.

Course Contents:
Unit- I
Definition of Managerial Economics- Objectives, Nature, Scope, Application of Economic Theories in Decision-making.

Unit-II
Business Cycles- Definition, Phases of business cycle, Use of business cycles in decision-making and stabilization techniques National Income- Concepts and Measurement (a brief study only)

Unit- III
Objectives of Business Firms- Economic and Non-Economic. Profit- Nature of profit, Accounting and Economic profit policies, Aims of profit policy.

Unit- IV
Capital Budgeting and Investment decisions- Concept, Investment decisions under Certainty, Investment decisions under Risk and Uncertainty.

Unit- V
Cost of Capital- Concepts, Determination, Cost of debt, Cost of preference capital, Cost of retained earnings, Average cost of capital and weighted cost of capital.

References:

1. P.L. Mehta; Managerial Economics, Sultan Chand and Sons, New Delhi.
2. Varshney&Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi.
3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M, Business Economics, Excel Books, New Delhi.
5. Dean, Joel; Managerial Economics, Prentice Hall, Delhi.
6. Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi.
7. Peterson,h.Craig and W.CrisLewis; Managerial Economics, Prentice Hall, Delhi.

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Business Communication (112)

Course Objectives:
The objective of this paper is to develop effective business communication skills among the students.

Course Contents:
Unit-I
Introducing Business Communication-Definitions, concept, objectives, importance, and limitations of Communication, communication models and processes, principles of effective communication.

Unit-II
Corporate Communication-Formal and Informal communication networks.

Unit-III
Barriers and Improvement in Communication, Non-Verbal aspect of Communication Effective listening-Principles of effective listening.

Unit-IV
Report Writing- Business Letters.

Unit-V
Oral Presentation- Interviewing Skills, Writing resume and letter of application.

References:

1. Bahal, sushil, Business Communication, Saga Publication.
2. Pearce, C Glenn etc., Business Communications; Principles and Applications, John Wiley, New York.
3. Randall E. Magors; Business Communication; Harper and Row, New York.
4. Kaul; Business Communication; Prentice Hall, New Delhi.
5. Rajendra Pal, J.S. Korhahalli; Business Communication, Sultan Chand and Sons, New Delhi.
6. Dr. Urmila Rai, S.M. Rai; Business Communication, Himalaya Publishing House.



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Business Law (113)

Course Objective:
The objective of this course is to provide the students the basic knowledge of the provisions of various Acts related to business and management.

Course Contents:

Unit – I
Companies Act, 1956- Provisions of the Act with regard to Classification, Formatio0n, Memorandum of Association (MOU), Articles of Association and Capital of the Co., Meetings, Agenda and Minutes.

Unit – II
Negotiable Instruments Act, 1881 and Partnership Act, 1932.

Unit –III
Contract Act – Provisions of the Act with regard to Offer and Acceptances, Consideration, Capacity of Parties, Elements of Contract, Kinds of Contracts, Free Consent, Void and Violable Contract, Quasi Contract, Remedies for Breach of Contract.

Unit – IV
Consumer Protection Act, 1986, Foreign Exchange Management Act, 2000.

Unit – V
Main provisions of Labour Laws- Industrial Disputes Acts, Factory Act, Workmen Compensation Act.

References:

1. N.D. Kapoor – Business Laws, Sultan Chand and Sons, NewDelhi.
2. Avatar Singh – The Principles of Mercantile Law, Estern Book Co. Lucknow
3. S.K. Tuteja – Business Law for Managers
4. M.C. Kuchal – Business Law, Vikas Publishing House.
5. Arun Kumar Sen & Jitendra Kumar Mitra – Commercial Law, the World Press Pvt. Ltd.

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Business Environment (114)

Course Objective:
This paper aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

Course Contents:
Unit-I
Indian Business Environment – Concept, Components, Economic, Social, Cultural, Politico-legal environment and their importance.

Unit-II
Economic trends (over view): Income; Savings and Investment; Structures of Indian Industry-Public and Private sector. Trade (Foreign) - Balance of Payments.

Unit-III
Problems of Growth, Unemployment, Poverty, Regional imbalances, Social injustice, inflation, Parallel economy. Industrial sickness. The current Five Year Plan. - Major policies; Resource allocation.

Unit-IV
Role of Government: Monetary and Fiscal Policy; industrial Policy. Industrial Licensing, Privatization, Liberalization, Globalization, Export-Import Policy,

Unit-V
International Trading Environment, Trends of World Trade and the Problems of Developing Countries. International Economic Grouping: GATT, WTO, World Bank, IMF, UNCTAD.

References:

1. Francis Cherumilam, Business Environment, Himalaya Publishing House
2. Adhikari .M. Economic Environment of Business.
3. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House.
4. Sundaram& Black; the International Business Environment; Prentice Hall, New Delhi.
5. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.
6. Agrawal A.N. Indian Economy; Vikas Publishing House, Delhi.



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Management Information System (MIS) - 115

Unit - I
Introduction to Management Information System, Nature, Scope and significance.

Unit- II
Structure of MIS, system, sub-system, integrated system, system view of Business.

Unit –III
Process of MIS Development: Defining the problem, setting system objectives, Determining information needs, sources, Development and selection of alternative design.

Unit - IV
Implementation of MIS, Evaluating of MIS, Maintenance of MIS.

Unit -V
Information system particularly Finance Information System, Marketing Information, System and Human Resources Information System.

Suggested Readings:

1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.
2. Gordon B. Davis, M.H. Olson, **Management Information System**, Prentice Hall, New Jersey.
3. Jerome Kanter, Management Oriented Management Information Systems, PHI, New Delhi.



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Semester Four
Organisational Behaviour (116)

Course Objective:
The objective of this paper is to familiarize the student with basic concepts and behavioral process in an organisation to enable him to develop and adopt effective strategies.

Course Contents:
Unit- I
Introduction to Organizational Behaviour, approaches to OB, Models of OB.

Unit- II
Needs, Motivation, Perception, Learning & Personality.

Unit- III
• Leadership and Supervision, Theories of Leadership, Group: formation, development, Inter-group problems.

Unit- IV
Organizational Change, Conflict Resolution Management.

Unit- V
Organizational Development. Diagnosis and Intervention.

References:

1. Keith Davis & John W. Newstrom; Organizational Behaviour, Tata McGraw Hill, New Delhi.
2. Stephen P. Robbins; Orgnizational Behaviour, Prentice Hall of India Ltd. New Delhi.
3. Robbins S.P.; Organizational Behaviour, Prentice Hall of India Ltd. New Delhi.
4. Luthans Fred; Organizational Behavioural New York McGraw Hills, New York.
5. L. M. Prasad : Organization Behavioural, Sultan Chand & Sons, New Delhi



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Marketing Management (117)

Course Objective:
The objective of this paper is to familiarize the students the modern Marketing Concepts; tools said techniques to develop their skills required for the performance of marketing functions.

Course Contents:
Unit-I
Nature and Scope of Marketing, Marketing System and Environment, Consumer Behaviour, Consumer Markets and Industrial Markets, Decision Making process in buying.

Unit- II
Market Segmentation, Grouping of market, Targeting and Positioning, Product Decision, Marketing Mix: Elements of Marketing Mix, Product Mix, Branding and Packaging Decisions, Promotion mix.

Unit -III
Pricing Decisions, Methods of setting Prices, Pricing Strategies and Product Promotion.

Unit -IV
Channels of Distribution, marketing Channels and Agency.

Unit- V
Marketing Research and Marketing Information System.

References:

1.Philip Kotler: Principles Marketing, Prentice Hall of India.
2.William J. Stanton: Fundamentals of Marketing, McGraw Hill, New Delhi.
3.R.S.Davarar, Modern Marketing Management, Universal book seller, New Delhi.
4. Ramaswamy, V.S. And Namakumari, S: Marketing Management, (Mc Millian India)
5.Cundiff, EW,StillR.c.Goans NAP-Fundamentals of Modern Marketing (Delhi Prentice Hall)
6. Victor P Buell: Handbook of Modern marketing (MC Graw Hill)

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Human Resource Management (118)

Course Objective:
The basic objective of this course is to help the students to acquire and develop decision making skills in relation to meaning people in organizations.

Course Contents:
Unit- I
The course concept and perspectives of Human Resource Management, Structure and Role of Human Resource Management.

Unit- II
Human Resource Planning, Job analysis and Job description, Recruitment and Selection Process, Socializing the new employee.

Unit-III
Employee Training and Development, Performance evaluation, Methods and techniques. Job evaluation.

Unit- IV
Compensation and Reward Systems, IndustrialDisputes, Trade Unions and Participative Management.

Unit -V
Human Resource Information System, Human Resource Development, Collective Bargaining.

References:
1. Armstrong, M.Lal Handbook of Personnel Management. 1984 Kegan and page, London.

2.Cascio V.F. Managing Human Resources 2nd Ed. 1989 McGrew Hill New Yord.

3.DeCinze D.A. and Robbins, S..Personnel Human Resource Management 3 rd Ed. 1989 Prentices Hall of India, Delhi.

4. Strauss C &SaylessLr: Human Problems of Management (New Delhi,Tata Mc Graw Hill Publishing Company)

5. R.S. Dwivedi: Personnel/Human Resource Management,Galgatia Publishing Co., New Delhi.

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Financial Management (119)

Course Objective:
The Objective of this course is to familiarize the students with basic concepts and the various accounting techniques in financial decision making and control.

Course Contents:
Unit – I
Finance Functions- Meaning, Nature, Scope, Objectives of Financial management, Profit vs wealth maximization, Relationship of Financial Management and other areas of Management.

Unit II
Analysis and interpretation of Financial Statements- meaning, objectives, types of analysis, tools of financial analysis: comparative statements, common size statements, Fund Flow Statement, Cash Flow Statements.

Unit -III
Ratio Analysis- Meaning, definition, objectives and limitations of Ratio Analysis, Classification of Ratios: Profitability ratios, liquidity ratios, solvency ratios and acid ratios.

Unit- IV
Working capital Management- Meaning, Concept , types and Cycle of Working capital management, Working capital forecasting, Elements of Working Capital Management- Management of Cash, management of Inventories, managements of accounts, receivables and accounts payable.

Unit – V
Capital Budgeting- concept, importance of Capital Budgeting, Appraisal methods: Pay-back Period Method, Accounting Rate of Return Method, Discounted Cash flow method, Profitability Index Method.

References:

1. I.M. Pandey; Financial Management, Vikas Publishing House, New Delhi
2. P.Chandra; Financial Management, TMH, New Delhi
3. R.M. Srivastava; Financial Decision Making, Himalaya Publishng House, Mumbai
4. M.Y. Khan and P.K. Jain; Financial Management, T.M.H, New Delhi.
5. R.K. Sharma, Shahi K. Gupta; Financial Management, Kalyani Publishers
6. S.C. Kuchal; Financial Management, Chaitya Publishing House, Allahabad.



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Production Management (120)

Course Objectives:

To impart knowledge about the basic concepts, techniques and methods of Production Management.

Course Contents:

Unit – I

Production Management: meaning,definition, scope, importance and problems. Production Planning and Control: objectives, functions of Production Planning and Control.

Unit – II

Production System i.e. Continuous and Intermittent Production System, Plant Layout: factors, types and methods, Plant Location.

Unit – III

Aggregate Planning, Capacity Planning, Material Requirement Planning, Just in Time Manufacturing (JIT).

Unit – IV

Quality Control: concepts and functions of Inspection and Quality Control Department, Statistical Quality Control, acceptance Sampling, Control charts, Total quality management (TQM): concepts and characteristics.

Unit – V

Work study: objectives and techniques of time study and motion study.

References:

1. Industrial Engineering; Hazra.
2. Industrial Engineering; MartandTelsang Sultan Chand & Sons.
3. Production management; Buffa

Comprehensive Viva
FT- 121

Comprehensive viva will be related to all the subjects studied in the previous semesters by the students. The viva will be taken by an external examiner.



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Semester Five

Marketing Research (122)

Course Objective:
The purpose of this paper is to enable students learn the process, tools and techniques of marketing research.

Course Contents:

Unit-I
Introduction to Marketing Research: Marketing Research, Application of Marketing Research, Limitations of Marketing Research, Threats to Marketing Research, Marketing Information System.

Unit-II
Marketing Research Management, Information Value, Scientific Methods, Research Design.

Unit-II
Marketing Research Process: Data Collection, Scaling Techniques, Sampling Designs, Sample size decisions, Attitude Measurement, Interviewing.

Unit-IV
Data Processing, Analysis of Data, Testing Hypothesis, Experimental design, Interpretation and Report Writing.

Unit-V
Application of Marketing Research: Sales Analysis and Forecasting, Advertising Research, Product Research, Identifying Market Segments.

References:
1. Marketing Research (Text&Cases), Harper W. Boyd, Jr.
Ralph Westfall, Stanley F.Stasch.
2. Marketing Research; G.C.Beri, Tata Mc Graw Hill, New Delhi
3. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai. 4. M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.
5. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.
6. Zaltman and Burger; Marketing Research; Dryden Press, Illinois.
7. Luck, D.J.; Marketing Research, Prentice Hall; New Delhi.

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Quantitative Techniques (123)

Course Objectives:
The objective of the course is to help the student in understanding the various quantitative techniques in business studies.

Course Contents:
Unit – I
Variables and Functions (types of Function, Graphical representation of a function, mathematical question based on functions).

Unit – II
Elements of Calculus (excluding Proofs of theorems and Problemsinvolving trigonometrical ratios), Standard rules for differentiation (Addition, Multiplication, Subtraction, Division), Chain Rule and Logarithm.

Unit – III
Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye's Theorem, Poison distribution, Binomial distribution).

Unit – IV
Sampling and Sampling Distribute (T-test, Z-test, f-test, Chi-square test).
Unit – V
Linear Programming – Formulation of Problem, Methods of solving Linear Programming Problems related to mixed constraints.

Reference:
1. U.K. ShrivastavaQuantitatives Techniques
2. G.V. Shenuy& S.C. Sharma Managerial Decisions
3. M. RaghavachariQuantitatives Techniques
4. Narag, A.S. Linear Programming and Decision Making, New Delhi, Sultan chand.



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Sales and Advertisement Management (124)

Course Objective:
The basic objective of this paper is to acquaint students with management of a firm's sales operations, as well also with the theory and practice of advertising.

Course Contents:
Unit-I
Sales Management, Objectives, nature and scope, Theories of Selling. **Unit-II** Sales Force Management - Selection, Training, Evaluation, Motivation, Compensation of Sales Personnel, and control.

Unit-III
Advertising Management -Nature and Scope of Advertising, Media Planning, Campaign Planning.

Unit-IV
Steps in preparation of advertisement: copy, logo, slogan, illustration etc.

Unit-V
Advertising appeals and advertising effectiveness.

References:
1. Aaker,David,et.al.; Advertising Management,Prentice Hall, New Delhi.
2. Anderson, Hair, Bush. Professional Sales Management,McGrawHill,Singapore.
3. Batra,Rajeev, John G Myers and David A. Aaker; Advertising Management, Prentice Hall, New Delhi.13
4. Still, Cundiff and Govani, Sales Management, Prentice Hall, New Delhi.
5. Koter, Philip; Markerting Management: Analysis Planning & Control; Prentice Hall, New Delhi.
6. Stanton William J; Fundamentals of marketing; Mc Graw Hill Publicating co., New York.
7. B.S. Rathore; Advertising Management; Himalaya Publication, Mumbai.



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Investment Management (125)

Course Objectives:
The objective of this course is to help students understand various issues in security Analysis& portfolio management.

Course Contents:
Unit – I
Investment Management: nature, scope and objectives, alternative forms of investment.

Unit – II
Stock market operations: New Issue Market, Secondary Market operations.

Unit – III
Valuation of securities: Valuation of Bonds and Shares.

Unit – IV
Fundamental Analysis and Technical Analysis.

Unit – V
Portfolio Analysis, Sharpe Index and Mrakowitz Theory.

References:
1. Amling, Frederic. Investment Englewood Cliffs, New Jersey, PHI
2. Lee, Cheng F. etc Security Analysis and Portfolio Management Scott, Foresman.
3. Alexander Gordon J. and Sharpe, William F, Fundamentals of Investments, Englewood Cliffs, New Jersey, Prentice Hall inc.



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Material Management (126)

Course Objective:
This Course aims at acquainting the students with the importance and various techniques of Material Management.

Course Contents:

Unit- I
Scope, Importance and Functions of Material Management, Characteristics of Material Functions.

Unit- II
Objectives of Material Management, Manpower planning and Material Management, Materials Planning, Capacity Requirements Planning.

Unit- III
Principles of Inventory Management- Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in inventory Control.

Unit – IV
Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Material Information System.

Unit- V
The Future of Material Management- Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.

References:
1 MM.Verma- Material Management, S.Chand and Sons, New Delhi.
2 A.K. Dutta, Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi.
3 Dolbey& Lee- Materials Management- IMH Publications
4 Gopal Krishanan- Material Management, PHI Publications, New Delhi
5 S.E.Sexena – Material Management, Sahitya Bhawan.



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Semester Six
Business Policy and Strategy (127)

Course Objectives:
To help students formulate and strengthen the effective strategies of day to day business.

Course Contents:
Unit – I
Nature and objectives of Business Policy, defining business purpose, mission and objectives, strategic Intent.
Unit – II
Analysis of external and internal environment, SWOT Analysis.

Unit – III
Strategy formulation; major types of strategies, determination of strategic plan.

Unit – IV
Strategy Implementation; The Process of strategy implementation, resource allocation social responsibility of business and business ethics.14

Unit – V
Evaluation of Strategy and Content.

Reference:
1. Azhar Kazmi, Business Policy & Strategic Management TMH, New Delhi.
2. P.K. Ghosh, Business Policy n- Strategic Planning and Management, Sultan Chand and Sons, New Delhi.

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Entrepreneurship and Small Business Management (128)

Course Objective:
The purpose of this paper is to provide exposure to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents:
Unit-I
Introduction: The Entrepreneur; Definition; Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

Unit-II
Promotion of Venture; opportunities analysis; External environment analysis - economics, social and technological; competitive factor; legal requirement for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

Unit-III
Innovation and Entrepreneur; Entrepreneurial behaviour; social responsibility; Role of Entrepreneur.

Unit-IV
Entrepreneurial Development Programs (EDP), Role, Relevance and achievements; Role of Government in Organizing EDPs; Critical evaluation.

Unit V
Small Scale Industries: Meaning and Definition; Growth of Small -Scale Industries ; The role of Small -Scale Industries in Indian Economy ;Problems of Small -Scale Industries ;Measures to promote Small -Scale Industries .

References:
1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner a David: Entrepreneurial Megabucks; John Wiley and Sons, NewYork.
3. Srivastava S.B.: A Practical Guide to Industrial Enterprenuers; Sultan Chand &Sons.,New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal Implementation; Tata McGraw Hill,New Delhi.
5. Pandey I.M.: Venture Capital – The Indian Experience; Prentice Hall Of India.
6. Ishwar C.Dingra: The Indian Economy-Resources, Planning, Development and problems; Sultan Chand &Sons, New Delhi.
7. Misra&Puri: Indian economy;Himalaya Publishing House.



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Business Taxation (129)

Course Objectives:
To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.

Course Contents:

Unit – I
Law relating to Income tax: Detailed study of the main provisions of the Indian Income tax act of 1961, as amended Upto date, income tax authorities, important definitions.

Unit – II
Various heads of income: income from salary, (excluding retirement), income from house property, profits and gains of business of profession, capital gains, income from other sources.

Unit – III
Residence and tax liability, Exemptions from tax. Set off and carry forward of losses, Deductions from Gross & total Income.

Unit – IV
Concept of tax planning, Tax avoidance and tax evasions. Corporate taxation and dividend tax. Tax planning with reference to location, nature and form of organisation of new consumers.

Unit – V
Computation of total income of individuals, computation of tax liability of individuals, recovery and refund of tax, appeal and revision.

References:
1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhania V.K.: Direct Taxes, Direct tax planning & management.
3. Mehrotra& Goyal: Sales tax and taxation
4. H.C. Mehrotra: Income tax Law Accounts
5. Central excise duty act
6. Income tax Act
7. Central Sales tax Act

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Business Ethics and Social Responsibility (130)

Unit – 1
Objective of Business Attitudes, Beliefs and value Principal of Business Ethics.

Unit-II
Social Responsibilities of Business concept, Rational Dimensions and Tools of Social Responsiblities, social Responsibility and Social Responsiveness.

Unit – III
Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation.

Unit-IV
Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Socical Audit.

Unit-V
Social Responsibilities of Indian Businessmen/Managers-Towards Shareholders, Consumers, Government, Community, Etc. Cases.

Reference:

1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response
2. Sherlekar,Ethics in Management Himalaya
3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi.

Project Report and Viva –Voce (131)

Research report has to be an empirical work. It is to be started from the beginning of the six semester under the guidance of faculties of the college. The topics of the research project is to be finalised with the consultation of the faculty guide. The project will be evaluated both by internal of the college and external which is to be decided by the university.

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