HEMCHAND YADAV VISHWAVIDYALAYA, DURG (C.G.)

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SCHEME OF EXAMINATION
&
SYLLABUS
of

B.B.A.

Semester Examination

For

Session 2021-22

(Approved by Board of Studies)
Effective from June 2021

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Marking Scheme for BBA 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 Behavior	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: Declarative Sentences (ii) Imperative sentences (iii) Interrogatives (wh-questions, Yes/No Questions) (iv) Exclamatory sentences , Voice (Transformation of Sentences from Active to Passive and Vise-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 Prem Lata 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, MICR. Pointing Device – Mouse Light Pen Output Device- Impact Printer, Non-Impact Printer,
Plotters. Memory of Computer Main Memory Secondary memory; cache Memory; Real and virtual Memory; Memory management Unit (MMU)

Unit–III: E-commerce Framework

Definition of E-Commerce, Origin of E-Commerce, E-Commerce Opportunities for Businesses, Advantages of E-commerce, Disadvantages of E-Commerce, Security Issues in E-Commerce Security risks of E-Commerce, exposure of resources, type of threats, sources of threats, security tools & risk – management approach

Unit–IV: Mobile Commerce

Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

Unit–V: Network Infrastructure and E-payment

Common Gateway Interface, Multimedia Objects, Network Access Equipment, Network Cables, Broadband Telecommunication.
Electronic Payment System-Introduction to E-payment, Digital Token based E-payment, Smart Cards, Credit card System Threat on E-payment.

References

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

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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 up to third order; Adjoin of a matrix, elementary row & column operations

Unit- II

Commission, Discount, Profit and Loss

Unit – III

Simultaneous Equations, Theory of Indices and logarithms.

Unit – IV

Average, Ratio and Proportions, percentages

Unit – V

Interest: Simple and Compound.

References

1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
2. "Practical Business Mathematics and Statistics" Suranjan Saha, 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 students 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, Cash Book
Unit -III
Bank Reconciliation Statement, Rectification of Errors, Tally, Cloud Computing
Unit - IV
Final Accounts, Trading Account & Profit and Loss Account, Balance Sheet.
Unit -V
Depreciation, Hire Purchase and Installment System.

References:

1. S.M. Shukla, Accounting Principals, Sahitya Bhawan, Agra
2. Hanif Mukherji, 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, New Del

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Semester Two
हिन्दी (106)

विषय का उद्देश्यः– इस प्रश्नपत्र का उद्देश्य विद्यार्थी का हिन्दी रचना से उसकी अन्तरंगता बढ़ाना है। उसे इसका अभ्यास हो कि वह रूचि से हिन्दी रचना के संसर्ग में आए और धीरे–धीरे उसके भीतर प्रवेश न करें।

ईकाई– 1 मानक हिन्दी भाषा

मानक भाषा–स्वरूप और लक्षण। मानक उपमानक और अमानक भाषा में अंतर उदाहरण, मानक हिन्दी, औपचारिक, औपचारिक मानक हिन्दी, औपचारिक हिन्दी (अनौपचारिक उपमानक हिन्दी) क्षेत्रीय बोलियों के प्रभाव से अनुरंजित मानक हिन्दी।

ईकाई–2 अशुद्धि संशोधन– अशुद्धियों का वर्गीकरण।

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

ईकाई –3 हिन्दी में रचना और प्रकार

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

ईकाई –4 पत्र लेखन – व्यवसायिक, निजी, शासकीय, अर्द्धशासकीय

आवेदन पत्र, हिन्दी में सारलेखन।
पाठ्य पुस्तक मध्यप्रदेश उच्च शिक्षा अनुदान अयोग भोपाल द्वारा प्रायोजित तथा मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित।

ईकाई – 5 हिन्दी रचना और प्रयोग।

संक्षेपीकरण एवं निबंध।

संदर्भः–

1. हिन्दी रचना और प्रयोग, भाग–1 प्रो. गणेश दत्त त्रिपाठी, मध्यप्रदेशा हिन्दी ग्रंथ अकादमी, भोपाल।
2. आधारपाठ्यक्रम प्रथम वर्ष – डॉ. रामकुमार बेहार, डॉ. सुधीर शर्मा, गीता पब्लिकेशन, रायपुर।
3. आधारपाठ्यक्रम – 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; Iso-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: Monopolistic Competition; Meaning and characteristics: Price and output determination under monopolistic competition; Product Differentiation

a) 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

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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)

Course Objective:

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 – Karlpearson'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 and associated 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, types 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. Bharucha Erach , the Biodiversity of India , Mapin Pub . 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, 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.Cris Lewis ; 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, Types of Letters: Business Letters, Official Letters

Unit-V

Presentation Skills, 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, 2013- Provisions of the Act with regard to Classification, Formatio0n, Memorandum of Association (MOU), Articles of Association, Meetings, Agenda, 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 and its provisions

Unit – V

Sales of Goods Act 1930 and its provisions

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, Digital Initiatives: e-Governance

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. Hedge Lan; Environmental Economics; Macmillan, Hampshire.
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

Organizational Behavior (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; Organizational 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, 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,Still R.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, Industrial Disputes, 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 3rd Ed. 1989 Prentices Hall of India, Delhi.

4 Strauss C & Sayless Lr: 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; Martand Telsang Sultan Chand & Sons.
3. Production management ; Buffa

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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.

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 Problems involving 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.

References:

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

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Sales and Advertisement Management (124)

Course Objectiv :

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, McGraw Hill,Singapore.
3. Batra,Rajeev, John G Myers and David A. Aaker; Advertising Management, Prentice Hall, New Delhi.
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 with special reference to Mutual Fund

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 Markowitz 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 Equipment's, Techniques used in Capital Investment Decision.

References

1 M M.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.

Unit – V: Evaluation of Strategy and Content.

References

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 mange 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 behavior; 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 provision of the Indian Income tax act of 1961, as amended up to 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:

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, Registration.

Unit – IV:

Taxable event- "Supply" of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST-Valuation rules, taxability of reimbursement of expenses; Exemption from GST, billing and e way billing

Unit – V:

Eligible and Ineligible Input Tax Credit; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; Tax Invoice, Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

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 Responsibilities, 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 Social Audit.

Unit-V

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

References:

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 finalized 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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