

SCHEME & SYLLABUS

CHOICE BASED CREDIT SYSTEM
BACHELOR OF BUSINESS ADMINISTRATION



Department of Management

University Institute of Commerce and Management

(UICM)

Sant Baba Bhag Singh University

2017

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S.No	Subject SCHEME	Subject Code	Page No.	Semester
1	Business Studies	MGT101	1-7 8	1
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3	Communication Skills-I (Practical)	ENG123	10	1
4	Principles of Economics	MGT103	11	1
5	Book Keeping and Basic Accounting	COM105	12	1
6	Fundamentals of Computers	CSA101	13	1
7	Business Ethics and Human Values	MGT105	14	1
8	NSO/NCC/NSS	PT101/PT103/ PT105		1
9	Essentials of Management	MGT102	15	2
10	Communication Skills-II (Theory)	ENG114	16	2
11	Communication Skills-II (Practical)	ENG116	17	2
12	Basics of Indian Economy	MGT104	18-19	2
13	Basics of Corporate Accounting	COM106	20	2
14	Computers in Business	CSA110	21-22	2
15	Business statistics	MAT110	23	2
16	NSO/ NCC/NSS	PT102/PT104/ PT106		2

Sr.no	Subject	Subject code	Page No	Semester
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18	Environmental Science	EVS101	25	3
19	Office Organizations and Management	MGT203	26	3
20	Business Mathematics	MAT211	27	3
21	Cost and Management Accounting	COM209	28-29	3
22	Database Management and MIS	CSA213	30	3
23	NSO/NCC/NSS	PT201/PT203/ PT205		3
24	Introduction to Operations Research	MAT204	31	4
25	Human Resource Management	MGT202	32	4
26	Macro Economics	MGT204	33	4
27	Introduction to Marketing	MGT206	34	4
28	Basics of Research Methodology	MAT206	35	4
29	Fundamentals of E-Commerce	CSA302	36-37	4
30	Production Management	ME321	38	5
31	Financial Management	MGT301	39	5
32	Industrial and Labor Law	MGT303	40	5
33	Foreign Trade	MGT305	41	5
34	Specialization-I(Major)		42-49	5
35	Specialization-II(Minor)		42-49	5

Sr No	Subject	Subject Code	Page No	Semester
36	Research Project cum Viva-Voce	MGT337		5
37	Strategic Management	MGT302		6
38	Commercial Law	MGT304		6
39	Entrepreneurship and Small Business Management	MGT306		6
40	Specialization Paper-III			6
41	Specialization Paper-IV			6

After 4th semester students will go for 6 weeks Industrial Training and will have to submit a project report of the same along with Power Point Presentation.

****Specialization (1Major+1Minor) Area:**

Semester V (Specialization)

Marketing

- | | |
|------------------------------------|--------|
| 1. Marketing Research | MGT311 |
| 2. Advertisement and Communication | MGT313 |

Finance

- | | |
|-------------------------------|--------|
| 1. Management Control System | MGT323 |
| 2. Working Capital Management | MGT325 |

Human Resource Management

- | | |
|--------------------------------------|--------|
| 1. Advance Human Resource Management | MGT307 |
| 2. Compensation Management | MGT309 |

Banking and Insurance

- | | |
|-----------------------------|--------|
| 1. Banking Law and practice | MGT319 |
| 2. International Banking | MGT321 |

① .9.
*****Semester (VI) (Specialization Compulsory)**

Marketing (Compulsory)

- | | |
|-------------------------------------|--------|
| 1. Rural and Agriculture Marketing | MGT312 |
| 2. Sales and Distribution Marketing | MGT314 |

Finance (Compulsory)

- | | |
|-------------------------------------|--------|
| 1. Management of Financial services | MGT324 |
| 2. Corporate Tax Management | MGT326 |

Human Resource Management (Compulsory)

- | | |
|----------------------------------|--------|
| 1. Industrial Relations | MGT308 |
| 2. Trade Unions and Negotiations | MGT310 |

Banking and Insurance

- | | |
|--|--------|
| 1. Insurance Principles and Practice | MGT320 |
| 2. Credit and Risk Management in Banking | MGT322 |

BBA 1st Semester

S No.	Sub Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT101	Business Studies	4.0.0	4.0.0	4	4
2	ENG121	Communication Skills-I (Theory)	2.0.0	2.0.0	2	2
3	MGT103	Principles of Economics	4.0.0	4.0.0	4	4
4	COM105	Book Keeping and Basic Accounting	4.0.0	4.0.0	4	4
5	CSA101	Fundamentals of Computers	3.1.0	3.0.5.0	4	3.5
6	MGT105	Business Ethics and Human Values	4.0.0	4.0.0	4	4
Practical Subject						
1	ENG123	Communication Skills-I (Practical)	0.0.2	1.0.0	1	1
7	PT101/PT103/PT105	NSO/NCC/NSS	0:0:2	NC	2	NC
		Total Credits	21.1.4	22.0.5.0	25	22.5

Total Credit Hours: 22.5

Total Contact Hours: 25

BBA 2nd Semester

S No.	Sub Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT102	Essentials of Management	4.0.0	4.0.0	4	4
2	ENG114	Communication Skills-II (Theory)	2.0.0	2.0.0	2	2
3	MGT104	Basics of Indian Economy	4.0.0	4.0.0	4	4
4	COM106	Basics of Corporate Accounting	4.0.0	4.0.0	4	4
5	CSA110	Computers in Business	4.0.0	4.0.0	4	4
6	MAT110	Business statistics	4.0.0	4.0.0	4	4
Practical Subject						
1	ENG116	Communication Skills-II (Practical)	0:0:2	1.0.0	1	1
7	PT102/PT104/PT106	NSO NCC/NSS	0:0:2	NC	2	NC
		Total Credit	22.0.4	22.0.0	25	23

Total Contact Hours: 25

Total Credit Hours: 2

BBA 3rd Semster

Sr.No	Sub Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT201	Organization Behavior	4.0.0	4.0.0	4	4
2	EVS101	Environmental Science	3.0.0	3.0.0	3	3
3	MGT203	Office Organization and Management	4.0.0	4.0.0	4	4
4	MAT211	Business Mathematics	4.0.0	4.0.0	4	4
5	COM209	Cost and Management Accounting	4.0.0	4.0.0	4	4
6	CSA213	Database Management and MIS	4.0.0	4.0.0	4	4
7	PT201/PT203/PT205	NSO/NCC/NSS	0.0.2	NC	2	NC
		Total Credits	23.0.2	23.0.0	25	23

Total Contact Hours: 25

Total Credit Hours: 23

BBA 4th SEM

S No.	Sub Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MAT204	Introduction to Operation Research	4.0.0	4.0.0	4	4
2	MGT202	Human Resource Management	4.0.0	4.0.0	4	4
3	MGT204	Macro Economics	4.0.0	4.0.0	4	4
4	MGT206	Introduction to Marketing	4.0.0	4.0.0	4	4
5	MAT206	Basics of Research Methodology	4.0.0	4.0.0	4	4
6	CSA302	Fundamentals of E-Commerce	4.0.0	4.0.0	4	4
		Total Credit	24.0.0	24.0.0	24	24

Total Contact Hours: 24

Total Credit Hours: 24

BBA 5th Sem

No.	Sub Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	ME321	Production Management	4.0.0	4.0.0	4	4
2	MGT301	Financial Management	4.0.0	4.0.0	4	4
3	MGT303	Industrial and Labour Law	4.0.0	4.0.0	4	4
4	MGT305	Foreign Trade	4.0.0	4.0.0	4	4
5		Specialization Paper-I	4.0.0	4.0.0	4	4
6		Specialization Paper-II	4.0.0	4.0.0	4	4
7	MGT337	Research Project cum Viva-Voce	0.0.4	0.0.4	4	4
		Total Credit	24.0.4	24.0.4	28	28

Total Contact Hours: 28

Total Credit Hours: 28

After 4th semester the student will go for 6 weeks Industrial Training and will have to submit a project report of the same along with Power Point Presentation.

BBA 6th Semester


S No.	Sub Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT302	Strategic Management	4.0.0	4.0.0	4	4
2	MGT304	Commercial Law	4.0.0	4.0.0	4	4
3	MGT306	Entrepreneurship and Small Business Management	4.0.0	4.0.0	4	4
4		Specialization Paper-III	4.0.0	4.0.0	4	4
5		Specialization Paper-IV	4.0.0	4.0.0	4	4
		Total Credit	20.0.0	20.0.0	20	20

Total Contact Hours: 20

Total Credit Hours: 20

Course Scheme Summary BBA (3 Years)

Semester	L	T	P	Contact hrs/wk	Credits
1	22	0	4	26	23
2	22	0	4	26	23
3	23	0	2	25	23
4	24	0	0	24	24
5	24	0	4	28	28
6	20	0	0	20	20
Total	135	0	14	149	141

The background of the page features a large, circular, faded seal of the University of Singapore. The seal contains the text "UNIVERSITY OF SINGAPORE" around the top and "UNIVERSITY" around the bottom. In the center is a crest with a book and a torch. Below the seal is a banner with the motto "TRUTH ALONE TRIUMPHS".

First Semester

Course Code	MGT101
Course Title	Business Studies
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To facilitate the students in appreciating need/ significance and applications of various managerial functions

SYLLABUS

Unit-1

Introduction to Business: Concept, characteristics and importance of Business, Human activities Business activities around us.

Objectives of Business: Economic, Social, Human, National and Global objectives of business Business Environment - Economic, Social, Political environment, Social Responsibility of Business. Concept of social responsibility, Responsibility towards - owners, employees, consumers and society, Social values and business ethics, Environmental protection.

Unit -11

Structure of business organization: Industry and Commerce

Classification of Business activities - Industry and Commerce

Industry and its types, Commerce - trade and its auxiliaries, types of trade

E-commerce- Meaning and advantages

Unit-111

Forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company

Service sector and business: Transport, Rail, Road, Sea and Air transport - features, advantages and limitations, Importance of transport in Business

Warehousing: Meaning and need for warehousing, Types of warehouses, Characteristics of an ideal warehouse, Functions of warehousing, Advantages of warehousing.

Unit -1V

Selling and Distribution: Purchase and sale, Channels of distribution.

Large-scale Retail Trade: Forms of large scale retail trade - Departmental Store, Super Bazaar, Multiple shops Non-store retailing- Mail order business, Tele-shopping, Automated vending machine, selling through Internet. Consumer awareness: Consumer- Rights and Responsibilities, Wise- buying, Consumer Protection, Savings and Investment.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Ghuman & Ashwathapa	Principles of Management	Tata McGraw Hill Publishers
2	Taloo	Business organization and Management	Tata McGraw Hill
3	R.K. Singla	Business Organization and Management	VK Global Publications Pvt. Ltd.,

Course Code	ENG121
Course Title	Communication Skills-I
Type of Course	Theory
L T P	2:0:0
Credits	2
Course pre-requisite	10+2
Course Objectives	The objective of this course is to : 1.assist the students to acquire proficiency, both in spoken and written language 2. to develop comprehension, improve writing skills, and enhance skills in spoken English.

Syllabus

UNIT-I

Basics of Communication Skills: Communication, Process of Communication, Types of Communication-Verbal and Non verbal communication, Channels of Communication- Upward, Downward, Horizontal, Barriers to Communication, Role of Communication in society.

UNIT-II

Listening Skills:Listening Process, Hearing and Listening, Types of Listening, Effective Listening, Barriers of Effective Listening, Note Taking Reading Skills: Purpose of reading, Process of reading, reading skills Models and strategies, scanning, skimming, SQ3R, Approaches of Reading, Comprehension passages for practice.

UNIT III

Writing Skills: Purpose of writing, Effective writing, Types of writing, Business Correspondence, Precise writing, Memo writing, minutes of meeting.

UNIT-IV

Speaking Skills:Speech process, Skills of effective speaking, Role of audience, Feedback Skill, Oral Presentation.

Text and Reference Books:

Sr No	Author(s)	Title	Publisher
1.	Bhupender Kour	Effectual Communication Skills	SK. Kataria and Sons
2.	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company
3	The Essence of Effective Communication	Ludlow and Panthon	Prentice Hall of India

Course Code	ENG123
Course Title	Communication Skills-1 (Practical)
Type of Course	Practical
L T P	0:0:2
Credits	1
Course pre-requisite	NA
Course Objectives	The objective of this course is to provide the students sufficient practice for speaking and writing English efficiently.

Syllabus

UNIT-I

Speaking and Discussion Skills: Oral Presentation, Planning and organizing content for presentation, Use of audio /Visual Aids, Making Slides for presentation , Group Discussion ,Debate, Extempore speaking, Interview Skills, Mock interview, Mock Dialogues (Pair Speaking), Cue Card Speaking, Meeting/ Conferences.

UNIT-II

Listening Skills: Listening to any recoded material and asking oral/written questions for listening comprehension.

Reading Skills: Active Reading of passages for Reading comprehensions, paraphrase, Summary writing.

UNIT III

Writing Skills: Guidelines of effective writing, Paragraph Writing, Email Writing.

UNIT-IV

Grammar and Vocabulary: Parts Of Speech, Tenses, GRE words (List of 50 Words).

Course Code	MGT103
Course Title	Principles of Economics
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To impart understanding of micro economic concepts.

Syllabus

Syllabus

Unit – 1

Introduction to economics, Definition , Scopes & nature of economics. Economic growth and its determinents.

Unit- 11

Law of Demand & Supply, Market equilibrium, Elasticity of Demand.

Utility Analysis; Indifference curve Analysis, consumer Behavior

Unit – 111

Factors of production and its Rewards: Rent; interest and profit

Unit – 1V

National Income .Meaning, Definition, concept, GNP, NNP, N I at Factor Cost, NI , PI, DI, Measuring National Income, Foreign Trade Policy, Social Responsibility of Businessmen.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Samuelson & W.D. Nordhaus	Economics	Tata Mc Graw Hill
2	SK Agarwal	Microeconomics	Excel Books
3	Atmanand	Managerial Economics	Excel Books

Course Code	COM105
Course Title	Book Keeping and Basic Accounting
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To understand fundamental accounting concepts as well as to be able to read and extract meaningful information from financial statements. Knowing accounting will help you improve your own finances, improve your company's bottom line.

Syllabus

UNIT-1

Basic Accounting Concepts: Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems.

UNIT-II

Journal and Ledger Double Entry System; Journal and recording of entries in journal with narration; Ledger –Posting from Journal to respective ledger accounts. Bank Reconciliation Statement Bank transactions, Preparation of simple bank reconciliation statement.

UNIT-III

Trial Balance: Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors. Depreciation Accounting: Needs and objectives; concept and application of Fixed and Reducing Installment method; Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

UNIT-IV

Final Accounts Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Jain and Narang	Financial Accounting	
2	S.N. Maheshwari	An Introduction to Accountancy	
3	Mukherjee & Hanif	Fundamentals of Accounting	

Course Code	CSA101
Course Title	Fundamentals of Computers
Type of Course	Theory(Compulsory)
L T P	3 1 0
Credits	3.5
Course Prerequisites	Basic knowledge of computers
Course Outcome (CO)	The objective of the study is to provide insight knowledge of computer organization and techniques

Syllabus

UNIT I:

Introduction To Computer System: Introduction, Characteristics of Computers, And Evolution of Computers. The computer Generation Basic Computer Organization: Classification Of Computers: Notebook Computers , Personal Computers, Workstation, Mainframe Systems, Supercomputer, Minicomputer, Microcomputer, Clients and servers
Processor and Memory: The Central Processing Unit. The Main Memory, Memory Buses, I/O Buses. Secondary Storage Devices, Cache Memory, Virtual Memory

UNIT II:

Input Output Devices: Input Devices: Keyboard , Point and Draw Devices, Data Scanning Devices, Digitizer, Electronic Card Reader, Voice Recognition Devices, Vision Input Device. Output Devices : Monitors , Printer , Plotter, Screen Image Projector, Voice Response System

UNIT III:

Computer Software: Definition of software, Types of software, Compilers, Interpreters, Assemblers, Linkers, Loaders. Software developing Steps.
Operating Systems: Introduction, Main functions of operating system, Types of operating system

UNIT IV:

Data Communication and Computer Networks
Data Transmission mode, Data transmission media, What is computer Network, Network types
Network Topologies, Communication Protocol, OSI Model
The Internet: Definition, Brief history, Basic services, Email, File Transfer Protocol, Telnet, Usenet News, Internet Search Tools, Gopher, Archie, World Wide Web, Web Browser, Internet and its applications.

RECOMMENDED BOOKS		
Name	AUTHOR(S)	PUBLISHER
Fundamentals Of Computers	V. Rajaraman.	Prentice Hall India Pvt., Limited.
Fundamentals Of Computers	P.K.Sinha	Kalyani Publisher
Microprocessor	B.Ram	DhanpatRai.
Fundamentals of Information Technology	ChetanSrivastava	Kalyani Publishers

Course Code	MGT105
Course Title	Business Ethics and Human Values
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	Understanding the need, basic guidelines, content and process for Value Education

Syllabus

Unit-1

Ethics, culture and values: Importance of culture in organisations; Indian ethos and value systems; Model of management in the Indian socio political environment; Work ethos; Indian heritage in production and consumption.

Unit-11

Business ethics: Relevance of values in Management; Holistic approach for managers in decision-making; Ethical Management: Role of organisational culture in ethics; structure of ethics management; Ethics Committee.

Unit-111

Human Values: Need, Basic Guidelines, Content and Process for Value Education: Self exploration, Happiness and Prosperity, Right understanding, Relationship and Physical Facilities, Method to fulfill the human aspirations: understanding and living in harmony at various levels.

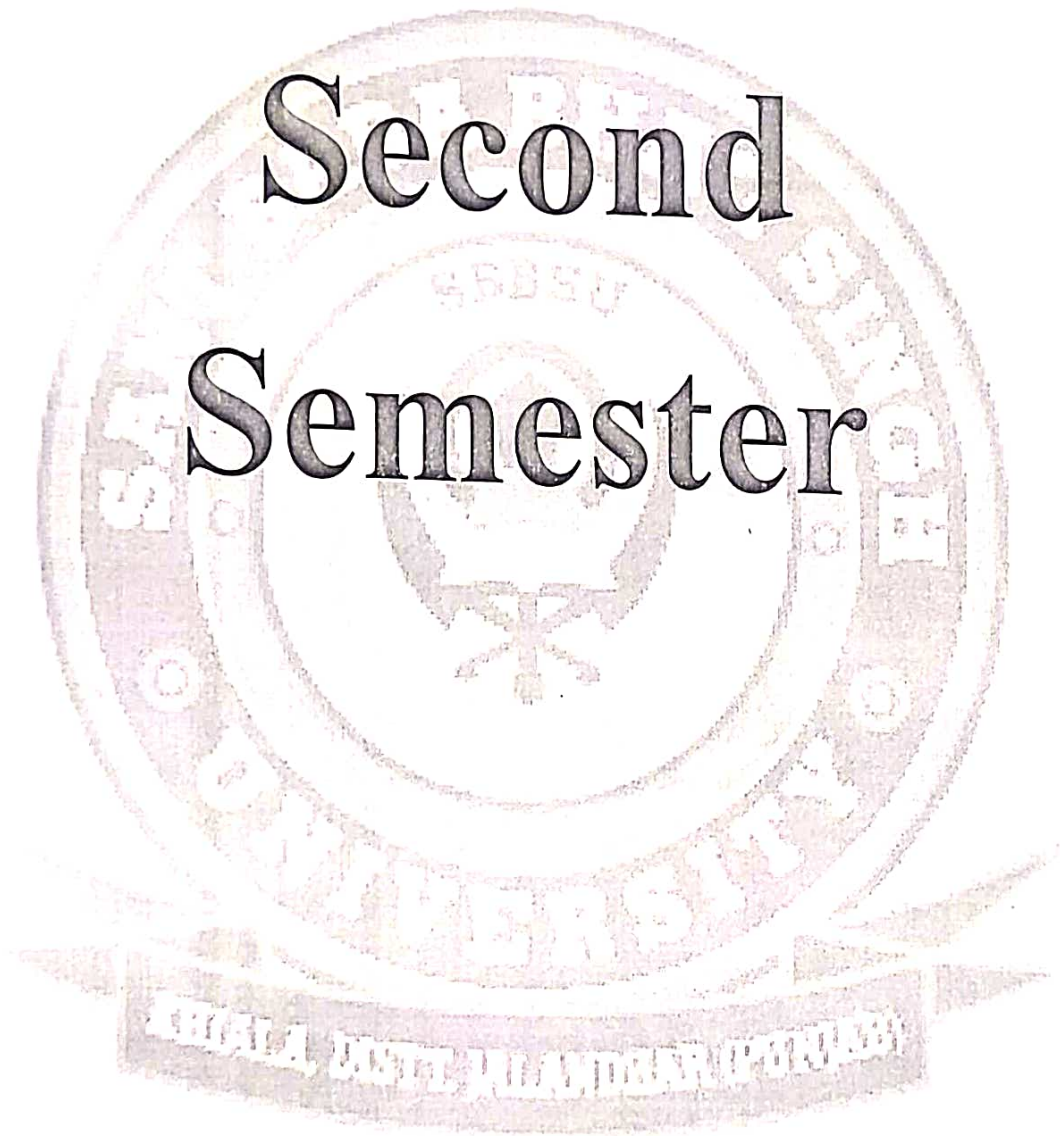
Unit-1V

Understanding Harmony in the Human Being, Understanding the needs of Self 'I' and 'Body' Understanding Harmony in the Family and Society: Harmony in Human- Human Relationship Understanding harmony in the Family- the basic unit of human interaction. Understanding values in human-human relationship; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Understanding harmony in nature and existence.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	R R Gaur, R Sangal, G P Bagaria	A Foundation Course in Value Education	Excel Books
2	A.N. Tripathy	Human Values	New Age International Publishers.

Second Semester



Course Code	MGT102
Course Title	Essentials of Management
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It focuses on managerial competence in achieving organizational goals.

Syllabus

UNIT 1

Management- concept, nature, process, importance & Functions. An overview of functional areas of management, managerial roles. Management as Art, Science & Profession Evolution of Management Theory – Work of Fredrick .W. Taylor, Fayol's contribution, Behavioral Science approach, Contingency approach, System approach.

UNIT 2

Management Functions – Planning, Organizing, Staffing, Directing and controlling. Planning: meaning-importance-elements- process – limitations Decision Making- concept, importance and steps in decision making Preparation of Business Plan, Forecasting - Need & Techniques Decision making - Types - Process of rational decision making & techniques of decision making.

UNIT 3

Organizing - Concept, nature and significance; Authority and responsibility relationships, centralization and decentralization, departmentation, organization structure- forms. Staffing - importance, sources of recruitment, selection process.

UNIT 4

Directing – meaning and steps I direction: motivation – concept; theories – Maslow, Herzberg, Mc Gregor. Leadership- concept, styles and traits Control :concept, process, Effective control system Recent Trends in Management: Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Total Quality management, Stress Management International Management.

S.No.	Author(S)	Title	Publisher
1	Koontz H & W	Essentials of Management	McGraw Hill, New York
2	McGrath, E.H.	Basic Managerial Skills for All	Prentice Hall of India
3	Massie Joseph	Essentials of Management	Prentice Hall of India

Course Code	ENG114
Course Title	Communication Skills-II
Type of Course	Theory
LTP	2 : 0: 0
Credits	2
Course pre-requisite	10+2
Course Objectives (CO)	After completion of this course students will be able to formulate an effective communication strategy for any message, in any medium, and in any situation.

Syllabus

Unit 1

Grammar: Parts of Speech, Use of appropriate tense, Voice , Reported Speech, Sentence Structure; Simple, Compound, Complex, Vocabulary-One word substitution.

Unit 2:

Writing Skills: Application for employment , Resume Writing , Paragraph Writing Construction-Kinds of Paragraphs, Preparing of Matter for meeting : Notice, agenda ,Conference

Unit 3:

Speaking Skills: Effective oral Presentation, Slide making, Use of audio Visual aids.

Unit 4:

Oral Communication and its Application:

Group Discussion, Customer Care Relations (PR Skills), Interview Skills (Conducting and appearing for interviews), and Telephone handling manners.

Text and Reference books:

Sr, No	Author(s)	Title	Publisher
1	K. K. Sinha Galgoti	Business Communication	Galgotia Publishing Company
2	C. S. Rayudu -	Media and Communication Management	Himalaya Publishing House, Bombay.

Course Code	ENG116
Course Title	Communication Skills-II (Practical)
Type of Course	Practical
L T P	0:0:2
Credits	1
Course pre-requisite	+2
Course Objectives	The objective of this course is to, Provide the students a sufficient practice for speaking and writing English efficiently. Enable students to communicate in particular situations.

Syllabus

UNIT-I

Grammar:

To recognize part of speech of particular word in given sentence, To use appropriate tense ,
Exercise on- Voice, Reported speech and Sentence Structure, Vocabulary-One word substitution.

UNIT-II

Writing Skills:

Job Application, Resume Writing, Paragraph Writing, Preparing of Matter for meeting: Notice, agenda, Conference.

UNIT III

Speaking Skills: How to deliver an effective power point Presentation, Slide making, Effective use of audio Visual aids,

UNIT-IV

Oral Communication and its Application:

Group Discussion, Mock Interview (Conducting and appearing for interviews), and Role plays.
Conducting a successful official meeting.

Course Code	MGT104
Course Title	Basics of Indian Economy
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.

Syllabus

UNIT I

Structure of Indian Economy: Features & evaluation of capitalism and socialism. Nature of Indian Economy, occupational distribution of labour force; Poverty and Income distribution in India, Problems of unemployment and Rising prices. Parallel economy in India. Human Resources: Demographic features of Indian population, size and growth of population and economic development. Problem of over population, Population policy in India.

UNIT II

Economic Planning: Importance of planning for Economic development. Salient features of India's five years plans priorities-target achievements, failure, factors affecting successful implementations of plans. Industries: Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement and Petroleum. Industrial policy. Cottage and small scale industries; Public sector in India. Disinvestment and Divestment of public sector undertakings in India. Current Industrial Policy.

UNIT III

Basic Issues in Agriculture: Role, nature and cropping pattern; Trends in agricultural production and productivity; Factors determining productivity; Agricultural finance and Agricultural price policy. Rural indebtedness. Techniques and Methods of irrigation in India. Role of NABARD in rural development in India. Indian Public Finance: Indian Finance System.

UNIT IV

External Sector: India's foreign trade- features, composition and direction; India's balance of payments problem; Indian trade policy; foreign aid, multinational corporations (MNCs).

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Mishra, S. K. and Puri,	Indian Economy	Himalaya Publishers.
2	Panagariya Arvind	India: The Emerging Giant"	Oxford University Press
3	Datt, Ruddar and Sundharam, K. P. M	Indian Economy	S. Chand & Company Ltd.
4	Jain T. R	.Indian Economy	V. K. Publications

Course Code	COM106
Course Title	Basics of Corporate Accounting
Type of course	Core
L T P.	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The aim is to provide basic principles of accounting and their application in business. The syllabus aims at giving exposure to financial analysis, computerized accounting, accounting for share capital.

Syllabus

Unit I

Accounting for Share Capital- Issue of Share at Par, Premium and Discount; Forfeiture and Re-issue of Shares; Buyback of Shares.)
Redemption of Preference Shares - Statutory and Legal Requirement, Disclosures in Balance Sheet; Right Issue.

Unit II

Redemption of Debentures- Accounting treatment and Procedure; Redemption of Debentures; Conversion of Debentures into Shares; Underwriting of Issues.
Valuation of Goodwill and Valuation of Shares

Unit III

Financial Statement Analysis- Meaning , Objective sand techniques- Common Size Statement Analysis, Comparative Statement Analysis, Trend Analysis, Cash Flow Statement, Fund Flow Statement(Introduction only).

Unit IV

Computerized Accounting- Accounting Software; Role of computers in Accounting.

References:

S.No.	Author(S)	Title	Publisher
1	S.N. Maheshwari	An Introduction to Accountancy	Vikas Publishers.
2	R. L. Gupta & M. Radhaswamy	Company Accounts	Sultan Chand & Sons
3	T.P Ghosh	Fundamentals Accounting	Tata Mc Graw Hill
4	Guruprasad Murthy	Accounting Standards and Corporate Accounting	Taxman's, New Delhi

Course Code	CSA110
Course Title	Computers In Business
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The aim is to provide an exposure to student regarding E- Commerce, B2C models and Various electronic payment systems.

Syllabus

UNIT I

E-Commerce :Definition Diff. between Ecommerce and E-business E-commerce infrastructure, Packet switching,TCP/IP, IP addresses Domain Names. URL.5.HTIP, SMTP.POPMAP, SSL, TELNET, FINGER, TRACERT 3. Development of web Browsers Hypertext . Features of E-commerce (Advertising) Types of E-commerce (B2C, B2B, C2C, P2P)

UNIT II

Business Models in E-Commerce (Revenue, Advertising Subscription,Transaction Fee, Seles Revenue, Affiliate Revenue) Major B2c models (Portal, Etailer. Content Provider Transaction Broker, Market Creator. Service provider, Community provider. E-commerce Security : Integrity, Non Repudiation, Authenticity, Confidentiality, privacy, Availability. Encryption : Definition, Symmetric Key Encryption, DES (Data Encryption Standard, PKI (Public Key infrastructure) Signatures. Digital signatures.SSL. Payment Systems: Digital Cash, Online stored value digital accumulating balance payment, Digital credit accounts, digital checking. How an Online credit card transaction works SET protocol, Limitation of E-commerce.

UNIT III

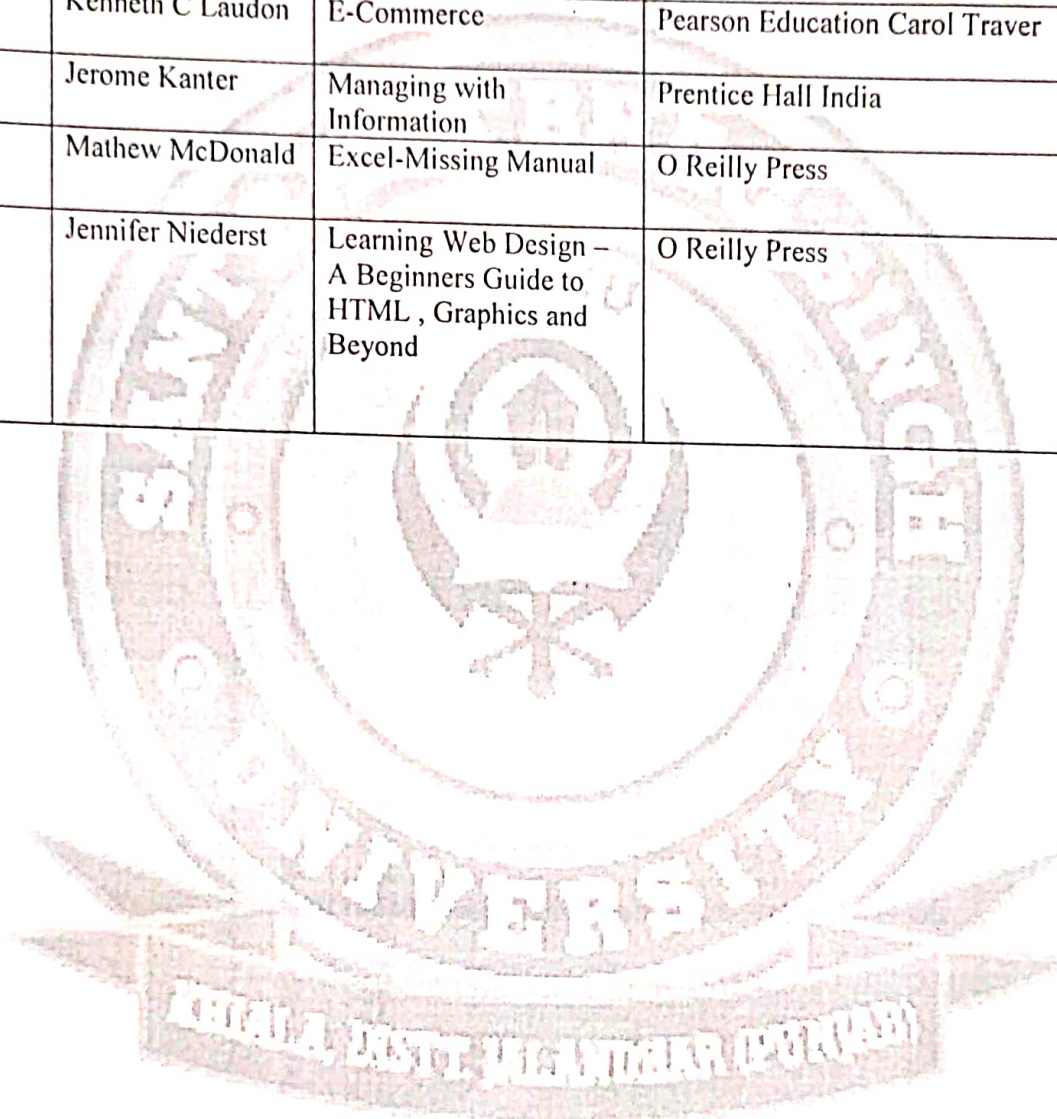
Internet Access: Introduction to www, internet and intranet• Creation of e-mail address• Send and receive messages• Use of search engines• delivering information with Microsoft Mail• Use of MS-Outlook/ Outlook Express.Communication: The Electronic Web; Network Application: voice, information services, Internet Chat, Group chat, Voice over Internet Protocol: voice conference, Video conferencing. Computer Network & Communication: Network types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/IP).

UNIT IV

Security Issues in e-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates,Securing E-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure(PKI) for Security

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Kenneth C Laudon	E-Commerce	Pearson Education Carol Traver
2	Jerome Kanter	Managing with Information	Prentice Hall India
3	Mathew McDonald	Excel-Missing Manual	O Reilly Press
4	Jennifer Niederst	Learning Web Design – A Beginners Guide to HTML , Graphics and Beyond	O Reilly Press



Course Code	MAT110
Course Title	Business Statistics
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	+2
Course Objectives (CO)	The aim to give an idea regarding the appropriate statistical tools used for the analysis of data.

Syllabus

Unit-I

Measures of Central Value: Introduction, Origin & Growth of Statistics, Definitions, Functions, Scopes and Limitations. Meaning of central value, Need for measuring central value. Characteristics of an ideal measure of central value. Types of averages - 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, moments, skewness, kurtosis.

Unit-II

Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution Meaning, characteristics (Expectation and variance) of Binomial, Poisson, Geometric, Uniform, Exponential and Normal distribution. Central limit theorem.

Unit-III

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. Regression lines (X on Y, Y on X)

Unit-IV

Index Numbers: Meaning and significance. Problems in construction of index numbers. Methods of constructing index numbers.

Recommended books:-

S.No.	Author(S)	Title	Publisher
1	S.P. Gupta	Statistical Methods	Sultan Chand & Sons
2	Richar Levin & David Rubin	Statistics for management	Prentice Hall

Text Books

S.No.	Author(S)	Title	Publisher
1	S.P. Gupta	Statistical Methods	Sultan Chand & Sons
2	Richar Levin & David Rubin	Statistics for management	Prentice Hall

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Course Code	MGT201
Course Title	Organization Behavior
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The aim is to enable the student to know about the behavior of Individual in the organization.

Syllabus

Unit-I

ORGANISATION BEHAVIOUR: its Concepts, Features and Importance, Challenges and Opportunities for OB. Foundations of Individual Behavior.

LEARNING :- Concept, Theories and Principles of learning, Reinforcement.

PERCEPTION: - Concept, Perceptual Process, Factors in Interpersonal perception.

ATTITUDE: - Concept, Components, Attitude formation, Values & Beliefs.

Unit II

LEADERSHIP: Concept, Theories and Leadership Styles in Management.

TRANSACTIONAL ANALYSIS: - Life positions, Levels of Self Awareness-Johari window Model, Ego States.

MOTIVATION: - Nature, importance, process, Theories of Motivation, Application of Motivation

PERSONALITY: - Concept, Theories of Personality, Determinants of Personality

Unit-III

GROUP DYNAMICS: - Concept and nature of group formation, Models of Group formation, Theories of group formation. Group decision making techniques. Difference between group and team, Types of Teams,

POWER & POLITICS: - Concept, Bases of power, Tactics to gain Power, Techniques of politics.

STRESS MANAGEMENT: - Meaning, Concept, Causes of Organization Stress, Stress Management.

Unit-IV

ORGANIZATION CHANGE: - Concept, Change Agents, Resistance to change, Overcoming resistance to change,

ORGANIZATION CULTURE: - Concept, functions of Organization Culture, Development and implications of Organization Culture, Creating and sustaining Organization Culture.

ORGANIZATION DEVELOPMENT: - Concept, Interventions of Organization Development

S. No.	NAME	AUTHOR(S)	PUBLISHER
1	Organizational Behavior	Luthans,F	McGraw –Hill Inc.
2	Understanding Organizational Behaviour	Pareek, U	Oxford University Press, Delhi.

Course Code	EVS101
Course Title	Environmental Science
Type of course	Theory
L T P	3 0 0
Credits	3
Course prerequisite	10+2
Course Objective (CO)	To make students aware about environment and need of maintaining it with best possible knowledge.

Syllabus

Unit I:

Introduction to Disaster : Concepts and definitions: disaster, hazard, vulnerability, risk, capacity, impact, prevention, mitigation, Disasters classification; natural disasters (floods, draught, cyclones, volcanoes, earthquakes, tsunami, landslides, coastal erosion, soil erosion, forest fires etc.); manmade disasters (industrial pollution, artificial flooding in urban areas, nuclear radiation, chemical spills etc); hazard and vulnerability profile of India, mountain and coastal areas, ecological fragility.

Unit 2:

Disaster Impacts: Disaster impacts (environmental, physical, social, ecological, economical, political, etc.); health, psycho-social issues; demographic aspects (gender, age, special needs); hazard locations; global and national disaster trends; climate change and urban disasters.

Unit 3:

Disaster Risk Reduction (DRR): Disaster management cycle – its phases; prevention, mitigation, preparedness, relief and recovery; structural and non structural measures; risk analysis, vulnerability and capacity assessment; early warning systems, Post-disaster environmental response (water, sanitation, food safety, waste management, disease control); Roles and responsibilities of government, community, local institutions, NGOs and other stakeholders; Policies and legislation for disaster risk reduction, DRR programmes in India and the activities of National Disaster Management Authority.

Unit 4:

Disasters, Environment and Development: Factors affecting vulnerability such as impact of developmental projects and environmental modifications (including of dams, land-use changes, urbanization etc.), sustainable and environmental friendly recovery; reconstruction and development methods, Role of IT in Disaster Management and Case study.

RECOMMENDED BOOKS:

S. No	Name	Author(S)	Publisher
1	Disaster Risk Reduction in South Asia.	L.M.Prasad	B.P.B Publication
2	Handbook of Disaster Management: techniques & Guidelines	V.P.Michael	Himalaya Publishing House

Course Code	MGT203
Course Title	Office Organizations and Management
Type of course	Theory
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objective (CO)	To make students aware about the office Management , office systems and routines

Syllabus

Unit I

Introduction: Meaning & definition of office, nature of office Work, importance , need , scope & Functions of office, meaning & Definition of office management, functions, duties & qualities of office manager.

Office Systems & Routines: Meaning & importance of system & routines, system Vs. Routines.

Office organisation structure: - Meaning & Definition of organization structure, importance of Organization structure, types of Organization Structure, advantages and disadvantages of Different types of structures.

Unit II

Office Accommodation & Working Environment: Meaning & importance of office accommodation, Factors influencing choice of office Accommodation. Meaning and definition of working Environment, factors affecting working Environment, Departments of Modern office.

Record Management: Meaning, definition & scope of record management, Principles of record keeping, filing:-meaning, definition & different types of filing system.

Indexing:- meaning, definition & different types of indexing.

Unit III

Office Furniture, Equipment and machines: Introduction, Basic principles of selecting furniture, equipments Office furniture & its types Office machines and its merits & demerits.

Office stationery: their supplies and control.

Communication in Office, Office correspondence and mail.

Office automation practices : Office machines & their uses computers, overhead projector, fax, modem, cellular phones, latest communication system .

Unit IV

Office standardization: Standards and work control

Office cost reduction and cost saving,

Time keeping system

Office supervision and control.

RECOMMENDED BOOKS:

S.no	Book name & author	Publishers
1	Office organisationa and management by S.P.Arora	Vikas Publishers
2	Office organisation and management by M.E.Thukram	Atlantic Publishers

Course Code	MAT211
Course Title	Business Mathematics
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The aim to give an idea regarding the appropriate statistical tools used for the analysis of data.

Syllabus

UNIT I

Ratio and proportion: Ratio, Types of Ratios, Operations on proportion, Equation Simple, Linear, Quadratic and Cubic Equation, Sequences, series, progression: A.P, Properties of A.P, sum to nth Terms of an A.P, A.M, G.P, standard form of G.P, Nth Terms of G.P, Sum of nth Terms of G.P

UNIT II

Set Theory and Relations; Sets:-Elements of a set, methods of describing a set, types of sets, Operations on sets--union, intersection and difference of sets, Venn diagrams, statement problems, Associative Laws, Distributive laws, DeMorgan's laws, duality, partitioning of a set. Basic definition of relation and types of relations, graphs of relations, properties of relations, (domain, range, inverse and composite relations), Matrix representation of a relations.

UNIT III

Percentage and Ratios' Applications: Percents, Commissions, Discounts, e.g., bill discounting, mark up and concepts of Ratios. Interest Applications: Simple interest, compound interest including half yearly and quarterly calculation, Installment Purchases (Cost of Installment, Effective rates, amortization of a loan.

UNIT IV

Stock and Share :Computation of the costs and proceeds of stock buy-and-sell; Computation of rates of yield and gains or losses on the purchase and sale of stocks; Computation of gains and losses on convertible and callable bonds, annual interest, accrued interest, and annual yield and computation of a rate of yield to maturity

Recommended books:-

S.No.	Author(S)	Title	Publisher
1	T R Jain, S C Aggarwal, N Ranade and S K Khurana	Business Mathematics and Statistics (Quantitative Techniques for Business)"	V K (India) Enterprises, New Delhi
2	Dr. A. K Arte & R.V. Prabhakar	A textbook of Business Mathematics	
3	Sanchethi and Kapoor	Business Mathematics	

Course Code	COM209
Course Title	Cost and Management Accounting
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives	The syllabus introduces the candidate to the wider framework of cost accounting and the management accounting of the industrial undertaking.

Syllabus

Unit I

Introduction:- Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and Objectives of Cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting.
 Cost Unit & Cost Centre, Elements of cost: Material, Labour and other Expenses.
 Classification of cost and Preparation of Cost Sheet.
 Methods of Costing: Introduction to Contract Costing, Process Costing-Meaning, Features, Normal and Abnormal Loss/ Gains, Marginal Costing-Meaning and various concepts -Fixed Cost & Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety. Standard Costing-Definition and Meaning of Various Concepts, Advantages and Limitations of Standard Costing.

Unit II

Variance Analysis-Material and Labour Variances only. Budget and Budgetary Control-Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget.

Unit III

Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Limitations of Management Accounting, Distinction between Management Accounting & Financial Accounting.
 Tools & techniques of Management Accounting: Comparative Statements, Common Size, Trend analysis, Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and Cash flow analysis (Conceptual Only).

Unit IV

Working Capital Management:-Meaning, importance, need, advantages and disadvantages, Factors affecting working capital requirements, Principles of working capital management, Financing of working capital, Approaches for determining working capital mix.
 Responsibility Accounting: Meaning, Features, Types of responsibility centres.
 Transfer price: Meaning, Methods and Selection of transfer pricing method.

Suggested Readings:

S. No.	NAME	AUTHOR(S)	PUBLISHER
1	Management Accounting	Jain, P.K. and Khan, M.Y.	Tata Mc Graw Hill
2	Introduction to Management Accounting	Horngren, Charles, Gary, Sundem, Stratton, William.	Pearson Education
3	Cost Accounting & Management Accounting	Maheshwari, S.N.	Sultan Chand & Sons
4	Advanced Cost Accounting	Jain. S.P. and Narang	<u>Kalyani</u>
5	Cost Accounting Principles & Practices	Arora, M.N.	Vikas Publishing House



Course Code	CSA213
Course Title	Database Management and MIS
Type of Course	Theory(Compulsory)
L T P	4 0 0
Credits	4
Course Prerequisites	Basic Knowledge of data and management
Course Outcome (CO)	The objective of this course is to make students understand about the concepts of database and business management.

Syllabus

UNIT I

DBMS: Introduction, Basics of data and information, characteristics. Definition of DBMS, Advantages and Disadvantages of DBMS, DBMS Architecture, Users of DBMS, Components and functions of DBMS, Roles of Database Administrator.

Data Models: Introduction, Data Models: Relational Model, Network Model, Hierarchical Model, relation, tuple, attribute, Schema, Subschema, DBMS Languages: DDL, DML, DCL. Transaction Management: Transactions, ACID properties.

UNIT II

Database Protection: Recovery concepts, undo, redo, deferred update, immediate update, shadow paging. Security: Types of security, database protection, authentication, authorization, access control security solutions.

Concept Of Data: Fundamental aspects of Information, Capturing of Information, Organization of Information. Dimension and Sources of Information. Users of Internal and External Information. Information Systems, Categories of Information Systems, and Components of an Information, System Development Life Cycle of Information system. Types of System.

UNIT III

MIS Generators, Elements of MIS and Their Working Principle, Types of MIS, MIS Installation, Nature and Scope of MIS, Characteristics of MIS, Management Information System (MIS) Model, role of MIS in an Organization.

UNIT IV

Various types of information systems: Transaction processing systems, office Automation systems, MIS and decision support system. Case studies of the Information System: Accounting Information systems, Inventory control systems & Marketing systems.

RECOMMENDED BOOKS			
Sr. no.	Name	AUTHOR(S)	PUBLISHER
1.	Database System Concepts	Henry Korth and A. Silberschatz	McGraw-Hill
2.	An Introduction to Database System	Bipin Desai	West Publishing Company
3.	Information systems for managers	Ashok Arora	Excel Books
4.	Management Information System	Neeraj Anand	Anand Technical Publishers

Fourth Semester



Course code	MAT204
Course Title	Introduction to Operations Research
Type Of course	Core
LTP	4: 0: 0
Credits	4
Course Prerequisites	Basic understanding of Mathematics
Course objective	The students will be able to learn about the concept of linear programming, know about transportation problems

Syllabus

UNIT-I

Introduction to operational research: features, models, limitation. Introduction to linear programming problem their problem formulations. Graphical solution of linear programming problems. Theory of simplex method. . , simplex method. Big- M method. Primal dual relationship, formulation of dual problems. Duality in linear programming, economic interpretation of duality. Simulation: introduction, meaning, features and limitation

UNIT-II

Concepts of PERT & CPM techniques and their applications; Network analysis-scheduling activities, determining critical path, calculation of floats; Time-cost trade-off; Resource allocation and resource levelling.

UNIT-III

Assignment problem: Assignment problem and its mathematical formulation. Hungarian method for solving assignment problem. Transportation problem and its mathematical formulation, North Westcorner method, least cost method and Vogel approximation method for determination of starting basic solution.

UNIT-IV

Game theory: features, limitations of game theory, Two person zero sum game maximin-minimax principle, games without saddle point. .

Recommended books:-

S. No	Name	Author(S)	Publisher
1	Principles of Operations Research	HM Wagner	Prentice Hall
2	Operations Research	PK Gupta and DS Hira	., S. Chand & Co.
3	Introduction to Operation Research	Taha	

Course Code	MGT202
Course Title	Human Resource Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the concepts of Human resources in the organization and their roles in the Business Concerns.

Syllabus

Unit-I

Human Resource Management : Meaning, Definition, Scope of HRM, Objectives and functions of HRM, Role and qualities of HRM Manager, HRM Policies and Principles, HRM Model.

Human Resource Planning: Importance of Human Resource Planning, Contemporary Challenges in Human Resource Planning, Factors affecting HRP, HRP Process, Approaches to HRP, Evaluating Effectiveness of HRP, Methods of HRP.

Unit-II

Human Resource Procurement :Recruitment, Selection and Placement Human Resource Training: Training, Methods of Training, Evaluating Training Effectiveness, Human Resource Development: Managerial Development methods for developing managers.

Unit-III

PERFORMANCE Appraisal: Performance Appraisal: Meaning, Purpose, Essentials of effective Performance Appraisal system, Various Components of Performance Appraisal, Methods and techniques of Performance Appraisal. Employee Remuneration: Concept, Objectives, Factors Influencing Employee Remuneration, Remuneration methods, Challenges of remuneration; Incentives: Concept, Importance and Types. Fringe Benefits – Meaning, Types and administration of Benefits.

Unit-IV

Human Resource Discipline: . Discipline meaning and importance. Disciplinary action dismissal and retrenchment Various workplace safety and health issues and management of these issues. Human Resource Redesigning: Work Redesigning, Job enlargement, Job relation, Job evaluation, job satisfaction-importance and measurement, Work Life Balance.

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	Human Resource Management	Aswathappa, K	Tata McGraw-Hill.
2	Human Resource Management	Bratton, J. and Gold, J.	Theory and Practice,

Course Code	MGT204
Course Title	Macro Economics
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the concepts of economics and major influencers of micro and macro economics

Syllabus

Unit-I

Introduction to Managerial Economics: Nature Scope and Importance of Managerial Economics. Relationship of Managerial Economics with Decision Making. Distinction between micro and macroeconomics.

Unit-II

Demand Concepts and Analysis: Individual Demand, Market Demand, Kinds of Demand, Determinants of Demand, Demand Functions, Demand Schedule and Law of Demand. Elasticity of Demand; Concept, Types, Measurement and Importance.

Unit-III

Cost concepts and Analysis: Concept of Cost, Short run and Long-run Cost Curves, Relationships among various costs, Break-even Analysis. Pricing in various markets: Meaning Characteristics and price determination in Perfect Competition, Monopoly, Monopolistic Competition.

Unit-IV

National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. Inflation: Meaning, Types, Theories, Causes, Effects and Control, Monetary and Fiscal Policies.

S.No	Author(S)	Title	Publisher
1	K. L. Maheshwari	Managerial Economics	
2	Keat	Economic Tools for Today's Decision Makers	
3	Dr. V.PandurangaRao	Microeconomics	

Course Code	MGT204
Course Title	Macro Economics
Type of Course	Core
L.T.P	4 0 0
Credits	4
Course Prerequisites	1012
Course Objectives (CO)	To familiarize students with the concepts of economics and major influencers of micro and macro economics

Syllabus

Unit-I

Introduction to Managerial Economics: Nature Scope and Importance of Managerial Economics. Relationship of Managerial Economics with Decision Making. Distinction between micro and macroeconomics.

Unit-II

Demand Concepts and Analysis: Individual Demand, Market Demand, Kinds of Demand, Determinants of Demand, Demand Functions, Demand Schedule and Law of Demand. Elasticity of Demand: Concept, Types, Measurement and importance.

Unit-III

Cost concepts and Analysis: Concept of Cost, Short run and Long-run Cost Curves, Relationships among various costs, Break-even Analysis.

Pricing in various markets: Meaning Characteristics and price determination in Perfect Competition, Monopoly, Monopolistic Competition.

Unit-IV

National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income.

Inflation: Meaning, Types, Theories, Causes, Effects and Control. Monetary and Fiscal Policies.

S.No	Author(S)	Title	Publisher
1	K. L. Maheshwari	Managerial Economics	
2	Keat	Economic Tools for Today's Decision Makers	
3	Dr. V.PandurangaRao	Microeconomics	

Course Title	Introduction to Marketing
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the Market behavior and customer satisfaction through marketing processes.

Syllabus

UNIT-I

Nature and scope of Marketing: Marketing meaning scope and objectives.

The marketing environment: environment scanning, Marketing Information System and Marketing Research, Understanding consumer and Industrial markets.

UNIT-II

Market Segmentation: Targeting and Positioning.

Product decisions – product mix, product life cycle, new product development, Branding and packaging decisions. Pricing methods and strategies. –

UNIT-III

Promotion decisions – promotion mix, advertising, sales promotion, publicity and personal selling. Distribution Decisions: Patterns of channels and types of intermediaries, channel design decisions, Channel conflict, types and functions of wholesalers and retailers, Emerging trends in retailing

UNIT-IV

Direct Marketing: Meaning, Benefits and growth of direct marketing, Forms of direct marketing, Multi level marketing, Meaning, need and importance of multilevel marketing, Advantages, Criticism of multilevel marketing, Ethical issues in direct & multilevel marketing.

Organizing and implementing marketing: Evaluation and control of marketing efforts New issues in marketing – Globalization, Consumerism, Green marketing, Legal issues.

Management of Sales : Sales organization and its relationship with marketing department

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	Marketing Management	Kotlar, Philip	Prentice Hall, NewDelhi.
2	Fundamentals of Marketing	Stanton, Etzel, Walker	Tata-McGraw Hill, New Delhi.

Course Code	MAT206
Course Title	Basics of Research Methodology
Type of course	Core
L T P	4: 0:0
Credits	4
Course prerequisite	Basic knowledge of research process
Course Objective (CO)	The course aims to make students understand the techanilities involved in a research work, various tools and techniques in order to facilitate managerial decision making.

Syllabus

Unit I:

Research Methodology: An Introduction to Research: Meaning, Definition, Objectives and Process of research, limitations and types. Importance of research in management decisions, defining research problem

Research Designs: Research design in case of different research studies.

Unit II:

Data collection: Types of data collection, methods used for collection of different data types, observation method and survey method. Various method and techniques of data collection

Unit III:

Measurement concept: Introduction to measurement and scales, levels of measurement- Nominal, ordinal, interval and ratio(explain briefly).

Report writing: Writing and formatting of reports, graphical presentation

Unit IV:

Data presentation and analysis: Data preparation and preliminary analysis, Statistical analysis and interpretation of data .Multivariate analysis of data.Additional Statistical methods.

.Suggested Readings

1.	Business Research Methods	D R. Cooper, &P.S,Schindler	Tata McGraw Hill
2.	An Applied Orientation	N. Malhotra, and S.,Dash, Marketing Research	Pearson Education
3.	Research Methodology: Methods & Techniques	C.R,Kothari	New Age International Publishers

Course Code	CSA302
Course Title	Fundamentals of E-Commerce
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Nil
Course Outcome (CO)	It explains the main concepts related to e-commerce. Enable students to understand the enabling technologies for e-commerce.

Syllabus

UNIT I

Introduction to E-Commerce: The Scope of Electronic Commerce, Definition of ElectronicCommerce, Electronic E-commerce and the Trade Cycle, Electronic Markets, Electronic Data Interchange, Internet Commerce, E-Commerce in Perspective.

Business Strategy in an Electronic Age: Supply Chains, InterOrganizational Value Chains, Competitive Strategy, Competitive Advantage using E -Commerce, Business Strategy, Introduction to Business Strategy, Strategic Implications of IT, Technology, Business Environment, Business Capability, Exiting Business Strategy, Strategy Formulation & Implementation Planning, E-Commerce Implementation, E-Commerce Evaluation, Electronic Data Interchange (EDI).

UNIT II

Introduction to HTML: HTML Fundamentals HTML Browsers, HTML tags, Elements and Attributes, Structure of HTML code, Lists , Ordered List , Unordered List Definition, List Nesting List ,Block Level Tags ,Block formatting, Heading, Paragraph, Comments, Text alignment, Font size , Text Level Tags , Bold, Italic, Underlined, Strikethrough, Subscript, superscript , Inserting graphics, Scaling images, Frameset, Forms

UNIT III

Internet and Extranet: Automotive Network Exchange, The Largest Extranet, Architecture of the Internet, Intranet and Extranet.

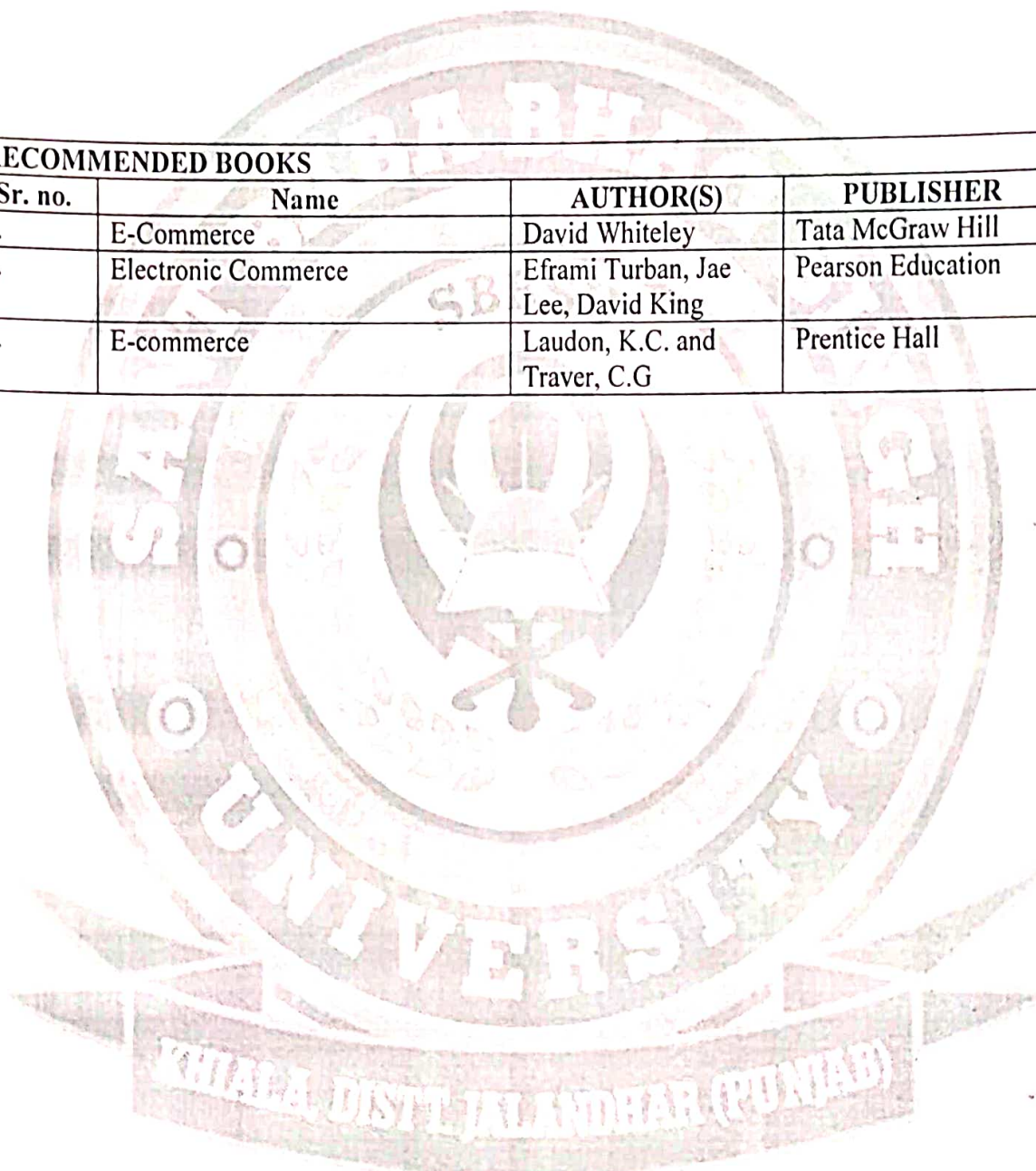
Electronic Payment Systems : Electronic Payments & Protocols, SecuritySchemes in Electronic payment systems, Electronic Credit card system on the Internet, Electronic Fund transfer and Debit cards on the Internet, Stored – value Cards and E- Cash, Electronic Check Systems, Prospect of Electronic Payment Systems, Managerial Issues.

UNIT IV

Public Policy: From Legal Issues to Privacy : EC- Related Legal Incidents, Legal Incidents,Ethical & Other Public Policy Issues, Protecting Privacy, Protecting Intellectual Property, Taxation Policies, Consumer & Seller Protection In EC.

Security: Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates

RECOMMENDED BOOKS			
Sr. no.	Name	AUTHOR(S)	PUBLISHER
1.	E-Commerce	David Whiteley	Tata McGraw Hill
2.	Electronic Commerce	Eframi Turban, Jae Lee, David King	Pearson Education
3.	E-commerce	Laudon, K.C. and Traver, C.G	Prentice Hall



Fifth Semester



Course Code	ME321
Course Title	Production Management
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	This course is Production and Operations Management has been recognised as an important factor in a country's economic growth. Rapid changes in technology has posed numerous opportunities and challenges.

Syllabus

Unit-I

Operations management: concept, functions, transformation process model: inputs, process and outputs; classification of operations; responsibilities of operations manager, Operation Performance parameters (quality, speed, dependability, flexibility and cost), Product Design and development – Stages of Design and Development, Interactive design and its benefits, Process selection- Objectives, Process types- project, job, batch, mass and continuous types of production systems, Detailed Process design, Facility Location - importance, factors in location analysis, location analysis techniques.

Unit-II

Facility Layout – Objectives, Advantages, Basic Types of Layouts-Fixed position, functional, cell and product (line) layout. Production Planning & Control (PPC): –Concepts, Objectives, and Functions, Planning and control activities- Loading, Scheduling, sequencing and Monitoring & control – Work Study: Method study; Work measurement. Capacity Management: Objectives, Planning and Controlling Capacity- Aggregate, medium and short term capacity, Factors affecting Capacity Planning.

Unit-III

Quality Management: Introduction, Meaning, Quality Characteristics of Goods and services, Seven tools for Quality control, Total Quality Management and Quality Assurance, Concept of Six Sigma and its application, Control charts for variables - Averages and Ranges, Control Charts for Defectives - Fraction defective and number defective, Acceptance sampling.

Unit-IV

JIT and Lean Production systems: JIT approach, Implementation requirements, Services, Kanban system. Inventory Management: Concepts, Classifications, Objectives, Inventory Cost, Basic EOQ model, Re-order level, ABC analysis. Material Requirements Planning (MRP): Concept, Structure of MRP, Advantages, Bill of Materials, MRP in Services, MRP and JIT.

Recommended Books:

Text- Books

S. No.	Author(s)	Title	Publisher
1	Operations Management	Nigel Slack, Alistair Brandon. Jones Robert Johnston	Pearson
2	Operations Management	Jay Heizer	Pearson
3	Production and Operations Management	S. Anil Kumar, N.Suresh	New Age International Publishers

Course Code	MGT301
Course Title	Financial Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	The focus of this course is in the area of financial management. We will show managers how to interface with accounting and finance departments

Syllabus

Unit-I

Financial-management: Meaning, scope, objectives and financial goals of financial management, Finance function.

Source of Long Term funds: Equity shares, Preference share, Debentures, public deposits, factors affecting long term funds requirements. Cost of Capital: Concept, objectives, Calculation of cost of capital.

Unit-II

Capital Budgeting: Capital Budgeting process, Project Selection. Capital Budgeting Techniques: Payback Period Methods, Average rate of return, Net Present Value methods, IRR, Benefit-Cost ratio, Capital rationing. Lease Financing: Concepts, types of leases

Unit-III

Capital Structure: Determinants of Capital Structure, Capital structure theories.

Leverage: Operating and Financial Leverage.

Management of Retained Earnings: Retained earnings & Dividend policy, Consideration in dividend policy, Forms of Dividends theories.

Unit-IV

Working Capital: Concept, factors affecting working capital requirements, operating cycle of working capital, Sources of working capital.

Inventory Management: Concept, Objectives, Inventory control techniques EOQ

Text- Books

S. No.	Author(s)	Title	Publisher
1	Financial Management	Khan & Jain	Tata McGraw Hill
2	Financial Management	I.M. Pandey	Vikas publishers
3	Financial Management (Theory & Practice)	Prasanna Chandra	Tata McGraw Hill

Course Code	MGT303
Course Title	Industrial and Labour Law
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	The main objective of the course is to provide basics of legislation under human resources.

Syllabus

Unit-I

Industrial relations – An Overview of Industrial Relations (IR), Meaning and Scope of IR, Perspectives/Approaches to IR, Major stake holders of IR, Evolution of IR in India, Changing Dimensions of IR in India, Impact of globalization on IR, ILO

Unit-II

Trade Unionism, Concepts, Functions, Objectives, Structure, Kinds of Trade Unions, Problems of Trade Unions, Trade union movement in India, Trade Union Act, 1926, Applicability Registration, Recognition of Trade unions, Immunities available to Trade union office bearers.

Unit-III

Dispute resolution, Causes of Industrial Disputes, Standing Orders & Grievance Procedure, The Industrial Employment (standing orders) Act, 1946, Participative Management, Collective Bargaining, The Industrial Disputes Act, 1947, Concept of Industry and workman, Dispute Resolution Methods & Machinery. Conciliation, Arbitration, Adjudication, Layoff, Closure, Retrenchment, Strike

Unit-IV

Evolution and importance of Labour Legislation in India, Protective Legislation. The Factories Act, 1948. Wage Legislation, Minimum Wages Act, 1948, Payment of Wages Act, 1936, Equal remuneration Act, 1976, Payment of Bonus Act, 1965, Payment of Gratuity Act, 1972, Social Security Legislation Workmen's Compensation Act, 1923, Employees' Provident Fund, 1952

Recommended Books

S. No.	Author(s)	Title	Publisher
1	Industrial Relations & Labour Laws	Srivastava, S.C	Vikas Publishing House (P) Ltd
2	Simplified Approach to Labour Laws	Sharma, J.P	Bharat Law House (P) Ltd., New Delhi.

Course Code	MGT305
Course Title	Foreign Trade
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The main objective of the course is to provide basic knowledge of foreign trade and its procedure.

Syllabus

Unit-I

Essential elements of foreign trade, Traditional and Modern theory of International Trade (Ricardo & Ohlin's theory), Difference between International and Domestic Trade, Advantage and Disadvantage of International Trade.

Unit-II

Types and cause of disequilibrium Balance of Trade and Balance of Payment, Kind of Balance of Trade, Measures taken to correct the disequilibrium of Balance of Payment And Trade.

Unit-III

Free Trade Policy- Merits and Demerits, Tariff types of tariff and Non Tariff Barriers(Quota), Exchange Control-objectives, Procedure, Direct and Indirect Method of Exchange Control, Exchange Rate Determination of Exchange Rate.

Unit-IV

Objective, Role and Functions of GAD, WTO, UNCTAD, IMF, WORLD BANK. Trade Blocs- Objectives of European Union, Indo- EII, NAFTA, ASEAN, and SAARC.

Recommended Books

S. No.	Author(s)	Title	Publisher
1	P T Ellsworth	Foreign Trade	Vikas Publishing House (P) Ltd
2	C P Kindelberger	International Economics	Bharat Law House (P) Ltd., New Delhi.

Course Code	MGT 307
Course Title	Advanced Human Resource Management
Type of course	Specialization
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The role of HRM in organizations has gained tremendous importance over the years. It has come some way from 'Personnel Management' and today, is looked upon as a strategic partner.. The aim of this course is to provide the under-graduate students with some knowledge about the important sub-functions of HRM.

Syllabus

Unit I

Evolution Of Strategic Human Resource Management - Personnel Management HRM -SHRM - Definition And Components Of SHRM - Objectives Of SHRM - Difference Between Traditional HRM And SHRM - Difference Between SHRM And HR Strategies - Link Between Hr Strategy And Business Strategy

Unit II

Understanding The Concept Of SHRM And Hr Environment - Barriers To Strategic HR - Benefits Of SHRM - Competencies Required Of HR Department To Become A Strategic Partner - Essential Elements Of Strategic HR - Environmental Trends Affecting HRM: Trends In Business Environment Changing Nature Of Work Demographic, Societal And Workforce Trends.

Unit III

Performance Management And Appraisal - Comparison between the two - Why Performance Management? - Supervisor's Role in appraising performance - Methods of Performance Appraisal with important advantages and disadvantages

Unit IV

Determining Strategic Pay Plans and Employee Benefits- Basic factors in determining pay rates Legal consideration in compensation Union influence on compensation decisions Competitive strategy, corporate policies and compensation - Competency Based Pay.- meaning, reasons, advantages and disadvantages - Flexible benefits programme Cafeteria Approach Flexible Work Arrangements - Flexi time and its effectiveness.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Gary Dessler and Biju Varkkey	Human Resource Management	Pearson Prentice Hall 12 th Edition
2	Tanuja Agarwala	Strategic Human Resource Management	Oxford University Press 2007 Edition
3	S. S. Khanka	Human Resource Management	S. Chand and Company Limited Reprint 2007

Course Code	MGT 309
Course Title	Compensation Management
Type of course	Specialization
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The course is designed to promote understanding of issues related to the compensation or rewarding Human Resources in the Corporate Sector, public services and other forms of organizations and to impart skills in designing, analyzing and restructuring compensation packages related systems, policies and strategies.

Syllabus

Unit I

Introduction to Compensation: Compensation Defined, Goals of Compensation System, Compensation Strategy Monetary & Non-Monetary Rewards, Intrinsic Rewards Cafeteria Style Compensation, Fringe Benefits and Supplementary Compensation

Unit II

Compensation for Workers: Wage Theories, Evolution of Modern Day Labor Force, Incentive Plans, ESOP's, EVA Reward Management in TNC's, Discrimination in Labor Market, Quality in Labor Market.

Unit III

Compensation for Chief Executives and Other Employees: Guidelines of Companies Act Relating to CEO Compensation. Different Components of Compensation Package.

Unit IV

"Job Evaluation" Job Description and Job Specification: Job Analysis & Its Process, Methods of Job Evaluation, Internal and External Equity in Reward Management, Role of Wage Board & Pay Commissions, International Compensation, Knowledge Based Compensation, Team Compensation, Competency Based Compensation

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Henderson, Richard I.	Compensation Management: Rewarding Performance.	Prentice Hall of India Pvt. Ltd.
2	Micton, R.	Handbook of Wage and Salary Administration. London.	Handbook of Wage and Salary Administration. London.
3	Venkatratnam, C.S.	Rethinking Rewards and Incentive Management	Excel Books

Course code	MGT311
Course Title	Marketing Research
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making

Syllabus

Unit I

Introduction of Marketing Research: Define marketing, research, aims and objectives of marketing research. Applications of marketing research, marketing information system, evaluation and control of marketing research, value of information in decision making, steps in marketing research. Research Design: Formulating the research problem, choice of research design, types of research design, sources of experimental errors.

Unit II

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean. Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

Unit III

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

Unit IV

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis I, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis). Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Recommended Books			
S no	Name	Authors	Publisher
1	Marketing Research	Beri, G.C	Tata McGraw Hill, 2003
2	Marketing Research	Gupta, S.L	Excel Books, 2004.

Course code	MGT313
Course Title	Advertisement and Communication
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

Syllabus

Unit I

Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising. Place of advertising in Marketing Mix, Indian advertising industry.

Unit II

Advertising Copy-meaning components types of advertising copy, copy writing: different elements of a copy and layout, Advertising research – importance, testing advertising effectiveness market testing for ads;

Unit III

International Advertising-importance, international Vs local advertising. Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

Unit IV

Communication meaning, communication marketing definition, role of communication in advertisement, Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

Recommended Books			
S no	Name	Authors	Publisher
1	ADVERTISING	D.OGILVY	Chunawala
2	Advertising and Sales Management,	Kazmi and Batra	Excel

Course code	MGT319
Course Title	Banking Law and Practice
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of Banking Law and its Practice

Syllabus

Unit-I

Origin of banks – Banking Regulation Act, 1949 (Definition of Banking, Licensing, Opening of branches, Functions of Banks, Inspection) – Role of Banks and Economic Development – Central Banking and Role of RBI and their functions.

Unit-II

Commercial Banks – Functions – E – Banking – ATM Cards, Debit cards, Personal Identification

Number – Online enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System – Credit Creation and Credit Control.

Unit-III

Opening of an Account – Types of Deposit Account – Types of customers (Individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redressal – Ombudsman.

Unit-IV

Principles of lending – Types of Loans – Precautions to be taken by a banker while lending against various securities Negotiable instruments – Promissory Note – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker

Recommended Books			
S no	Name	Authors	Publisher
1	Banking and Financial Systems	B. Santhanam	(Margham Publishers)
2	Banking Law Theory and Practice	S.N. Maheswari	Kalyani Publications

Course Code	MGT323
Course Title	Management Control System
Type of Course	Specialization
L T P	4 0 0
Credits	4
Course Prerequisites	Basic knowledge of control centers
Course Objectives (CO)	Orienting students with the various concepts in Finance, Financial Tools & Techniques so as to make them aware of Managerial Control System.

Syllabus

Unit-I

Characteristics of Management Control System – Evolution of control systems in an organization – Relating the system to organizational objectives - Strategic Planning, Management Control and Operational Control

Unit-II

Concept of Transfer Pricing (Market based and Cost Based) – Return on Investment, Economic Value Added as a tool to management performance measurement – Introduction to Activity Based Costing

Unit-III

Budgeting: Budget preparation, Types of budgets, Behavioral aspects of budgets. Variance analysis and reporting

Unit-IV

Performance analysis and measurement, Impact on management compensation. Modern control methods: JIT, TQM and DSS.

Recommended Books

S. No.	Author(s)	Title	Publisher
1	Management Control Systems	Anthony and Govindarajan	Tata McGraw-Hill Education
2	Management Control Systems	P. K. Sinha	Excel Books India

Course code	MGT321
Course Title	International Banking
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of Banking Law and its Practice operating at international level.

Syllabus

UNIT-I

International and multinational banking; Global trends and developments in International Banking; Operations of foreign branches of Indian banks.

UNIT-II

International inter-bank business; Profitability of International Banking Operations; Investment Banking

UNIT-III

Euro Currency Market; Offshore financial centres; International Financial Institutions; IMF, IBRD, BIS, IFC, ADB, WTO.

UNIT-IV

Investment and Merchant Banking; Correspondent Banking –NOSTRO, VOSTRO, Mirror Accounts Etc.; International private banking; Wholesale banking & retail banking

S.No.	Author(S)	Title	Publisher
1	R.K. Uppal	Indian Banking in the Globalized World,	New Century Publications
2	S.B. Verma, S.K. Gupta, M.K. Sharma	E-banking and Development of Banks	Deep & Deep Publications

Course Code	MGT325
Course Title	Working Capital Management
Type of course	Specialization
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The objective of the course is to acquaint the students with various theoretical and practical concepts relating to Management of Working capital

Syllabus

Unit-I

Meaning of Working Capital, Overview of Working Capital Management, Levels of Working Capital Investments, Optimal Level of Working Capital Investment, Working Capital Strategies, Profitability versus Risk Trade-off for Alternative Financing Strategies, Approaches of Working Capital Financing, Concept of Operating Cycle, Calculation of Working Capital

Unit-II

Meaning of Receivables Management, Determination of Appropriate Receivable Policy, Marginal Analysis, Evaluation of Credit Proposal, Credit Analysis and Credit Decision, Heuristic Approach, Discriminate Analysis, Sequential Decision Analysis, Numerical Problems, Meaning of Cash Management, Motives for Holding Cash, Factors determining Cash Balance, Collection System, Disbursement Tools, Investment in Marketable Securities, Determining the optimum level of Cash, Baumol Model, Beranek Model, Miller-Orr Model, Stone Model, Optimization Model, Numerical problems.


Unit-III

Financial Forecasting, Forecasting Collection from Accounts Receivable, Forecasting Daily Cash Flow, Cash Balance Uncertainty, Hedging Cash Balance Uncertainty, Meaning of Inventory Management, Cost of Holding, Cost of Placing order, Inventory Control Models, Inventory Control Devices, Inventory Management and Valuation, Inventory Management and Cash Flow Timeline, Numerical Problems.

UNIT-IV

Meaning of Payables Management, Trade Credit, Terms of Purchase, Stretching of Accounts Payable, Disbursement of Float Management, Other Accruals, Bank Credit –Basic Principles and Practices, Methods of Assessment and Appraisal, Financing Working Capital Gap

S.No.	Author(S)	Title	Publisher
1	P Gopalakrishnan	Inventory and Working Capital Management	Macmillan Publishers India
2	N.K. Jain	Working Capital Management	A.P.H. Publishing Corporations

The logo of Sant Baba Bhag Singh University is a circular emblem. The outer ring contains the text "SANT BABA BHAG SINGH UNIVERSITY" in a serif font. Inside this ring, the acronym "SBBSU" is visible at the top. The center of the logo features a stylized figure, possibly a deity or a historical figure, seated and holding a book. Below the circular emblem, a banner contains the text "KHIALA, DISTT. JALANDHAR (PUNJAB)".

Sixth Semester

Course Code	MGT302
Course Title	Strategic Management
Type of Course	Core
L T P	4-0-0
Credits	4
Course Prerequisites	Knowledge of Basic Management
Course Objectives (CO)	To help the students to learn the process of strategic decision making, implementation and evaluation of corporate policies.

Syllabus

Unit-I

Understanding Strategy and Strategic Management: Strategic Management Process, Strategic Decision Making, Levels of Strategy, The Secret of Success of Successful Companies (McKinsey's 7 model) **Defining Strategic Intent:** Vision, Mission Goals and Objectives.

Unit-II

External Environment Analysis: Strategically Relevant Components of External Environment. Industry Analysis – Porter's Five Forces Model; Strategic Group Mapping; Industry Driving Forces; Key Success Factors. External Factor Evaluation Matrix. **Internal Environment Analysis** - Resource Based View of an Organization: VRIO Framework; Value Chain Analysis;

Unit-III

Environmental Scanning Techniques – ETOP and SWOT Analysis Business Level Strategies – Porter's Framework of Competitive Strategies: Cost Leadership, Differentiation and Focused Strategies. Corporate Level Strategies – Growth Strategies – Horizontal and Vertical Integration;

Unit-IV

Portfolio Strategies – BCG Model, G E Business Planning Matrix, Shell's Directional Policy Matrix, Product Life Cycle Matrix. Strategy Implementation– Strategy- Structure Fit: Developing and Modifying Organizational Structure. Leadership and Organization Culture.

Recommended Books

S. No.	Author(s)	Title	Publisher
1	Concepts in Strategic Management and Business Policy	Wheelen, Thomas L., Hunger david J. and Rangarajan Krish	Pearson Education, India
2	Strategic Management- Concepts and Cases	David, R Fred	Pearson Education

Course Code	MGT304
Course Title	Commercial Law
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	The objective of the course is to familiarize the students with the nature of legal regulatory environment of corporate enterprises in India.

1	Concepts in Strategic Management and Business Policy	Wheelen, Thomas L., Hunger david J. and Rangarajan Krish	Pearson Education, India
2	Strategic Management- Concepts and Cases	David, R Fred	Pearson Education

Syllabus

Unit-I

Law of Contract: Definition and nature of contract, offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of Object, Contingent Contracts.

Unit-II

Quasi Contract, Remedies for Breach of Contract, Legality of Object, Contingent Contracts, Performance and Discharge of Contract, Quasi Contract, Remedies for Breach of Contract.

Unit-III

Introduction to the Concept of agent and different types of mercantile agents, Bailment and pledge, Indemnity and Guarantee. Definition and nature of partnership, Contract of Sale of Goods Act: Meaning, Formation of Contract, Meaning of condition and Warranties.

Unit-IV

Transfer of ownership, Performance of the contract, Negotiable Instruments, Bills of Exchange, Promissory Note, Cheques, and Parties to negotiable instruments.

Course Code	MGT306
Course Title	Entrepreneurship and Small Business Management
Type of course	Core
L T P	4 0 0
Credits	4
Course prerequisite	UG
Course Objectives (CO)	Foundations of Entrepreneurship Concept , novation management- definition and process of innovation management methods of managment inovation Women entrepreneurs& Entrepreneurship Development

Syllabus

UNIT I

Foundations of Entrepreneurship Concept , Need, Definition& role of Entrepreneurship .Definition, characteristics& scope of Entrepreneur, Innovation, Invention, Creativity, Opportunities . Concepts of Entrepreneur, Manager, Intrapreneur / Corporate En Trepreneur comparative study , Roles& Responsibilities. Role of entrepreneur in Indian economy,

UNIT II

Women entrepreneurs& Entrepreneurship Development Meaning, role, problems& reasons for less women entrepreneurs. Various institutes & Govt schemes to help &uplift women entrepreneurs. Case studies for successful women entrepreneurs. Concept, need & role of Entrepreneurship Development

UNIT III

Small& Medium Enterprises:Small & Medium Industry: Meaning and importance Definition of SME –role & importance in India Economy, Steps for Starting Small Industry: Decisions to become entrepreneur -Steps to be taken-Search for a business idea, source of ideas, idea processing, selection idea, input requirements

UNIT IV

Innovation management- defination and process of innovation management methods of managment innovation. Entrepreneurship as a career, Sustaining Competitiveness Maintaining competitive advantage

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Renu arora S.K sood	FUNDAMENTALS OF ENTREPRENEURSHIP	Kalyani Publishers
2	Richard Branson	Entrepreneurship and Business	Pearsons

Course Code	MGT308
Course Title	Industrial Relations
Type of course	Specialization
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The Management of employees, both individually and collectively, remains a central feature of organizational life. This course is an attempt to understand the conceptual and practical aspects of employee relations at the macro and micro levels.

Syllabus

Unit I

Introduction to Industrial Relations: The Concept Industrial Relations, The Dynamic Context of Industrial Relations: Globalization and the National Economy, Responses to Competitive Pressures, Changes in Employment Practices, The Actors in Employee Relations: Management, Unions and the State. Role of Trade Union in Industrial Relations.

Unit II

Interactions & Outcomes in Industrial Relations: Employee Involvement & Participation: concept, Objectives and Forms, Ethical Codes, Discipline & Grievance Management: Forms and Handling of Misconduct. Collective Bargaining: Importance, Forms, Process of Negotiation and Recent Trends in Collective Bargaining.

Unit III

Legal Framework of Industrial Relations: Settlement Machinery for Industrial Disputes: Conciliation, Arbitration & Adjudication, Legislation: The Trade Unions Act 1926, The Industrial Dispute Act 1947, The Factory's Act 1948, The Maternity Benefits Act 1961.

Unit IV

Industrial Relations & The Emerging Scenario: Industrial Relations & Technological Change, International Labor Organization (ILO): Objectives, Structure and Procedure for Admission as a Member. Managing Without Unions, The Future Direction of Industrial Relations.

Text Books:

S.No.	Author(S)	Title	Publisher
1	Beaumont, P. B.	The Future of Employment Relations	London: Sage.
2	Bareja, J.K	Industrial Law	Galgotia Publishing House.
3	Monappa, Arun	Industrial Relations	Tata McGraw Hill

Course Code	MGT310
Course Title	Trade Unions and Negotiations
Type of course	Specialization
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To help students develop the skills of conflict avoidance, resolution and negotiation.

Syllabus

Unit I

Trade Unions Trade Unions – Importance of Unionism; Union leadership; National Trade Union Movement. Industrial Relations-Concept , Theories and Evolution, System approach to IR-Actors, Context, Web of Rules & Ideology, Trade UNIONSIM, impact of trade unions on wages, The Trade unions Act ,1926 {with amendments}.

Unit II

Learning To Manage Conflicts; Conflict Management Strategies; Cultural Influences In Conflict; Resolving Conflicts-Strategies And Systems; Organizational Systems For Dealing With Conflict; Collaboration In Organizations; Self Awareness For Conflict Management; Managerial Skills And Competences For Effective Conflict Resolution.

Unit III

Introduction to Negotiation as a Decision Making Process; The Process of Negotiation; Planning & Preparing to Negotiate; Internalizing Negotiating Processes.

Unit IV

Managing Negotiations in the following Contexts: Cross Functional Coordination; Marketing Relations; International Business; Labour -Management Relations; Intangibles in Negotiation: Power; Time and Information; Post Negotiation Phase; Ethical Considerations in Negotiation.

S.No.	Author(S)	Title	Publisher
1	. Barbara A. Budjac Corvett,	Conflict Management -A Practical Guide to Developing Negotiation Strategies,	Pearson Education,
2	CarellR. Michael & Heavrin Christina,	Negotiating Essentials- Theory, skills and Practices,	Pearson Education,
3	Luecke and Patterson,	, "How to Become a Better Negotiator",	American Marketing Association

Course code	MGT312
Course Title	Rural and Agriculture Marketing
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Syllabus

Unit-I

Concept & scope of rural market, Rural markets' Characteristics, Rural markets: Environmental factors. Rural Consumer Behaviour, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers. Rural development as a core area. The Rural Consumer: factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing. Problems in rural market. Indian Rural Market, Environment : Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities. Efforts put for Rural development in Five years plans.

Unit-II Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies, Pricing Strategies, Promotional Strategies & Distribution Strategies for Rural consumers. Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

Unit-III Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance. Agricultural Produces and their market: Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural / cottage industry / artisan products;

Unit-IV Export potential for agri-products, Major of Government and Non-Govt. Agencies in the development of Rural and Agricultural, Sector Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment Role.

Recommended Books			
S no	Name	Authors	Publisher
1	Rural Marketing	Badi & Badi :	Vikas
2	Agriculture problems in India	Mamoria, C.B. & Badri Vishal	Pearsons

Course code	MGT314
Course Title	Sales and Distribution Marketing
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels

Syllabus

Unit-I

Sales Marketing; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes. Direction, Motivation & Compensation. Appraisal of performance. Sales force size organization of sales department. Geographic product wise and market based, sales planning and central market analysis.

Unit-II

Sales forecasting Methods. Sales Budget - Importance, Process of Sales Budget, Uses of sales budget. Designing Territories and Allocating Sales efforts; Objective and Quotas for sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost analysis, uses and methods

Unit-III.

Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, Selection & motivation of intermediaries. Marketing Channels, their Structure ; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution

Unit-IV

Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels. Transport system elements and management: Features, Types & role of different modes of transport, Transportation rates of pricing, Distribution control & performance evaluation. Inventory Management, Inventory control, Role under conditions of certainty & uncertainty. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing.

Recommended Books			
S no	Name	Authors	Publisher
1	Advertising Management	.Rajeev Batra, John G.Myers, David A. Aaker	Pearson Education
2	Advertising-Planning and Implementation	Raghuvir Singh	Prentice Hall India

Course code	MGT320
Course Title	Insurance Principles and Practice
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful to know about the Insurance Principles and its applicability.

Syllabus

Unit-I

The Concept of Insurance and its Evolution The basics and nature of insurance ,evolution and nature of insurance , how insurance operates today, different classes of insurance , importance of insurance .how insurance takes care of unexpected eventualities. The Business of Insurance: Management of risk by individuals ,management of risk by insurers ,fixing of premiums ,reinsurance and its importance for insurers ,role of insurance in economic development and social security ,contribution of insurance to the society

Unit-II

Insurance Customers Understanding insurance customers, different customer needs ,importance of customers ,customer mindsets ,customer satisfaction customer behavior at purchase point, customer behavior when claim occurs ,importance of ethical behavior.

Unit-III

The Insurance Contract: Terms of an insurance contract ,principles which form the foundation of insurance ,significance of the principle of insurable interest , the principle of indemnity , the principle of subrogation ,the principle of contribution ,disclosure of all relevant information ,principle of utmost good faith ,the relevance of proximate cause ,the insurance contract.

Unit-IV

Insurance Terminology: Common terms used in insurance ,terms common to both life and non –life insurance ,terms are specific to life and non –life insurance ,how insurance terms are used. Concept of Unit-linked policies: LIP premium and its break-up ,Types of funds in ULIPS , Traditional plans Vs ULIPS ,How ULIPS work, Top Up & NAV , Features of ULIPS , Revival of ULIPS , IRDA guidelines on ULIPS.

Recommended Books			
S no	Name	Authors	Publisher
1	Insurance and Risk Management,	Gupta. P.K.	Himalaya Publishing House
2	Panda. G.S.	Principles and Practices of Insurance	Kalyani Publications

Course code	MGT322
Course Title	Credit and Risk Management in Banking
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful to know about the Insurance Principles and its applicability.

Syllabus

Unit-I

Bank credit Basic Principles and Approach –Three C's – Purpose of lending –Security aspects – business experience/Management –Market –Purpose Trading –Manufacturing Service, Agriculture, Personal –Security : Primary –Collateral –Stock, Machinery, Land and Building – Guarantee –Different types of Mortgages.

Unit-II

Lending to Different Customers –Individuals –Partnership –Limited companies –Trust – Association –Legal aspects –Documents to be called for. Regulatory Aspect –Legal Documents Loan Documents – RBI Directives –Various Committees –Tandon –Chore, Nayak and such other committees.

Unit-III

Loan Processing –Sanctioning –Monitoring –Recovering Commercial Loans(Activity Based) – Government Sponsored Loans (mostly agricultural, Rural and Weaver section) –Trading : small –Retail – Wholesale Chain/Supermarket

Unit-IV

Corporate Finance –Project Finance –Appraisal –Assessment – Documentation –Disbursement –Monitoring –Follow Up –Review – Creation of Charge –Analysis of Balance sheet –Profit and Loss account –Cash flow and Fund flow working –Project approach
NPA –Causes and Remedial Measures –Management of NPA's – Debt Recovery Tribunals –Asset Reconstruction Fund

Recommended Books			
S no	Name	Authors	Publisher
1	Risk Management	M.Y. Khan	Kalyani Publisher
2	Credit Management and Risk Analysis	L M Bhole	Pearson Education

Course code	MGT324
Course Title	Management of Financial Services
Type Of course	Specialization
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	Objectives: The objective of this paper is to acquaint the students with emerging trends in financial services

Syllabus

Unit-I

Financial Services -Meaning, types and their importance. Depository - Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

Unit-II

Mutual funds and AMCs -Concept, origin and growth of mutual funds, Constitution & management of MFs -Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund units. Recent trends in mutual funds in India.Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

Unit-III

Leasing -concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing. Merchant Banking -Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital -concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Unit-IV

Debt Securitisation: Meaning, Features, Scope and process of securitisation.Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.Plastic Money -Concept and different forms of plastic money -credit and debit cards, pros and cons. Credit process followed by credit card organisations. Factors affecting utilisation of plastic money in India.

Recommended Books			
S no	Name	Authors	Publisher
1	Financial Institutions & Markets' -	L M Bhole '	Tata McGraw
2	M Y Khan	Financial Services	Tata McGraw

Course Code	MGT326
Course Title	Corporate Tax Management
Type of course	Specialization
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The objective of this course is to provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Students

Syllabus

UNIT-I

Definitions of Basic Terms Residential Status Heads of Income -Computation from Income from Salaries, Income from House Property, Income from Business and Profession, Income from Capital Gain, Income from Other Sources.

UNIT-II

Exempted Incomes, Clubbing of Income, Set-off and Carry Forward of Business Loss, Deductions under section 80, Procedure for calculation of Income Tax, Return of income, Advance payment of tax, Deduction and collection of tax at source, TaxCode and its main features

UNIT-III

Concept of Tax Planning: Meaning, Importance, Scope, Basic Concepts, Tax Planning vs. Tax Avoidance and Tax Evasion, Methods of Tax Planning, Tax Planning and Managerial decisions like make or buy, closure or continue, dividends or bonus shares etc.

UNIT-IV

Outlines and basic concepts in respect of service tax, VAT, Excise and Customs alongwith their applicability; Tax Planning in respect of indirect taxes as levied on Corporates. Prospects and problems of Introduction to goods and service tax (GST)

S.No.	Author(S)	Title	Publisher
1	D84Ttq9HdnEisUD3k xssAeSNmRQcxzDdN z	Corporate Tax Planning & Business Tax Procedures,,	Taxman, Publication
2	E.A. Srinivas	Corporate Tax Planning	Tata McGraw Hill Publishing Co.