

BBA I SEM

ENVIRONMENTAL SCIENCE

Course code: CHY103
Maximum Marks: 100

L-T-P Structure: 2-0-0
Course Type: Ability-(AECC)-1

Course objective: To acquaint the students with the fundamentals of environment and environmental science. The course will use and focus on Ecosystem, Environmental pollution, various Social Issues.

MODULE-I

Introduction and natural resources: Multidisciplinary nature and public awareness, renewable and non renewable resources and associated problems, forest, water , mineral, food , energy and land resources. Introduction to natural resources, conservation of natural resources and human role.

MODULE-II

Ecosystem: Ecological concepts, concept of ecosystems, types of ecosystems, ecosystem structure and functioning, energy flow, food chains and food webs, ecological pyramids

MODULE-III

Biodiversity and Conservation: Definition, genetic species and ecosystem diversity biogeographically , classification of Indian value of biodiversity at national and local levels, India as a mega-diversity nation , treats to biodiversity and endangered and endemic species of India, need for conservation of biodiversity.

MODULE-IV

Environmental pollution: Definition , causes, effect and control of air pollution , water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, electromagnetic pollution, nuclear hazards , human role in prevention of pollution, solid waste management, disaster management, floods , earthquake, cyclone, and landslide

Firework Safety: Combustion of firework and pollution (noise, smoke, fireworks fallout and residue pollution), heavy metal toxicity due to fireworks and associated health effects.

MODULE-V

Social Issue and Environment: Unsuitable to suitable development , urban problem related to energy and water conservation, environment protection act, wild life protection act, forest conservation act, environmental issues, population explosion, and family welfare programme. Environmental and human health HIV, women and child welfare, role of information technology on environment and human health.

Corruption: definition and reasons, details of organizations/agencies working against corruption, role of individual against corruption and mode of action.

Ethics : Meaning , nature, determinants and objectives of ethics, ethics and its relation to values norms and morals, Indian ethos, Swami Vivekananda and ethics.

REFERNCE BOOKS:

1. Agrawal,K.C.: Fundamentals of Environmental Biology,2001, Bikaner (India): Nidhi Publishers
2. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA
3. Odum E.P.: Fundamentals of Ecology,1996, Dehradun: Natraj Publisher
4. Chapman,J.L. & Reiss, M.J.: Ecology: Principles and Applications, 1995, Cambridge University Press
5. Atmospheric pollution, by W Buch , Tata McGraw Hill(TMh)
6. Professional Ethics and Human Values, [Govindarajan M](#), PHI Learning Private Limited , Delhi
7. Corruption and Reform in India By Jennifer Bussell , Cambridge University Press

Fundamentals of Management

Course code: BBM101

Maximum Marks: 100

L-T-P Structure: 3-1-0

Course Type: Core Course

Objective: Fundamentals Of Management Course Objective: Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization

Course Content:

Module: I Concept of Management: Introduction to Management & Organizations, Functions and Responsibilities of Managers, Fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.

Module II Planning: Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning. Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO

Module III Strategies and Policies: Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making Process, Individual Decision Making Models. Organizing: Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.

Module IV Controlling: Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feedback system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Module V New era of Management: Managing in a borderless world, international business environment, economic, legal-political, socio-cultural environments, trade-alliances, MNCs, Valuing diversity, its dimensions and attitudes, minority-challenges, glass-ceilings, gender issues in management.

Text Readings: Latest Edition

1. Harold Koontz, O'Donnell and Heinz Wehrich, "Essentials of Management" New Delhi, Tata McGraw Hill.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson
4. The New Era of Management (India Edition) by Richard L. Daft

Suggested Reading: Latest Edition

1. Harold Koontz, Heinz Wehrich, "Management: A Global Perspective" New Delhi Tata mcGrow hill
2. Robert Krietner, "Management" Houghton Mifflin CO.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson.

BUSINESS ACCOUNTING

Course code: BBM102
Maximum Marks: 100

L-T-P Structure: 3-1-0
Course Type: Core Course

Objective: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Course Content:

MODULE 1: Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three-column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.

MODULE 2: Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement.

MODULE 3: Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor. Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013. Understanding the contents of a Corporate Annual Report. Preparation of Cash Flow Statement as per AS-3 (revised).

MODULE 4: Analyzing Financial Statements: Objectives of Financial Statement Analysis; Sources of Information; Standards of Comparison; Techniques of Financial Statement Analysis - Horizontal Analysis, Vertical Analysis, and Ratio Analysis.

MODULE 5: Meaning and Usefulness of Financial Ratios; Analysis of Financial Ratios from the perspective of different Stakeholders like Investors, Lenders, and Short-term Creditors; Profitability Ratios, Solvency Ratios, Liquidity Ratios, and Turnover Ratios; Limitations of Ratio Analysis.

Readings:

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
5. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services

BUSINESS LAW

Course code: MGT100
Maximum Marks: 100

L-T-P Structure: 3-1-0
Course Type: Core Course

Objective: The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

Contents:

Module 1: The Indian Contract Act, 1872: General Principles of Contract

- a) Contract – meaning, characteristics and kinds
- b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Discharge of a contract – modes of discharge, breach and remedies against breach of contract.
- e) Contingent contracts
- f) Quasi - contracts

Module 2: The Indian Contract Act, 1872: Specific Contracts

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment
- c) Contract of Agency

Module 3: The Sale of Goods Act, 1930

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by a non-owner
- d) Performance of contract of sale
- e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

Module 4: Partnership Laws

A) The Partnership Act, 1932

- a. Nature and Characteristics of Partnership
- b. Registration of a Partnership Firms
- c. Types of Partners
- d. Rights and Duties of Partners

- e. Implied Authority of a Partner
- f. Incoming and outgoing Partners
- g. Mode of Dissolution of Partnership

B) The Limited Liability Partnership Act, 2008

- a) Salient Features of LLP
- b) Differences between LLP and Partnership, LLP and Company
- c) LLP Agreement,
- d) Partners and Designated Partners
- e) Incorporation Document
- f) Incorporation by Registration
- g) Partners and their Relationship

Module 5: The Negotiable Instruments Act 1881

- a) Meaning, Characteristics, and Types of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque
- b) Holder and Holder in Due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements
- d) Crossing of Cheque
- e) Bouncing of Cheque

Suggested Readings:

1. M.C. Kuchhal, and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
2. Avtar Singh, *Business Law*, Eastern Book Company, Lucknow.
3. Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning
4. SN Maheshwari and SK Maheshwari, *Business Law*, National Publishing House, New Delhi.
5. Aggarwal S K, *Business Law*, Galgotia Publishers Company, New Delhi.
6. Bhushan Kumar Goyal and Jain Kinneri, *Business Laws*, International Book House.
7. Sushma Arora, *Business Laws*, Taxmann Publications.
8. Akhileshwar Pathak, *Legal Aspects of Business*, McGraw Hill Education.
9. P C Tulsian and Bharat Tulsian, *Business Law*, McGraw Hill Education.

Note: Latest edition of text books may be used.

English

Course code: ENG105
Maximum Marks: 100

L-T-P Structure: 2-0-0
Course Type: Language Course

Objective: Considering the significance of English language as a tool for global communication, the course aims to develop and enhance the linguistic and communicative competence of the students. The focus is on honing the skills of reading, writing, listening, and speaking. By providing suitable examples, the students will be exposed to various forms of personal and professional communication.

Module I - Prose

- A Cup of Tea by Katherine Mansfield
- The Piece of String by Guy De Maupassant
- Text of Steve Jobs' Commencement address -2005

Poems

- Ode to the skylark – by P B Shelley
- Where The Mind Is Without Fear - by Rabindranath Tagore
- The Road Not Taken- Robert Frost

Module II – Grammar & Vocabulary

- Tenses and the concept of time
- Verb Types
- Active and Passive Voice
- Narration
- Prepositions
- Conditionals
- Modal Auxiliaries
- Conjunctions
- One word substitutions
- Synonyms and Antonyms

Module III – Writing Skills

- Writing Paragraph, Essay
- Writing Articles for Newspapers & Magazines
- Writing Applications
- Resumé Writing

Module IV – Reading Skills

- Reading Comprehension
- Summarizing and Note making

Module V- Speaking Skills

- Conversations- Introduction, Purpose, Features
- Delivering Speeches- Welcome, Introductory, Vote of Thanks, Farewell Speech
- Indianism

Text/ Reference Books

- **Communication Skills**
Pushp Lata, Sanjay Kumar
Oxford Higher Education/Oxford University Press, 2011
- **Technical Communication; Principles and Practice**
Meenakshi Raman & Sangita Sharma
Oxford University Press
- **Effective Technical Communication**
M Ashraf Rizvi
Tata McGraw-Hill Education
- **Basic Communication Skills for Technology**
Andrea J. Rutherford
Person Education Asia
- **Essential Eng. Grammar: A Self-Study Ref. and Pract. Book for Elementary Stu. of English with Answers**
Raymond Murphy Cambridge University Press
- **Intermediate Grammar. Composition & Usage**
By M. L. Tickoo and A. E. Subramanian
Pub: S.Chand and Co.

Fundamental of Computers

Course code: BCS101
Maximum Marks: 100

L-T-P Structure: 2-0-0
Course Type: Generic Elective

Objective: To understand the basic concepts of computers and its peripherals. It includes the topics such as history of computers, generation of computers, classification of computers, Computer Peripherals, Storage Devices and other aspects related to computers.

MODULE 1:-Brief history of development of computers, Computer system, concepts, Computer system characteristics, Capabilities and limitations, Types of computers Generations of computers, Personal Computer (PCs) – evolution of PCs, configurations of PCs- Pentium and Newer, PCs specifications and main characteristics. Basic components of a computer system - Control MODULE, ALU, Input/output functions and characteristics, memory - RAM, ROM, EPROM, PROM and other types of memory.

Computer software and its types, Programming languages - Machine, assembly and high level, Language translators, Overview of the Digital Computer System - Processor, Memory, Input and Output Devices, Storage Devices, Operating Systems, Application Software, Types of Computers.

MODULE 2:-Input/Output& Storage MODULEs-:Keyboard, Mouse, Trackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen, Monitors - characteristics and types of monitor -Digital, Analog, Size, Resolution, Refresh Rate, Interlaced / Non Interlaced, Dot Pitch, Video Standard - VGA, SVGA, XGA etc, Printers& types - Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer, Plotter, Sound Card and Speakers

MODULE 3:-Software and its Need, Types of Software - System software, Application software, System Software - Operating System, Utility Program, Programming languages, Assemblers, Compilers and Interpreter, Introduction to operating system for PCs-DOS Windows, Linux, File Allocation Table (FAT & FAT 32), files & directory structure and its naming rules, booting process details of DOS and Windows, DOS system files.

Internet Applications: Internet, Internet Applications, e-Mail, IRC, Web Surfing, Web Browsers, Search Engines, Internet Service Providers, Downloading, Audio and Video Conferencing. Security issues in Internet – Bugs, Viruses, Anti-viruses, and Firewalls etc. Internet threats to the society, Cyber laws and Legal issues

MODULE 4:-Use of communication and IT- Communication Process, Communication types- Simplex, Half Duplex, Full Duplex, Communication Protocols, Communication Channels - Twisted, Coaxial, and Fiber Optic. Serial and Parallel Communication, Modem - Working and characteristics, Types of network Connections - Dialup, Leased Lines, ISDN, DSL, Broad band ,Types of Network - LAN, WAN, MAN , VPN etc., Topologies of LAN - Ring, Bus, Star, Mesh and Tree topologies, Components of LAN - Media, NIC, NOS, Bridges, HUB, Routers, Repeater and Gateways. Internet: Evolution, World Wide Web Internet Services, Convergence of technologies.

MODULE 5:-Representation of Data: Digital versus Analog, Digital number system (binary, octal, decimal and hexadecimal numbers,), Conversion from one form to another, fractional numbers and signed numbers, Complements, Arithmetic operations on binary numbers, Fixed point and floating point representations. Boolean algebra (addition, subtraction, multiplication and division), Logic Gates (NOT, OR, AND, NAND, NOR, XOR, XNOR).

Text/Reference Books:

1. Leon, AlexisEtal“Introduction to Computers” Vikas Publishing House
2. Dr. Durgesh Pant, Mahesh Kumar Sharma, “Fundamentals of Information Technology”
3. V. Rajaraman, “Introduction to Information Technology “Prentice- Hall of India
4. Ritchie & Kernighan, The C Programming language, 2nd Ed., PHI.
5. Dey&Ghosh, Computer Fundamentals and programming in C, Oxford.
6. Kamthane, Programming in C, 2nd Ed., Pearson.

INDIA'S DIVERSITY AND BUSINESS

Course code: MGT106

L-T-P Structure: 2-0-0

Maximum Marks: 100

Course Type: Generic Elective

Objective: The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

Module-I

Recognizing, Accommodating and valuing diversity,

- Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources;
- Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements

Module-II

Social diversity in India: Peopling , demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions

Module-III

People, Livelihood and Occupational Diversity

- Traditional livelihoods and their nature - agriculture, crafts, industry and services;
- Region, occupation and employment

Module-IV

Linkages between Diversity and India's Socio-economic challenges

- Regional variations in terms of geographic and socio-economic factors- trends and emerging options;
- Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;

Module-V

Diversity and Business

- Indian Consumers and marketing; Rural and Urban context
- Diversity, manufacturing, industry and services;
- Diversity and Innovation;
- Workforce diversity and management

References:

- Bhatt, B. L(1980)-“ India and Indian Regions: A Critical Overview” in David E.
- Sopher ‘An Exploration of India- Geographical Perspectives on Society and Culture’. Cornell. Pages- 35-61 for Socio cultural regions.
- Bill Aitken, Seven sacred rivers, Penguin Books, 1992
- Bose NK (1969) MODULEy in Indian Diversity in Desai AR (1969) Rural Sociology in India, reprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)
- Chakravarti AK (2004) Regional Preferences for Food: Some Aspects of Food Habit Patterns In India in Grover N and KN Singh (eds) 2004,Cultural Geography: Form and Process , Concept Publishers, Delhi (for regional specificity of food -Chap 23 pp 355 to 375)
- Fernando Martín-Alcázar• Pedro M. Romero-Fernández• Gonzalo Sañchez- Gardey, Transforming Human Resource Management Systems to Cope with Diversity, Journal of Business Ethics, 2012, 107:511-531
- Gadgil and Guha Ecology and Equity: The use and abuse of nature in contemporary India. Penguin 1995
- Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3

Creative thinking-workshop

Course code: BCS103

L-T-P Structure: 0-0-2

**Maximum Marks: 0
(SEC)**

Course Type: Skill Enhancement

Objective: In this paper students will be taken through a number of exercises/activities and sessions on Idea Generation. A workshop format for these activities and sessions wherein techniques like

Module-I: Mental state shift: Creativity techniques designed to shift a person's mental state into one that fosters creativity. These techniques are described in creativity techniques. One such popular technique is to take a break and relax or sleep after intensively trying to think of a solution

Module-II: Problem reframing: Creativity techniques designed for reframing the problem. For example, reconsidering one's goals by asking "What am I really trying to accomplish?" can lead to useful insights

Module-III: Multiple idea facilitation: Creativity techniques designed to increase the quantity of fresh ideas. This approach is based on the belief that a larger number of ideas increase the chances that one of them has value. Some of these techniques involve randomly selecting an idea (such as choosing a word from a list), thinking about similarities with the undesired situation, and hopefully inspiring a related idea that leads to a solution

Module-IV: Inducing change of perspective: Creative-problem-solving techniques designed to efficiently lead to a fresh perspective that causes a solution to become obvious. Situations will be created and solutions through mind mapping, brain storming, story boarding etc will be given to be presented by the students.

Fundamental of Computers Lab

Course code: BCS102

L-T-P Structure: 0-0-2

Maximum Marks: 100

Course Type: Skill Enhancement (SEC)

Objective: To understand the basic concepts of computers and its peripherals. It includes the different DOS commands, Word processing tool, tabular data, typing practices and other aspects related to computers.

List of Practical

1. Given a PC, name its various components and list their functions
2. Identification of various parts of a computer and peripherals
3. Practice in installing a computer system by giving connection and loading the system software and application software
4. Installation of DOS and simple exercises on TYPE, REN, DEL, CD, MD, COPY, TREE, BACKUP commands
5. Exercises on entering text and data (Typing Practice)
6. Installation of Windows 98 or 2000 etc.

Features of Windows as an operating system

- Start
- Shutdown and restore
- Creating and operating on the icons
- Opening closing and sizing the windows
- Using elementary job commands like – creating, saving, modifying, renaming, finding and deleting a file
- Creating and operating on a folder
- Changing setting like, date, time color (back ground and fore ground)
- Using short cuts
- Using on line help

7. MS-WORD

- File Management: Opening, creating and saving a document, locating files, copying contents in some different file(s), protecting files, giving password protection for a file
- Page set up: Setting margins, tab setting, ruler, indenting
- Editing a document: - Entering text, Cut, copy, paste using tool- bars

- Formatting a document:

Using different fonts, changing font size and colour, changing the appearance through bold/ italic/ underlined, highlighting a text, changing case, using subscript and superscript, using different underline methods

- Aligning of text in a document, justification of document, Inserting bullets and numbering

- Formatting paragraph, inserting page breaks and column breaks

- Use of headers, footers: Inserting footnote, end note, use of comments

- Inserting date, time, special symbols, importing graphic images, drawing tools

- Tables and Borders:

Creating a table, formatting cells, use of different border styles, shading in , merging of cells, partition of cells, inserting and deleting a row in a table

- Print preview, zoom, page set up, printing options

- Using Find, Replace options

- Using Tools like: Spell checker, help, use of macros, mail merge, thesaurus word content and statistics, printing envelopes and labels

- Using shapes and drawing toolbar,

- Working with more than one window in MS Word,

- How to change the version of the document from one window OS to another

Conversion between different text editors, software and MS word

8. MS-EXCEL

- Starting excel, open worksheet, enter, edit, data, formulas to calculate values, format data, create chart, printing chart, save worksheet, switching from another spread sheet

- Menu commands- create, format charts, organise, manage data, solving problem by analyzing data, and exchange with other applications. Programming with MS-Excel, getting information while working

- Work books:

Managing workbooks (create, open, close, save), working in work books, selecting the cells, choosing commands, data entry techniques, formula, creation and links, controlling calculations, working with arrays

-Editing a worksheet, copying, moving cells, pasting, inserting, deletion cells, rows, columns, find and replace text, numbers of cells, formatting worksheet.

-Creating a chart:-Working with chart types, changing data in chart, formatting a chart, use chart to analyze data

-Using a list to organize data, sorting and filtering data in list

-Retrieve data with MS – query: Create a pivot table, customising a pivot table.
Statistical analysis of data

- Customise MS-Excel:-How to change view of worksheet, outlining a worksheet, customize workspace, using templates to create default workbooks, protecting work book

-Exchange data with other application: linking and embedding, embedding objects, linking to other applications, import, and export document.

9. Internet and its Applications

(a) Log-in to internet (b) Navigation for information seeking on internet

(c) Browsing and down loading of information from internet

(d) Sending and receiving e-mail

- Creating a message
- Creating an address book
- Attaching a file with e-mail message
- Receiving a message
- Deleting a message

Orientation program in Entrepreneurship

Course code: MGT201

Maximum Marks: 100

L-T-P Structure: 2-0-2

Course Type: Skill Enhancement (SEC)

OBJECTIVE: The goal of this programme is to inspire students and help them imbibe an entrepreneurial mindset. Student will learn what entrepreneurship is and how it has impacted the world and their country. They will introduce to the key traits and the DNA of an entrepreneur. This certificate program focuses on a specific Entrepreneurial knowledge or skill requirement such as creative thinking, communication, risk taking and resilience.

Module 1:

Entrepreneurship; Concept, functions, Need, Characteristics and competency. How has entrepreneurship change the world? Process of Entrepreneurship development , Idea Generation exercises.

Module 2:

Entrepreneurial DNA, Traits Gaps and Gap Analysis. Relevance of Entrepreneurship in Socio-Economic development. Barriers to Entrepreneurship. Case studies.

Module 3:

Entrepreneurial Pursuits and Human Activities; nature, purpose and pattern of Human activities: Economic and non-economic, need for innovation. Creativity. Case studies

Module 4:

Entrepreneurial Values, Attitudes and Motivation-Meaning and concept. Developing entrepreneurial Motivation -concept and process of achievement motivation. Leadership, Communication and influencing ability. Success stories.

Module 5:

Enterprise and Environment : Environmental function, Critical factors for launching of a new enterprise, Understanding a market, Competitive analysis of the market.

Suggested Readings:

Online course through massive open online classes (MOOC), classroom learning through an experienced facilitator/faculty on campus (games, video, and practical experience

Vasanta Desai: Dynamics of entrepreneurial development and management;

2. Vasanta Desai: Entrepreneurial development;

3. Peter F. Drucker: Innovation and development;

4. M.V. Deshpande: Entrepreneurship of small scale industries;

5. Balakrishnan, G. Financing of small scale industries.

BBA II SEM

COMMERCE LAB

Course code: BBM 201

Maximum Marks: 100

L-T-P Structure: 0-0-4

Course Type: Ability-(AECC)-2

Objective: The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges.

Module-1 Business Economics- The students are expected to draw the various demand and supply curves, costs and revenue curves and compute consumer's surplus and costs, revenues etc.

Module-2 Business Organization and Management- The students should go through and present case studies of entrepreneurs – Success and failure. They are expected to go through partnership deed and prepare a simple partnership deed. The students are expected to know preparation of memorandum of association, articles of association and prospectus. As a group they are expected to prepare a model prospectus. The students are also expected to know the formalities of registration of a company including documents.

Module-3 Business Statistics- Computer lab work: Diagrammatic and graphic presentation of data using Computers – Excel. Calculation of averages using computers. Calculation of Dispersion and skewness using Computers. Calculation of Regression by Using Computers.

Module-4 Financial Services: Banking -Financial and Banking system charts. Forms of various accounts and deposits of Commercial Banks. Working and operations of ATM, Credit cards, debit card, E-Banking. Application forms for opening accounts, Cheque Books, pass books, requisition slips for withdrawals and deposits, bank statements, Format of Demand draft, Cheque, travel cheques etc. Promissory notes, B/E, Crossed cheques - various modes. Formats of CDs, CPs, Treasury Bills etc. Types of loans and advances - Documents required for sanction of loans and advances and the procedure. Stock Exchanges: BSE, NSE, OTCEI, Online Trading and role of SEBI. Documentation procedure of DMAT Account, Mutual funds, Forms, Formats.

Module-5 Financial Services: Insurance-Formats of Basic type of Insurance and Non Life Insurance products. Collecting Brochures of all plans (Whole life, Term, Endowment and MODULE Linked) from different life insurance companies and identifying their features – Comparative analysis – Filling proposal form. Collecting Brochures of all plans (Medical expense and Retirement) from different life insurance companies and identifying their features - Comparative analysis – Filling proposal form. Collecting Brochures of all plans (individual and Group Plans for Life, Health and Retirement) from different life insurance companies and identifying their features

Managerial Economics-I

Course code: BBM 202
Maximum Marks: 100

L-T-P Structure: 3-1-0
Course Type: Core Course

Objective: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

Course content

Module 1: Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior : cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

Module 2: Producer and optimal production choice : optimizing behavior in short run(geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale : traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Module 3: Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly)

Module 4:price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

Module 5: Factor market : demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Readings:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.

Statistics for Business Decisions

Course code: MAT 109
Maximum Marks: 100

L-T-P Structure: 3-1-0
Course Type: Core Course

Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Course contents:

Module I

Introduction to Functions: Odd and even functions, one-one and onto functions, Differentiation, Rules of Differentiation, Maxima and Minima. Cost function, Demand function, Profit function, Increasing and Decreasing function. Integration: Method of solving Indefinite and Definite integral.

Module II

Permutation- Definition, Factorial notation: Theorems on permutation, Permutation with repetitions, Restricted permutations. Combinations: Definitions Theorem on combination, basic identities, restricted combination.

Module III

Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

Module IV

Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable-Introduction. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson. Central limit theorem.

Module V

Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

Readings:

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin : Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South West n. 2003, Vol 42, No.1. pp3-21

Professional English

Course code: ENG 106

Maximum Marks: 100

L-T-P Structure: 2-0-0

Course Type: Language Course

Module – I: Fundamentals of Communication

- Introduction, Definition, Process, Importance, Different Forms and Purpose of Communication
- Barriers to Communication
- Organizational and Interpersonal Communication

Module – II: Group Discussion

- Introduction to Group Discussion
- Types, Roles and Functions in Group Discussion
- Difference between GD and Debate
- Preparation Strategy
- Tips for a good GD

Module – III: Presentation

- Fundamentals of Presentation
- Audience Analysis
- Organizing Material
- Visual Aids and Nuances of Delivery
- Body language and Effective Presentation
- Question- Answer Session

Module – IV: Professional Writing

- Official Correspondence – Drafting E- mails, Memorandum, Notice, Agenda, Minutes, Circulars
- Business Correspondence-Business letter writing- Sales letters, Enquiry letters and replies to enquiry (enquiry about a product, service or information, asking for a quotation, placing an order and replies to the same) letters of Claim and Adjustment

Module – V: Technical Writing

- Report Writing- General and Technical report, Definition, Types, structure
- Technical proposals- Definitions, Types and Format

Text/ Reference Books

- **Communication Skills**
Pushp Lata, Sanjay Kumar
Oxford Higher Education/Oxford University Press, 2011
- **Technical Communication; Principles and Practice**
Meenakshi Raman & Sangita Sharma
Oxford University Press
- **Effective Technical Communication**
M Ashraf Rizvi
Tata McGraw-Hill Education
- **Basic Communication Skills for Technology**
Andrea J. Rutherford
Person Education Asia

Organizational behaviour

Course code: MGT107
Maximum Marks: 100

L-T-P Structure: 4-0-0
Course Type: Generic Elective

Course Objective: To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

Course contents:

MODULE-I

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

MODULE-II

Importance of organizational Behaviour, Perception and Attribution: Concept, Nature, Process, And Personality: Personality: Learning: Concept and Theories of Learning, reinforcement.

MODULE-III

Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence.

MODULE-IV

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict,

Module-V Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos

Readings:

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organisational Behaviour, Vikas Publication.
6. Koontz & Heinz Wehrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organisational

Behaviour; Tata McGraw Hill.

9. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.

10. Richard L. Daft: Principles of Management, Cengage Learning India.

11. Robbins Stephen P: Organisational Behaviour, Pearson.

12. Stephen P. Robbins & Mary Coulter: Management, Pearson.

13. Stoner & Wankel: Management, Prentice Hall of India.

14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.

15. Navin Mathur, Management Gurus , National Publishing House, New Delhi

Current Affairs

Course code: MGT108
Maximum Marks: 100

L-T-P Structure: 4-0-0
Course Type: Generic Elective

Module-I: INDIAN CONSTITUTION

1. Making of Indian Constitution, Constituent Assembly: Composition and Working.
2. Preamble and Salient Features of Indian Constitution.
3. Fundamental Rights and Fundamental Duties, Directive Principles of State Policy.
4. President, Prime Minister & Parliament
5. Supreme Court, Judicial Review and Judicial Activism.
6. Governor, Chief Minister and State Legislatures.
7. Panchayati Raj and Municipal Governments

Module-II: HISTORY

1. A broad survey of Indian History, with emphasis on Culture and Civilisation.
2. Freedom Movement in India.
3. Elementary study of Indian Constitution and Administration.
4. Elementary knowledge of Five Year Plans of India.
5. Panchayati Raj, Co-operatives and CommMODULEy Development.
6. Bhoodan, Sarvodaya, National Integration and Welfare State, Basic Teachings of Mahatma Gandhi.

Module-III: Geography

1. The Earth, its shape and size. Latitudes and Longitudes, Concept of time. International Date Line. Movements of Earth and their effects.
2. Origin of Earth. Rocks and their classification; Weathering - Mechanical and Chemical, Earthquakes and volcanoes.
3. Ocean Currents and Tides
4. Atmosphere and its composition; Temperature and Atmospheric Pressure, Planetary Winds, cyclones and Anti-cyclones;
5. Humidity; Condensation and Precipitation; Types of Climate. Major Natural regions of the World.
6. Regional Geography of India - Climate, Natural vegetation.
7. Mineral and Power resources; location and distribution of agricultural and industrial activities.

Module-IV: Current Events

1. Knowledge of Important events that have happened in India in the recent years.
2. Current important world events.
3. Prominent personalities - both Indian and International including those connected with cultural activities and sports.
4. Current National issues and topics of social relevance
5. The Indian economy and issues relating to planning, mobilization of resources, growth, development and employment.
6. Issues arising from the social and economic exclusion of large sections from the benefits of development.

Module-V: General Science

1. Issues relating to the development and management of human resource.
2. Health issues including the management of Public Health, Health education and ethical concerns regarding health-care, medical research and pharmaceuticals.
3. Issues relating to good governance and accountability to the citizens including the maintenance of human rights, and of probity in public life.
4. Environmental issues, ecological preservation, conservation of natural resources and national heritage.

Reference Books

1. A. G. Noorani, Constitutional Questions in India: The President, Parliament and the States, Delhi, Oxford University Press, 2000.
2. A.S. Narang, Indian Government and Politics, Geetanjali Publishing House, New Delhi, 1996 (Latest edition)
3. Bidyut Chakrabarty & Rajendra Kumar Pandey, Indian Government and Politics, SAGE, New Delhi, 2008
4. D.D. Basu, An Introduction to the Constitution of India, Prentice Hall, New Delhi. (Latest Edition)
5. G. Austin, The Indian Constitution: Corner Stone of a Nation, Oxford, Oxford University Press, 1966.
6. M.P. Singh & Rekha Saxena, Indian Politics: Contemporary issues and Concerns, Prentice Hall of India, Delhi, 2008.

Computer Application Lab

Course code: BCS203
Maximum Marks: 100

L-T-P Structure: 0-0-4
Course Type: Skill Enhancement (SEC)

Objective: To provide computer skills and knowledge for commerce students and to enhance the student understanding of usefulness of information technology tools for business operations.

Contents

Module I: Introduction

Introduction to Computer-Characteristics of Computers, The Computer System, Parts of Computers); Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types, wireless Networking; Operating System- Introduction to Operating Systems, An overview of various Computer & Mobile OS & Application (UN IX / Linux, DOS, Windows, Android, windows mobile, iOS Like), Features of latest Windows Operating Systems & its Management & Networking (Installation, backup, security, User control), Usage of payment gateways.

Module II: Introduction to essential tools

Introduction to facilities & commonly used features of:

a) **Word:** Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.

b) **PowerPoint:** Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.

Module III: Using MS Excel for Data Analysis & Reporting Features:

Using spreadsheet for following purposes and making reports:

- Loan & Lease statement

- Ratio Analysis.
- Payroll statements
- Capital Budgeting
- Depreciation Accounting
- Graphical representation of data
- Frequency distribution and its statistical parameters
- Correlation and Regression

Module IV: RDBMS Concepts & Access

RDBMS Concepts, Terminology, Models - RDBMS, Data Modelling using ERD, DB Design using Normalization. Access Creating Databases & Tables – An Introduction; Event Handling & Report Generation; Using Macros; Using Queries through Case Study.

Module V: CAAT Tools

Capabilities & Importing Data from Accounting & other Application Systems - An Introduction; Analytical Reports, Duplicates/ Gaps. Sorting & Charting; Stratification, Summarization, Statistics & Aging - An Introduction; Sampling, Macros and Audit Trail.

References :

1. There shall be a practical examination of 50 Marks (Practical-35 Marks, Viva-5 Marks and Work Book- 10 Marks) and duration of Examination shall be 3 Hrs.
2. Teaching arrangements need to be made in the computer lab only.

Suggested Readings:

1. Rajaraman,V. Introduction to Information Technology. PHI.
2. Eliason, A.L., On-line Business Computer-Application Science Research Associates Chicago.
3. Curtis D. Frye, Step by Step Microsoft Excel 2010, PHI.

MGT 202 Basic Programme in Entrepreneurship

Course Code : MGT 202

L-T-P Structure:2-0-2

Maximum Marks: 100

Course Type: Skill Enhancement (SEC)

Objective: The goal of this Program is to provide a space and platform for discovery, both self –discovery and opportunity discovery. Students will discover their strengths in terms of an entrepreneurial founding team and learn basics such as opportunity discovery, prototyping, business plans, challenges etc.

Module 1: Identification and classification of ideas. Entrepreneurial opportunities, environment scanning, Market assessment.

Module 2: Clarifying the Value Proposition, Product and Service; Market segmentation, Product Life cycle; BCG Matrix.

Module 3: Environmental Scanning and SWOT analysis; Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan.

Module 4: Concept to Creation, Teething Problems of startup, Organizing and Marketing a Startup Selling on the web, launching e-commerce , Starting and growing an Enterprise, Growth Path

Module 5: Students have to prepare a detailed business plan selecting a product(s), Presentation of such business plans and submission after necessary corrections suggested by subject faculty

References:

Online Courses through MOOC, Classroom learning through an experienced Facilitator/Faculty on campus (Games, Exercises, Videos, and Practical Experiences)

1. Tendon ,C: Environment and Entrepreneur; Clugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabuks; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
4. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
5. Paudey I.M: Venture Capital - The Indian Experience; Prentice Hall of India. New Delhi
6. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India. New Delhi

BBA III SEM

BBM 301: Managerial Economics-II

L-T-P: 3-1-0

Course code: BBM-301

Max Marks: 100

Objective: This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Course Content

Module I: Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.

Module II: Keynesian theory of Income and employment : simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade),

Module-III Fiscal and monetary policy: Effect of fiscal and monetary policy, crowding out, composition of output and policy mix, policy mix in action; ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.

Module IV: Money: functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control; Inflation: meaning, demand and supply side factors, consequences of inflation, antiinflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run)

Module V: Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)

Readings:

1. Froyen, R.P. (2011): Macroeconomics-theories and policies (8th ed.) . Pearson:
2. Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill
3. N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers
4. Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson

BBM 302: Business Environment

L-T-P: 4-0-0

Course code: BBM-302

Max Marks: 100

Objectives: The objective of the course is to develop an understanding of the methods for analyzing Business Environment and implications of changes in micro and macro environment for businesses.

MODULE – I: Nature of the Environment of Business:- Nature, Concept and Significance of Internal Environment, Management of Organizational Resources for Developing Effective Internal Organizational Environment.

MODULE – II: Economic Policies, Government and Business:- Industrial, Monetary, Fiscal and Foreign Trade Policies, Economic System, Economic Structure, Social Responsibility of Business and Social Responsibility of Government, Business Ethics.

MODULE – III: Non-Economic Environment of Business:- Social and Cultural Forces Affecting Business. Political and Legal Forces Affecting Operation of Business in a given Economic Framework, Concept and Significance of Technological Environment, Government Guidelines for Technological Up gradation, Regulation for Foreign Collaboration and Investment.

MODULE – IV: Natural Environment and Value of Life:- The concept of Value of Life Used in Economic Analysis, Environmental Regulation for Pollution Control, Recycling and Disposal of Industrial Waste.

MODULE – V: Recent Development in Business Environment of India:- Market Freedom, Privatisation, Globalization, WTO and its Impact on Indian Industries, Consumer Protection, Disinvestment, Government of India's Commercial Banking, and Government Policy regarding Small Sector Enterprises.

References:

1. Chidambaram, Business Environment, Vikas Publication House Pvt Ltd, 2003
2. Dr. Justin Paul, Business Environment, Tata McGraw Hill Publishing Co.Ltd
3. Francis Cherunillam, Business Environment, Himalaya Publishing House
4. Ghosh, Economic Environment of Business, Vikas Publication House Pvt Ltd 2003
5. J.Bhagwati, India In Transition, Oxford University Press, 1994
6. K.Aswathapa, Essentials of Business Environment, Himalaya Publishing, 2000
7. M. Rubmand.J. Lewraw and L.D. Booth, International Business: Firm and Environment, McGraw Hill Publications, 1995
8. Steiner and Steiner, Business Government and Society, Western Publishing, 2000

BBM 303 MANAGEMENT ACCOUNTING

L-T-P: 3-1-0

Course code: BBM 303

Max Marks:

100

Objective: To acquaint students with role of Management Accounting in planning, control and decision-making.

Course Content

Module I

Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting; Cost, Costing, Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost,

Module-II

Cost Sheet. Classification of Costs: Fixed, Variable, Semi-variable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed / Hypothetical Costs; Out-of-pocket Costs; Opport Moduley Costs; Expired, and Unexpired Costs; Conversion Cost. Cost Ascertainment: Cost Module and Cost Center. Introduction to Overhead allocation, Overhead apportionment, and Overhead absorption.

Module III Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety, Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Break-even Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut down vs. Continue.

Module IV

Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget. Responsibility Accounting: Concept, Significance, Different responsibility centers, Divisional performance – Financial measures, Transfer pricing.

Module V

Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material, Labor, Overhead and Sales variances. Introduction to Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.

Readings:

1. C.T. Horngren, Gary L. Sundem, Jeff O. Schatzberg, and Dave Burgstahler: Introduction to Management Accounting, Pearson
2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.
3. M.Y. Khan, and P.K. Jain, Management Accounting: Text Problems and Cases, McGraw Hill Education (India) Pvt. Ltd.
4. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers)

BBM 304: PRINCIPLES OF MARKETING

L-T-P: 3-1-0

Course code: BBM 304

Max Marks: 100

Objective: This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Course Content:

Module I: Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept.

Module-II Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix.

Module III: Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;

Module IV: Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

Module V: Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.

Readings:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.

3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.

MGT 109: Business Ethics & Corporate Social Responsibility

L-T-P: 3-1-0

Course code: MGT 109

Max Marks: 100

Objective: The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Course contents:

Module I

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and care.

Module-II

Moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Module III

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Module IV

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Module V: Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Readings:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
8. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press
9. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

MGT 110: TAX PLANNING

L-T-P: 3-1-0

Course code: MGT 113

Max Marks:

100

Objective: The objective of this course is to acquaint the students with the tax structure for individuals and corporate and also its implications for planning.

Course Contents:

Module I

Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance.

Module II

Computation of Income under the head Salary

Module III

Computation of Income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.

Module IV

Clubbing of Income, Set-off and carry-forward of losses , Deductions from gross total income as applicable to an individual and Business Modules; Computation of total income and tax liability of an individual and Business Modules, Procedure for assessment: E-filing of return, Introduction to the concept of Goods and Services Tax (GST) and Direct Tax Code (DTC).

Module V

Meaning of Tax Planning and Management; Nature, scope and justification of corporate tax planning; Computation of taxable income and tax liability of companies: Minimum Alternative Tax, Introduction to tax planning with reference to financial decisions; tax planning with reference to amalgamation or de-merger of companies (only theory)

Text Books:

1. Singhania, V.K. Student Guide to Income Tax. Taxmann Publications Pvt. Ltd. (Latest ed.)
2. Ahuja& Gupta. Simplified Approach to Corporate Tax. Flair Publications Pvt. Ltd (Latest ed.)

References:

1. Ahuja& Gupta. Simplified Approach to Income Tax Flair, Publications Pvt. Ltd.
2. Mahesh Chandra &Shukla, D.C. Income Tax Law & Practice Pragati Publications.
3. Goyal, S.P. Tax Planning and Management. SahityaBhawan Publications.
4. Singhania, V.K .Student Guide to Income Tax. (University ed.). Taxmann Publications

BCS 308: COMPUTER APPLICATIONS IN BUSINESS

L-T-P: 2-0-0

Course code: BCS 308

Max Marks: 100

Objectives: To provide computer skills and knowledge for commerce students and to enhance the

Student understands of usefulness of information technology tools for business operations.

Module 1: Introduction to Computer: Hardware: Input / output devices, storage devices and memory. **Software:** System and Application Software, Compilers, Interpreters and Assemblers. **Computer Languages:** Levels of languages, generation and their features. **Number System:** Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system. **Internet:** Concepts & Services, Hardware and software requirements, type of Internet connections

Module 2: Introduction to Information Systems: Definition, Information Systems and Society, A Business as a System, Information Processing Concepts, Information Systems Concepts, and Recognizing Information Systems.

Module 3: Types of Information Processing Systems: Overview of Six Major Types of Systems: Transaction Processing Systems, Office Automation Systems, Knowledge Work

Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems.

Module 4: The Information Systems Environment: The Systems Development Life Cycle: The SDLC – Recognition of Need, Feasibility Study, Analysis, Design, Implementation, and Considerations for Candidate Systems and The Role of System Analyst.

Module 5: System Analysis and Design: System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study, and Cost/Benefit Analysis. System Design: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Programme Design.

Text Reading : Latest Edition

1. Suresh K. Basandra, “Computers Today”, Galgotia Publications Pvt. Ltd., New Delhi.
2. P.K. Sinha, “Computer Fundamentals”, BPB Publications, New Delhi.
3. Laurie Ulrich, “Tech yourself Microsoft Office 2000 in 21 days”, Techmedia, New Delhi.
4. Sumitabha Das, “Unix Concepts and Applications”, Tata McGraw Hill Pub. Co. Ltd., New Delhi.
5. Muneesh Kumar, “Business Information Systems”, Vikas Publishing House Pvt. Ltd., New Delhi.
6. James A. O’Brien, “Management Information Systems”, Galgotia Publications Pvt. Ltd., New Delhi.
7. Elias M. Awad, “System Analysis and Design”, Galgotia Publishing Pvt. Ltd., New Delhi.

Foundation Program in Entrepreneurship

Course code : MGT 203

L-T-P: 2-0-

Max Marks : 50

Objective : This program will acquire the students with the skills required to take an idea to market.

Module I : Customer Development and Experience , understanding consumer behavior and needs , designing the product/service according to the market needs , how to create an experience and not just a service.

Module II: Project Formulation – Steps involved in setting up a Business, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal.

Module III: Small, Medium And Large Industrial Sectors, Industrial Potential, Demand And Resource Based Industries, Service Sector, corporate entrepreneurship, entrepreneurship and technocrat entrepreneurship.

Module IV: Sources of finance for enterprises, angel investors and venture capitalists, banks and government institutions, policies for start-ups.

Module V.: Stakeholders Validation – test angel investor interest in the solution, pitching to others (investors, partners, potential key hires) , obtaining seed funding and making the first key hires , validate interest for partners , channels.

References: Online courses through MOOC.

1. Tendon ,C: Environment and Entrepreneur; Clough Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.

4. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
5. Paudey I.M: Venture Capital - The Indian Experience; Prentice Hall of India. New Delhi
6. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India. New Delhi
7. World Bank Development report 2015-16.
8. World Bank “doing Business” 2014, 2015, 2016.
9. Govt. of India “Economic survey 2015-16”, Oxford University Press
10. UNDP-Human Development Report 2015-16.

BBA IV SEM

BUSINESS RESEARCH METHODS

Course Code: BBM 401
Maximum Marks: 100

L-T-P Structure- 3-1-0

Objective: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

Module I: Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research – marketing research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.

Module II: Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

Module III: Primary Data Collection: Survey Vs. Observations. Comparison of self-Administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques;

Module IV: Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design.

Module V: Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, Introduction to theoretical concept of ANOVA, Factor Analysis and Discriminate Analysis.

Readings:

1. Zikmund, Babin & Carr: Business Research Methods, South-Western.
2. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
3. Churchill: Marketing Research: Methodological Foundations, Cengage Learning.
4. Aaker, Kumar, Day - Marketing Research. Wiley.
5. Naresh Malhotra – Marketing Research, Pearson.

HUMAN RESOURCE MANAGEMENT

Course Code: BBM 402

Maximum Marks:100

L-T-P Structure- 4-0-0

Objective: The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases

Module I :Human Resource Management: Concept, Functions, roles, skills competencies, HRD-definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations

Module II: Human Resource Planning: Process, Forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

Module III: Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview .Career planning: career anchors, career life stages.

Module IV:Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health, retirement & other benefits.

Module V :Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining .

Readings:

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.

FINANCIAL MANAGEMENT

Course Code: BBM 403

Maximum Marks:100

L-T-P Structure- 4-0-0

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Module I:Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

Module II: Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method.

Module III: Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

Module IV :Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory. Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Module V: Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

Readings

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Pubilshlng Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
5. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

MANAGEMENT OF INDUSTRIAL RELATIONS

Course code: BBM 404

L-T-P Structure: 4-0-0

Maximum Marks: 100

Objective: To acquaint students with concepts of Industrial Relations and various legislations related to Labor Welfare and Industrial Relations.

Course Contents:

Module I Concept of industrial relations, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining. Workers participation in management, levels of participation, mode of participation Works Committee, Joint Management councils, Worker Director, Grievance Procedure, Quality Circles.

Module II Trade Union Act 1926, Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes, instruments of economic coercion, strikes, lockouts and closure

Module III. Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, and The Payment of Bonus Act 1965.

Module IV The Factories Act 1948, definition, approval, licensing and registration, health and welfare measures ,employment of women and young persons ,leave with wages and weekly holidays.

Module V The salient features, coverage of employees and employers, and benefits under The Provident Fund and Miscellaneous Provisions Act 1952 and Employees Pension Scheme and Employees State Insurance Act 1948

References:

1. S C Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House.
2. T N Chhabra: Industrial Relations and Labour Laws, Dhanpat Rai Publishing House.

E-Commerce

Course code: MGT 114

L-T-P Structure: 3-0-2

Maximum Marks: 100

Objectives: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

Contents

Module 1: Introduction Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce. **Technology used in E-commerce:** The dynamics of World Wide Web and internet (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Module 2: Security and Encryption: Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

Module 3: IT Act 2000 and Cyber Crimes IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

Module 4: E-payment System: Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Module 5: On-line Business Transactions: Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.) **Website designing:** Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

Note:

1. There shall be 3 Credit Hrs. for lectures + One Credit hr. (2 Practical periods per week per batch) for Practical Lab
2. Latest edition of text books may be used.

Suggested Readings

1. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
2. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education
3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application*, 4th Ed., McGraw Hill Education
4. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education
6. TN Chhabra, *E-Commerce*, Dhanpat Rai & Co.
7. Sushila Madan, *E-Commerce*, Taxmann
8. TN Chhabra, Hem Chand Jain, and Aruna Jain, *An Introduction to HTML*, Dhanpat Rai & Co.

BBA V SEM

Introduction to Banking & Insurance

Course Code: BBM 501

Maximum Marks: 100

L-T-P Structure- 4-0-0

Module- I Banking Business in India, Banking Legislations, Structure of Indian Banking System, Recent Developments in Banking Industry, Roles of Banks, Principles of Banking, Banker - Customer Relationship

Module - II Organization of bank lending (Loans and advances, Priority sector lending, Export credit), project and working capital finance, Deposit and Credit Services, Payment and Remittance Services, Collection Services and the different products there under.

Module – III Practical banking, Annual reports and balance sheet of a bank, Electronic banking, (POS) Banking Regulatory Norms- Know your customer (KYC), Anti Money Laundering (AML) Guidelines.

Module- IV Indian insurance industry: Transition and Prospects, legal frame work, Insurance- Basic concepts and principles, Classification of Insurance, reinsurance, Principles Governing Marketing of Insurance products.

Module - V Channels of distribution for insurance products, policy servicing and claim settlement, Registration of Insurance Companies, Licensing of Insurance Agents, Professional standards, Code of Conduct for insurance agent, Protection of Policyholder's Interest.

References:

1. Banking Theory, Law and Practice – Gordon & Natarajan (HPH)
2. Insurance Management - Anand Ganguly (New Age)
3. Insurance and Risk Management - P.K. Gupta (HPH)
4. Banking & Insurance Principles & Practices – Neelam C. Gulati (EB)

Production and Operations Management

Course Code: BBM 502
Maximum Marks: 100

L-T-P Structure- 3-1-0

Module- I **Basic Concept:** Production and Operations Management functions: various production processes and their selection; common systems model; Relevant cost concept, production and productivity; Measurement of Productivity.

Module-II **Work Study:** Methods study- procedure and techniques, Principles of motion economy and work place design; work measurement; Time Study and work sampling; Performance rating and allowances; Estimation of standard time and related errors.

Module -III **Facilities Planning:** Facilities location factors, Bridgeman's dimensional analysis; systematic layout planning; Principles and techniques used; different layouts; Material handling systems and equipments.

Module-IV **Production Planning and Control :** Aggregate Planning – basic Strategies, viz., Level Production, chase demand and mixed strategy; Aggregate Planning costs; routing, scheduling, Gantt Charts.

Module-V **Select Techniques and Concepts:** Cost-Benefit Analysis, Input-Output Analysis; Value analysis; Learning Curves; Vertical Analysis; Learning Curves; Vertical Integration; Just-in-Time Systems.

References :

1. Chary S.N. - Production Operations Management, Tata McGraw Hill.
2. Mayer R.R. - Production Operations Management, TMH.
3. Schroeder R.G. - Operations Management, Decision Making in Operations function, Tata McGraw Hill.
4. Riggs J.L. - Production Systems, John Wiley & Sons.
5. Buffa & Sarin - Modern Production/Operations Management, John Willey & Sons.
6. Dilworth J.B. - production Operations Management, TMH.
7. Aswathappa & Shridhara Bhatt - Production Operations Management, Himalaya.
8. Chase, Aquilano, Jacobs - Production & Operations Management, TMH.
9. Adam & Ebert - Productions & Operations Management, PHI.
10. Mahapatra - Computer Aided Production Management, PHI.

Financial Markets & Institutions

Course Code: BBM 503
Maximum Marks: 100

L-T-P Structure- 4-0-0

Module-I Financial Markets: Financial System and Financial Markets- Meaning, Types, Classification of Financial Markets, Money Market, Call money Market, Govt. Securities Market. Capital Market, Debt Market, Primary and Secondary Market, Interlinking Financial Market-Indian and Global Financial Markets.

Module-II Financial Institutions: Broad Categories- Special Characteristics, Money Market Institutions, Capital Market Institutions, Financial Services Institutions, Functions and structure introduced, Stock Exchanges: Constitution, control, functions, Prudential Norms, SEBI Regulations, Sensitive Indices, Investor Services, Grievance Redressal Measures.

Module-III Financial Services Institutions: Clearing Corporation of India Ltd, Discount and Finance House of India Ltd, National Securities Depository Ltd, Securities Trading Corporation of India Ltd. Credit Rating Institutions.

Module-IV Financial Instruments: Commercial Papers, Certificate of Deposits, Treasury Bills, Commercial Bills, Gilt- edged Securities, Equity Shares, Dematerialisation, Preference Shares, Debentures, Warrants and Convertibles, ADRs and GDRs, Derivatives- Options and Futures,

Module-V Indian Financial Institutions: Commercial Banks- Roles, Functions, Regulations, Public Sector, Private Sector and Foreign Banks, Development Banks: IFCI, IDBI, SFCs, NABARD, RRBs, SIDBI, IIBI, Non-Banking Financial Institutions, Insurance Companies- Public and Private, Investment Policy, Regulatory Authority

References:

1. S Gurusamy, Financial Markets and Institutions, Thomson
2. Gordon & Natrajan; Financial Markets and Services, Himalaya Publishing House

Organizational Change and Development

Course Code: BBM 504

Maximum Marks: 100

L-T-P Structure- 4-0-0

Module - I **Concept of change, importance, causes and nature.** Organisational levers for change. Perspectives on change - Contingency perspective, Resource Dependence perspective, Population-ecology perspective, Institutional perspective. The Six-Box organizational model. The 7-S framework. Types of changes - continuous and discontinuous, Participative and directive, Planned and unplanned.

Module- II **Resistance to change** - The life of resistance to change, Change Resistance model, Managing resistance to change, steps to successful change. Managing change - Planning, Internal Resource Persons (IRP) and external agents, organizational restructuring and re-organizing work activities.

Module - III **Organizational Diagnosis:** Issues, concerns and the framework. Diagnostic Methodology - planning, collection of data and instruments, Qualitative and quantitative methods of diagnosis.

Module- IV **Interventions in Organisational change** - Concepts, types of intervention, Sensitivity Training, TA, Role analysis Techniques, Role Negotiations techniques, Myers-Briggs Type Indicators (MBTI). Evaluation of organizational change programmes - concept, rationale, the stakeholders, components of evaluation, evaluation typology. Issues in planning and conducting evaluation.

Module- V **Managers as change Agents,** Internal and External change agents, Steps to successful change. Change Management - the case of Power Sector in Orissa.

References :

1. Nilakantha Vand Ramnarayan S- Managing Organisational Change, Response Books
2. K. Harigopal- Management of Organizational changes, Response Books
3. I.Palma, Richard Dunford, G.Akim- Managing Organisational Change, TMH

Advertisement and Sales Promotion

Course Code: BBM 505
Maximum Marks: 100

L-T-P Structure- 4-0-0

Module-I: **Introduction:** Definition, objectives, Functions and classification of advertising, Advertising Agency Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

Module-II: **Advertising as Mass communication:** the communication mix, building of advertising program: Creative strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

Module– III: **Advertising media,** General and special characteristics of different media: Media planning, scheduling, selection and evaluation, Measuring advertising effectiveness (DAGMAR): The rationale of testing: pretesting, concurrent testing & post testing, recall and recognition.

Module – IV: **Advertising Budget:** Approach and procedures for determining the size of the budget, Administration and control of budget. Regulation of Advertising: Self Regulation by advertising Media (ASCI), Ethics & Social Responsibility in Advertising, E-advertising.

Module– V: **Introduction:** Definition, objectives, Functions and classification of sales promotion. Consumer Promotion, sales force planning and execution, Recent Trends, Elementary knowledge of public relations.

References:

1. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI
3. Jethawaney & Jain, Advertising Management, Oxford University Press.

Summer Internship project

Course Code: BBM 506

Maximum Marks: 100

L-T-P Structure- 0-0-4

The students are required to undergo 6 to 8 weeks' training in company organization of high repute. The students must obtain prior approval of the Director of the college/ institution before going for his/her training. On completion of the training, the students will be required to submit training report, not exceeding 60 to 70 pages, which shall be evaluated in the Fifth Semester. Training report must be submitted 15 days before the start of the 5th Semester i.e. immediately after completion of their summer vacations of May and June. The Viva- voce will be taken out of the syllabi of Semesters I to III to recapitulate what the student has learnt in four semesters of the Course in addition to what the student has learnt during training. The dates of Viva- voce shall be fixed during the Fifth Semester but before their semester examination in the month of October. The University with the recommendations of the President, VGU Jaipur, will appoint the examiners for the evaluation of training report and viva- voce.

BBA VI SEM

Introduction to Project Management

Course Code: BBM 601

Maximum Marks: 100

L-T-P Structure- 3-1-0

Module-I The Definition of a “Project”, Why project Management, The project LifeCycle, Project Management Maturity, Project Selection and Criteria of Choice, The Nature of Project Selection Models, Types of Project Selection Models, Project Portfolio Process, Project Proposals. The Project Manager, Project Management and the Project Manager, Special Demands on the Project Manager, Selecting the Project Manager, Problems of Cultural Differences, Impact of Institutional Environments, Project Organization, The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization.

Module-II **Planning:** Introduction, Meaning, Definition, Characteristic & objective period, Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process, Methods of planning, Limitations of planning, Essentials of a good planning, obstacles in planning, Planning Premises and Classification of Planning Premises.

Module-III **Planning Forecasting** : Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting, Forecasting Techniques Types Methods, Advantages Initial Project Coordination: The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. Estimating Project Budgets, Improving the Process of Cost Estimation.

Module-IV **Network Techniques:** PERT and CPM, Risk Analysis Using Simulation with Crystal Ball 2000 Critical Path Method- Crashing a Project, The Resource Allocation Problem Resource Loading, Resource Leveling, Constrained Resource Allocation The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

Module-V **Purposes of Evaluation-** Goals of the System, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some Essential of an Audit/Evolution The Varieties of Project Termination, when to Terminate a Project, The Termination Process.

Books Recommended:

1. Principles of Management – T. Ramasamy, Himalaya Publishing House
2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer,
3. Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.,
4. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd.
5. Project Management- Vasant Desai, Himalaya Publishing House
6. Project Management : A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.

Retail Management

Course Code: BBM 602

Maximum Marks: 100

L-T-P Structure- 4-0-0

Module-I **Retail Management** – An Introduction. Functions of Retailing, Types of Retailers, Retailing Strategies for emerging markets, Organized Retail formats in India, Challenges ahead for Retailing

Module-II **Changing Retail Environment** Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.

Module III **Retail Banking** – An Introduction Open market conditions and role of Banks and Financial Institutions, Retail Banking –Concept and Importance.

Module-IV **Retail Banking Products**- Housing Loan, Conveyance Loan , Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.

Module-V **e-Banking** – An Overview Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Bancassurance, SSI financing

Skill Development:

Presentation.

Charts formulation.

Use of computers for learning e- Banking

Books Recommended:

1. Suri,R. K., “Retail Management”, Excel Books,2005.
2. Jha, S.M., “Bank Marketing”, Himalaya Publishing House,2000.

Strategic Management

Course Code: BBM 603
Maximum Marks: 100

L-T-P Structure- 4-0-0

Module-I Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

Module-II Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organization's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Module-III Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

Module-IV Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects,

Module-V Implementing & operationalizing strategic choice, Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance.

Readings:

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH

Supplementary Readings

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books

International Business

Course Code: BBM 604
Maximum Marks: 100

L-T-P Structure- 4-0-0

Module 1: INTRODUCTION TO INTERNATIONAL BUSINESS Meaning and Definition of International Business – Theories of International Trade – Economic Theories – Forms of International Business - Nature of International Business

Module 2: MODES OF ENTRY INTO INTERNATIONAL BUSINESS Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects – Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.

Module 3: GLOBALIZATION Globalization: Meaning - Features – Stages –Production – Investment and Technology, Globalization – Advantages and Disadvantages – Methods and Essential Conditions for Globalization. MNC's and International Business: Definitions – Distinction between Indian Companies – MNC – Global Companies and TNC – Organizational Transformations – Merits and Demerits of MNC's in India U

Module 4: INTERNATIONAL MARKETING INTELLIGENCE Information required – Source of Information – International Marketing Information System and Marketing Research.

Module 5: EXIM TRADE Export Trade, Procedure, Steps & Documentation, Direction of India's Trade – Export Financing – Documents related to Export Trade – Export Marketing – Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.

SKILL DEVELOPMENT

List any three MNC's operating in India along with their products or services offered.

- Prepare a chart showing currencies of different countries
- Tabulate the foreign exchange rate or at least 2 countries for 1 month
- Collect and Paste any 2 documents used in Import and Export trade.

BOOKS FOR REFERENCE

1. Dr. Aswathappa International Business, Tata McGraw Hill.
2. P. SubbaRao – International Business – HPH
3. Shyam Shukla; International Business, Excel Books.
4. Francis Cherunilam; International Business, Prentice Hall of India
5. MahuaDutta, International Business, I.K. Intl
6. J. Maskeri- International Business
7. Rosy Joshi; International Business, Kalyani Publishers.
8. Venkataramana. K, International Business, SHBP.
9. Subhasre S – International Business, HPH.

Performance and Compensation Management

Course Code: BBM 605
Maximum Marks: 100

L-T-P Structure- 4-0-0

Module I Introduction- Concept, Philosophy, History from performance appraisal to performance development. Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling.

Module II Performance management and reward systems. Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal.

Module III Introduction to Job Evaluation.Methods of Job Evaluation.Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broadbanding, competency based pay.

Module IV Incentives plans for production employees and for other professionals. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in indian industry.

Module V Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity,. Special compensation situations: International compensation-managing variations. Expatriate Pay.

Books Recommended:

1. Milkovich & Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.
4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.
5. Gary Dessler , Human Resource Management, Prentice Hall.
6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong
7. Herman Aguinis: Performance Management, Prentice Hill.
8. Armstrong, M. & Baron, A: Performance management and development, Jaico Publishing House
9. Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan Page, London.
10. Bagchi, S. N.: Performance management, Cengage Learning India.
11. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.
12. Robert B.: Performance management, McGraw-Hill Education India.

Dissertation & Viva-Voce

Course Code: BBM 606
Maximum Marks: 100

L-T-P Structure- 0-0-4

Each student is required to work for dissertation under the guidance of a teacher in any functional area. After the submission of dissertation, there will a viva voce test at the end of six semester examination.