

Bachelor of Business Administration (Hons)

Course Structure

SEMESTER – I

Course Code	Subject	Credit
LNG-301	Structural & Spoken English	2 (1+0+2)
BAM 403	Principles of Management	4 (3+1+0)
MAS-301	Business Mathematics-I	3 (3+0+0)
BAM-301	Fundamental of Economics	4 (3+1+0)
BAM-302	Principles of Accounting –I	4 (3+1+0)
BAM-303	Introduction to Business	4 (4+0+0)
GPT-301	Moral Value Education	1(1+0+0)
	*Computer Lab Practical	
TOTAL CREDITS		22

*Compulsory computer classes for every student of 1st semester. Every student is required to complete 30 hrs in the lab during the 1st sem. Attendance of 30hr lab classes would be counted in regular attendance record.

SEMESTER – II

Course Code	Subject	Credit
MAS-302	Business Mathematics-II	3 (3+0+0)
BAM-406	Organizational Behaviour	4 (3+1+0)
BAM-401	Business Environment	4(4+0+0)
BAM-402	Principles of Accounting-II	4(3+1+0)
MAS-333	Managerial Statistics	3 (3+0+0)
BAM-404	Legal Environment of Business	4 (4+0+0)
BAM-445	Personality Development	3 (2+0+2)
	*Computer Lab Practical	
TOTAL CREDITS		25

*Compulsory computer classes for every student of 1st semester. Every student is required to complete 30 hrs in the lab during the 1st sem. Attendance of 30hr lab classes would be counted in regular attendance record.

SEMESTER – III

Course Code	Subject	Credit
BAM-315	Research Method	3 (2+1+0)
BBA 301	Business Analytics	3 (3+0+0)
BAM-407	Risk Management & Insurance	4 (3+1+0)
BAM-408	Money & Banking	4 (3+1+0)
BBA 302	Business Economics	4 (3+1+0)
SES-415	Environmental Studies-I	2(2+0+0)
BAM-334	Functional Management	3 (3+0+0)
BAM- 602	Office Management	2 (2+0+0)
TOTAL CREDITS		28

SEMESTER – IV

Course Code	Subject	Credit
BAM-556	Direct Tax	4 (3+1+0)
BAM-502	Business Communication	4 (3+1+0)
BAM-503	Cost Accounting	4 (3+1+0)
BAM-331	Small Business Management	4 (3+1+0)
BAM-440	Marketing Management-I	4 (3+1+0)
SES-416	Environmental Studies-II	3 (3+0+0)
BAM-439	Indian Economy	3 (2+1+0)
BAM-756	Disaster Management	2 (2+0+0)
TOTAL CREDITS		28

SEMESTER – V

Course Code	Subject	Credit
BAM-436	Management Accounting	3 (2+1+0)
BAM-332	Salesmanship	3 (1+1+2)
BAM-438	Financial Institutions	3 (3+0+0)
BAM-441	Financial Management-I	3 (3+0+0)
MAS-512	Operations Research	3 (3+0+0)
BAM-555	Marketing Management-II	4(3+1+0)
BAM-524	Operations Management	4 (3+1+0)
BAM-529	Human Resource Management	4 (4+0+0)
	*Industrial tour	
TOTAL CREDITS		27

*One industrial visit to be made compulsory in 5th sem. Students are required to obtain a certificate (from HoD/ Dean) for industrial visit.

SEMESTER – VI

Course Code	Subject	Credit
BAM-504	Financial Management-II	3 (2+1+0)
BBA-601	Logistics & Supply chain Management	4 (3+1+0)
BAM-604	Strategic Management	4 (3+1+0)
BAM-605	Industrial Relations	3 (2+0+2)
BAM-557	Indirect Tax	3 (3+0+0)
BAM-505	Project Management	3 (2+1+0)
BAM-550	Corporate Social Responsibility	3 (3+0+0)
BAM-437	Advertising Management	3 (3+0+0)
TOTAL CREDITS		26

TRAINING – 8 WEEKS**SEMESTER – VII**

Course Code	Subject	Credit
BBM 548	Summer Training Report	10(0-0-20)
BAM-548	Presentation on Summer Training	1 (0+1+0)
BAM-663	Dissertation (As per the University Guidelines, Write-up up-to 2500 words)	20 (0+10+20)
BAM-549	Viva Voce	1 (0+1+0)
TOTAL CREDITS		22

Semester VIII BBA

Course Code	Course tittle	Credits
BAM 545	Management Information System	3(2-0-2)
BAM 661	Project Report (Elective)	10(0-0-20)
BAM 662	Seminar	1
BAM 697	Comprehensive Viva Voce	1
	Electives (any one cluster)	16 (4x4)

Cluster Electives

Course code	Course Title	Credits
Marketing Stream		
BAM 607	Brand Management	4
BAM 608	Retail Marketing	4
BAM 609	Rural Marketing	4
BAM 667	Customer Relationship Management	4
Finance Stream		
BAM 671	Financial Market	4
BAM 672	Financial Services	4
BAM 673	Security & portfolio Management	4
BAM 666	Microfinance	4
HRM stream		
BAM 668	Organizational Development	4
BAM 669	Employee Compensation Mgmt.	4
BAM 670	Labor Law	4
BAM 665	Training in Business Organizations	4

Bachelor of Business Administration (Hons)
Syllabus

BBA (H) I Semester

BAM- 301

FUNDAMENTALS OF ECONOMICS

CREDIT (3+0+0)

OBJECTIVES:

1. To expose students to basic micro economic concepts.
2. To understand how theoretical macro- and micro-economics core principles relate to practical economics issues.
3. To apply economic analysis and business decision-making
4. To use economic reasoning to problems of business.

Unit 1 Concept of Economics

- Definition: welfare, scarcity and Growth oriented.
- Principles of Economics (Economics as Positive and Normative Science).
- Basic Economic concepts: Human wants, Consumption, Utility, Price, Value and Income.

Unit 2 Concept of Macro & Micro Economics

- Micro Economics.
- Macro Economics.
- Interdependence of Micro and macro Economics

Unit 3 Types of Economies

- Developed Economies.
- Underdeveloped Economies.
- Types of Economic System
- Capitalism
- Socialistic
- Mixed Economy

Unit 4 Concept of Demand: Utility Analysis, Law of Demand & Elasticity of Demand

- Concepts of Utility
- Law of Diminishing Marginal Utility
- Law of Demand
- Demand Curve
- Determinants of Demand
- Demand Schedule- Individual & Market
- Change in Demand
- Elasticity of Demand- Types
- Supply- Factors influencing Supply
- Demand & Supply Equilibrium

Unit 5 Cost Concept

- Meaning of cost
- Cost Concepts
- Short & Long Run Cost Analysis
- Average Cost, Marginal Cost
- Cost Curves
- Relationship between different costs

Unit 6 Production: Factors of Production and Laws of Returns

- Production Function
- Law of Variable Proportions
- Law of Returns to Scale
- Economies of Scale

Unit 7 Price & output Determination in Different Types of Competitive Situations

- Perfect competition: Price & Output determination, Equilibrium of the firm, Long run & short run equilibrium.
- Monopolistic Competition: Price & Output determination, Equilibrium of the firm, Long run & short run equilibrium.
- Monopoly: Price & Output determination, Equilibrium of the firm, Long run & short run equilibrium.

Books for Study and Reference:

1. Mittal, A. (2005). Business Economic-Theory and Application, Wisdom Publication, Delhi.
2. Mithani, D.M. (2010). Managerial Economics, Himalaya Publishing House, Delhi.
3. Sundharam, K.P.M., & Sundharam, E.N. (2005), Sultan Chand & Sons, New Delhi.
4. Agarwal, V. (2013). Managerial Economics, Dorling Kindersley (India) Pvt. Ltd., New Delhi

BAM – 302

PRINCIPLES OF ACCOUNTING-1

CREDIT 4(3+1+0)

COURSE DESCRIPTION:

The Principles of Accounting-1 course aims to develop student's general theoretical/practical knowledge in book keeping and accountancy. This course prime focus would be to enhance the practical skills and analytical reasoning in field of recording business transactions in accounting books. Also giving emphasis on interpreting the financial statements for effective decision making and fulfilling organizational goals.

The course will cover the following subjects:

- Theories related to fundamentals of accounting; concepts and principles of accounting; accounting standards and overall framework of GAAP (General Accounting Acceptable Principles).
- Perform basic operations with Excel spreadsheets, as required for bookkeeping and accounting
- The basic difference between financial accounting, management accounting and cost accounting
- The system of posting entries to various books of accounts; subsidiary books, receivables and payables
- Analysing conceptual foundations of book keeping and accountancy in contemporary businesses and organisations

Having completed the course the students should be able:

- Analyse and examine book keeping system of interlinked concepts through core principles of accounting, accounting standards, analysing financial statements with the help of accounting tools and techniques;
- To develop the general practical and professional skills of bookkeeping and accounting.
- To record and manage the business transactions and generating management reports & formal accounting statements.

- Critically evaluate the inputs and output of accounting entries; elaborating, simplifying & rectifying general accounting possibilities with practical aids and; thus helping in contemporary business organisational settings.
- To develop awareness of relevant ethical issues for bookkeepers and accountants.

Unit1 : Meaning, Scope & Objectives of Accounting

1.1	Meaning of Book Keeping-Objects ,Advantages
1.2	Accountancy-Definition, Use of Accounting
1.3	Accounting Concepts
1.4	Accounting Conventions
1.5	Accounting Terminology

Unit 2 : Double Entry System

2.1	Meaning -Theory of Double Entry
2.2	Classification of Accounts
2.3	Advantages of Double Entry System

Unit 3: The Journal

3.1	Introduction- Journalising of Different Transactions
3.2	Advantages of Journal
3.3	Illustrations of Journal

Unit 4: Ledger

4.1	Meaning- Ledger Posting
4.2	System of Balancing Account
4.3	Advantage of Ledger

Unit 5: Subsidiary Books

5.1	Meaning & Significance
5.2	Different Types of Subsidiary Books
5.3	Purchase Book -Sales Book
5.4	Purchase Return Book & Sale Return Book
5.5	Bills Receivable Books, Bills Payable Books, Journal Proper
5.6	Treatment of Trade Discount

Unit 6: Cash Book

6.1	Meaning & Significance
6.2	Features & Kinds of Cash Book
6.3	Simple Cash Book (Cash & Discount Columns)
6.4	Cash Book With (Bank & Discount Columns)
6.5	Cash Book With (Cash, Bank & Discount Columns)

Unit 7: Bank Reconciliation Statement

7.1	Meaning & Significance - Pass Book
7.2	Need for Reconciliation & Causes of Difference
7.3	Methods of Preparing Bank Reconciliation Statement
7.4	Case Study on Bank

Unit 8: Rectification of Errors**Unit 9: Trail Balance**

9.1	Meaning and Significance
9.2	Preparation of Trail Balance
9.3	Illustration/Model Questions

Unit 10: Preparation of Final Accounts

10.1	Trading Account, Meaning & Significance- Proforma of Trading
10.2	Adjustment Profit & Loss Account- Meaning & Significance
10.3	Steps in Preparation of P&L A/C
10.4	Balance Sheet-Meaning & Significance, Objectives-Preparation of B/S
10.5	Arrangement of Assets and Liabilities

11 Depreciation

11.1	Meaning & Significance
11.2	Methods of Depreciation-1
11.3	Methods of Depreciation-2
11.4	Illustrations of Depreciation
11.5	Case Study on Business Firm Balance Evaluation
12.1	Numerical (Model Question)
12.2	Case Review
12.3	Numerical (Model Question)
12.4	Case Review

Books for Study and Reference:

1. S.P. Jain & K. L Narang (2003) 'Advance Accountancy Vol. 1' Published by: Kalyani Publishers ISBN 81-272-0154-5 Kalyani Printing, B-15, Sector 8, Noida
2. Mukherjee & Hanif (2002) 'Modern Accountancy Vol II' Published by: McGraw Hill Education (India) Private Limited
3. S.N. Maheshwari & S.K. Maheshwari (2013) 'An Introduction to Accountancy' Published by Vikas Publications ISBN: 97-893-2596-902511th Edition

BAM-201**BASIC OF AGRICULTURE****CREDITS: 2****Unit 1: Plant Science and Horticulture**

1.1	Understanding basic concepts and principles of plant science and horticulture
1.2	Discover the scope of plant products
1.3	Demonstrate fundamental skills in plant sciences and horticulture
1.4	Identify common weeds

Unit 2: Animal Science

2.1	Understanding basic concepts and principles of animal science
2.2	Discover the scope and importance of animal science in India
2.3	Demonstrate fundamental skills associated with animal science
2.4	Describe the digestion and nutrition/feed requirement of livestock
2.5	Describe the physiology of reproduction in livestock

Unit 3: Soil Science

3.1	Understand basic concepts and principles of soil science
3.2	Demonstrate fundamental in Soil Science

3.3	Understand land use and typical soils in a community
3.4	Undercover the role of ecology and conservation in environment

Unit 4: Agriculture Mechanics

4.1	Demonstrate fundamental of Agriculture Mechanics
4.2	Understand knowledge and skills in Agriculture Mechanics
4.3	Understand safety precautions and appropriate behaviour associated with Agriculture Mechanics

Books for Study and Reference:

1. C.S. Prasad, VibhaMathur, anup Chatterjee (2007) '60 Years of Indian Agriculture (1947-2007)' by: Jain Book Depo.ISBN: 8177081098 First Edition
2. ArunKatyayan (2014) 'Fundamentals of Agriculture' by: Scientific Publishers ISBN: 8186099700 1st Jan, 2015 Edition

BAM – 303

INTRODUCTION TO BUSINESS

Credit 4(4+0+0)

Course Objective:

1. To give the fresh students of business studies an exposure to Business.
2. Explaining different types of business Environments.
3. Different modes of performing and controlling Business.

Unit 1: Meaning, Scope & Objectives of Business

Introduction, what is Business? Evolution of Business, Different business activities, understanding Business, and Emerging markets

Unit 2: Business Dynamics & Types

Business and Economy, Micro and Macroeconomics, Different types of economic systems, Indian economy and Business today, Dynamics of Business environment, Economic, Political, legal

Unit 3: LPG Models

Globalization, definition, Features, Liberalization: Concepts and features, Impact. Privatization: Concepts and features, Benefits, Criticism, Multinational corporation: Definition and Types and features

Unit 5: Business Ethics

Business Ethics and Ethical Behavior, Relationship between Business and society, and Technological, Socio cultural and Ecological Environment

Unit 6: Entrepreneurship & SBM

Entrepreneurship and Innovation, Process of Innovation and Types, Entrepreneurial opportunities and Challenges, Small Businesses in India and; Importance of SME's and its advantages

Unit 7: Franchising , Outsourcing & E-Banking Services

Franchising: Types, Challenges. Network Marketing, Practical session ; Outsourcing: BPO's and KPO's, E- Commerce and E- Business, Financial Institution: Systems and Types, Banks ,Types of Business and E-Banking, Customer & Marketing and Customer Management

Unit 7: Social Responsibility

Social Responsibility: Evolution, Areas of social responsibility: Towards employees, Customers, Investors, community and environment

Books for Study and Reference:

1. Vijay Kumar Kaul(2011) Business Organization and Management By: (Pearson's Publications)
2. Karen Collins (2013) Exploring Business
3. Brown & Clow (2014) Introduction to Business

MAS – 301

BUSINESS MATHEMATICS I

CREDIT 3(3+0+0)

Objectives:

1. To understand the concepts of Algebra.
2. To understand the concept and application of calculus in business.
3. To understand the concept of ordinate Geometry and practical applications in real life business problems.

Unit– 1 Algebra - I

Elementary Concepts of Set Theory, Types of Sets, Operations in Sets, Venn diagram, word problems based on Venn diagram. Formation of Sets.

Unit–2 Algebra -II

Theory of Linear Equations, Linear Equation in one Variable and two variable., Elimination Method, Substitution method and Graphical Method., Quadratic Equations: Complete Square Method and Roots of Quadratic Equations

Unit – 3 Partial Fractions

Unit – 4 Series

Arithmetic, Geometric and Harmonic Progressions, Annuity, General Idea of Infinite Series Logarithmic and Exponential Series

Unit – 5 Calculus

Real number systems, functions and their applications, types of functions, limits and continuity of functions, Discontinuity, Differentiability. Differential calculus, derivations of simple algebraic functions. Maximum and minimum.

Books for Study and References:

1. Higher Algebra – Hall & Knight
2. Gorakh Prasad (1959) Differential Calculus
3. Mathematics for Economics and Business by R.S. Bhardwaj .
4. Padmalochan Hazarika (2014) by Business Mathematics

5. Business Mathematics by D.C. Sancheti and V.K. Kapoor.
6. Mathematical Economics by Dowling, T. Edward.
7. Mathematical Analysis for Economics by Allen, RGD.

BAM – 403

PRINCIPLES OF MANAGEMENT CREDIT

3(2+1+0)

Objectives:

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. On completion of the syllabi the student will understand the basic principles of management will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit-1 Nature of Management:

Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization

Unit-2 Evolution of Management

Thought Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought

Unit- 3 Functions of Management:

Part-I Planning - Meaning - Need & Importance, type's levels - advantages & limitations. Forecasting - Need & Techniques Decision making - Types - Process of rational decision making & techniques of decision making Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation - Decentralization Staffing - Meaning & Importance Direction - Nature - Principles Communication - Types & Importance Motivation - Importance - theories Leadership - Meaning - styles, qualities & functions of leaders

Unit -4 Functions of Management:

Part-II Controlling - Need, Nature, importance, Process & Techniques Coordination - Need – Importance

Unit-5 Strategic Management:

Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India

Unit-6 Recent Trends in Management:

Social Responsibility of Management – environment friendly management, Management of Change Management of Crisis Total Quality Management, Stress Management, International Management

Books for Study and Reference:

1. Essential of Management - Horold Koontz and ItainzWeibrich – McGraw Hill International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition

GPT – 301**MORAL VALUE EDUCATION****CREDIT 3(3+0+0)****Objectives:**

1. To explicitly discuss that implicitly communicated through academic discipline.
2. To inculcate life affirming values based on “fear of God as the beginning of wisdom”.
3. To focus on specific values in decision making process.

Unit-1 Basics

- Integrating “Heart-Head-hand” – Story of Sam Higginbottom.
- “Contextual-Dialogical-Praxiological” character of value of education.
- Different values: Academic – Economic – Social – Material – Moral – Spiritual.

Unit-2 Biblical Foundations

- Proverbs Ch: 2 – 4
- Ten commandments, ExodusCh: 20 :1-17.
- Two Commandments of Jesus, Mark Ch: 12 : 29-31
- Sermon on Mount, Mathews Ch: 5-7
- Lord’s Prayer, Mathews Ch: 6 :9-13, Luke Ch:11: 1-13

- Parable of Good Samaritan, Luke Ch: 10 :29-37
- Parable of Two brothers, Luke Ch: 15 :11-32

Unit-3 Formation of Character

- Voice of Consciousness,
- Virtues: Prudence – Justice – Courage – Discipline – Success – Faith – Hope – Love.
- Values of Life : Marriage – No same sex Marriage – Divorce – Abortion.
- Values of Belongings: Families – Friends – Faith community – Nation – World.

Unit-4 God – Human – Plants - Animals

- Stewart-ship of creation
- Biotechnological advancements
- Exploration of animals, Plants and Micro-organisms.
- Environmental Hazards

Unit-5 Our Constitution

- Fundamental Rights
- Directive principles of state policies.
- Fundamental Duties.

Unit- 6 Interactive Sessions

- Sexual Harassment
- Corruption
- Substance Abuse
- Violence
- Communalism
- Cyber Crime

Books for Study and Reference:

1. Dey A. K – “Environmental Chemistry” New Delhi – Vile Dasaus Ltd.
2. Gawande . EN – “Value Oriented Education” – Vision for better living.New Delhi (2002) Saruptsons
3. Brain Trust Aliyar – “Value Education for health, happiness and harmony”Erode (2008) Vethathiri publications.
4. Ignacimuthu S. J. S – “Values for life” Bombay (1999)Better Yourself – Books
5. Seetharam. R. (Ed) – “Becoming a better Teacher” Madras (1998) –Academic Staff College
6. Grose. D. N – “A text book of Value Education’ New Delhi (2005)Dominant Publishers and Distributors
7. Shrimali K. L – A Search for Values in Education” Delhi (1974) –Vikas Publishers
8. Yogesh Kumar Singh and RuchikaNath – ‘Value Education”New Delhi (2005) A. P. H Publishing Corporation
9. Venkataram&Sandhiya . N – “Research in Value Education”New Delhi (2001) APH Publishing corporation

10. Ruhela S. P – “Human Value and Education” New Delhi –Sterling publishers
11. Brain Trust Aliyar- “Value Education for Health, Happiness and Harmony”Erode (2004) Vethathiri publications
12. Swami Vivekananda –“Personality Development”Kolkata(2008) AdvaitaAshrama
13. Swami Jagadatmananda –“Learn to Live” Chennai-Sri Ramakrishna Math

LNG-301 STRUCTURAL AND SPOKEN ENGLISH CREDIT. 3(3-0-0)

Objectives:

1. To improve communicative competence of the students
2. To enable the students to converse in their life situations
3. To train the students to use English for the practical purposes.
4. To take remedial steps to correct the errors that enters the learner’s Language system while learning English as a foreign language.
5. To make them aware of the peculiarities English language

1. LANGUAGE

Word Enrichment (Antonyms, Synonyms, Homonyms, Homophones & Acronyms), Tenses & Modals , Concord, Modifiers and Determiners

2. COMPREHENSION

Reading, Making Notes and Writing

3. TECHNICAL WRITING

Importance & Objectives, Process of writing, Letter -- Types and Formats, Résumé and Report

4. ORAL COMMUNICATION

Basics of Pronunciation, Body Language and Presentation

Book for study and reference:

1. Bansal R. K. and Harrison J. B. Spoken English for India. Orient Longman, Mumbai, 200
2. Danial Jones. English Pronouncing Dictionary. 15th edition. Roach, P. & Hartman, J. eds. Cambridge UK: Cambridge University Press, 1997.
3. Katamba, F. An Introduction to Phonology, Longman, 1989.
4. J. D. O’Connor. Better English Pronunciation. Universal Book Stall. New Delhi, 2001
5. V. Sasikumar and P. V. Dhamija. Spokan English. Tata McGrow Hill, New Delhi, 2001.
6. A. S. Hornby. Oxford Advanced Learner’s Dictionary for Current English. Oup., 1989.
7. S. Chaudhari Better Spoken English. Vikas Publishing House, New Delhi, 2004.

8. T. Balsubramanian. A Textbook of English Phonetics for Indian Students. Macmillan, New Delhi, 1999

**Bachelor of Business Administration (Hons)
Syllabus**

BBA (H) 2nd Semester

MAS 320

Business Mathematics II

Credit 3(3+0+0)

Course objective: To provide students with the basic understanding of important quantitative tools and their elementary application to business problems.

Unit 1: Determinant: Evaluation of Determinants using their properties. Matrix: Types of Matrices (Square, Scalar, Transpose, Addition, Subtraction, and Multiplication of Matrices, Applications, Representation of Matrix, Representation of System of Equation

Unit 2: Permutations, Combinations and Binomial theorem (positive index)

Unit 3: Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

Unit 4: Vector Algebra: Definition and Identification of Vectors and Scalar Types of Vectors, Linear operations in Vector, Dot and Vector products.

Unit 5: Ratio, Proportion and Percentage, Profit And Loss: Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage Meaning and Computations of Percentages. Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 6: Interest: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments(EMI), Problems.

Text Book Recommended:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
- 3.Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

BAM 406

Organizational Behaviour

Credit 3(3+0+0)

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

Unit 1: Introduction to Organizational Behavior: What is O.B?, Nature and Structure and Structure of Organizational setting, Approaches/Theories to O.B. Behaviorists frame work, Social learning frame work. Basic understanding of Individual behaviors.

Unit 2: Personality, Perception and Attitude: Personality- Meaning and Types, Theories of personality, Perception-Meaning, Importance, Learning & perception. Attitudes & satisfaction: Nature, Dimensions of Attitudes, Attitude Formation, Meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – Meaning, Causes & Effects.

Unit 3: Leadership and Motivation: Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation.

Unit 4: Group dynamics: Nature of Groups, Reasons for the formation of groups, Characteristics of groups, Types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

Unit 5: Conflicts: Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, Phases of decision making process, Meaning of Control, Elements of control process.

Unit 6: Organizational Climate, Change and Culture: Organizational Climate, Management of Change: Meaning, Importance, Resistance to change, Causes and Dealing with resistance to change, Concepts of Social Change and Organizational causes, Factors contributing to organizational change,

Introducing change in large organizations, Change agents. Organizational Development - Meaning and process.

Organizational culture, conflict and effectiveness: Organizational Culture- Its Concept, Distinction between Organizational Culture and Organizational Climate, Factors influencing organizational culture, Morale - concept and types, Managing conflict - organizational effectiveness - indicators of organizational effectiveness.

Suggested Readings:

1. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
2. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
3. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
4. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
5. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
6. Aswathappa. K. - Organizational behavior - HPH, Bombay.

BAM 401

Business Environment

Credit 3(3+0+0)

Course objective: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Unit 1: Introduction to Business Environment: Its nature and significance, Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions. Type of Environment-Internal, External, Micro and Macro environment. Basic Elements of the types of environment, Competitive structure of industries, Environmental Analysis and. Scope of Business, Characteristics of business.

Unit 2: Political and Socio-cultural Environment in India: Political Environment, Government and Business relationship in India, Provisions of Indian constitution pertaining to business. Socio-Cultural Environment: Nature and impact of culture on business, Culture and Globalization, Social Responsibilities of business. Business and Society, Social Audit, Business Ethics and Corporate Governance

Unit 3: Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, Economic planning, Nature and structure of the economy. Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions , Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies. Industrial Policy and International trade.

Unit 4: Financial Environment: Financial System - Commercial banks - RBI - IDBI - NonBanking Financial Companies NBFC's

Unit 5: Natural and Technological Environment: Innovation, Technological leadership, Sources of Technological Dynamics, Impact of Technology on Globalization, Transfer of Technology, Status of

Technology in India. Management of technology, Features and Impact of Technology. Demographic environment population size, Migration and Ethnic aspects, Birth Rate, Death Rate and Age Structure.

Suggested Readings:

1. Dhingra, C.; The Indian Economy Environment and Policy, Sultan Chand and Sons, 17th Edition 2003.
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House, 2002 12th revised edition.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, 2000 7th edition.
4. C.A.Rangarajan-“Perspective in Economics”-S.Chand & Sons.

BAM 402

Principles of Accounting-II

Credit 3(3+0+0)

Course objective: To impart basic accounting knowledge to students for use in business and finance and to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit 1: Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit 2: Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition. Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement.

Unit 3: Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.

Unit 4: Accounting standards in India: Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting of Non-trading Institutions, Accounts of banking companies and General Insurance companies, Department and Branch account. Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts

Unit 5: Meaning and Scope of Cost Accounting: Basic cost concepts – Elements of Costs, Classification of Costs, Materials Control: Meaning and Steps involved. Labour Cost Control: Direct and Indirect Labour, Overheads: Meaning and Classification of Overheads.

Unit 6: Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management

Accountant. Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Introduction to Ratio Analysis, Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Meaning of Standard Cost and Marginal Costing, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship.

Suggested Readings:

1. Monga, J.R. and Girish Ahuja; Financial Accounting, Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Bhattacharya, S.K. and J. Dearden; Accounting for Manager – Text and Cases, Third Edition, Vikas Publishing House, 2003.
3. Maheshwari, S.N. and S.K. Maheshwari; Advanced Accountancy, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.
4. Maheshwari, S. N. and S. N. Mittal; Cost Accounting – Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
5. Jain and Narang; Cost Accounting, Kalyani Publishers, 2002. 3. Arora, M.N., Cost Accounting 2nd Edition, 2001 Vikas Publishing House Pvt. Ltd.

MAS 333

Managerial Statistics

Credit 3(3+0+0)

Course objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Unit 1: Statistics: Definition, Importance & Limitation.

Unit 2: Frequency Distribution: Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic.

Unit 3: Measures of Central Tendency: Mean, Median and Mode, Partition values: Quartiles, Deciles and Percentiles.

Unit 4: Measures of Variation: Range, IQR, quartile, deciles and percentiles. Measures of Variation: Range, IQR, Quartile deviation and Standard Deviation and Lorenz Curve.

Unit 5: Linear Programming: Concept a assumptions usage in business decision making linear programming problem: Formulation, Methods of solving: Graphical and Simplex, Problems with Mixed constraints: Duality; Concept, Significance, Usage & application in business decision making.

Unit 6: Correlation Analysis and Regression: Correlation Coefficient; Assumptions of correlation analysis; Coefficients of determination and correlation, Measurement of correlation- Karl Person's Methods, Spearman's rank correlation. Meaning of Regression, Two Regression equations, Regression coefficients and properties.

Unit 5: Time Series Analysis: Simple trend, Moving average and Least square. Index Number

Suggested Readings:

1. Gupta, S.P. and Gupta,P.K.; Quantitative Techniques and Operations Research, Sultan Chand & Sons
2. Vohra, N.D.; Quantitative Techniques in Management 2003.
3. Gupta, S.P. Statistical Methods, Sultan Chand & Sons.2004
4. Srivastava, U.K.;Shenoy,G.V. and Sharma, S.C.; Quantitative Techniques for managerial Decisions; New Age International Pvt. Ltd.,(2002) 2nd edition
5. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.
6. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
7. M. Satayanarayana, Lalitha Raman- Management operations Research.
8. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
9. Business Statistics by T.R. Jain and S.C. Aggarwal, VK Global Publications Pvt. Ltd., Delhi

BAM 404

Legal Environment of Business

Credit 3(3+0+0)

Course objective: The objective of this paper is to develop student's familiarity with the basic concept and elementary knowledge of the legal aspects of business and economy.

Unit 1: Indian Contract Act, 1872: Meaning of a Contract, Essentials of Valid Contract, Offer and Acceptance, Discharge of contract, Remedies for breach of contract. Consideration, Capacity, Mistake, Misrepresentation. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit 2: Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Unit 3: The Negotiable Instruments Act 1881: Essentials of a Negotiable instruments, Kinds of Negotiable Instruments, Negotiation by Endorsements, Crossing of a cheque and Dishonour of a cheque.

Unit 4: The Companies Act 1956: Essential characteristics of a Company, Types of companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, allotment and transfer, Debentures, Essential conditions for a valid meeting, Kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

Unit 5: The Indian Partnership Act, 1932: Concept of Partnership, Partnership and company, Hindu joint family firm, Test for determination of existence for partnership. Kinds of partnerships, Registration, Effects of non-registration. Rights and duties of partners towards other partners. Authority of partner and liabilities towards third parties. Admission, Retirement, Expulsion of partners and their liabilities. Dissolution of the firm.

Unit 6: The Consumer Protection Act, 1986: Salient features of Act. Definitions-Consumer, Complaint, Services, Defect and Deficiency, Complainant. Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Disputes Redressal Agencies (Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies.

Suggested Readings:

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 2nd Edition, Himalaya Publishing House, 2004.
2. Kuchhal M.C., "Modern Indian Company Law", 2004, Shree Mahavir Book Depot.
3. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 2004.
4. Kapoor, N. D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2003

BAM 445

Personality Development

Credit 3(3+0+0)

Course objective: The objective of this course is to enable the students with the various communication related aspects and to refine the personality skills for better and improved organizational effectiveness. The course also aims to develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

Unit 1: Introduction to Personality Development: The concept personality - Dimensions of personality - Term personality development - Significance.

Unit 2: Understanding Human Nature-Concept of Attitude, Concept of Self. Effective Thinking- Thinking Skills, Thinking Styles, Concept of Six Thinking Hats.

Unit 3: Self-esteem: Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem - Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem.

Unit 4: Interpersonal Relationships: Interpersonal relationships meaning - Developing positive personality - Analysis of strengths and weaknesses. Individual Interaction and Skills-Basis of Interaction Skills: Personal and interpersonal.

Unit 5: Other Aspects of Personality Development: Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Positive and creative thinking - Leadership and qualities of a successful leader - Character-building - Team-work - Lateral thinking - Time management - Work ethics - Management of change - Good manners and etiquettes.

Suggested Readings:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.

2. Mc.Grath, E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Wehtten, David A and Kin S Cameron, Developing Managerial Skills, Pearson Education, New Delhi.

Bachelor of Business Administration (Hons)
Syllabus

BBA (H) 3rd Semester

BAM – 408

Money & Banking

Credit 4(3+1+0)

Course Objective: The objective of the course is to develop the framework that will help you understand the structure of financial markets, money and its components and how interest rates are determined, the banking system, the role of monetary policy. Through the models that we will develop, you should gain enough knowledge and analytical tools to understand the latest developments in the financial and banking world.

- UNIT-I** **Money:** Origin, Definition, Functions and Classification, Functions of Money, Currency and other means of Money, Classification of Money, Significance of Money.
- UNIT-II** **Monetary Standard:** definition and types, Metallic standard, Silver standard and Gold Standard, Bimetallism, Paper currency standards, Qualities of Good Monetary standard, India's present Monetary system.
- UNIT-III** **Value of Money:** Meaning & Determination, Quantity Theory of Money, Index Number, Method of preparing price index number, Calculation of future value, Present value, Types of Index numbers.
- UNIT-IV** **Inflation & Deflation:** Types of inflation and deflation, Effect of inflation and deflation, Reflation and disinflation.

UNIT-V	Monetary & Fiscal Policy: objectives of monetary policies, monetary policy of developing countries, Objectives of Fiscal policies, Fiscal policy of developing countries
UNIT-VI	Banking: Significance & Types of Banks, Banking Operations, Role of commercial banks, Banks investments
UNIT-VII	Process & limits of credit creation: objective and method of credit control
UNIT-VIII	Nationalization of banks: Structure of indian commercial banking system, Nationalisation of commercial banks, Justification for nationalization, Objective of bank nationalization, Progress of banking after nationalization, Regional Rural banks, Restructuring of Regional Rural banks
UNIT-IX	Principles & techniques of central banking: Introduction of central bank, Necessity of central banking, Principle and techniques of central banking, Difference between central banking and commercial banking, Functions of RBI.

Books for Study and Reference:

1. Vaish, M. C, (1985), “**Money Banking International Trade & Public Finance**”.
2. Seth, M. L (1981), “**Money and Banking**”.

BAM 315

Research Methods

Credit:3(3-0-0)

Course objectives: The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach.

Unit 1: Introduction to research: Definition, Objectives of research, Need for research, Characteristics of research, Criteria of a good research, Importance and Application of research.

Unit 2: Research Types and Process: Types of research, Steps involved in the research process, Defining the research problem and objectives, Concept of Hypothesis development.

Unit 3: Research Design: Meaning, Types of Research Designs, Features of a good research design.

Unit 4: Sampling design: Meaning of Sample, Steps in sampling design, Criteria of selecting a good sample, Characteristics of a good sampling design, Types of sampling: Probability and Non-probability sampling.

Unit 5: Measurement and Scaling: Types of Measurement Scales, Source of error in measurement, Concept of scaling, Importance of scaling techniques, scale construction technique.

Unit 6: Data collection: Types of data: Primary and secondary. Methods of data collection for primary and secondary data (Observation, questionnaire, schedules, case method etc)

Unit 7: Processing, Analysis and Interpretation of data: Representing data through tabulation and charts, Intro to parametric and non-parametric tests (Chi square, t-test, ANOVA etc). Techniques of interpretation.

Unit 8: Report writing: Guidelines of writing a research report. Format of a good research report.

Book of Study and Reference:

1. Kotahri, C.R (2004), **Research Methodology**. New Age International.
2. Uma Sekaran and Roger Bougie, (2010), “**Research Methods for Business**”. John Wiley and Sons.

SES – 415

Environmental Studies-I

Credit 2(2+0+0)

Course Objective: To Recognize major concepts in environmental sciences and demonstrate in-depth understanding of the environment.

Unit 1. The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Unit 2. Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit 3. Social Issues and the Environment

From unsustainable to sustainable development, Urban problems and related to energy

Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

Case studies:

Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Case studies:

- Wasteland reclamation
- Consumerism and waste products

Unit 4 Laws related to Environment

Environment Protection Act

- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Books for Study and Reference:

1. Bharucha, E. (2005), “**Textbook of Environmental Studies**”. Universities Press (India Pvt. Ltd) Chennai.

BAM- 334

Functional Management

3(3+0+0)

Course Objective: The objective of the course is to provide an understanding and an introduction to the basic functional areas of management such as Marketing, Finance, Human Resource and Production. The emphasis of the course is to give basic introduction to the concepts.

UNIT-I Introduction to Functional management: Nature and Importance of functional management, scope, Accountability of Functional Managers, Introduction to different areas of functional management.

UNIT-II Personnel Management : Meaning importance and scope, Personnel Policies, Manpower planning Human resource Planning, Job analysis and job description, Recruitment selection placement, Training and development , Performance Appraisal, Methods of Performance Appraisal, Compensation and maintenance Objectives, importance

UNIT-III Marketing Management : Intro to MM and objectives, Distinguish between Marketing and Selling, Functions of Marketing, Marketing Mix, Sales promotion Techniques of sales promotion, Advertising Management : Importance and limitations

UNIT-IV Financial Management : Definition, Financial management objectives, Functions of financial management, Factors effecting financial management, Financial planning, factors affecting financial planning, Capital Structure, Ratio analysis Different types of Ratios, Concept of gross profit analysis, Return on Investment

UNIT-V Production Management: Definition, Production Functions, Objectives of production planning, Production planning , TQM, Quality control.

Books for Study and Reference:

1. Mathew, M. J (2006) “**Functional Management**”. RBSA Publisher Jaipur.

BBA-301

BUSINESS ANALYTICS

3(3-0-0)

Course Objective: The course is designed to provide in-depth knowledge of handling data and Business Analytics’ tools that can be used for fact-based decision-making.

UNIT I INTRODUCTION TO INFORMATION TECHNOLOGY

- Introduction to data
- Introduction to information
- Datawarehouse, Databases, Datamining, data sorting, data set, big data and small data.

UNIT II INTRODUCTION TO ANALYTICS

- Definition of analytics.
- Purpose and tools of analytics.
- Types of analytics.(business related examples).

UNIT III INTRODUCTION TO BUSINESS ANALYTICS

- Evolution of business analytics.
- Importance and scope of business analytics.
- Meaning and definition of Business Intelligence. Relation of Business Intelligence with business analytics.

UNIT IV BUSINESS ANALYTICS PROCESS

- Analytical purposes and tools.
- Descriptive, Predictive and Prescriptive Analytics
- Business Analytics Process(w.r.t business organization)
- Relation of Business Analytics process and Decision making process.

UNIT V BUSINESS ANALYTICS DATA

- Types of data for Business Analytics
- Types of data measurement classification scales.
- Decision models for Business Analytics.
- Types of Decision models with examples.

UNIT VI MAJOR BUSINESS ANALYTICS METHODS AND TOOLS

- OLAP
- Data visualization
- Multidimensionality
- Executive Information System
- Executive Support System

UNIT VII BUSINESS ANALYTICS IN NEW AREAS

- Advanced business analytics.
- Data mining
- New trends in business analytics.
- Analytics as a part of the larger system.

Books for Study and Reference:

1. Albright, S. C and Winston, W. L (2015). “**Business Analytics: Data Analysis and Decision Making**”. Atlantic Publisher and Distributors.
2. Thorlund, J. (2013). “**Business Analytics for Managers**”. Wiley Publishers.

Course Objective: The syllabus is intended to provide the basis for a broad understanding of economics. An understanding of fundamental economic principles, theories and concepts, and of the methods of analysis used by an economist; the ability to use the tools of economic reasoning to explain, analyze and resolve economic issues, and to gain information about the changing economic activities and policies.

UNIT I

1 Nature and Scope of Managerial Economics : Nature and Scope of Business Economics, Utility Analysis: Concept and form of utility, Law of Diminishing Marginal Utility and Equi-Marginal Utility, Consumer's Surplus [Marshallian and Hicksian Approach], Managerial Economist- Role and Responsibilities in Business Organizations, Normative Economics and Positive Economics.

UNIT II

2 Demand, Cost and Profit Analysis: Demand Analysis: Demand Estimation for major consumer durables, nondurable products, Cost Estimation, Cost-Volume-Profit Analysis (Break-Even Analysis): What is C-V-P Analysis? Objectives of C-V-P Analysis, Assumptions of C-V-P Analysis, Determination of Break-even point, Profit-Volume Graph, Profit-Volume Ratio, Margin of Safety, Uses and Applications of Break-Even Analysis, Limitations of C-V-P Analysis.

UNIT III

3. Theories of Distribution: Ricardian and Modern Theory of Rent, Keynesian liquidity preference and Modern Theories of Interest, Marginal productivity and modern theories of Wage, Knight and Modern Theories of Profit.

UNIT IV

4. Profit Management: Nature and management of profit, Profit Planning and forecasting, Profit Policies, Business cycles and Business Policies.

Books for Study and Reference:

1. Varshney,R.L and Maheshwari, K.L (2014) - **Managerial Economics** , Sultan Chand, New Delhi
2. Keat, Paul G and Young, Philip K.Y (2008)- **Managerial Economics**, Pearson Education, New Delhi
3. Bernheim, B. Douglas & Whinston, Michael D.(2009): **Microeconomics** [TMH].

Course Objective: The course aims at familiarizing the students with the broader treatment of risk, covering both the analysis and the handling of risks, by using all forms of risk control with a view to enable them to provide Risk Management services.

Unit 1

Introduction of the Subject, Concept of Uncertainty, Concept of Peril & Hazard, Types of hazards, Types of Risk, Pure risks & Speculative of Pure Risks.

Unit 2

Introduction to risk, Explaining the meaning of risk as uncertainty regarding occurrence of a loss identifying major risk associated with financial in-security, Classification of risk, Burden of risk on society, Brief introduction to risk handling methods.

Unit3

Concepts of Insurance, Nature and Functions of Insurance, Principles of Insurance Outline, Doctrine of Utmost Good faith, Doctrine of Interest, Doctrine of Indemnity, Doctrine of Subrogation & Contribution, Types of Insurances

Unit 4

Concepts of Risk Avoidance, Concept of Risk Handling, Tools of Risk Management, Risk Management Process

Unit 5

Concept of Re –Insurance, Re-Insurance Features, Introduction to Double Insurance, Features of Double Insurance, Difference between Re Insurance & Double Insurance, Types of Insurances

Unit6

Principles of Large Numbers in insurance, Principles of Probability in Insurance, Introduction to the Indian Insurance Sector, Regulatory Bodies IRDA,

Books for study and References:

1. Rejda E.G(2004). **Principles of Risk Management and Insurance**, published by Pearson publishers.

Objectives: the course will help enhance the students to understand the working of a modern office, understand the importance of equipment and furniture kept in the office, importance of office communication to make everyone's work life easier.

Unit: 1

Introduction , meaning of office ,purpose of office, office work ,office activities. types of office-traditional and modern-the changing office,paperless office, principle of management-office management,elements of office management, management,functions of officemanagement,office managers,functional office management, office organisation-organisation defined, characteristics of good organization, steps in organising -management administrationn and organisation,office organisation-formal informal organization.

Unit: 2

Administrative office management-objective,function of office manager, information management,scientific office management and its aims. office space management-intro,location of office,office building,office layout,open and private office new trends in office layout,officelayout,benefit of good lighting in office, ventilation, furniture , freedom-from dust,safety physical hazards,sanitary requirements,cleaniness,security,secrecy.

Unit: 3

Office systems and procedures-the systems concept-system analysis-flow of work Analysis of flow of work,role of office manager in system s and procedures. November,office services-centralised vs decentralised services,office machines and equipments,office forms,continunous stationary ,records management-importance,communication,office correspondenceand mail,reporting.

Books for Study and Reference:

1. Office Management: R.K. Chopra & Ankita Chopra
2. Office Organization & Management: R.K. Chpra, (Himalya Publication House)
3. Office Management: Dr. M.M. Verma & Dr. R.K. Agarwal (Forward Book Depot)
4. Office Organization & Management: C.B. Gupta (Sultan Chand & Sons)

Syllabus

BBA (H) 4th Semester

BAM 315

Direct Tax

Credit 4(3+1+0)

Course objective: The objective of this course is to enable students to develop an understanding of direct taxes and to enable them to calculate taxes.

Unit 1: Basic Concepts : (Theory) Income, Agricultural income, Casual income, Assessee, Person, Previous year, Assessment Year, Gross Total income, Total income and Residential status.

Unit 2: Income from Salary (Numerical) : Meaning of Salary, Allowances, Perquisites, Gross salary, Deductions from Gross Salary, Net Salary.

Unit 3:

[A]Income from House Property : (Theory) Basis of Charge, Annual valuation, Determination of Income from House Property, Deduction U/S 24.

[B] Profit and Gains from Business and Profession : (Theory) Meaning Computation of Income from Business and Profession.

[C] Income from Capital Gain : (Theory) Meaning capital Assets, Short Term Capital Gain, Long Term Capital Gain, Computation of Short / Long Term Capital Gain.

[D] Income from other Sources : (Theory) Meaning Types of Securities, Income from lottery, Puzzle, Games etc.

Unit 4: Set off & carry Forward of losses: Losses under the head capital gain, loss of speculation business, carry forward and set off losses of certain companies.

Unit 5: Income Tax Procedure : Filing of return, Advance payment of Tax, Tax deduction at source, Tax Collection at Source, Refund of Tax, Types of Assessment.

Suggested Book Readings :

1. T.N. Manoharan : Income Tax Law – Snow White Publications Pvt. Ltd. Mumbai.
2. Dr. H.C. Mehrotra : Income Tax Law and Accounts – Sahitya Bhavan Publications.
3. Dr. Avadhesh Ojha, V.K. Subramani & Manoj Gupta : Direct Taxes Ready Reckoner – The Tax publishers, Jodhpur.
4. Dr. Vinod Singhania & Monica Singhania : Income Tax- Taxman Publications Pvt. Ltd. New Delhi.

Course objective: The objective of the course is to create awareness among students of how communication style influences individuals and the factors governing good communication and also emphasizes on the development of good communication skills which are a critical building block to both personal and business success.

Unit 1: Concepts of Communication: Understanding the concept of Communication in day to day corporate life, Understanding Communication skill, Understanding the importance of effective Communication in Business, Role of Communication, Defining Communication, Purpose of Communication

Unit 2: Communication Process: Encoding, Decoding, Transmitter, Receiver, Two way Communication process

Unit 3: Barriers to Communication: External Barrier's, Psycho-Sociological Barriers, Self-centered Attitudes, Group identification, Self-image, Status Block, Closed Mind , Poor Communication Skill, Poor Communication Skill, State of Health, Overcoming Barriers

Unit 4: Written Communication: Formal Reports, Introduction of written Communication, Need of a Business letter, Function of business letter, Kind of business letter, Technical Reports, Business Correspondence, Notices, Minutes, Agenda, Memorandum, Research Paper

Unit 5: Oral Communication: Dyadic Communication, Meetings, Seminars & Conferences, G.D, Audio Visual Aids

Unit 6: Non Verbal Communication: Personal Appearance, Postures, Gestures, Facial Expressions, Eye Contact

Text Book Recommended:

1. Hand Book of Practical Communication Skills-Chrissie Wrought, published by Jaico Publishing House.
2. Ray, Reuben; Communication today – Understanding Creative Skills, Himalaya Publishing House, 2001.
3. Rajendra Pal and Korlehalli - Essentials of Business Communication
4. Ramesh M. S. Pattan Shetty - Effective Business English and Correspondence
5. Pillai and Bagawathi - Commercial correspondence and office management.
6. Guffey - Essentials of Business Communication.

BAM 503

Cost Accounting

Credit 4(3+1+0)

Course objective: To state and evaluate choices between alternative product costing systems and methods in a cost-benefit context and to develop an understanding of students to utilize cost data in planning and control.

Unit 1: Basic concept of Costing :Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting, Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Terms used in Costing (cost concepts for decision making).

Unit 2: Cost Accounting Methods and systems: Job, batch, contract and process costing, Cost accounting for service sector, Reconciliation between cost and Financial profit and loss account and activity based costing.

Unit 3: Cost Elements: Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof, perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items, ABC analysis, JIT system, level of inventories and economic order quantity, Labour Costs – remuneration methods, monetary and non-monetary incentive schemes, payroll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non productive time and its cost, labour turnover and remedial measures, treatment of idle time and overtime.

Unit 4: Cost Accounting Systems: Accounting entries for an integrated and not integrated accounting system, Reconciliation between cost and financial profit and loss account, interlocking accounting.

Text Books:

1. Jawahar Lal : **Cost Accounting**; TataMcGraw- Hill Education (India) Ltd.
2. Arif Pasha Mohd. **Cost Accounting**, 2010, Vrinda Publication
3. Jelsy Joseph Kupappally Accounting for Managers, PHI Learning
4. S.N. Maheshwari Cost & Management Accounting; Sultan Chand & Sons

BAM 331

Small Business Management

Credit 4(3+1+0)

Course objective: To provide student with awareness and analysis of personal strengths/weaknesses relative to becoming a successful entrepreneur and to identify and evaluate new business startup ideas, also including takeovers and franchising.

Unit 1: Meaning & Definition of Small Business & Trends, Causes of Entrepreneurial development, who is an Entrepreneur, Importance of an Entrepreneur.

Unit 2: Entrepreneurship, Entrepreneurial Process, Environment for Entrepreneurship, Socio-economic environment, Family background, Standard of education and technical knowledge, Financial Stability, Political stability and government's policy, Availability of supporting, Achievement motivation, Personality and personal skill

Unit 3: Entrepreneurship Qualities, Characteristics of a Good Entrepreneur, kind of Entrepreneurship

Unit 4: Institutional Assistance for Small Business, Institutional Involved, District Industries Centers, SISI

Unit 5: Financial Institutional for Small Business Promotion: State Financial Corporation, SIDBI, Banks

Unit 6: Marketing Problem in Small Scale Industries: Marketing Support for Small Scale Industries

Unit 7: Government/policies on Small Business Development: Protective Measures, Promotional Measures, Institutional Measures.

Suggested Readings:

1. **David Cadden, Sandra Lueder, Small Business Management in the 21st Century, he Saylor Foundation , 2014**
2. **Jose C. Sanchez-Garcia (ed.) , Entrepreneurship Education and Training, InTech , 2015**
3. **Brychan Thomas, Technology-Based Entrepreneurship, Bookboon , 2013**

BAM 440

Marketing Management -I

Credit 4(3+1+0)

Course objective: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Unit 1: Marketing – Definition, Significance, Nature, Scope, Importance and Functions of Marketing, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing, Marketing v/s. Selling, concept Relevance of Marketing in a developing economy, Growing relevance of marketing in India.

Unit 2: The element of marketing mix, The place of marketing mix in marketing planning, The relationship between marketing mix and marketing strategy, The concept of optimum marketing mix, Product mix, Product concept, Product life Cycle.

Concept, importance, different types of distribution channels

Importance of consumer behavior for markets, types of consumer, Models of consumer behavior, Factor influencing consumer behavior.

Unit 3: Market Segmentation, concept and Bases for segmentation and consumer behaviour – Influencing factors, Decision process.

Pricing of products: Pricing considerations and approaches, strategies and methods.

Unit 4: Definition and Purpose of Marketing Research, Scope of Marketing Research, Marketing Research procedure, application of Marketing Research, Limitations of Marketing Research. Definition and Purpose of Marketing Information System, Scope of Marketing Information system, Marketing Information System procedure, application of Marketing Information System, Limitations of Marketing information

Sales Promotion and Public Relations

New trends in marketing (i) Global marketing, (ii) Direct marketing, (iii) Tele marketing, (iv) Marketing on the web other developments of marketing.

Text Book Recommended:

1. Kumar, Ramesh; Application Exercises in Management, Vikas Publishing House, 2004.
2. Varshney & Gupta; Marketing Management, Sultan Chand & Sons, 2005.
3. Kotler & Armstrong; Principles of Marketing Management, Prentice hall India, 2003.
4. Gandhi, T.C. Marketing; A Managerial Introduction, 2003.
5. Gupta & Suri; Case Studies in Marketing Mgt., Himalaya Publishing House, 2005

Theory Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. (e) Energy resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and Role of an individual in conservation of natural resources.-Equitable use desertification- of resources for sustainable lifestyles. Biodiversity and its conservation-Introduction – Biogeographical classification of Definition: genetic, species and ecosystem diversity. India-Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and Biodiversity at global, national and local levels-India as a mega-diversity option values- Threats to biodiversity: habitat loss, poaching of nation-Hot-spots of biodiversity-Conservation Endangered and endemic species of India- wildlife, man wildlife conflicts- of biodiversity: In-situ and Ex-situ conservation of biodiversity. Environmental Pollution-Definition- Causes, effects and control measures of: Air pollution-Water pollution- Soil pollution-Marine pollution- Noise pollution- Thermal pollution- Nuclear pollution. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case study. Disaster management: floods, earthquake, cyclone and landslides Theory Lectures • Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. 1 • Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. 1 • Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. 1 • Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. 1 • Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. 1 B.Sc.Forestry Syllabus, School of Forestry and Environment SHIATS-DU, Allahabad 63 • Energy resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies. 2 • Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. 1 • Role of an individual in conservation of natural resources. 1 • Equitable use of resources for sustainable lifestyles. 1 • Biodiversity and its conservation-Introduction – Definition: genetic, species and ecosystem diversity 1 • Biogeographical classification of India 1

• Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and 1 option values 1 • Biodiversity at global, national and local levels 1 • India as a mega-diversity nation 1 • Hot-spots of biodiversity 1 • Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts 1 • Endangered and endemic species of India 1 • Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity 1 • Environmental Pollution-Definition 1 • Causes, effects and control different pollutions 1 • Air pollution 1 • Water pollution 1 • Soil pollution 1 • Marine pollution 1 • Noise pollution 1 • Thermal pollution 1 • Nuclear pollution 1 • Solid waste management: Causes, effects and control measures of urban and industrial wastes. 1 • Role of an individual in prevention of pollution 1 • Pollution case studies 1 • Disaster management: floods, earthquake, cyclone and landslides 2 Reference: 1. Dhameja, S.K. Environmental Studies 2007. S. K. Kataria and Sons, New Delhi 110006 2. Gupta, K.M. Environment and Ecology, 2008. Umesh Publication, New Delhi. 3. Srivastava, S. Environmental Studies 2007. S. K. Kataria and Sons, New Delhi 110006

BAM 439

Indian Economy

Credit 3(3+0+0)

Course objective: This course develops among the students the concept of the Indian economy in phases and examines the reasons for the transition from the one to the other. The analysis is located within a framework of political economy. The course covers the evolving monetary, fiscal, balance of payments policies and the performance of the economy.

Unit 1: Introduction to Indian Economics : Overview of Indian Economy, Trends towards market economy, Problems of underdevelopment – meaning, Main problems, reasons, of underdevelopment.

Unit 2: National Income: Gross Domestic product (GDP), GDP at Factor cost & GDP at market Price, Gross national Product (GNP), Net Domestic Product & Net National Product NNP, NNP at factor Cost, Per Capita Income

Unit 3: Capital Formation: Savings, Public, Private & Household Investment, Foreign Direct Investment (FDI), Monetary Policy, Fiscal Policy

Unit 4: Economic Reforms: Industrial Policy & Foreign Investment, Tax Reforms, 1991 Reforms

Unit 5: Unemployment & Reform: Nature & Types of Unemployment, Causes & Reforms

Unit 6: Organization of Rural Credit in India: Need source & problems, Credit cooperatives, Commercial banks, NABARD

Unit 7: FEMA: Difference between FEMA and FERA, Changes of FERA (Causes), Advantages

Unit 8: Balance of payment: Trends & Deficits, Big & continuous deficits; crisis situation, Causes & remedies, Government policies

Unit 9: Government Subsidies: Types & Need of subsidy, Advantages in Indian economy.

Suggested Readings:

1. Dhingra, C.; The Indian Economy Environment and Policy, Sultan Chand and Sons, 17th Edition 2003.
2. Indian Economy- A. N. Agarwal
3. Indian Economy – Mishra & Puri
4. Indian Development and planning – M. L. Jhingan
5. Indian Economy – R. S. Rastogi

BAM 756

Disaster Management

Credit 2(2+0+0)

Course objective: This course develops among the students the concept of the disaster management and examines the reasons for the natural disasters and how to cope in such situations by proper allocation of resources.

Unit-1 Introduction

Concept of Disaster Management, Definitions of Disaster and Disaster management Management, Principles of Disaster Management, Importance of the study of disaster management, Scope of Disaster Management, Disaster Cycle, Objectives of Disaster management.

Unit-2 Factors Responsible for Disasters

Environmental Factors: - Climate Change, Pollution (Air, Water, Soil), Geographical Factors: - Geographical Distributions of Areas (Hill Areas, Sea coastal Areas, Desert habitats), Industrial Factors: - Working Methods, Organizational Rules and Regulations and their acceptance.

Unit-3 Types of disasters: - Natural (Detail Concept): - Geographical Disasters- : Land-slides, Earthquake, Mud-Flow, Air Cyclone and Rock-slides, Water Related Disasters: - Flood, Heavy Raining, Cloud Bursting, Acid Rain, and Drought. Biological Disasters- : Pest Attacks, Viral Infections, Bacterial Infections.

Man Made (Detail Concept): - Industrial Disasters, Chemical Disasters, Nuclear Disasters, Transportation related disasters (Road, Air and water ways).

Unit-4 Causes of disasters: - Man-made Causes and Natural Causes. Effects of the Disasters: - Economical Effects, Social Effects, Geographical Effects, Demographical Effects. Disaster related Awareness: - Medium for awareness, Responsible Authorities, Factors Affecting. Communication role of media, Disasters related Preventions, Preparedness, Vulnerable areas, damaged assessment.

Unit -5 Rehabilitation and Reconstruction: -Assessment of Damage, Allocation of resources, resource implementation, Role of government and other non-governmental organizations.

Unit-6 Contingency Plan, Case studies

Reference Books: - 1. Disaster Management: - B. Narayan

2. Disaster Management: - Ram Kumar and S. L. Goel

Bachelor of Business Administration (Hons)
Syllabus

BBA (H) 5th Semester

BAM 438

Financial institutions

Credit 3(2-1-0)

Course Objectives: To impart basic understanding of the structure and role of financial institutions, capital market and money market. The functions of banking system and securities market of india.

Unit I	Structure & Functions of Financial System
1.1	Meaning of Financial Institution
1.2	Types of Financial Institution
1.3	Structure of Financial System
Unit II	Overview of Indian Financial System
2.1	Financial Market
2.2	Financial Service
2.3	Financial Intermedries
2.4	Financial Instruments
Unit III	Reserve Bank of India
3.1	Global Evolution of Central Banking
3.2	Historical Antecedents of Central Banking in India
3.3	Objectives and Tasks of RBI
3.4	Structure of the RBI
Unit IV	Commercial Bank in India
4.1	Introduction
4.2	Scheduled & Non- Scheduled Bank
4.3	Evolution and Growth of Banking System in India
4.4	Recommendation of Narasimham Committee
4.5	Action on the Recommendation Narasimham Committee
4.6	Private Stucture of Indian Banking System
Unit V	All India Development Finance Institution
5.1	Development Financial Institution in India- An Overview
5.2	Project Evaluation By Development Financial Institutions in India
5.3	Performance Evaluation of All India Financial Institution (AIFI'S)
Unit VI	Specialized Financial Institutions
6.1	Industrial Development Bank of India (IDBI)
6.2	Industrial Finance Corporation of India (IFCI)
6.3	Export- Import Bank of India (Exim Bank)
6.4	Industrail Reconsruction Bank of India (IRBI)
6.5	Nagional Bank of Agriculture & Rural Development (NABARD)
6.6	Small Industries Development Bank of India (SIDBI)

6.7	National Housing Bank (NHB)
6.8	Unit trust of India (UTI)
6.9	Life Insurance Corporation of India (LIC)
6.10	General Insurance Corporation of India (GIC)
6.11	RCTC, TDIC, TFCL, SCSCS & DFHI
Unit VII	Money Market
7.1	Meaning and Significance
7.2	Types of Money Market Instruments
Unit VIII	Capital Market
	Meaning and Significance
	Types of Capital Market Instruments
Unit IX	Non-Banking Financial Companies
9.1	NBFCs are doing functions similar to banks
9.2	What is difference between banks & NBFCs
9.3	Is it necessary that every NBFC should be registered with RBI
9.4	What are the different types of NBFCs registered with RBI
9.5	What are the salient features of NBFCs regulations which the depositor may note at the times of investment
X	Venture Capital
10.1	Evolution of Venture Capital Industry in India
10.2	Major Recommendations Of The Venture Capital Committee
10.3	Some Governmental Schemes
XI	Securities & Exchange Board of India
11.1	Meaning and Significance of SEBI
11.2	Objectives of SEBI
	Books for study and reference:
1.	Fabozzi - Foundations of Financial Markets and Institutions (Pearson Education, 3rd Ed.)
2.	Khan M Y - Financial Services (Tata Mc Graw Hill, 1998)
3.	Machiraju H R - Indian Financial System (Vikas, 2004)
4.	Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
5.	Srivastava ,R.M & Nigam Divya - Management of Financial Institutions (Himalaya, 2003)
6.	Gurusamy R - Financial Services & Markets (Thomson, 1st Ed.)

BAM 436

Management Accounting

Credit 3(2-1-0)

Course Objectives: To impart the basic understanding of accounting to the managers with a view to enable them with the analysis and interpretation of the accounting information for use in managerial decision making.

Unit I Concepts of Management Accounting
Meaning & Definition of Management Accounting
Scope of Management Accounting
Functions & Objectives of Management Accounting
Importance of Management Accounting
Various Tools of Management Accounting
Unit II Cost Flows & Concept
Cash Flow Statement

Data Required in Preparation of Cash Flow
Reporting of Cash Flow
From Operating Activities
Identification of Fund Flow: Meaning & Definition
Preparation of Fund Flow Statement
Unit III Statements of Financial Information
Objectives of Financial Statements
Underlying Characteristics of Financial Statements
Qualitative Characteristics of Financial Statements
Unit IV Analysis of Financial Statements
Types of Financial Statements
Financial Statements Analysis
Numericals (FA)
Numericals (FA)
Unit V Cost-Volume – Profit Analysis
PV Ratio
BEP (Break Even Analysis)
Numericals (PV)
Numericals (BEP)
Unit VI Budgeting
Concept of Budget & Budgeting
Types of Budget
Preparations of Budget
Unit VII Variance Analysis
Labour Analysis
Material Analysis
Unit VIII Zero Based Budgeting
Unit IX Responsibility Accounting

Books for study and reference:

1. Horngren et al - Introduction to Management Accounting (Pearson, 2002, 12th edition)
2. 2) Khan and Jain - Management Accounting (Tata McGraw-Hill, 2000, 3rd Ed.)
3. 3) Pandey I M - Management Accounting (Vikas, 2004, 3rd Ed.)
4. 4) Bhattacharyya S K and Dearden J - Accounting for Management (Vikas, 1987, 8th Ed.)
5. 5) Sahaf M A - Management Accounting: Principles and Practice (Vikas, 2000, 1st Ed.)

BAM-529

Human Resource Management

Credit: 4 (4+0+0)

Objective of the course:

1. To provide a basic understanding of the HRM .
2. To develop an understanding of HRM policies and functioning of Organisation.

Unit 1 Introduction to HRM

- Difference between HRM & Personnel Management
- Evolution of HRM
- Nature and scope of HRM
- Objectives & functions of HRM

Unit 2 Manpower Planning

- Definition/need/objectives/Methods
- Process, Manpower plan components
- Problems/limitations of Manpower planning

Unit 3 Job Analysis

- Nature/process/importance of Job Analysis
- Methods of Data Collection for Job Analysis, potential problems with job analysis, competency based job analysis
- Job description and Job Specification
- Job Design and significance
- Factors, approaches of Job Design
- Job Enrichment and Job Enlargement
- Job evaluation process, methods

Unit 4 Recruitment and Selection

- Meaning, Objectives & factors affecting Recruitment, Theories regarding recruitment, methods of recruitment, steps of recruitment process.
- Nature and importance, difference between recruitment and selection & steps of selection process
- Placement, Induction, Promotion and Transfer

Unit 5 Training and Development

- Meaning, Nature and Importance of training and Development
- Training Process
- How training needs are identified
- Methods of training
- Effectiveness of Training Programme

Unit 6 Performance Appraisal

- Meaning Nature, Importance & Purpose of performance appraisal
- Methods of performance appraisal
- Challenges and legal issues in performance appraisal
- Promotion, Transfer and demotion
- Job Satisfaction, Job enrichment, job empowerment

Unit 7 Wage Salary and Administration

- Different components of employee compensation
- Theories of remuneration
- Factors that influence employee compensation
- Different components of wages

Unit 8 Employee Safety and Health

- Introduction ,Industrial accidents and Industrial injury safety programmes
- Occupational Hazards
- Employee Health Measures

Books for study & Reference:

1. **AshwathapaK.**(1997), Human Resource Management and Practices.Tata McGraw-Hill,7th ed.
2. **MamoriaC.B. and RaoV.S.P. (1980)**,Personnel Management(Text and Cases). Himalaya Publishing House,30th ed.
3. **Rao V.S.P. (2000)**,Human Resource Management (Text and Cases).Excel Books, 3rd ed.
4. **GuptaShashi K. and JoshiRosy**(2002),Human Resource Management(With Case Study).Kalyani Publishers,6th ed.
5. **DuraiPravin** (2010),Human Resource Management.Pearson Education ,4th ed.
6. **TripathiP.C.**(1978),Personnel Management and Industrial Relations.Sultan Chand & Sons,21st ed.

BAM-441

Financial Management

Credit: 3(2+1+0)

Objective of the course:

- 1) To provide a basic understanding of the concept of finance.
- 2) To develop an understanding for the principles of financial management.

Unit 1

Introduction to Finance and Financial Management, Scope and Objectives of Financial Management

Unit 2

Time Value of Money: Present Value , Future Value, Single Payment, Annuity.

Unit 3

Capital Budgeting, Techniques Of Capital Budgeting, Discounting technique-Net present value, Profitability Index, Terminal Value, Discounted Pay Back, Internal Rate of Return,Non-Discounting Technique-Pay Back Period, Accounting rate of Return

Unit 4

Capital Structure: Financial & Operation Leverage, Concept of Valuation, Theories of Capitalisation- Net Income approach, Net Operating Income, Modigliani –Miller approach, Traditional Approach

Unit 5

Financial Statement Analysis: Fund Flow, Cash Flow and Ratio Analysis

Books for study and Reference:

1. Rustagi. R.P.(2011), **Fundamentals of Financial Management**, Published by Taxmann Publervations (P) Ltd.
2. Khan & Jain (2007), **Basic Financial Management**, Publisher Tata McGraw Hills. Edition 2nd
3. Prasanna Chandra(2005), **Financial Management**, Published by Tata McGraw Hill Education, 2005, Edition 4th

Course Objectives: The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the Marketing of products and services.

Unit 1: Managing Product Lines and Brands: Importance, Classification, Attributes, Product Levels, Product Line, Product Mix and PLC, Meaning and Essentials of Brand and Branding, Benefits and functions and Types

Unit 2: Designing and Managing Services: Reasons for growth, Characteristics, Marketing Mix

Unit 3: Designing Pricing Strategies and Programs: Importance, Objectives and Factors, Kinds of Pricing

Unit 4: Managing Marketing Channels: Functions, Importance and Different Channels, JIT

Unit 5: Managing Retailing Wholesaling and Market Logistics: Overview and Types

Unit 6: Managing Integrated Marketing Communication: Evolution, Features, Objectives, Types of Advertising, Elements Importance of Sales Promotion - Purpose and Importance, Advantages and Limitations, Kinds and Need of public relations.

Unit 7: Managing Advertising, Sales Promotion, Public relations: Advertising Agency, Benefits and disadvantages of sales promotion, Importance of Public relations

Unit 8: Marketing Research and Marketing Information System: Scope, Types, objectives, Advantages, Methods of Marketing Research. Importance, development Requisites, benefits and characteristics of Marketing Information system and Differences between Marketing Research and Marketing Information System.

Books for Study and Reference:

1. Marketing Management: Kotler Philip
2. Marketing Management: V S Ramaswami and S Namakumari

BAM- 524

Operations Management

Credit (4+0+0)

Course Objectives: To explain the role of operations, and their interaction with the other activities of a firm: finance, marketing, organization, corporate governance, etc. To analyze operation processes from various perspectives such as efficiency, responsiveness, quality and productivity. To learn basic but useful analytical skills and tools in studying operations in specific and other activities (marketing, finance, etc.) in general.

Unit 1: Introduction to Operation Management, Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.

Unit 2: Strategic Consideration, Global Strategies, Need Assessment, Service Strategy, Manufacturing Strategy.

Unit 3: Product Design & Process Selection, Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

Unit 4: Process Choice, Process Decision, Job Design, Process Manufacturing, Analysing Cost time trade off Job Design Consideration, Selecting Competitive Priorities.

Unit 5: Role of Service, Service strategy, Assemble to order strategy, Operation strategy, Customized Strategy Resource flexibility, Customer involvement.

Unit 6: Forecasting & Capacity Planning, Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit 7: Material Requirement Planning, Lot Sizing Rules, Safety Stock, Bill of Materials, Links to functional Areas Planning Lead time, Capacity Reports.

Books for Study and Reference:

1. Foundations of operations Management: Ritz man P Larry & Krajewski J Lee (2004) Prentice Hall/ Pearson.
2. Operations Management with Indian Perspective: Stevenson J William. McGraw Hill Education (India) Private Limited; 9 edition (9 January 2009).

CODE: MAS-512

Operation Research

Credit: 3(3-0-0)

Course Objectives: This module aims to introduce students to use Operation and research techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.

Unit 1

Euclidean space, linear Algebraic equations, consistent system of equations, linearly independent consistent equations, Homogeneous equations, Matrices and their properties. Convex sets, convex polyhedron.

Unit 2

Linear programming (L.P.) two-dimensional space, General LP problem, Formulation of LP problem, feasible solutions, Basic Solutions, Optimal Solution, Graph method, Simplex method, Degeneracy Duality in LP problems, Big. M-method,

Unit 3

Transportation problems, North-West corner method, Least cost method, U-V (Vogel's Approximation method) method, Assignment problems.

Unit 4

Matrix (or rectangular) games, Problems of games theory, Minima theorem, Saddle point, Strategies and pay off, Theorems of matrix games.

Books for Study and Reference:

1. J K Sharma., "Operations Research Theory & Applications , 3e", Macmillan India Ltd, 2007.
P. K. Gupta and D. S. Hira, "Operations Research", S. Chand & co., 2007.
2. J K Sharma., "Operations Research, Problems and Solutions, 3e", Macmillan India Ltd.
3. N.V.S. Raju, "Operations Research", HI-TECH, 2002.
4. P. SankaraIyer, "Operations Research", Tata McGraw-Hill, 2008.
5. A.M. Natarajan, P. Balasubramani, A. Tamilarasi, "Operations Research", Pearson Education, 2005.

Code: BAM- 332

Salesmanship

Credits: 3+0+0

Course Objectives:

- a. To make the students understand the meaning and importance of Salesmanship in day to day life.
- b. To make them understand how to make Salesmanship an attitude and habit.
- c. Process of undergoing professional Salesmanship in the Business environment.

Unit 1: Salesmanship: Definition, Introduction, Characteristics, as a profession, Psychology in Selling, Understanding mind of customers, Creativity in selling, Competitive Selling, Selling and Distributing.

Unit2: Fundamentals of successful selling: Personality, Physical Traits, Mental Traits, Social Traits, Character Traits, Study of Buying Motives, Needs, Wants and Desire Level, Understanding motives and utilizing them in the selling process, Different Types of Customers, Gender wise, Attitude wise, Habit wise, Understanding and handling.

Unit3: Different Types of Salesman: Trade wise, Work wise, Process wise, Duties of Sales Manager and Control of salesman: Reporting, Different Formats, Online Communication, Time Management, Area allocation, Supervision.

Unit4: Training of Salesman: Purpose, Types, Advantages, Plan, Methods, Implementation, Review, Continuity and Duration.

Unit5: Sales Talk, Presentation, Demonstration, Overcoming Objections, Closing the Sales – Different Methods and execution, After Sales Service, Sales Demonstrations.

Books for Study and Reference:

1. Salesmanship and Publicity by Dr. Rustom S. Davar, Sohrab R. Davar, Nusli R. Davar : 2006
2. Marketing Management by Anamika Chopra :2010

Bachelor of Business Administration (Hons)
Syllabus

BBA (H) 6th Semester

BAM- 504

Subject: Financial Management-II

Credit: 3 (2+1+0)

Course objective: This course develops among the students the concept of the financial management and examines the various methods adopted by organizations for managing the risk.

Unit 1: Cost of Capital: Cost of Equity Capital, Cost of Retained Earnings, Cost of Preferred Capital , Cost of Debt , WACC (Weighted Average Cost of Capital), Theories of Capital Structure.

Unit 2: Working Capital Management: Working Capital Planning, Cash & Inventory Management, Receivables Management.

Unit 3: Short Term Sources of Finance: Introduction to Short-Term Sources of Finance, Types of Short-Term Sources of Finance, **Long Term Sources of Finance:** Introduction to Long-Term Sources of Finance, Types of Long -Term Sources of Finance.

Unit 4: Indian Capital Market: Equity, Preference Share, Debenture/Bonds, ADR's/ GDR's, Derivatives

Unit 5: Risk & Return: Portfolio Theory: Understanding Risk and Return, Sources of Risk, Risk Elements, Investment Alternative, Portfolio Theory & Management.

Unit 6: Option Pricing: Introduction & Structure of Options Markets, Principles of option Pricing , Option Pricing Models.

Unit 7: Indian Financial System: Financial Market Overview, Financing Institutions

BBA 601 Logistics and Supply Chain Management Credit 4(3+1+0)

Course objective: This course develops among the students the concept of the logistics and supply chain management and examines the various methods adopted by organizations for logistics management and provides an insight in to the models used in supply chain for business strategy.

Unit 1: Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management

Unit 2: Types of Inventory Control: Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century

Unit 3: Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain

Unit 4: Aligning the Supply Chain with Business Strategy: SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications

Suggested Readings:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson
4. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003, 1st Edition

BAM 604

Strategic Management

Credit 4(3+1+0)

Course objective: This course develops among the students the concept of the strategic management, process and the strategic intent. It also provides an insight in to the models and various types of corporate and business level strategies adopted by companies to attain competitive strategic advantage.

Unit 1: Introduction: Objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas. Levels of strategy, Schools of thought on strategy formation, Strategy formulation, The process of Strategic management: Steps. Strategic intent.

Unit 2: Environmental Appraisal and Organizational Appraisal: Concept of Environment, Characteristics of environment, Internal and External environment and its sectors, Methods of environmental appraisal. Concept of organizational appraisal, Organizational capability factors, Methods and techniques used for organizational appraisal: Value chain analysis, Quantitative analysis, Comparative analysis, Comprehensive analysis (Balanced scorecard, Key factor rating).

Unit 3: Corporate Level Strategies: Nature and Scope, Stability strategies, Expansion strategies, Retrenchment strategies, Combination strategies.

Unit 3: Business Level Strategies: Cost Leadership, Differentiation

Unit 4: Strategic Analysis and Choice: Corporate Level Strategic analysis: Corporate Portfolio Analysis: BCG matrix, GE Nine Cell matrix, Hofer's Product market Evolution matrix, Directional Policy matrix, SPACE. Business Level strategic analysis: Experience curve analysis, Life cycle analysis, Industry analysis (porter's five forces model., Competitor analysis

Unit 5 Strategic Implementation and Control: Aspects of strategy implementation, Structural implementation, Behavioral implementation, Functional and operational implementation, Process of strategic evaluation and control.

Suggested readings:

1. Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.
2. Kazmi - Business policy & Strategic Management - Tata McGraw-Hill pub.
3. Azhaskazmi, Business Policy.
4. S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand

BAM 605

Industrial Relations

Credit 3(2+0+2)

Course objective: To sensitize the students with an understanding of the interaction pattern among Labour, management and the State and to provide the students a foundation of knowledge of organizations and help them to become aware of the behavior and performance of people working in organizations.

Unit 1: What is Industrial Relations: The various approaches :The systems model, The Pluralist Approach, The Structural Contradictions Perspective

Unit 2. Various Participants: Trade Unions, What are Trade Unions, Trade Unionism in India, Emergence, history, growth , Trade Union as an Organization Structure, Size, Affiliation, Membership, Finance, Leadership, Trade Union recognition and registration, Trade Union politics Linkage, Implications, Trade Union Democracy , White collar unionism, Trade Unionism in the unorganized sector, Rise and status of Trade Unions in other countries.

Unit 3: The State: The Indian IR framework, The role of the state in Indian IR Regulative and Participative bodies, India and ILO.

Unit 4 Contemporary Issues in Industrial Relations: Industrial Relations in the emerging scenario , The Future Trends

Unit 5: Collective Bargaining: Meaning, Nature, Types, Process and Importance of CB-prerequisites issues involved, Status of Collective Bargaining in India, Suggestions to improve Collective Bargaining, Negotiations-Types of Negotiations-Problem solving attitude, Exit policy, Voluntary retirement and Golden Handshake.

Unit 6: Discipline and Grievance handling: Discipline - Causes of Indiscipline - Maintenance of discipline. Domestic enquiries - concept and practice - Principles of Natural Justice, Grievance handling - Constitution of Grievance committee - Meaning of Grievance - Sources-level of Grievance-benefits of Grievance system. Grievance redressal machinery in India-Law on the subject.

Unit 7: Worker's participation in management: Concept- practices in India works committees, Joint management councils. Employee Directors on board of Nationalized Banks. The voluntary scheme of worker's participation followed-Quality circles.

Suggested Readings:

1. Chand, K.V.K., Industrial relations
2. Manoppa, A., Industrial relations, TMH, 1999
3. Laldas D.K., Industrial relations in India
4. Manohar Lal, Industrial Relations & Labour Legislation
5. Yoder, Dale and others, Personnel Management & Industrial Relations, New Delhi, Prentice Hall, 1959
6. Mamoria,C.B., Industrial Labour and Industrial Relations in India, Kitab Mahal, 1975
7. Mamoria, Mamoria and Gankar, Dynamics of Industrial Relations, Bombay: Himalaya Publishing, 2001.

BAM 557

Indirect Tax

Credit 3(3+0+0)

Course objective: To sensitize the students with an understanding of the taxation pattern regarding the indirect taxes.

Unit 1: Basic Aspects of Indirect Taxes: Introduction To Indirect Tax, Difference Between Direct & Indirect Tax.

Unit 2: **Excise Duty:** Basics of Central Excise Duty; Manufacture, Production & Manufacturer; Classification of Goods; MRP Based Valuation For Central Excise; and Transaction Value in Excise

Unit 3: **Custom Duty:** Introduction To Customs Duty; Valuation For Customs Duty; Customs Procedures; and Baggage, Courier & Post

Unit 4: **Central Sales Tax Act:** Preliminary; Formulation Of Principles For Determining When Sale Or Purchase of Goods Takes Place In The Course Of Inter-State Trade or Commerce or Outside A State or In Course of Import or Export; Inter-State Sales Tax; and Liability in Special Cases

Unit 5: **Service Tax:** Basics of Service Tax; Exemption, Abatements & Compositions in Service Tax; Classification, Valuation & Person Liable To Pay Service Tax; Place of Provision of Service; and Other Provisions in Service Tax

Unit 6: **State Level Value Added Tax (VAT):** State VAT, Other Aspects of VAT, Sale, Goods & Dealers

BAM 505

Project Management

Credit 3(2+1+0)

Course objective: This course focuses on project management methodology that will increase the student's ability to initiate and manage projects more efficiently and effectively. The students will learn key project management phases through an innovative model, and you will have the opportunity to apply these phases to a case study and a final project.

Unit 1: Introduction: Concept of a project, categories of project, project development cycle. The concept of project management, Tools & Techniques of project management. The project environment.

Unit 2: Project Formulation: Project identification, Project formulation and preparation: Market and demand estimation, market survey, demand forecasting, means of financing.

Unit 3: Process of Project Appraisal Technical ,Economic, Financial, Legal and Social appraisal of the Industrial Projects, Problems arising due to rate of discount, wage-rate, exchange rates, treatment of taxes, social cost-benefits, treatment of risk and uncertainty, sensitivity analysis and probability approach single as well as multiple projects. Project feasibility study.

Unit 4: Network Methods: Meaning, Network Analysis, Requirements of network analysis, Critical Path Method, Programme Evaluation and Network Technique, Project Scheduling and Resource allocation.

Unit 5: Implementation, Monitoring and Control of Projects Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination. Monitoring and post implementation, evaluation of the project, project financing.

Suggested Readings:

1. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. TMH, 5th Ed.
2. Mohsin M. - Project Planning and Control , Vikas Publication
3. Goyal BB – Project Management : A Development Perspective, Deep & Deep
4. Chaudhary, S – Project Management, Tata Mc Graw Hill

BAM 550

Corporate Social Responsibility

Credit 3(2+1+0)

Course objective: This course focuses on creating awareness among students regarding the concept of corporate social responsibility and the various methods and models adopted by companies to impart social responsibility of business.

Unit 1:

Corporate social responsibility in Indian context and international, Definition, concepts, Approaches of CSR: Soft Vs Hard Approach, Consumer approach, Shareholder Approach, overview of corporate social responsibility and corporate social accountability.

Unit 2:

Business ethics and corporate social responsibility, concept of business ethics – meaning, importance and factors influencing business ethics.

Unit 3:

Corporate Governance- meaning, significance, principles and dimensions. Ethical decision making in different culture, Environment protection

Unit 4:

Strategy Perspectives of CSR – The Industry perspective, The Stakeholder perspective, Social perspective of CSR.

Unit 5:

Concept of Corporate Governance, Models of corporate Governance –Perspective and practice of CSR Present CSR practice in India

BAM 437

Advertising Management

Credit : 3(3+0+0)

Course Objective: This course focuses on creating awareness among students regarding the concept of advertising and how advertising is used as a tool by companies for promotion and branding.

Unit 1: Advertising – Purpose and Function, Definition, Forms of Advertising and Sales, Advertising Spectrum, Role of Advertising, Benefits Of Advertising, non Commercial Advertising, Ethical issues in Advertising.

Unit 2: Economic and Social impact of Advertising: Introduction, Economic effects, Business Environment and advertising, Explicit Role of Advertising, Indirect Role of Advertising, Criticism of Advertising, Social issues in Advertising.

Unit 3: Advertising Process: Advertising and Psychology, Effectiveness of Advertising, Advertising and Buyer Behavior, Triangle of Communication, Speed of Response, Audience Perception.

Unit 4: Creative Strategy: Introduction, Purchase Proposition, Creative Execution, Core Concepts, Reinforcements of Message, Evaluation of Advertising messages.

Unit 5: Media Decision: Role of Media, Print Media, Media related decisions, Media Research and Advertising Decision.

Unit 6: Evaluation of Advertising Effectiveness: Objectives and Plans, Areas of Assessment, Pre placement evaluation, Post testing.

Unit 7: Advertising Agency, functions , Selection and coordination, Consultants role.

Books Recommended:

1. Advertising Management: Mahendra Mohan.

Bachelor of Business Administration (Hons)
Syllabus

BBA (H) 7th Semester

BAM – 545 Management Information System Credit3(2+0+2)

Course Objective: This course focuses on creating awareness among students regarding the concept of Management information system and how to use the methods in business applications. The course also focuses on practical problems for business management.

Unit 1: Management information System : An overview

Introduction, Definition Of MIS, Frame Work For MIS Organisation And Management Triangle, Information Needs And Its Economics, Systems Approach, Objective Of MIS, Disadvantage Of Information Systems, Approaches Of MIS Development, Constraint In Developing A MIS, MIS And Use Of Computers, Limitation Of MIS

Unit 2: Information Systems for Decision Making

Introduction, Transaction Processing Systems, Management Information Systems, Intelligent Support Systems, Office Automation Systems

Unit 3: Computer Hardware for information systems

Introduction, Basics Of Data Representation, Types Of Computers, Basic Components Of Computer Systems, Factors To Buy A PC

Unit 4: Computer Software for information Systems

Introduction, Programming Language, Classification Of Software, Role Of Software In Problem Solving, Criteria For Investment In Hardware And Software

Unit 5: Data communications systems

Introduction, Telecommunication Systems, Data Communication Hardware, Data Communication Software, Communication Network, Distribution Systems, Topology Of Computer Networks, Protocol And Network Architecture, Network Management

Unit 6: Database management systems

Introduction, Data Vs Information, Data Hierarchy, Methods Of Organizing Data In Files, Limitation Of File Based Systems, Database And Database Management Systems, Object Oriented Database Structure, Recent Development In Database, Principle Of Database Management

Unit 7: Client server computing

Introduction, Component And Functions Of Client Server Systems, Development Of Client Server Systems, Client Server Security, Client Server Costs Computation, Advantage And Disadvantage Of Client Server System

Unit 8: Decision support systems and Artificial Intelligence

Introduction, Evolution of DSS, Objective of DSS, Characteristics of DSS, Component of DSS, Functions of DSS, Developments of DSS, EIS, Relation between MIS and DSS

Artificial Intelligence

Introduction, Area OF AI, Expert Systems, Component of an Expert systems, Advantage and disadvantage of Expert Systems, Business application of expert systems, Neural networks, Application of Neural Network

Unit 9: System analysis and design

Introduction, System development life cycle(SDLC), Prototyping, Rapid application development, end user computing, Challenges in Developing information systems

Unit 10: Enterprise Resource planning

Introduction, Enterprise modeling, Role of information technology in enterprise modeling, flow of information, Role of common /shares enterprise database, selection of ERP, ERP Implementation methodology, Guidelines for ERP implementation, causes of failure in ERP implementation,

Unit 11: Controlling Information System

Introduction, Types of controls, The problem with LAN, Passwords, Hacking, Computer viruses, Encryption

Practical

MS WORLD

MS EXCEL

MS POWEPOINT

MS ACCESS

Fundamentals of INTERNET

Text Book Recommended:

1. Management Information System – Kenneth Laudon & Jane Laudon
2. Management Information System – Davis & Olson
3. Management Information System – Suresh Basandra

BAM-607

Brand Management

Credit: 3 (3+0+0)

Course Objective: This course focuses on creating awareness among students regarding the concept of Branding and brand management and how to use the methods in business applications.

Unit 1: Introduction to brand management Distinguish between products and brands. Discuss the elements of a brand. Explain why brands matter to organisations. The rules of brand management. Identify brand challenges and opportunities. Distinguish between brand equity and customer equity. Distinguish between corporate branding and product branding. Explain the symbolic meanings of brands.

Unit 2: Building a strong brand Explain how customers choose brands. Discuss the building blocks of a strong brand. Explain the process of creating a strong brand. Use the elements of the marketing mix to design a marketing programme. Leverage secondary brand associations to build a brand. Explain the process of evaluating brands in organisations.

Unit 3: New products and brand extensions Distinguish between new products and brand extensions. Discuss the advantages and disadvantages of brand extensions. Explain how customers evaluate brand extensions. Pursue the various brand extension opportunities.

Unit 4: Managing brand over time Discuss the challenges of sustaining a brand over time. Manage multi-brand portfolios. Explain the importance of brand stretching and retrenching. Explain how to reinforce brands over time. Discuss the revitalization of brands. Make adjustments to brand portfolios. Handle name changes and brand transfers. Discuss the revitalization of brands.

Unit 5: Manage brands over geographic boundaries Discuss the advantages and disadvantages of global branding programmes. Contrast brand standardization and brand customization. Develop a global brand strategy.

Text Book Recommended:

1. Brand Positioning Strategies for Competitive Advantage- Subrato Sengupta
2. The New Strategic Brand Management- Kapferer, Jean-Noel
3. Brand Management Perspectives and Practices- Das, Naveen
4. Service marketing: The Indian Context- R. Srinivasan
5. Services Marketing: text and cases- Rajendra Nargundkar
6. Brand management: Text cases- Ajay Kumar

BAM-608

Retail Marketing

4 (3-1-0)

Course Objective: This course focuses on creating awareness among students regarding the concept of Retail Marketing, its nature and scope.

Unit 1: Introduction: Meaning of Retail and Retailing, Evolution, Retailing and Economic Utility, The wheel of Retailing, Retail Life Cycle, The four gears of Organised Retail Growth.

Unit 2: Nature and Scope of Retailing, Types of Retailers, Changes in modern Retailing, Retailing in India, Store management, Emerging sectors, Coverage of Organised Retailing.

Unit 3: Retail Formats: Introduction, Difference between Retailing and Wholesaling, Brokers and Agents, Multi Brand Outlets.

Unit 4: Retail Pricing: External Factors affecting Pricing Strategy, Competition and Retail Pricing, Retail Objectives and Pricing, Broad Price Policy, Implementation of Price strategy, Price Adjustments.

Unit 5: Basic Concepts of distribution Management, Setting Objectives, Developing Channel Design, Reviewing Process, Pattern of Distribution, Functional areas of Logistics, Distribution Intensive Supply chain.

Unit 6: Customer Buying Behaviour: Defining Customer Profile, Relationship Objectives, Customer service Process, managing and Developing Human Resources.

Books Recommended:

1. Retail Management: Suja Nair
2. Retail Management (An Indian Perspective): S.L. Gupta

BAM-609

Rural Marketing

4 (3-1-0)

Unit 1: Rural Marketing: Definition, Evolution of Rural Marketing, Need for rural marketing, Issues & Challenges

Unit 2: Rural Markets: Characteristics, Classification of rural markets, Changing Patterns in rural demand, Challenges in developing rural markets, 4 P's of Rural Marketing

Unit 3: Profile of Rural Consumer: Profile of Rural Consumer, Classification based on economic status, Rural Consumer Behaviour, Factors that influence Rural Consumer Behaviour

Unit 4: Rural Marketing Research: Nature, Sources of conducting research, Methods/ Techniques

Unit 5: Rural Distribution: Physical Distribution, Channels of Distribution

Unit 6: Rural Communication: Factors affecting rural communication, Rural Media- Conventional & Non-Conventional, Issues & Challenges

Unit 7: Agricultural Marketing: Nature, Definition, Marketing of Agricultural Products, Agricultural Marketing Process

Unit 8: Major Challenges- Agricultural Marketing: Major Problems, Future Prospects/ Suggestions for improvement

Unit 9: Institutional Support: APEDA, NAFED, MARKFED, HPMC

Books Recommended:

1. New Prospects in Rural & Agricultural Marketing- Ramkishen Y., second edition, Jaico Publishing House.

BAM 667

Customer Relationship Management

4(3-1-0)

Course Objective:

The paper is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.

Unit 1: Introduction to Customer Relationship Management: Definition - Concepts and Context of relationship Management, Evolution - Transactional Vs Relationship Approach, CRM as a strategic marketing tool – CRM significance to the stakeholders. Why organizations loose customers, Strategies for building relationship, Trends in CRM

Unit 2: Elements and Process of CRM: Intro to elements and process of CRM – Customer acquisition, Adoption process, Retention, Strategies for Customer acquisition.

Unit 3: Customer Life Cycle and retention: Stages in Customer Life cycle, Sequence in retention process, Perceptual gaps and retention, Retention centred organizations, Recovery of lapsed customers.

Unit 4: Data Warehousing: Concept of Data warehousing, Data mining for CRM, An introduction to CRM software packages.

Unit 5: CRM and e-CRM: Defining e-CRM, Difference and similarities between CRM and e-CRM, Types of CRM.

Reference books:

1. "The One to One Future: Building Relationships One Customer at a Time"by Don Peppers, Martha Rogers
2. Customer Relationship Management by Ed Peelen
3. Principles of Customer Relationship Management by Roger Joseph Baran, Robert J. Galka, Daniel P. Strunk
4. V. Kumar, W.J. Reinartz, Customer Relationship Management: A Databased Approach, John Wiley and Sons, Inc, 2006.
5. Michael Berry, Gordon Linoff, Data mining techniques for marketing, sales, and customer relationship management, Wiley, 2004.
6. Chris Todman, Designing A Data Warehouse: Supporting Customer Relationship Management, Prentice Hall, 2001.

BAM 671

Financial Market

4(3-1-0)

Course Objective: The paper is designed to impart the skill based knowledge of financial market and regulations in India.

Unit 1: Financial Markets: Introduction, Government Economic Philosophy and Financial Market, Structure of Financial Market in India

Unit 2: Capital Market: Capital Market Theory: Introduction, Concept, Role, Importance, Evolution in India, etc. Critical Evaluation of the Development, Future Trends

Unit 3: Primary Market System and Regulations in India: Types of firm's Interface with Investors Types of Scripts, Issue of Capital: Process, Regulations, Legalities, Pricing of Issue, Methods of Issue, Book-building, Road-show, Intermediaries in Issue Management, Managing Shareholder Relations Primary Market Intermediaries: Commercial Banks, Development Banks, Custodians, Merchant Bankers, Issue Managers, Rating Agencies, etc.

Unit 4: Secondary Market System and Regulations in India: Stock Exchanges in India: History and development and importance, Listing of Scripts, On-line Trading, Depositories: Growth, Development, Regulation, Mechanism, OTC Exchange, Stock Exchange Mechanism: Trading, Settlement, Risk Management, Investor Grievances, Basics of Pricing Mechanism, Carry Forward, Badala, Automated Lending and Borrowing Mechanism, Inside Trading, Circular Trading, Price Rigging, etc. Players on Stock Exchange: Investors, Speculators, Market Makers, Bulls, Bears, Stags Stock Exchange Regulations, Stock Exchange Board, Stock Indices, Role of FIIs, MFs and Investment Bankers, Regulations and Regulatory Agencies (Primarily SEBI) for Primary Markets and for Secondary Markets

Unit 5: Bond Market in India: Government Bond Market and its Interface with Capital Market, Debt Market in India, Interface between, Stock Market and Bond Market, Primary and Secondary Markets Capital Market and Money Market, Mutual Fund: Concept, Mechanism, Role, etc.

Suggested Readings:

1. Corporate Finance, 10th edition, Stephen Ross, Jeffrey Jaffe, and Randolph Westerfield, McGraw-Hill Financial, 2013.
2. Principles of Corporate Finance, 11th edition, Richard Brealey and Stewart Myers, McGraw-Hill Financial, 2014.
3. Investment Science, 2nd edition, David Luenberger, Oxford University Press, 2013 (uses calculus). Financial Modeling, 4th edition, Simon Benninga, The MIT Press, 2014

BAM 672

Financial Services

4(3-1-0)

Course Objectives: This course provides an understanding of the following fund-based and financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.

Unit 1: Introduction of Financial Services, Objectives, Characteristics, Activities of Financial Intermediaries-Fund Based and Non Fund Based

Unit 2: Regulatory framework of Banking: Concept of Banking, Classification of Banks, Functions of Bank, Function of Banking & Insurance : Meaning, Evolution, Types and Functions

Unit 3: Merchant Banking – Facets of Merchant Banking - Functions – Legal and Regulatory Frameworks – Relevant Provisions of Companies Act – SEBI Guidelines, Underwriting- Concepts, Types, Shares and Insurance underwriting

Unit 4: Conceptual Framework of Securitization, Venture Capital, Angel Investment, Mutual Funds- Concept, History, different schemes, UTI Objective

Unit 5: Credit Rating : Meaning, Concept, Factors affecting credit rating, Benefits & Disadvantages, Credit rating agencies in India, CRISIL, credit ratings symbols of Debenture, Fixed Deposits, short term instruments, ICRA Short term commercial paper, CARE short term, medium, and Long term instruments.

Unit 6: Depository Services: Introduction, role, objectives, activities, Depositing system in India, NSDL

Unit 7: Stock Broking : Introduction and history, Stock brokers, Registration of brokers , Code of Conduct, Bull, Bear, Hedging, Loan Syndication

Recommended Text Books

1. Financial Market & services :Dr.R.Maria Inigo
2. Financial Services : Thummuluri Fiddaiah

BAM 673

Security and Portfolio Management 4(3-1-0)

Course Objectives: The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.

UNIT 1: Meaning, Objectives, principles, different types of securities,

UNIT 2: Evaluation of fixed income securities, evaluation of ordinary shares. CAPM Model, Securities market Line.

UNIT 3: Money and capital markets-Trends of savings and financial flow of the

Indian money market and capital market institutions.

UNIT 4: Security Analysis; Fundamental and technical analysis selection and management of portfolios, provides insight into the evaluation. Factors influencing share prices, forecasting stock prices

UNIT 5: Portfolio Management: Markowitz Model of Portfolio management, Analysis of Portfolio Risk and Return.

UNIT 6: Efficient market theory, Random Walk Theory, Assessment of portfolio performance and portfolio revision, practical aspects.

REFERENCE BOOKS

1. Donald E. Fischer & Ronald J. Jordon, Security analysis and portfolio Management, Prentice Hall of India Private Ltd., New Delhi, 2000.
2. V.A. Avadhani- Security Analysis and portfolio management, Himalaya Publishing House, 1997.
3. Punithavathy Pandian- Security analysis and Portfolio management, Vikas publishing House Pvt. Ltd., 2001
4. Port Folio Management – Dr. Dover – PHI Publishers
5. Security Analysis and Portfolio Management – Preeti Singh –Himalaya Publishers
6. Financial Markets – Dr. Gurusamy – Vikas Publishers.

BAM 666

Microfinance

4(3-1-0)

Course objectives: The course is taught through a mix of case discussion and lectures. Students who complete this course will have analyzed the various reasons for the existence of MFIs, and the challenges MFI managers face.

Unit 1. Introduction to microfinance: Definition, need and evolution of microfinance, Major components of microfinance's ecosystem,

Unit 2. Microfinance as a Development Tool : The Indian Experience

Unit 3. Operational Aspects of Microfinance: Financial Products and Services, Credit Delivery Methodologies, Fundamentals of Designing products, Sustainable interest rates

Unit 4. MicroFinance Deliver Methodologies

Unit 5. Management of MFIs and its challenges , Impact assessment and social assessment of MFIs

Unit 6. Revenue Models of Microfinance : Profitability Efficiency and Productivity

Unit 7. Legal and Regulatory Framework, Emerging issues

Unit 8. Risk Management: Types of Risk for FIs, managing credit risk

Reference:

1. MicroFinance Perspective and Operations :Indian Institute of Banking and Finance, Mcmillan
2. Ledgerwood Joanna, The New Microfinance Handbook: A financial Market System Perspective, The World Bank

BAM 668

Organizational Development

4(3-1-0)

Course objectives: To enable the students to apply the principles of systems thinking to the exploration and management of problems in organisations and describe the history and basic components of systems thinking.

Unit 1: *Organisational development- An introduction:* Organisational Development – Meaning and Definition, History of OD, Relevance of Organisational Development for Managers, Characteristics of OD, Assumptions of OD

Unit 2: *Change Process and Models:* Organisational Change, Strategies for Change, Theories of Planned Change (Lewin’s change model, Action research model, the positive model), Action Research as a Process, Resistance to Change

Unit 3: *OD Interventions:* Change agents- Role, skills and styles of change agents; Relation with the client system; Designing interventions; Evaluating and institutionalizing interventions; Action research; Structural interventions- Work redesign, work modules, Quality of work life (QWL), Quality circles(QC); Behavioural interventions- Management by objectives (MBO), Sensitivity training, Transactional analysis; Career planning; Inter-group interventions- team building, survey feedback, Grid OD; Techno-structural interventions- Restructuring organizations, Employee involvement.

Unit 4: *Process of OD:* Process of OD, Components of OD program, OD program phases, Making an Entry, Developing Contract, Launch, Situational Evaluation, Closure

Unit 5: *Values and Ethics in OD:* Professional Values, Value Conflict and Dilemma, OD Values and Changing Themes over Time, Ethics in OD, Ethical Dilemmas in Practicing OD, Factors that Influence Ethical Judgement

Unit 6: *Technology and OD:* Technology & OD: Basic Concept, Impact of Technology in Organisations, Benefits of Using Technology in OD, Guidelines for Integrating Technology in OD Interventions, Tools used in OD

Unit 7: *Future of OD:* Organisational Development and Globalization, Emerging Trends in OD - Expanding the use of OD, Combining traditional “hard” business competencies and OD, Creating whole system change, Using OD to facilitate partnerships and alliances, Enhancing constant learning, Trends within the Organisation

Recommended books:

1. D'Ceazo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, NewDelhi.
2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, NewJersey.
3. Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.
4. Dessler, Garry, Human Resource Management, Prentice Hall of India.

5. French, W.L. and Bell, C.H., Organisation development, Prentice-Hall, New Delhi.
6. Hackman, J.R. and Suttle, J.L., Improving life at work: Behavioural science approach to organisational change, Goodyear, California.
7. Harvey, D.F. and Brown, D.R., An experimental approach to organization development, Prentice-Hall, Englewood Cliffs, N.J.
8. Hersey P., and Blanchard, H.B., Management of organisational behaviour: Utilising human resources, Prentice Hall, New Delhi.

BAM 669 Employee Compensation Management 4(3-1-0)

Course Objectives: 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.

Unit 1: 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 2: Wage Determination : Principles of wage and salary administration, Job Evaluation: Concept, Scope, Methods and techniques, Performance based pay systems; Knowledge based pay system, market based pay system, Incentive based pay system, Types of incentive plans, Wage differentials.

Unit 3: WAGE ADMINISTRATION IN INDIA: Wage Policy in India, Methods of wage determination in India, The Pay Commission, Wage Boards: Structure, Scope and functions, Role of Collective bargaining in wage determination, The Rate of Minimum Wages Act. 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 4: Compensation for Chief Executives and Other Employees: Guidelines of Companies Act Relating to CEO Compensation. Different Components of Compensation Package

Unit 5: "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.

Suggested Readings:

1. Henderson, Richard I. (2004). Compensation Management: Rewarding Performance. Prentice Hall of India Pvt. Ltd.
2. Bergmann & Thomas, J. (2003). Compensation Decision Making. Harcourt College Publications.

BAM 670 Labor Law 4(3-1-0)

Course objective: 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 legal aspects of employee relations at the macro and micro levels.

Unit 1: UNIT I- FACTORIES ACT, 1948:

Objectives, Coverage, Applicability, Main provisions-safety sections (21 to 41), welfare (sections 42 to 50), other sections 5 to 60, 64, 67, 79.

Unit 2: INDUSTRIAL DISPUTES ACT, 1947: Objectives, Coverage, Applicability, Main provisions, Strike, Lockouts, Retrenchment, closure of undertaking, settlement machinery.

Unit 3: PAYMENT OF BONUS ACT, 1965: Objectives, Coverage, Applicability, Main provisions.

Unit 4: PAYMENT OF WAGES ACT, 1936: Objectives, Coverage, Applicability, Main provisions.

Unit 5: MINIMUM WAGES ACT, 1948: Objectives, Coverage, Applicability, Main provisions.

Unit 6: MATERNITY BENEFIT ACT, 1961: Objectives, Coverage, Applicability, Main provisions.

Unit 7: PAYMENT OF GRATUITY ACT, 1972: Objectives, Coverage, Applicability, Main provisions.

Unit 8: EMPLOYEES PROVIDENT FUND AND MISCELLANEOUS PROVISIONS ACT, 1952: Objectives, Coverage, Applicability, Main provisions.

Reference books:

1. P. R. N. Singh, I. B. Sinha, S. P. Shekhar: Industrial Relations, Trade Unions and Labour Relations, Pearson.
2. Prof. P. Saravanavel, [R.Nagarajan](#) : Labour Laws, Himalaya Publication.
3. Dr. V. Kubendran, Ms. K. Kodeeswari : Industrial Relations and Labour Laws, Himalaya Publication.
4. Dr. A.M. Sarma: Industrial Relations and Labour Laws, Himalaya Publication.

BAM 665

Training in Business Organization

4(3-1-0)

Course objectives: This Course aims at educating students on important of training needs and issue of human resource development in organization. The persons involved in updating management skills pose issues of design and delivery and review of training requirements, which also stands the objective of the given course.

Unit 1. Training and Development

Meaning, Nature and importance of training and development, Training process, how training needs are identified, Methods of training, Effectiveness of training programme

Unit 2. Training Need Analysis

Why conduct a Training need Analysis, When conduct a Training need analysis, training need Analysis Model, Approach to TNA, Training need analysis and Design

Unit3 Training Design and methods

Introduction to the design of training, Organizational constraints, Design theory, Outcome of design On the Job training, off the job training, Different methods and application.

Unit 4 Development, implementation and evaluation of training

Steps in Development of training, Implementation of training, Transfer of Training, Major players in Training and Development, Rational for evaluation, Resistance to training Evaluation, Types of Evaluation.

Suggested Readings:

1. Raymond Noe, A. (2005). Employees Training and Development”, McGraw Hill Publication.
2. O’ Connor, Browner & Delaney (2003). Training for Organizations. Thompson Learning Press.