

**KARNATAK UNIVERSITY,
DHARWAD**



'A' Grade
NAAC Accredited-2008

REVISED SYLLABUS

For
Bachelor of Business Administration

From

2010-11 & Onwards

ORDINANCE FOR GOVERNING THE BBA COURSE

1. Objectives:

- 1.1. The undergraduate course Bachelor of Business Administration (BBA) is designed to make it employment oriented.
- 1.2. It is also designed to help graduate to start their own ventures or be business consultants and not be dependent on jobs.
- 1.3. The BBA course is spread over six semesters over a period of three years.
- 1.4. The graduates are prepared to pursue post-graduation courses like MBA, MCA, M.Com, etc. and other professions like Chartered Accountant, Certified Financial Analysis, Company Secretaries and Cost & Works Accountants.
- 1.5. The Course also encourages graduates to become entrepreneurs.

2. Eligibility for Admission

- 2.1 Any student who has secured a minimum of 40% in the PUC (or equivalent like job oriented diploma course, etc) (35% for SC, ST and Cat-I student) examination by that State Board is eligible for admission to the BBA course.
- 2.2 In addition the colleges may hold entrance examinations, if necessary, to assess the aptitude of the students.
- 2.3 The permitted intake of BBA students is 40 per college to facilitate personalized attention and care.

3. Course and Evaluation:

Course

- 3.1 The BBA is a full time three year course spread over six semesters
- 3.2 Each semester is of 16 week duration
- 3.3 Each semester consists of five subjects carrying 100 marks requiring a least 4 contact hours per week. Subjects which have practical component carry a total of 150 marks (100 for theory and 50 for practicals)
- 3.4 There would be two compulsory In-plant training of 30 days duration each. The first at the end of the third semester and the second at the end of the fifth semester. Admission to the fourth and sixth semester will be subject to the completion of the first and second inplant training respectively.
- 3.5 The student should have a minimum of 80% attendance to appear for the semester examination.

Internal Assessment:

- 3.6. The student will be examined for a total of 100 marks in each of the subjects prescribed for the respective semester. The 100 marks consists of 25 marks for Internal assessment and 75 marks for External assessment. The Internal assessment marks are awarded by the concerned teacher and the external assessment is based on a common examination to be conducted by the University. Subjects having practical components carry a total of 150 marks consisting of 100 marks for theory component (25 marks for Internal assessment and 75 marks of external assessment) and 50 marks for Practical component (10 marks Internal assessment of Journals and 40 marks for External Practical Examination).

3.7 The break up of internal Marks for theory is as follows:

a. Skill Development Records	05 marks
b. Internal Tests 2 (average marks)	10 marks
c. Seminar / Assignments	05 marks
d. Attendance / Class participation	05 marks
Total	25 marks

The Internal marks for Practical Component is awarded by the concerned teacher on the basis of journal of the student over the entire semester.

Please Note: Each class teacher should maintain respective records for internal assessment which may be examined by Registrar (Evaluation) or his nominee any time.

3.8 There is no minimum for internal assessment marks.

3.9 The minimum for external assessment is 30 out of 75 marks for theory papers and 20 out of 40 marks for practical examinations

3.10 To pass a student must secure atleast 40% in each subject (both theory and practical) (including internal and external marks) and 40% in Inplant Training Project Report evaluation and viva

Eligibility for admission to next class

3.11. A student can seek admission to the third semester only after clearing 8 out of 10 subjects in the first year.

3.12. A student is eligible for admission to fifth semester only after clearing all 10 subjects of the two semesters and 8 out of 10 of the third & fourth semester.

In-Plant Training

3.13. Each student is required to undergo two separate 30 days inplant training (II and V semester). One teacher of the concerned college will act as internal guide for the inplant training.

3.14. At the end of the first inplant training a student is required to submit his report to the Principal before the commencement of the fourth semester examination.

3.15. At the end of the second inplant training a student is required to submit his report to the University before the commencement of the sixth semester examination.

3.16. There will be a common evaluation of both the Inplant report. The reports will be evaluated out of 50 marks and the viva will be for 50 marks.

3.17. The viva will be conducted by the examination committee constituted by the University consisting of

1. One local industrialist/ business man/ consultant
2. Head of the Institution
3. Internal Guide

The committee will submit a comprehensive viva and report mark list to the University.

Degree and Award of Classes

3.18 To pass in each subject a student should obtain minimum of 40%. To pass in In-plant Training and project viva, a student must obtain a minimum of 40%. However, to be eligible for pass and award of the BBA degree, a student should obtain a minimum of 50% in aggregate (i.e. 1675 out of 3350 marks for students choosing information system as specialization and 1600 marks out of 3200 marks for students specializing in other areas) of all subjects and in-plant training and project viva.

3.19. All successful candidates will be awarded the Degree of bachelor of Business Administration (BBA) with Specialization (to be mentioned in the degree certificate) in any of the areas offered by the Colleges and as permitted by the University.

3.20 A student has to clear all the thirty subjects and two inplant training programmes successfully within five years from the date of admission to be eligible for the award of the degree of BBA.

3.21 The award of classes to the BBA degree will be based on the aggregate marks obtained in all the semesters including project report and viva (3100 marks)

3.22 The award of classes is as follows: (based on aggregate marks)

Above 50% and less than 60%	- Second Class
Above 60% and less than 70%	- First Class
Above 70%	- First Class with Distinction

3.23 Keeping in view the current trend no ranks will be awarded.

4. Course Flexibility

4.1 In V Semester, College can offer elective as below. Student is free to choose any specialization- ED/ Marketing/ Finance/ Systems/ HR

	E. Dev		Marketing		Finance		Systems		HR
V Sem									
Elective-I	E-I	OR	B-I	OR	A-I	OR	C-I	OR	D-I
Elective-II	E- II		B-II		A-II		C-II		D-II

4.2. In VI Semester, College can offer any of the elective as below. A student is free to choose any specialization. It is not necessary for a student to choose the same elective in V and VI semester. But he should choose both the subjects from same specialization within the semester. For instance a student may choose finance in V and Marketing in VI Semester

	E. D		Marketing		Finance		System s		HR
VI Sem		O R		O R		O R		O R	
Elective-I	E-III		B-III		A-III		C-III		D-III
Elective-II	E-IV		B-IV		A-IV		C-IV		D-IV

- 4.3 There should be a minimum of 10 students to offer any specialization.
- 4.4 Any college can introduce any other specialization keeping in view the local needs BUT only with prior permission of the University
- 4.5 The Board of Studies may make minor modifications in the syllabus to reflect the latest trends in the subject.

KARNATAK UNIVERSITY, DHARWAD

REVISED SYLLABUS FOR B.B.A. DEGREE COURSE WITH EFFECT FROM THE ACADEMIC YEAR 2010-11 & ONWARDS

Course Structure

Subjects/ Semesters		Theory			Practicals			Total		
		Int	Ext	Tot	Int	Ext	Tot	Int.	Ext	Tot
I Semester										
1.1	Financial Accounting – I	25	75	100	--	--	--	25	75	100
1.2	Managerial Economics – I	25	75	100	--	--	--	25	75	100
1.3	Principles of Management	25	75	100	--	--	--	25	75	100
1.4	Principles of Marketing	25	75	100	--	--	--	25	75	100
1.5	Business Communication	25	75	100	--	--	--	25	75	100
1.6	Modern Indian Language (* Follow the Circular	25	75	100	--	--	--	25	75	100
II Semester										
2.1	Financial Accounting – II	25	75	100	--	--	--	25	75	100
2.2	Managerial Economics – II	25	75	100	--	--	--	25	75	100
2.3	Financial Management	25	75	100	--	--	--	25	75	100
2.4	Indian Business Environment	25	75	100	--	--	--	25	75	100
2.5	Company Law & Secretarial Practice	25	75	100	--	--	--	25	75	100
2.6	Modern Indian Language (* Follow the Circular	25	75	100	--	--	--	25	75	100
III Semester										
3.1	Business Statistics	25	75	100	--	--	--	25	75	100
3.2	Corporate Accounting – I	25	75	100	--	--	--	25	75	100
3.3	Computer Applications – I	25	75	100	10	20	30	30	70	100
3.4	Small Business Management	25	75	100	--	--	--	25	75	100
3.5	Marketing Research	25	75	100	--	--	--	25	75	100
3.6	Costing Fundamentals	25	75	100	--	--	--	25	75	100
3.7	Indian Constitution	25	75	100	--	--	--	25	75	100
IV Semester										
4.1	Business Mathematics	25	75	100	--	--	--	25	75	100
4.2	Corporate Accounting – II	25	75	100	--	--	--	25	75	100
4.3	Computer Applications – II	25	75	100	10	20	30	30	70	100
4.4	Entrepreneurship Development	25	75	100	--	--	--	25	75	100
4.5	Human Resources Management	25	75	100	--	--	--	25	75	100
4.6	Insurance Management	25	75	100	--	--	--	25	75	100
4.7	Management Accounting	25	75	100	--	--	--	25	75	100
V Semester										
5.1	Elective – I	25	75	100	--	--	--	25	75	100
5.2	Elective – II	25	75	100	--	--	--	25	75	100
5.3	Services Marketing	25	75	100	--	--	--	25	75	100
5.4	Business Law	25	75	100	--	--	--	25	75	100
5.5	Banking Operations	25	75	100	--	--	--	25	75	100
5.6	International Business	25	75	100	--	--	--	25	75	100

VI Semester										
6.1	Elective – III	25	75	100	--	--	--	25	75	100
6.2	Elective – IV	25	75	100	--	--	--	25	75	100
6.3	Organizational Behaviour	25	75	100	--	--	--	25	75	100
6.4	Income Tax	25	75	100	--	--	--	25	75	100
6.5	Production Management	25	75	100	--	--	--	25	75	100
6.6	In-plant Project & Viva	25	75	100	--	--	--	25	75	100
									Total	4000
<u>ELECTIVES</u>										
Finance					Marketing					
F.1	Project Management				M.1	Retail Marketing				
F.2	Financial Services & Institutions				M.2	Sales Management				
F.3	Stock Exchange Operations				M.3	Consumer Behaviour				
F.4	Forex Management				M.4	Advertising Management				
HRD					Information Science					
H.1	Leadership Styles				IS.1	E-Commerce				
H.2	Performance Appraisal				IS.2	Internet Concepts & Web Designing				
H.3	Industrial Relations				IS.3	Programming in Java, and C++				
H.4	Training & Development				IS.4	System Analysis & Design				

(*) KU/Aca(S&T)/(SSA-125)/BBA,BCA,B.Sc(CS)/Kan(UG)/Rev. Syll/08-09/288, Dt: 08.09.2008

SEMESTER – I

FINANCIAL ACCOUNTING – I

Code: 1.1

Total Hours: 50

Work load 4 Hrs/ week.

Pedagogy: Lectures, Seminars, Assignments, Cases etc

Objective: To create awareness into the minds of the students to understand the basic principles of financial accounting and management

Module – I

Introduction – definition of accounting, scope and functions of accounting, accounting terms, users of accounting information, accounting concepts and conventions, Indian accounting standards and international accounting standards

(4 hrs)

Module – II

Process of accounting – the account debit and credit, the journal, the ledger, trial balance, closing entries, adjustment entries, preparation of final account, trading account, profit & loss account, balance sheet. Adjustments- closing stock, outstanding income and expense, prepaid expenses/income.

(20 hrs)

Module – III

Subsidiary books- purchase book, sales book, purchase return book, sales return book, cashbook: single column, double column and three columns petty cash book, bank reconciliation statement.

(12 hrs)

Module – IV

Partnership account:- capital accounts, fixed and fluctuating system, profit & loss appropriation account, final account- trading account, profit & loss account, balance sheet, adjustment- closing stock, outstanding income and expenditure, prepaid income and expenditure, depreciation & appreciation of asset only. Depreciation: fixed percentage method, balance method.

(14 hrs)

Suggested Books:

1. Advanced Accounting by Shukla M.C & Grewal T.S, S.C.Chnad and Sons.
2. Advanced Accounting by Pillai Bhagvati.
3. Advanced Accounting by S.N.Maheshwari.
4. Accountancy : By B. S. Raman, United publishers, Mangalore.
5. Financial Accounting: by Arulanandam and Raman, Himalaya Publication house.
6. Accounting for Managers by Kuppapally.
7. Basic Accounting by Sofat & Hiro.
8. Financial Accounting for BBA:- Dr. S N Maheshwari & Sharad K Maheshwari.

MANAGERIAL ECONOMICS – I

Code: 1.2

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lectures, Assignments, Cases etc.

Objectives

1. To familiarize the students with basic concepts of micro economics and its applications.
2. To acquaint the students with different micro concepts for choosing the alternatives.

Module – I

Definitation, Nature and scope of Managerial Economics. Micro and Marco Economics: Meaning, Importance and its limitations, Nature and scope of managerial economics.

(6 hrs)

Module – II

Demand and supply Analysis:

- a. Demand: Meaning, Law of demand, factors influencing the demand.
- b. Demand Forecasting: Meaning, purposes and methods.
- c. Supply: Meaning, Law of supply, factors influencing supply.

(12 hrs)

Module – III

Production and cost analysis production: Factors of production (only meaning) returns to scale, economics of scale.

Cost: Cost concepts: TFL, TVL, TL, AL and ML their meanings and computation, cost curves in short run and long-run.

(12 hrs)

Module – IV

Market structure and pricing practices.

Market: Perfect competion, monopoly, oligopoly and monopolistic competion: Features and price and output determination.

Pricing policies and practices: Skimming and penetration, price discrimination and price leadership.

(14 hrs)

Module – V

Profit: Break even analysis: Its meaning and computation, graphical representation.

(6 hrs)

Suggested Books:

1. Managerial Economics by D. M. Mithani, Himalaya Publishing House.
2. Managerial Economics by P.N. Mishra, Pragat Prakashan, Meerut.
3. Managerial Economics by R.L. Maheshwari

PRINCIPLES OF MANAGEMENT

Code: 1.3

Total Hours: 50

Work load 4 Hrs/ week.

Pedagogy: Lectures, Seminars, Assignments, Field work, Cases etc

Objective: This introductory course makes the students to “put on their management hat”. The students will learn the traditionally proven management concepts and their relevance in solving managerial problems

Module – I

The concept of management, development of management thought, schools of management thought, the process of management, management and administration.
(4 hrs)

Module – II

Types of business organizations: sole, proprietorship, partnership, joint stock companies, public ltd private Ltd & co-operative societies: meaning nature scope, merits and demerits.
(6 hrs)

Module – III

Decision Making: Meaning, Types of decisions, steps in Rational decision making, Difficulties in decision making
(5 hrs)

Module – IV

Planning: The concept, nature, and purpose of planning, objectives of planning, planning process, types of plans, making planning effective.
(6 hrs)

Module – V

Organising: Concept, nature and principles of organising, span of control, departmentation, line and staff organisation, authority relationship, centralisation versus decentralisation of authority, delegation of authority, committees.
(6 hrs)

Module – VI

Staffing: Concept of staffing, Importance and need for proper staffing.
Directing : Concepts and nature of directing and supervision.
Motivation : Meaning, Theories of motivation (Maslow, Herzberg, theory X and Y).
(7 hrs)

Module – VII

Co-ordination: Concept of co-ordination, need for co-ordination, principles of co-ordination. Qualities of effective leader and leadership styles and applications.
Control: Concept and process of control, techniques and tools, control of over-all performances.
(13 hrs)

Module – VIII

Modern trends in management: Introduction management by objectives, participative management, social and ethical issues in management.
(3 hrs)

Suggested Books:

1. Principles of management: By Tripaty & Reddy, Tata McGraw Hill Publication,
2. Principles and practices of management: By L.M. Prasad, Chand Publication, New Delhi

3. Principles and practice of management: By V.S.P. Rao & P.S. Narayan, Konark publication.
4. Essentials of management: By Koontz, Tata McGraw Hill Book Publication.
5. Business Studies: By C. B. Gupta, Tata McGraw Hill Publication.
6. Essential of Management:- Massie.
7. Principles of management:- Gupta.

PRINCIPLES OF MARKETING

Code: 1.4

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases, Fieldwork etc.

Objective: To provide inputs in principles and core concepts of marketing management and application.

Module – I

Understanding the Role of Marketing in organization and society.

- a) The core concepts of marketing:- Needs, wants, and demand products, utility, value, satisfaction, Exchange, transactions and relationship, market, marketing, marketer.
- b) Company orientations towards market production concept, product concept, selling concept, marketing concept, social marketing concept.
- c) Need of marketing in Business sector Non profit sector and Government sector.
- d) Marketing environment, controllable, uncontrollable elements.

(5 hrs)

Module – II

Identifying market segments selecting, Target market and developing market positions, basis for market segmentation for consumer and industrial market and requirement of effective segments.

(5 hrs)

Module – III

Product life cycle concept, Marketing strategies for different stages of the product life cycle.

(4 hrs)

Module – IV

Managing products, Product lines Brand. Core Product Tangible and augmented product, product hierarchy, product classification, product mix decisions. Product line decisions. Product line analysis, product line length.

Individual product decisions : product attribute decisions, Branding and Brand decisions, packing and labeling decision.

(8 hrs)

Module – V

Pricing: Setting the price, pricing process, pricing methods.

Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

(8 hrs)

Module – VI

Marketing channels.

- The Importance of marketing channels
- Channel design decisions
- Channel management decisions
- Channel Conflict: Types, Causes, & Managing the conflict.

(8 hrs)

Module – VII

Promotion mix

Advertisement:- Meaning, Objectives, & types of Media.

Sales Promotion:- Meaning, Objectives, & Tools.

Public relation:- Meaning, & Tools.

Personal selling:- process.

(7 hrs)

Module – XIII

Direct marketing:

Scope and nature of direct marketing Different methods of direct marketing online marketing Forms, Limitations advantages

(5 hrs)

Suggested Books:

- 1) Principles of Marketing – by Kotler and Armstrong PHI
- 2) Marketing Management- by Kotler PHI
- 3) Marketing Management by V.S Ramaswamy and S. Namakuari
- 4) Principles of marketing management by J.P.Gupta and Joyti Rana published by R. Chand & Co. New Delhi.
- 5) Principles of Marketing by Kotler & Armstrong PHI
- 6) Marketing Management by Kotler PHI
- 7) Principles of Marketing by J.P. Gupta & Jyothi Rana R Chand & Company published

BUSINESS COMMUNICATION

Subject Code: 1.5

Contact Hourse: 50 Hrs

Work load: 4 hrs per week

Objective: To make students knowledgeable about communication skills

Pedagogy: Lecturers, Assignments, Projects, Practical Exercises and Seminars.

Module – I

Business Correspondence: Business Letter for all occasions, memorandum, Special Time Saving, Message media: Telephone, Telex, Fax, etc.

(6 hrs)

Module – II

Business Writing Principles: Completeness, Conciseness, Correctness, Consideration, Concreteness, Clarity, Courtesy, Exercises, on each of the components.

(6 hrs)

Module – III

Oral Communication: The Characteristics of Face to face exchange. Oral Statement, preparation delivery.

(3 hrs)

Module – IV

Planning and conducting of Interview, talking to groups at work. Effective listening exercises in oral communication.

(4 hrs)

Module – V

Group communication: Introduction –Meaning and definition of Group, Advantages of Group Decision Making – Discussion –Technique of group decision making (Committee meeting, command meeting, Brainstorming session, Nominal group technique, Delphi technique only meaning)

Meetings and documentation: Meeting in business types of meetings - notice - agenda - minutes - writing of minutes - conduct of meetings - methods of minute keeping - duties and responsibilities of chairman and secretary seminar, conference, symposium, convention, workshop.

(16 hrs)

Module – VI

Report writing - what is report - difference between reports and other forms of writing - purpose of report - kinds of reports - objective of the reports - writing a report - basic and subsidiary parts of a report - long and shorts reports.

(15 hrs)

Suggested Books:

- 1) Effective Documentation and Presentation by Rai and Rai. Himalaya publications.
- 2) Communication in Business by Shirley Taylor. Pearson Education
- 3) Business Communication by P D Chaturvedi, Mukesh Chaturvedi. Pearson Education
- 4) Modern Business Communication by Madhumati Kulkarni, R. Chand and Company
- 5) Effective Business Communication by Murphy & Peak.
- 6) Business Communication Pradhan by Monai, Bhende & Thaker
- 7) Communication in Modern Organizational by Verhaman

MODERN INDIAN LANGUAGES – I

Code: 1.6

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Pattern of Question Paper

1.	Objective type questions	1x10 = 10
2.	Reference to context (One out of two)	5x01 = 05
3.	Essay type question on short stories (One out of two)	10
4.	Essay type question on short stories (One out of two)	10
5.	Short notes on the play (two out of four)	5x2 = 10
6.	Use of words as two different forms of speech	10
7.	Letters of congratulations and compliments	10
8.	Paragraph writing on current topics (One out of two)	<u>10</u>
		<u>75</u>

SEMESTER – II

FINANCIAL ACCOUNTING – II

Code: 2.1

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To get the students acquainted with knowledge of financial position and cost relating to business for decision making

Module – I

Inventory Valuation:- Meaning, reasons for holding inventory, inventory management, valuation of inventory, factors affecting valuation of inventory, accounting standards relating to stock valuation.

(12 hrs)

Module – II

Company accounts: - Amalgamation & Reconstruction, Accounting for amalgamation according accounting standard 14. Meaning of amalgamation in the nature of merger and purchase. (Problems). Steps in accounting for amalgamation. Meaning and methods of purchase consideration.

Reconstruction :- Internal and External reconstruction, Meaning and problems.

(12 hrs)

Module – III

Consignment Accounts:- Meaning of consignment accounts, Consignor, & Consignee. Entries in the book of consignor & Consignee. Valuation of stock, Normal and abnormal loss. Consigning goods at value higher than cost.

(8 hrs)

Module – IV

Joint Venture:- Meaning, Characteristics, difference between joint venture and consignment, Joint venture and Partnership. Methods of recording joint venture transaction. Interest.

(8 hrs)

Module – V

Hire Purchase transaction and decision, calculation of interest, entries in the book of higher vendor and purchases, hire purchase, trading account, installment system entries.

(10 hrs)

Suggested Books:

1. Financial Management by Khan & Jain
2. Cost Accounting by Jain & Narang, Kalyani publication
3. Cost Accounting by Nigam & Sharma, Himalaya publication house, New Delhi
4. Cost Accounting by Pathan Shetty and Palekar, S.Chand and Company, Delhi
5. Practical costing by M.N.Arora, S.Chand and Company, Delhi
6. Financial Accounting by Dr. S N Maheshwari & Dr. S K Maheshwari.

MANAGERIAL ECONOMICS – II

Code: 2.2

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignments, Cases etc.

Objectives

1. To familiarize the students with basic concepts of macro economics.
2. To use the macro economic tools in decision making process.

Module – I

Macro Economics: Meaning, Concepts, Importance and Limitations, Features of Indian Economy.

(6 hrs)

Module – II

Nature and scope of business environment

- a. Business: Meaning, objectives and characteristics.
- b. Business Environment: Meaning, types – Social, Economic, Political and Legal, Natural, Technological.

(8 hrs)

Module – III

National Income: Meaning Concepts, Composition and Growth per capita income.

(8 hrs)

Module – IV

Indicators of economic growth, Physical Quality Life Index (PQLI), Human Development Index (HDI), Standard of Life Index (SOLI), Meaning and their importance.

(10 hrs)

Module – V

Macro Economic Policies: SSI policy of 1991, RBI and its Functions, Monetary and Credit Policy of RBI, Fiscal Policy and Budget of Central Government.

(10 hrs)

Module – VI

WTO: Meaning, Origin, Structure & functions, its implication for India, Conflicting interest of developing and developed countries.

(8 hrs)

Suggested Books:

1. Economic Environment of Business by - Mishra and Puri.
2. Indian Economy by - KPM Sundaram.
3. Essentials of Indian Business Environment by - K. Ashwathappa.
4. Managerial Economics- Nadar & Vijayan
5. Managerial Economics – Maheshwari.

FINANCIAL MANAGEMENT

CODE: 2.3

Total Hours: 50

Work load 4 hrs / week

Pedagogy: Lectures, Assignments, Seminars and Cases etc.

Objective: To get the students acquainted with fundamental aspects of finance.

Module – I

Introduction: Meaning of business finance-scope of financial Management and objectives: Profit v/s wealth maximization-role of finance Management Organization for finance function.
Financial planning: Financial budgets and budgetary control, Production Sales-master budget.

(8 hrs)

Module – II

Cost of capital: Meaning, cost of different sources and computation of total Cost of capital.
Capital Structure: Meaning, Policies, capital gearing and leverage, trading On equity (no theories of capital structure)

(14 hrs)

Module – III

Working Capital Management: Concept, need, source-estimation of working capital management, debtors, receivable and inventory management.

(10 hrs)

Module – IV

DIVIDEND DECISION

What does dividend decision involves?

Dividend Decisions practical consideration- Pay out ration-Stability of Dividend- Procedural Concept

(8 hrs)

Module – V

Mergers and acquisitions and amalgamations
Examples and simple problems

(10 hrs)

Suggested Books:

1. Financial Management- R M Shrivastav- Pragati Prakashan, Meerut.
2. Business Finance- Reddy and Appanaiah- Himamlaya Publishing House, Mumbai.
3. Financial Management- P V Kulkarni & B G Satyaprasad, Himalaya Publishing House, Mumbai.
4. Indian Capital Market- V.A.Avadhani, Himalaya Publishing, 1999 S.C.Kucchal-Vikas

INDIAN BUSINESS ENVIRONMENT

Code: 2.4

Contact Hours: 50 hrs

Work load: 4hrs per week

Pedagogy: Lecturers, Assignments, Projects, Practical Exercises and Seminars.

Objective: To create awareness about the problems of Indian economy.

Module – I

Business Society and Government: Linking and Independence Social Responsibilities of Business.

(4 hrs)

Module – II

Indian Economy: Meaning, Characteristics of Indian Economy, Causes of backwardness of the Indian economy, Objective of Indian planning.

(6 hrs)

Module- III

Industrial Policy: Present Industrial Policy in India; Privatization: Nature and Objectives, Privatization Routes, Rangarajan Committee on Privatization.

Labour in different sector: Extent of labour, Change in Labour force, Trade Union Movement.

Industrial dispute, Dispute settlement missionaries, Wage Policy Security in India. Industrial Sickness: Definition of a sick unit, Extent of Sickness, Causes for Sickness, Signals of Sickness, effect & Remedies, Goswami Committee on Sickness.

(15 hrs)

Module – III

Physical Environment: Environment & Effect – NGO's in action – State & Country Pollution Control Board & Environmental Cleanliness. Major current issue.

(8 hrs)

Module - IV

Public Finance: Sources of Revenue of Central Government, Heads of Expenditure of the central Government. Union Budget

(14 hrs)

References:

India, WTO and the Trade Blocks

Role of GATT, WTO structure & Functions, its implication for India

Conflicting interest of developing and developed countries.

Reference Books:

1. Indian economy by Rudradutt & KPM Sundaram
2. Business Environment by Ashwatappa, - Himalaya publishing House
3. Business Environment by Cherunilam
4. Indian Economy by Iashwar dhangru

COMPANY LAW AND SECRETARIAL PRACTICE

Code: 2.5

Total hours: 50

Workload: 4 hours per week

Objective: The objective of this course is to provide basic knowledge of the provisions of the companies Act 1956 along with relevant case laws and the work of a company secretary.

Pedagogy: Class Room Teaching Group Discussion.

Module – I

Company – Definition, Characteristics, Kinds of Companies, Public Private Government Companies etc. Conversion of Private Companies into Public Companies and Vice-versa.

(8hrs)

Module – II

Company Secretary: Meaning and definition – Legal Position –Qualifications – Appointments-Duties-Rights-Liabilities of a Company Secretary.

(6hrs)

Module – III

Formation of a company-Promoters and their role-Basic documents of company Memorandum of association –Articles of Association –Prospects-Its Importance-Statement in view of prospectus.

(10hrs)

Module – IV

Raising of share capital –Issue of shares –Allotment of shares –Procedure of allotment. Issue of share certificate share certificate v/s share warrant-call and Transfer Transmission furtive of shares duties of company secretary.

(10hrs)

Module – V

Knowledge and Meeting of share forfeiture of: Annual General Body meeting, Statutory Meetings, Extraordinary Meeting – Board meeting. Resolutions and Minutes. Responsibility of company secretary.

(10hrs)

Module – VI

Who is a member? Member v/s Share holder. Non-Voting Right hares membership. Who is membership an enquired? Membership rights, liabilities and terminations.

(6hrs)

Reference Books:

1. M.E.Kuchal –Secretarial Oractice
2. N.D. Kappor – Elements of Company law
3. P.N.Reddy and Appaniah : Elements of Company Law
4. Guide to Company Act-Ramaiah
5. Company law and Secretarial Practice -Sherkar

MODERN INDIAN LANGUAGES - II

Code: 2.6

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases, etc.

Pattern of Question Paper

1.	Objective type questions	1x10= 10
2.	Reference to context (One out of two)	5x1 = 05
3.	Essay type question on short stories (One out of two)	10
4.	Essay type question on short stories (One out of two)	10
5.	Short notes on short stories (Two out of four)	5x2 = 10
6.	Use of words as two different forms of speech	10
7.	Letters of congratulations and compliments	10
8.	Paragraph writing on current topics (One out of two)	<u>10</u>
		<u>75</u>

SEMESTER III

BUSINESS STATISTICS

Code: 3.1

Total Hours: 50

Work load 4 Hrs/ week.

Pedagogy: Lectures, Assignments, Practicals etc.

Objective: To make students understand the statistical tools for business decisions.

Module – I

Introduction to statistics – meaning, definition function and scope in business and industry

Collection of data - primary and secondary data . Questionnaire meaning

Classification and Tabulation. Construction of frequency distribution for univariate data

Presentation of data by diagrams and graphs

Diagrams – simple multiple component and percentage diagram. Pie diagram and rectangular diagram

Graphs – histogram, frequency curve, frequency polygon and ogive curve

(15 hrs)

Module – II

Measure of central tendency

Meaning of mean, median, mode, geometric mean, harmonic mean, partition values with examples merits and demerits.

Measures of dispersion

Meaning of range, quartile deviation, mean deviation and standard deviation and their relative measures with examples

Measures of Skewness- Karl Pearson's and Bowley's Co-efficient of Skewness

(15 hrs)

Module – III

Time series analysis

Meaning, definition and component of time series. Methods of measuring secular trend

Moving average method, method of least squares(linear trend only)

Index numbers – meaning and uses of index numbers

Construction of index numbers by Laspeyre's, Paasches's, fisher's and Marshall Edgeworth's price and quantity index numbers. Test of consistency

Cost of living index number

(20 hrs)

Suggested books:

- 1) Business Mathematics – Sancheti & Kapoor
- 2) Business Mathematics – Qazi Zameeruddin UK Khanna, S.K.Bhambri
- 3) Business Statistics- S.P Gupta & M.P Gupta
- 4) Fundamental of Statistics- S.C Gupta

CORPORATE ACCOUNTING – I

Subject Code: 3.2

Contact Hours: 50 Hrs

Work load: 4 hrs per week

Objectives: This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act

Module – I

Share capital of a Company

Company-Shares-stock-kinds of shares-features-issues of shares-SEBI Guidelines-New share issue procedure-Shares payable by installments at Par, at premium, at Discount-Calls-in-Arrears, Calls-in-Advances, Forfeiture and Re-issue of Forfeited Shares.

(10 Hrs)

Module – II

Bonus and Rights Shares

Bonus Shares: Meaning –Objects Merits and Demerits of the issue of Bonus shares –SEBI Guidelines for the Issue of Bonus Shares. Rights Issue: Meaning –Difference Rights Issue and Public Issue. Stock Split –Comparison of Bonus Shares and Stock Split (Sлимп) numerical problems only.)

(10 Hrs)

Module – III

Buyback of Shares:

Introduction –Objectives, Benefits, Size and Sources of Buyback-Conditions and limits of Buyback-Modes of Buyback –Through Tender offer from the open market, from odd lot holders (Journal Entries and B/S only)

(8 Hrs)

Module – IV

VALUATION OF SHARES

Meaning – need for valuation – factors affecting valuation – methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method – Dividend Yield – Fair Value method – value of right shares – valuation of preference shares.

(10 Hrs)

Module – VI

REDEMPTION OF PREFERENCE SHARES

Meaning – legal provisions – treatment regarding premium on redemption – Creation of Capital. Redemption Reserve Account (CRR) – Fresh issue of shares – Arranging for cash balance for the purpose of redemption – minimum number of shares to be issued for redemption – issue of bonus shares – preparation of Balance Sheet after redemption.

(12 Hrs)

Books for References:

1. S.N. Maheswari, Financial Accounting.
2. Narayanaswamy, Financial Accounting.
3. SP Iyengar, Advanced Accountancy.
4. RL Gupta, Advanced Accountancy.
5. Jain and Narang, Corporate Accounting.
6. Tulsian, Advanced Accounting.
7. Corporate Accounting by Dr. S N Maheshwari & Dr. S K Maheshwari.

COMPUTER APPLICATIONS – I

Code: 3.3

50 Hrs Theory - 4 Hrs/week

36 Hrs Practical - 3 Hrs/week

(Practical exam of 40 marks (ext), 10 marks IA, 2 Hrs duration)

Pedagogy: Lecturers, Assignments, Practicals etc.

Objective: To acquaint the students with Computer Fundamentals and database application

Module – I

Computer Fundamentals - Evolution of computers, history and generation of computers, types and classification of computers, characteristics and uses of computers, basic structure of computer - input devices, output devices, processing unit and memory, Data representation - integers, character, binary, octal, hexadecimal and conversions, Computer memory - primary & secondary memory, Diagram of floppy disk, CD-ROM, Introduction to Operating System, Functions and types of Operating System, Study of Microsoft Windows-XP.

(10 hrs)

Module – II

MS-Excel (Spreadsheet software): Basic features of spreadsheet package, formatting the spreadsheets, renaming, rows & columns, graphic representations, using formulas in areas like marketing, finance, production, etc. most frequently used built-in functions in Excel

(10 hrs)

Module – III

Data Base Management System (DBMS) - FoxPro (Only commands)
Introduction to DBMS, Data, Fields, Records and Data Base Files
Starting and quitting FoxPro: The FoxPro environment
Creating a database file - CREATE command
Use of various operators in FoxPro
Adding records to a database file - APPEND command
Editing records of a database file - EDIT, CHANGE commands
Deleting records of a database file - DELETE, PACK, ZAP commands
Displaying and printing records of a database file - LIST, DISPLAY, FOR clause
Use of RUN or ! command
Renaming and deleting a database file
Sorting records of a database file - SORT, INDEX commands
Searching a particular record in a database file - FIND, SEEK commands
SET commands
Built-in FoxPro functions
Creating labels

(30 hrs)

Suggested Books:

1. Fundamentals of Computers by V Rajaraman, PHI
2. A First Course in Computers by Sanjay Saxena, Vikas Publishing
3. Programming in FoxPro by Taxali

SMALL BUSINESS MANAGEMENT

Subject Code: 3.4

Contact Hours: 50 Hrs

Work load: 4 hrs per week

Objective: To prepare student to Setup and Manage the SSI

Module – I

Small scale industries meaning, definitions, significance, in Indian national economy. Problems and the steps taken up by the Government to tackle their problems. The role of SSI in international business. Role of government in promoting small business unit incentives provided to backward area and development.

[12 hrs]

Module – II

SSI project formulation project identical and working capital selection, formulation, project report writing, location for SSI, industrial estates and the role of KIABD, TEKSOC, and registration with DIC.

[12 hrs]

Module – III

Financial Management –Fixed capital and working capital estimation, sources of finance subsidies and incentives, venture capital.

[8 hrs]

Module – IV

Sickness in small scale sector, Causes of sickness, Prevention of sickness, and Remedial measures for sickness.

[8 hrs]

Module – V

Ancillary Industries, Rural Industries & Rural artisans. Role of SIDO, SSIDC, SISI, DIC. Prospects for small-scale industries

[10 hrs]

Books and suggested Readings:

1. Management of SSI by Vasant Desai – Himalaya publishing House, Delhi, 1998.
2. Entrepreneurial Development by S S Khanka, Sultan Chand and Co. Ltd., New Delhi. 1999.
3. Small Scale Industries & entrepreneurship- Dr. Vasant Desai, Himalayan Publishing House.
4. Small Scale Industries & Entrepreneurial Development:- C.S.V. Murthy, Himalayan Publishing House.

MARKETING RESEARCH

Code: 3.5

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignments, Cases etc.

Objectives: To teach the students, the fundamentals of the research to introduce the students the applied research techniques.

Module – I

Foundation of Research

- a. Meaning and Definition Scientific Method, Research and Theory, Theoretical models, objectives, functions, applications, limitation of business research.
- b. Types and methods of research : Classification of Research, Pure and applied research, explanatory, research, descriptive research, casual research, diagnostic study, evaluation studies, action research, experimental research, statistical method, historical research, case study, field studies.
- c. Research Process.

(7 hrs)

Module – II

Sources of research data:

- a. Primary data v/s Secondary data, Sources of secondary data, providing secondary data in India.
- b. Survey research – the nature of survey research, criteria for selection of survey methods.
- c. Experimentation, experimental designs, laboratory experiments, field experiment test marketing.
- d. Sources of secondary data.

(10 hrs)

Module – III

Measurement Techniques :

- a. Questionnaire design, steps in construction of a questionnaire, with illustration.
- b. Attitude scales, rating scales, Issues in designing attitudes scales, perceptual mapping.
- c. Qualitative Research : Depth interview, projective techniques, observation and physiological measures.

(10 hrs)

Module – IV

Sampling process, census v/s sample, characteristics of a good sample, the sampling process, sampling distribution, sample size determination methods of determining sample size.

(8 hrs)

Module – V

Data reduction and analysis, editing, coding. Testing of hypothesis, different types of hypothesis, decision table type I & type II error, level of significance, power of test, testing of mean and proportions for small and large sample (2 and 7) chi square test for goodness of fit and independence of attribute.

(10 hrs)

Module – VI

Report:- Marketing Research report format, Do's and Don'ts in report writing.

(5 hrs)

Suggested books:

1. Methodology of Research in Social Science by O.R. Krishnaswami, M. Ranganathan; Published by Himalaya Publishing House
2. Research Methodology (methods & technique) by : C.R. Kothari Published by WISHWA PRAKASHAN
3. Marketing Research by : Donald Tull and Hawkins; Published by L Presentice Hall India
4. Marketing Research by : G.C. Beri; Published by : Pretice Hall

COSTING FUNDAMENTALS

Subject Code: 3.6

Contact Hours: 50 Hrs

Work load: 4 hrs per week

Objective: To develop a preliminary understanding of the fundamentals aspects of concepts and practical aspects of cost accounting for Business Administration.

Module – I

Introduction, nature and scope of cost accounting, distinction between cost and financial accounting.

(4 hrs)

Module – II

Elements of cost, classification of cost, cost sheet (problems on output costing, tenders and estimate)

(4 hrs)

Module – III

Material meaning, importance, material control & its benefits, purchase department centralized & decentralized, functions of purchase department, stores organization, functions inventory control levels, pricing of material, Issues, problems on FIFO & LIFO methods.

(8 hrs)

Module – IV

Overheads – collection and classification of overheads, allocation and apportionment of service department cost to production department (problems on simultaneous equation only) absorption of overhead methods –percentage of direct material cost, direct labour cost, prime cost labour hour rate, machine hour rate, (Problems on M/C hour rate only).

(10 hrs)

Module – V

Methods of costing – job costing, contract costing, process costing, normal, Abnormal loss and abnormal gain (problems), operating costing (problems), on goods and passenger transports.

(10 hrs)

Module – VI

Marginal costing – meaning, contribution, PV ratio, margin of safety, BEP application of marginal costing for decision – making, (problems on profit making, make or buy, key factor).

(10 hrs)

Module – VII

Reconciliation of cost and financial accounting, reasons for non-agreement, reconciliation statement.

(4 hrs)

Suggested books:

1. Cost Accounting: Jain & Narang, Kalyani Publication.
2. Cost Accounting: Nigam & Sharma, Himalaya publishing house.
3. Cost Accounting: Pattanshetti & Palekar, S Chand Publishing Co.
4. Practical Costing: M.N.Arora, S. Chand Publishing Co.
5. Cost Accounting: Principles and Practice, Nigam & Sharma.
6. Cost Accounting: Theory and Practice, Banerjee.

INDIAN CONSTITUTION

Code: 3.7

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To create awareness of Fundamental Law of the land and generate common civic sense.

Module – I

Meaning of the term 'constitution' – making of the constitution 1946-1949. The role of Dr. Ambedkar, Shri B.N. Rao, Jawaharlal Nehru, in the making of the constitution, salient features of the constitution, preamble.

(8 hrs)

Module – II

The democratic institutions created by the constitution bicameral system of legislature at the center and in the states.

(3 hrs)

Module – III

Fundamental rights and duties – their content and significance.

(8 hrs)

Module – IV

Directive principles of state policies – the need to balance fundamental rights and Directive Principles.

(8 hrs)

Module – V

Doctrine of separation of powers – legislative, executive and judicial and their functioning in India.

(8 hrs)

Module – VI

Center – State Relations: Legislative, financial and administrative, devolution of powers to Panchayat Raj institutions.

(8 hrs)

Module – VII

The election commission and state public service commission

(2 hrs)

Module – VIII

Methods of amending the constitution: emergency powers. Constitution and sustainable development in India

(5 hrs)

Suggested Books:

1. Constitutional Law of India – by Pandey J.N, Central Law Agency, Allahabad.
2. The constitution of India – A Politico – Legal Study – by Johari J.C, Sterling Publication Pvt. Ltd, New Delhi.
3. The Indian Constitution Cornerstone of Nation – by Granville Austin, Oxford, New Delhi.
4. An Introduction to the Constitution of India – by Pylee. M. V, Vikas Publishers, New Delhi (2000).
5. Indian Constitution and Constitutional Law, By Subhas C. Kashyap, National Book Trust Publication, New Delhi (2000).

SEMESTER – IV

BUSINESS MATHEMATICS

Code: 4.1

Total Hours: 50

Work load 4 Hrs/ week.

Pedagogy: Lectures, Seminars, Assignments, Practicals etc

Objective: To acquaint the students with knowledge of statistical tools for business decisions.

Module – I

Set theory; venn diagram, union of sets, intersection of sets, sub sets, complimentary of sets, null set , difference of sets, demogrom's rule.

Permutation and combination

(8 hrs)

Module – II

Probability Theory:

Definition of random experiment, sample space, events, mutually exclusive, equally likely, favorable cases and probability of any event, in dependent and dependent events

Conditional probabilities.

Addition and multiplication theorem, of probability for to events (statement only)

Random Variable:

Discrete random variable, continuous random variable and their probability functions

Mathematical expectation meaning definition of expectation, variance covariance of variables.

Standard Probability Distribution:

Binomial, Poisson and normal distribution with definition, properties and examples

(12 hrs)

Module – III

Correlation and Regression:

Correlation –analysis of bivariant data, types of correlation, methods of correlation, and Properties of correlation, Regression meaning, definition, properties of regressions. coefficient, lines of regression.

(10 hrs)

Module – IV

Introduction to linear programming, problem formulation, solution by graphical and Simplex method, big method.

Transportation problem, meaning solution by North-West corner rule, matrix minima

Method and Vogel's approximation method and testing of optimality by MODI method

Assignment problem meaning and definition and solution of assignment problem.

Game theory; pure strategy, mixed strategy saddle point, dominance rule and solution by graphical method.

(20 hrs)

Suggested Books:

1. Business Mathematics by Sancheti and Kapoor
2. Business Mathematics by Quazi Zameeruddin Khan UK Khanna, Bhambri
3. Business Statistics by S P Gupta and M P Gupta
4. Fundamentals of Statistics by S C Gupta
5. Operation Research by S D Sharma
6. Operation Research by Kapoor V K

CORPORATE ACCOUNTING –II

Code: 4.2

Total Hours: 50

Work load 4 Hrs/ week.

Objectives: This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act

Module – I

Valuation of Goodwill

Meaning – Definition – Elements of goodwill – Types of Goodwill – Purchased Goodwill – Non-purchased or inherent Goodwill – Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – Annuity Method

(10 hrs)

Module – II

Amalgamation of Companies

Calculation of Purchase consideration – Take over basis- Net payment basis adopting Accounting Standards 14 and other relevant standards – treatment of fractional shares – liquidation expenses met by Purchasing Company – Passing of Journal Entries – of Ledger Accounts in the books of Vendor - Net Asset Method – Passing of Journal Entries and preparation of ledger accounts – In the books of Purchasing Company – passing incorporating entries – finding out Goodwill or Capital Reserve – treatment of inter- company debts - stock and investment – incorporation expenses – preparation of Balance Sheet

(15 hrs)

Module – III

Liquidation

Voluntary Liquidation – Preparation of Liquidator's Statement of affairs – order of payment -calculation of commission on Assets Realized – payment to unsecured creditors – payment to unsecured creditors other than preferential creditors – calculation of pro rata- treatment of uncalled capital – liability of contributors.

(10 hrs)

Module – IV

Company Final Accounts

Company Accounts

Preparation of Final Accounts of Joint stock company-Profit prior to Incorporation – Holding Company accounts

(15 hrs)

Books for reference:

1. S.N. Maheswari , Financial Accounting.
2. RL Gupta, Advanced Accountancy.
3. SP Iyengar, Advanced Accountancy.
4. Patil Korlahalli, Financial Accounting.
5. Jain and Narang, Corporate Accounting.
6. Tulsian, Advanced Accounting
7. Corporate Accounting by Dr. S N Maheshwari & Dr. S K Maheshwari

COMPUTER APPLICATIONS – II

Subject Code: 4.3
Contact Hours: 50 hrs

Work load: 4 hrs per week

Objective

To acquire the students with popular application software & MIS

Module – I

Management Information System – MIS, Information system for decision making, Evolution of an information system, Decisions making & MIS, MIS as a techniques for making programmed decisions, Define the problems, Set system objectives, Established system constraints, Determine information needs, Sources, Develop alternative conceptual system.

(10 hrs)

Module – II

Introduction to E- Commerce, Definition, types, interaction with customer, Application & session objects in e-Commerce. Working with files in E-Commerce Application, building product catalogue database, displaying products, searching for products.

(15 hrs)

Module – III

Tally Accountancy Package.

(25 hrs)

Suggested Books:

1. E-Commerce programming with ASP, By:Walter & Levine, Techmedia Pub.
2. Management Information System By: A.K.Gupta, Sultan Chand Pub)

ENTREPRENEURSHIP DEVELOPMENT

Code: 4.4

Total hours: 50

Work load 8 hrs/ week.

Pedagogy: Lectures, assignments, cases, interactions with local business leaders.

Objective: To acquaint the students with knowledge of types of enterprises and entrepreneurial qualities so as to become creative and innovative entrepreneurs,

Module – I

Importance of entrepreneurship and its relevance in career growth, scope of entrepreneurship development. Entrepreneur, entrepreneurship and enterprise, concept and role in development, characteristics and developing entrepreneurial skills. Entrepreneurial motivation.

(8 hrs)

Module – II

Achievement motivation, Development of N. ACH knowing the self. Importance of achievement motivation.

(6 hrs)

Module – III

Business plan: Preparation of preliminary project report – PPR, significance of PPR, preparation of business plan, contact and importance of business plan.

(10 hrs)

Module – IV

Promotional schemes and assistance by government agencies for an enterprises, assistance by other organization and agencies for establishment and development of an enterprise.

(12 hrs)

Module – V

Creativity and innovation, definition of creativity and innovation, exercises on creativity, how to develop creativity and innovation.

(6 hrs)

Module – VI

Successful Indian entrepreneurs – Shri N.R. Narayanamurthy, Shri Dheerubhai Ambani, Shri M.S. Oberoi, Shri Ratan Tata., Shri G.D., Birla

(8 hrs)

Suggested Books

1. Business Environment – Parag Diwn, Excel, 1997.
2. Hand Book for New Entrepreneurs – P.C. Jain (Ed), Oxford University Press, 1998.
3. You Can Win – Shiv Khera, Macmillan India, 1998.
4. Business Policy – Azhar Kazmi, Tata Mcgraw Hill, 1997

HUMAN RESOURCE MANAGEMENT

Code: 4.5

Total hours: 62

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To interpret managerial information for human resource.

Module – I

Human Resource Management meaning and definition, significance of Human Resource Management, objectives of Human Resource Management, Human Resource Management v/s Personnel management, Human Resource Management v/s Human Resource Development functions of Human Resource Management (Managerial and Operational Functions), Role of Human Resource Management.

(8 hrs)

Module – II

Job analysis: Meaning of analysis, methods of job analysis, process of job analysis,
Job design: Meaning and definition
Job description: Meaning and definition, contents of job description
Job Evaluation & Job specification: Meaning.
Employees specification: Meaning and need.
Job classification: Meaning and need and introduction.
Job enlargement: Meaning and need.
Job enrichment: Meaning and need.
Job rotation: Meaning and need.

(10 hrs)

Module – III

Recruitment and selection

- a. Meaning, introduction, objectives of recruitment.
- b. Internal and external sources of recruitment with merits and demerits.
- c. Factors affecting recruitment.
- d. Process of recruitment and selection.
- e. Techniques of recruitment, traditional and modern techniques.
- f. Factors affecting selection process.
- g. Interviews: Types of interviews, limitations of interview.
- h. Tests: Types of tests and their limitations.
- i. Recent trend in selection.

(10 hrs)

Module – IV

Placement and Induction:

Placement: Meaning and process.
Induction: Meaning and need of induction.

(2 hrs)

Module – V

Training and development, meaning, need and methods of training and development.

(6 hrs)

Module – VI

Performance appraisal, introduction, meaning, need for performance appraisal, methods of performance appraisal (introductory part), limitations of performance appraisal.

(8 hrs)

Module – VII

Employee remuneration

- Factors affecting wage and salary administration
- Principles of sound wage and salary system.
- Contents of wage and salary.
 - ❖ Incentives: Meaning and types.
 - ❖ Fring benefits: Meaning and types.

(6 hrs)

Suggested Books:

1. Human Resource Management – C.B. Gupta
2. Human Resource Management: John Bratton & Jefferey Gold.
3. Essentials of Human Resource Management : P. Subbarao (Himalaya Publication)
4. Case study of Human Resource Development: H. Kaushal
5. Human Resource Management: Aswathappa
6. Human Resource Management- Pattanayak

INSURANCE MANAGEMENT

Code: 4.6

Contact Hours: 50 hrs

Work load: 4 hrs per week

Objective: This course enables the students to know the fundamentals of insurance

Module – I

Introduction –Origin of insurance, definition of insurance, insurer, insured, Insurance Contracts-nature of a contract of insurance. Fundamentals of Insurance.

(10hrs)

Module – II

Functions of Insurance –Double Insurance- Re insurance, Essential of General Contract as applied to Insurance mentioned under section 10 of the Indian Contract Act.

(10hrs)

Module – III

Role of Insurance –Importance use to an industry, business and society.

(8hrs)

Module – IV

Evolution of Insurance-Marine, Fire, Life and Miscellaneous insurance-types of insurance and organization.

(10hrs)

Module – V

Lloyd's Insurance and State Insurance-LIC, KGID, ESI, Deposit Insurance Corporation or Export credit Guarantee Corporation (only outline and objectives of all the above)

(12hrs)

Reference books:

1. Principles of Insurance Law- M.N. Sreenivasan, M.N. Mishra
2. Bare Acts- Indian Contract Act, 1872, LIC ACT, 1956, GIC Act, 1972 Insurance – Dins Dale.
3. Elements of Banking and Insurance by Sethi and Bhatia.
4. Insurance – Theory and Practice, Tripathy & Pal.

MANAGEMENT ACCOUNTING

Subject Code: 4.7

Contact Hours: 50 Hrs

Work load: 4 hrs per week

Objective: This course enables the students with a learning framework that will enable them to study the principles and procedures used in collection & analysis of accounting information.

Module – I

Management Accounting –Meaning, Nature, Scope Management accounting distinguished from financial and cost accounting. Importance of Management Accounting and demerits of management accounting system. Tools & techniques of Management accounting.

(6 hrs)

Module – II

Fund flow & Cash flow statement and their analysis.

Concept of 'funds' and 'flows' fund flow statement importance steps in preparation.

Cash Flow Statement and their analysis.

Cash flow statement –importance steps in preparation –Distinguish between fund flow statement and cash flow statement.

(12 hrs)

Module – III

Analysis and interpretation of financial statements- ratio analysis: liquidity ratio-current ratio, acid test ratio.

Leverage ratio/ solvency ratio – total debt ratio, debt equity ratio, proprietary ratio

Turnover (activity) ratio- stock turn over ratio, debtor turn over ratio, average collection period, working capital turnover ratio, total assets turn over ratio [fixed asset turn over and current asset turn over ratios], creditors turn over ratio

Profitability ratio- gross profit ratio, net profit ratio, operating ratio- operating net profit ratio, return on investment [ROI], return on Equity [ROE], earning per share, dividend per share

(14 hrs)

Module – IV

Standard Costing

Meaning, Definition, Importance of standard costing variance analysis – Computation of material, labour and overhead variances, -limitations of standard Costing.

(6 hrs)

Module – V

Budgetary Control:

Meaning of budgetary control Types of budgets preparation of different functional budgets labour budget, material budget, overhead budget, -Cash budget-Fixed & Flexible budgeting-Limitations of budgetary control.

(7 hrs)

Module – VI

Management Reporting:

Meaning and Objectives –Kinds of reports –Essentials of and ideal report

(5 hrs)

Reference Books:

1. Corporate Accounting - S.N. Maheshwari Sultan Chand & Sons, New Delhi
2. Management Accounting –Sharma & Gupta, Kalyani Publishers, New Delhi.
3. Financial Management – P.M. Pandey Vikas Publishing House Pvt. Ltd.
4. Management Accounting – Singhiv & Bodhanwala
5. Management Accounting – Dr. I M Pandey.

SEMESTER – V

ELECTIVE-1 MARKETING

RETAIL MANAGEMENT

Code: 5M1

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignments, Cases, Field work etc.

Objective: This course will be also providing an understanding of retailing as an Economic and Social process.

Module – I

World of Retailing, Retail Management, Introduction, Meaning, Characteristics, Emergence of organizations of retailing-Types of Retailers-Multi-channel Retailing-Customers Buying Behaviour

(10hrs)

Module – II

Retailing Environment : Indian perspective :

Trends in retailing-Problems of Indian Retailing Current Scenario-Future Course.

(10hrs)

Module – III

Merchandise Management :

Planning Merchandise Assortments-Buying Systems-Buying Merchandise-Pricing – Retail Communication Mix.

(10hrs)

Module – IV

Store Management: Managing the store Layout, design, and visual Merchandising, Customer service

(10hrs)

Module – V

Relationship Marketing in retailing:

Management of relationship, evaluation of relationship marketing, relationship marketing in organized and unorganized retail sector, retail research and retail audits.

(10hrs)

Reference Books:

1. Retail Management, Barry Berman-PHI, 9/E,2005
2. Retail Marketing Management, David Gillbert-Pearson Education 1/e,1999 Retail Biz, Maganize,

ELECTIVE-2 MARKETING

SALES MANAGEMENT

Code: 5.2

Total hours: 50

Workload: 4 hours per week

Pedagogy: lecturers, assignments, cases, field work etc.

Objective: To provide inputs for efficient sales management and channel managements.

Module – I

- a. Nature and scope of Sales management: Meaning and scope of sales management objective of sales management, functions of sales management.
- b. Sales Organization: Meaning and importance of sales organization, sales organization, structure line, line and staff, functional and committee sales organization, Basic issues in developing sales organization.

(8 hrs)

Module – II

- a. Sales Personnel Planning: Nature of sales personnel, planning and its importance, sales job analysis and Job description.
- b. Qualities of a successful salesman.
- c. Training and Development of sales personnel, meaning of training, need and importance of training, methods of sales training.

(10 hrs)

Module – III

Compensating sales personnel:

- a. Requirements of sound compensating plan: Reimbursement of sales expenses, methods of controlling and reimburse sales expenses.
- b. Sales incentives: Meaning of sales incentives, types of incentives, sales meeting, sales meeting and conventions, types of meeting and conventions.
- c. Sales contest.

(8 hrs)

Module – IV

- a. Personal selling: Importance of personal selling, difference between advertising, personal selling, sales promotion objectives of personal selling, personal selling strategy.
- b. Various steps in selling process: Prospecting various steps in prospecting customer, customers need, planning presentation, various presentation techniques, identifying objections, obstacle to sales objections, types of objections, handling objections, closing, closing methods that sales personnel can employ follow-up in the selling process, various principles to be followed in follow-up purposes.

(10 hrs)

Module – V

- a. Sales Budget: Sales budget, nature of sales budget, scope of sales, budget, types of sales of sales budget, sales budgeting process, methods of funding sales force.
- b. Sales Quotes: Meaning of quotes, objectives of sales quotes, relationship among sales quotas, the sales forecast and sales budget, various types of sales quotas as used by Indian sales managers, administering the quota system.
- c. Sales Territories: Nature of sales territory reasons to establishing and revising territories, reasons for revising sales territories, basis for sales territories, reasons

for revising sales territories, procedures for setting up territories, assignment of sales personnel to territories, routing and scheduling sales personnel.

(8 hrs)

Module – VI

Sales control and cost analysis objectives of sales control. The sales control process, sales analysis, sales audit procedure of sales audit, cost analysis, nature and purposes of cost analysis, classification of cost and cost analysis procedure.

(6 hrs)

Suggested Books :

1. Sales Management: Decision strategies and cases by Richard R. Still Edward, Candiff Norma, A.P. Govani
2. Marketing management by Philip Kotler, Published by PHT.

ELECTIVE-I: FINANCE

PROJECT MANAGEMENT

Code: 5F1

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To Give an introductory idea about Project Management.

Module – I

Introduction: Meaning, scope and Objectives, Peculiarities, Types of Projects, Capital Budgeting Decision. Importance and Difficulties, Phases of Capital Budgeting, Objectives of Capital budgeting, Steps in Capital Budgeting. Generation and Screening of Ideas, Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening.

(10hrs)

Module – II

ANALYSIS OF PROJECT PROPOSAL: Markets and Demand Analysis. Technical Analysis, Material Input, Manufacturing Process, Technology-Product Mix-Location and Site-Machinery and equipment-Project chart and Layout. Financial Analysis – Cost of Project-Means of Finance-Estimation of Sales and Production. Working Capital Requirement and its Financing –Profitability Projections Breakeven Point-Projected Cash flows Statements-Projected Balance Sheet.

(12hrs)

Module – III

Project evaluation for selection:- Methods of evaluation, ROR and ROI Meaning, Pay Back period, net present value method.

Project Evaluation, Monitoring and control:- PERT & CPM techniques, problems estimating, various time estimations, slack time & critical path project audit & post Project Review.

(12hrs)

Module – IV

Human Aspects of Project Management –Pre requisites for Successful Project Implementation.

(8hrs)

Module – V

Closing the Project:- Types of project termination, Termination procedure & evaluation of Termination possibilities.

(8hrs)

Text & Reference Books;

1. Prasanna Chandra-Project –Planning –Analyses-Selection- Implementation and Review 'TATA Mc Graw Hill Publishing Co.
2. Indian Capital Market by V.A. Avadhani, Himalaya Publishing.

Note: Importance should be given to practical knowledge and application

ELECTIVE – II: FINANCE

FINANCIAL SERVICES AND INSTITUTIONS

Code: 5F2

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To provide an understanding of the working of Financial Markets and the role of emerging financial services.

Module – I

Overview of Financial Markets: Capital Markets and Capital Market Instruments. Money Markets and Money market instruments. Govt. Securities Market: Meaning & nature. Foreign Exchange Markets.

(6 hrs)

Module – II

Public Issue Management –Prospectus-Pricing of New issues SEBI Guidelines, Meanings & Functions of Merchant Bankers & Under Writers, Issue Managers, Registrar to Issue –Credit Rating Agencies. MUTUAL Funds –Working of Mutual Funds-Determination of NAV

(6 hrs)

Module – III

Factoring & for faiting, Introduction, Theoretical Frame work, Factoring in India.

(6 hrs)

Module – IV

Financial, Legal and Tax Aspects of Leasing, LEASE Evaluation, Types of Lease, Structuring and Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

(12 hrs)

Module – V

Credit Cards-Consumer Finance – Financing Schemes for Consumer durable – Meaning, Process, & Instruments and Venture Capital financing.

(10 hrs)

Module – VI

Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies Directions, Guidelines for extending equity support to housing finance companies. Guideline, for extending Refinance support to Housing Finance, company, Mortgage –Based Securitization, Meaning.

(10 hrs)

Suggested Books:

1. Financial Services – Khan & Jain TMH Publishers
2. Financial Services-Machiraju, Vikas Publishing House
3. Indian Capital Market- V.A. Avadhani Himalay Publishing house

ELECTIVE – I HR

LEADERSHIP STYLES

Code: 5H1

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To bring awareness of leadership as a process and provide overview of leadership qualities and processes leading to their development

Module – I

Meaning Definition, Significance and essence, classification of leadership, positive & negative leaders

(8hrs)

Module – II

Functions of a leaders, qualities of a leader. Difference between Leaders and Managers, Nature of Leadership, Importance of Leadership, formal and informal leadership, Leadership styles & their implication

(12hrs)

Module – III

Patterns of leadership styles, Autocratic or Authoritarian, Leadership consultative participative democratic or Group centered leadership Laissez faire or free-rein, leadership, Bureaucratic or Rules-centered, leadership, manipulative leadership.

(15hrs)

Module – IV

Theories of Leadership

Rensis likert's system 1 through system 4 bowers and seashores leadership style fielder's contingency Theory, Managerial grid, Trait-oriented approaches situational Theory, Behavioral Theory, Functional approach, path-goal approach, great man theory of leadership, continuum of leadership behavior

(15hrs)

Suggested Books:

1. Personnel Management -Subburao – Himalaya publisher
2. Personnel Management-C.B. Memoria

ELECTIVE – II HR

PERFORMANCE APPRAISAL

Code: 5H2

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To give students complete exposure to all aspects of performance appraisal.

Module – I

Meaning, Definition, objectives of Appraisal Need, Purpose, content, mechanism of performance appraisal.

(5 hrs)

Module – II

Methods of performance Appraisal, Traditional –Straight Ranking method, man to man comparison method, Grading, graphic Rating Scale, forced choice description method, forced Distribution method, check list, Free form essay method, critical incidents, Group appraisal method, Field review method.

(10 hrs)

Module – III

MODERN METHODS ASSESSMENT

Assessment Centre, Appraisal by Results or Management by Objectives (MBO) Human Asset Accounting method 360 degree feed back system Multi rater Assessment & Feed Back system (MAFS) BARS.

(10 hrs)

Module – IV

Designing performance appraisal, Key Business process, Competitive Advantage, role clarity, accountability effectiveness, increasing self awareness & understanding self appraisal

(12 hrs)

Module – V

Performance Appraisal Process: Identifying Key Result Areas, Key performance Areas SMART Goals, Focus and priority matrix, preparing performance plan.

(8 hrs)

Module – VI

Balance Score card, employee score card, HR Score card. Potential Appraisal.

(5 hrs)

Reference Books:

- 1) Performance Appraisal by T.V. Rao. Excel Books.
- 2) Human Resource Management by C. B. Gupta.
- 3) Performance Appraisal and Compensation Management:- Goel

ELECTIVE – I INFORMATION SCIENCE

E-COMMERCE

Code: 5IS1

**50 Hrs Theory - 4 Hrs/week
36 Hrs Practical - 3 Hrs/week**

Pedagogy: Lectures, Assignments, Practicals etc.

(Practical exam of 40 marks (ext), 10 marks IA, 2 Hrs duration)

Objective:

To acquaint the students with awareness of electronic transactions & web page design using HTML

Module – I

Electronic Commerce & Internet:

Definition of E-Commerce, types, advantages and disadvantages, E-Commerce transaction on World Wide Web.

Electronic Market-Online shopping, Three models of Electronic Market

E-Business: Definition, Applications, E-Business Architecture

B2B E-Commerce: applications, Disadvantages

(10 hrs)

Module – II

Supply Chain Management:

Definition, Benefits, goals, functions, characteristics,

Strategies of SCM, Electronic Logistics and its implementation in business houses

Electronic Data Interchange (EDI): Definition, benefits of EDI, applications, advantages and limitations, EDI Model.

(10 hrs)

Module – III

Electronic Payment Systems:

Introduction, types of EPS- traditional payment system and modern payment system, electronic cash, steps for electronic payment, payment security. Problems with traditional payment methods.

E-Security- Introduction to security, electronic security. Information useful to intruders, classification of intruders, cryptography, hacker, secure electronic transaction, secure-socket layer, Ten practical tips to secure E-Commerce

(10 hrs)

Module – IV

Customer Relationship Management

Introduction, Definition, Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications

(10 hrs)

Module – V

HTML:

Navigating the World Wide Web, Preparing to Publish on the Web, Introducing HTML and XHTML, Learning the Basics of HTML, structure of HTML, Creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

(10 hrs)

Suggested Books:

1. E-Commerce: Concepts, Models, Strategies by CSV Murthy, Himalaya Publishing House
2. Teach Yourself Web with HTML in 24 Hours by Laura Lemay; Rafe Colburn, Sams Publishing
3. HTML Black Book by Steven Holzner, DreamTech Press

Note: A minimum of 15 exercises should be completed as part of journal.

ELECTIVE – II: INFORMATION SCIENCE

INTERNET CONCEPTS AND WEB DESIGNING

Code: 6IS2

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objectives: This course is designed for students specializing Information Systems. The four courses under this stream exposes him to the current topics so that he can easily take to jobs in the field. This course is designed to acquaint all the students about Internet concepts and how to use internet and also about Web page design –In part-II HTML is introduced so that the students can design a Web page.

Practical

This course has Practicals as an essential component of the evaluation system. While the theory carries 100 marks (Internal /Assignments: 25 marks and external Examination: 75 marks) the Practicals carry 50 marks (10 marks for the Internals and 40 marks for the practical examination) The Practical Examination will be conducted by University at the end of the semester having one external examiner appointed by KUD and one internal examiner of the same college,

Part-I

1. Introduction –What is Internet? using Internet
2. Understanding Internet.
3. Connecting to Internet
4. Communicating the Internet
5. How the World wide Web (WWW) works?
6. Common Internet Tools
7. Internets and shopping on the Internet
8. Safe-Guarding the Internet

E-mail Activities –Getting started with internet, Creating E-mail Address, Browsing E-mails, sending E-mails along with attachments like word files, programme files etc., Creating WEB pages using HTML (Minimum of 20 Web page design)

(30hrs)

Part-II

1. Internet Mailing System and E-mail sites
2. a) WEB Publishing with HTML
Getting started, Introduction to HTML. Basics of HTML,
Text formats with HTML.
b) Tables, Frames and linked windows.
Writing & Designing Web Pages, designing Forms
a) Examples of good and bad web design

(20hrs)

Books and Suggested Readings:

- 1) The internet Compete reference – 2nd edition, By: Harley Hahn, TATA McGraw Hill., 1999
- 2) How the internet works-Millennium Edition, By :Preston Gralla, Techmedia, 2000
- 3) SAM'S Teach yourself Web Publishing with HTML- 4in 21 days, Techmedia, 2000

SERVICES MARKETING

Code: 5.3

Total Hours: 50

Work load 4 hrs / week

Pedagogy: Lectures, industrial visits, assignments, management games etc

Objective: To teach the importance of services and elements of service marketing.

Module – I

Introduction to services

1. Insurance Sector: Life Insurance and General Insurance, Nature, Scope, Benefits, Applications and Types of Insurance.
2. Banking Sector : Nature and its scope
3. Transportation : Nature and its scope
4. Hotel Industry : Its nature and scope
5. Tourism: Nature and its scope
6. Health Sector: Nature and its scope
7. Miscellaneous: Courier, entertainment, telephone, advertisement, consultancy.

(8 hrs)

Module – II

Introductions to services, role of services in an economy, growth in service sector, services in Indian scenario, types of services, difference between goods and service, nature and characteristics of services, need for service marketing and obstacles in service marketing.

(6 hrs)

Module – III

Service Marketing Management: Marketing management process for services organizing, marketing, planning, analyzing marketing opportunities, selecting target market developing the service marketing mix managing and controlling marketing efforts.

(6 hrs)

Module – IV

Introduction elements of service on marketing mix, service product, price, place, promotion, people, process, physical evidence.

(10 hrs)

Module – V

- a. Customer expectations of service: Factors influencing customer expectation of service, issues involving customer service expectations, gaps model of service quality.
- b. Customer perception of service: Customer perception, customer satisfaction, service quality, strategies for influencing customer perception.
- c. Service recovery: The impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee.

(8 hrs)

Module – VI

- a. Service development and design: Challenges of service design, stages in new service development, service blue printing.
- b. Customer defined service standards: Factors necessary for appropriate service standard, customer defined standards.

(6 hrs)

Module – VII

Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel & hospitality marketing, other relevant services marketing.

(6 hrs)

Suggested Books:

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata McGraw Hill
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.

BUSINESS LAW

Code: 5.4

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases, etc.

Objective: To provide inputs in basic concepts of business law.

Module – I

Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Stranger to the Contract.

(10 hrs)

Module – II

Contingent Contracts, Performance of Contract, Discharge of Contract, Quasi Contracts, Breach of Contracts and remedies.

(10 hrs)

Module – III

Specific Contract – Contract of Indemnity, Guarantee Contract, Contract of Bailment, Pledge, Contract of Agency.

(12 hrs)

Module – IV

Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

(10 hrs)

Module – V

1. The essential Commodity Act.
2. Right to information Act.
3. The Consumer Protection Act, 1986.

(8 hrs)

Suggested Books:

1. Indian Contract Act – by Bare Act, Government of India.
2. Mercantile Law - by N.D. Kapoor, Sultan Chand & Company, New Delhi.
3. Mercantile Law – by Avatar Singh, Vikas Publication.

BANKING OPERATIONS

Code: 5.5

Contact Hours: 50 hrs

Work load: 4 hrs per week

Pedagogy: Lectures, Assignments, Seminars and Cases etc.

Objective: The Objective of this course is to provide a brief idea framework of law and Practice Banking

Module – I

Banker-customer-Definition, Relationship between banker and customer.

(4 hrs)

Module – II

Opening of Accounts-Types of Accounts-special types of customers (Minor, Firm, Company, Joint Account, Married woman and Non Trading Concerns.) Pass book and effects of entries.

(9 hrs)

Module – III

Cheques –essentials-crossing and endorsement-Marking, alteration –Mutilation.

(9 hrs)

Module – IV

Paying banker-duties and responsibility –Statutory Protections collecting banker-duties and capacities-statutory protection.

(8 hrs)

Module – V

Loans and advances –Secured and unsecured-Mode of creating charges, general principles of secured advances.

(8 hrs)

Module – VI

Marketing of Banking Services-Some specialized services of banks. Teller system, Automatic teller machine, Online Banking, Credit card, Travelers cheques, Gift Cheques, Seven days Banding , Telegraphic Transfer, Mutual Funds.

(12 hrs)

Book for references:

1. Law and Practice of Banking –by-Sundaram and Varshaney.
2. Banking theory and Practice-by –Shekhar and Shekhar
3. Law and Practice of Banking –by –M.L. Tanan
4. Law and Practice of Banking –by-B.S. Raman.

INTERNATIONAL BUSINESS

Code: 5.6

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignments, Cases, etc.

Objective: To acquaint the student with basic procedure of import and export. Procedures in the international trade and to have basic idea on international organization.

Module – I

Introduction:

Introduction to Foreign Trade – Brief introduction of various theories. With comments, Difference between Domestic and International/Foreign Trade

(4 hrs)

Module – II

Foreign Exchange:

Meaning of Foreign Exchange, Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR etc), Foreign market operation, participants, spot-future forward and option market.

(10 hrs)

Module – III

Balance of Payment:

Introduction, contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods

(10 hrs)

Module – IV

WTO and trade blocks WTO, Formulation, contents, advantages and disadvantages of WTO membership to developing countries.

Trade blocks: Principles of trade blocks, reasons for trade block formation, different types of trade blocks (free trade area, customs union, common market and economic union) member countries and economies condition and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

(12 hrs)

Module – V

Procedure and Documents : Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR & GP forms, mate receipt, letter of credit packing list

(8 hrs)

Module – VI

Incoterms, incentives to exports, exim policy

(6 hrs)

Suggested Books:

1. Foreign Exchange Practice, Concepts and Control – by C. Jeevanandam, Sultan Chand & Sons.
2. Export Management – by T.S. Balagopal, Himalaya Publishing House.
3. Indian Economy – by K P M Sundaram & Rudradatta – S. Chand & Co., New Delhi.
4. Foreign Trade and Export Management – by Francis Cherumilum, Himalaya Publication, Nagpur

SEMESTER – VI

ELECTIVE – III: FINANCE

STOCK EXCHANGE OPERATION

Code: 6F3

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objectives

To provide the basic knowledge about the capital markets in India.

Module – I

Stock Exchanges: Introduction: Meaning, Definition, Growth of stock Exchange, Growth Pattern of Listed Stock, Stockbrokers, Functions of a Stock Exchange, Trading in Stock Exchange, Margin Trading.

(6 hrs)

Module – II

Regulations Relating to Stock Exchanges, Surveillance at Stock Exchange, Forward Trading, Weaknesses of Badla System, Ban of Badla, Stock Index Futures, Bombay Stock Exchange, National Stock Exchange, Over the Counter Exchange of India (OTCEI).

(10 hrs)

Module – III

SEBI AND REGULATION OF PRIMARY AND SECONDARY MARKETS: Introduction, Primary Market, Regulation of Public Issues.

(8 hrs)

Module – IV

SEBI Guidelines for Debentures, Non-convertible Debentures (NCD) and Partially Convertible Debentures (PCD), Issues of Shares, Underwriting of shares.

(10 hrs)

Module – V

SEBI Guidelines: Basis for Issue Price (Premium Issues), Norms About Publicity, Minimum Issued Capital, Public Offer and Number of Shareholders, New Issue Publicity, SEBI Guidelines for issue of Advertisement, Allotment, Listing on over the Counter Exchange of India, Secondary Market, Powers Delegated to SEBI Under SE Act, Registration of Members of Stock Exchange, SEBI : Stockbrokers and Sub-Brokers Regulations, Prohibition of Fraudulent and unfair. Demat:- Meaning.

(10 hrs)

Module – VI

Listing of Securities: Meaning, Merits of listing, Qualifications for listing
Delisting, Compulsory, Voluntary, Recent Development.

(6 hrs)

Suggested Reference books:

- 1) Security Analysis & Port Folio Management by Punithavathy Pandian Vikas Publishing House Pvt. Ltd New Delhi.

ELECTIVE – IV: FINANCE

FOREX MANAGEMENT

Code: 6F4

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective:- To provide an overview of foreign exchange management.

Module – I

Nature and scope of forex management: objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

(10 hrs)

Module – II

International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.

(13 hrs)

Module – III

Foreign exchange market: foreign exchange market, functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

(12 hrs)

Module – IV

Foreign exchange rates and its determinations: exchange rate, definition, spot, forward and cross exchange rates, Forex trading and financing of international trade, swaps, options, offshore banking, payment terms i.e Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.

(15 hrs)

Suggested Reference books:

- 1) Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

ELECTIVE – III: MARKETING

CONSUMER BEHAVIOUR

Code: 6M3

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases.

Objective: To make the Students understanding the concepts of consumer behaviour.

Module – I

Introduction to consumer behaviour: Study of consumer behaviour, Meaning & characteristics of Indian consumer, Determinants or factors influencing consumer behaviour, Model of consumer behaviour.

(10hrs)

Module – II

Social Class – Social Stratification: meaning, Factors responsible for social stratification, characteristics of social classes, Social influence on consumer behaviour, Culture – meaning, definition, Sub-culture, cross culture marketing analysis.

(12 hrs)

Module – III

Group dynamics & Consumer Reference groups:- Meaning & Definition, types, reason for groups, Reference groups, meaning, factors affect reference group influence, benefits. Family, Functions of family, Family decision making.

(13 hrs)

Module – IV

Consumer buying process, buyer adoption process, Types of buying decision behaviour, Business Buying process, factors influencing buying process, Participants in Industrial marketing, Characteristics of industrial markets, factors influencing industrial buying process, buying situation, new task, modify rebuy & straight rebuy, institutional & government markets, buying motives

(15 hrs)

Suggested Books:

1. Consumer Behaviour by L. G. Schiffman & L. L. Kanuk, Pub : Prentice Hall India
2. Marketing Management- by Kotler PHI
3. Consumer Behaviour by Suja R Nair, Pub: HPH

ELECTIVE – IV: MARKETING

ADVERTISING MANAGEMENT

Code: 6M4

Total hours: 50

Workload: 4 hours per week

Pedagogy: lecturers, assignment, cases, advertisement design etc.

Objectives: To help the students learn the basics of advertising and also to introduce the students with the knowledge to make good advertising and the decisions involved in taking up of the various tools for the communication of product and company information to the general public.

Module – I

Nature of advertising, definition, role of advertising in the marketing mix, evaluation of advertising in India, role of advertising in economic development of India, consumer protection act in advertising, type of purchase decision, models of behaviour, Howard and Sheth Modi DAGMAR, AIDA Models.

(06 hrs)

Module – II

Types of advertising, product, service, institutional, public services, financial and industrial, advertising and society ethics, regulation and social responsibility.

(05 hrs)

Module – III

Types of Media

Print Media: News paper, magazines, out of home advertising, directories, broad cast and interactive online media, broadcast media, television, radio, internet media, specialty media, point of purchase.

(10 hrs)

Module – IV

Media Planning: Setting media objective, developing media strategies, media selection procedure, media buying function, change in media buying.

(06 hrs)

Module – V

Creativity in advertising, writing message design and development message, positioning, presentation, visualization difference, effective style, advertisement copy, types of copy and appeals, copy writing and layout construction of effective advertisement.

(06 hrs)

Module – VI

Advertising Budget : The advertising budgeting process different methods of budgeting percentage of scale method, advertising objectives and test method, all you an afford method, Comparative parity method, incremental concept approach to budget, administering the budget.

(05 hrs)

Module – VII

Advertising Research: PACT principles of advertising, types of advertising evaluation, pre testing methods for media message, markets, budgeting and scheduling, post testing methods for media, message, market and overall results.

(8 hrs)

Module – VIII

Ethical and social dimension of advertising, role of computers in advertising.

(4 hrs)

Suggested Books:

1. Advertising Management by Wells Burnett Moriarty, Pub : Prentice Hall India
2. Advertising Management by Ravia A. Aakar, John G. Myes PHI
3. Advertising Theory and practice by Chunawalla, Kumar and others; Pub. by Himalaya Publishing House.

ELECTIVE – III: HR

INDUSTRIAL RELATIONS

Code: 6H3

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: The purpose of this course is to understanding of the various facts of Industrial Relations.

Module – I

Meaning & Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, Participants variables in Industrial Relations, Aspects of Industrial Relations, Industrial Relations programme, scope of Industrial Relations work, Functional Requirements of successful Industrial Relations, Programme, (8hrs)

Module – II

Industrial Disputes: Introduction forms of Disputes , Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, Government & Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure. (8hrs)

Module – III

Trade Unions : Principles of Trade unionism, why do workers, join a trade union objectives and function of trade union, Achieving of TU objectives, growth of Trade union movement, Factors affecting growth of Trade union, Features, & weakness of Trade unions, essentials of successful Trade union, (10hrs)

Module – IV

PARTICIPATIVE MANAGEMENT: Meaning & objectives of the concept, Growth of concept forms of participation, objectives of workers participations in management, levels of participation, Development and Evaluation of the scheme, forms of participation in India, Causes of failure of joint management council, (10hrs)

Module – V

COLLECTIVE BARGAINING: Origin & meaning , Main Features of collective bargaining, necessity & importance of collective bargaining , Principles of Collective Bargaining, Content & Coverage of collective bargaining, process of negotiations contract administration. (10hrs)

Module – VI

Compensation and Welfare, Employees State Insurance, Act, Bonus act, Gratuity Act, Provident fund Act, Workers Compensations Act, minimum wages Act (4hrs)

Suggested Books:

- 1) Industrial Relationship – by Subbarao Himalaya Publisher
- 2) Labour & Industrial Laws – Central Law Publications Allahabad.

ELECTIVE – IV: HR

TRAINING & DEVELOPMENT

Code: 6H4

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objective: To create the awareness among the students about the concepts of training and development.

Module – I

Meaning & Definition Need for Training Importance of Training, Objectives of Training, Responsibility for training,

(8hrs)

Module – II

Steps in Training Programmes, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning

(12hrs)

Module – III

Training methods

A) On the Job Training, vestibule Training, Training by Experience workman, training by Supervisors, Demonstrations & examples, simulation, Apprenticeship case studies.

B) Off the Job Training : Lecturers, Conference method, Seminar or Team Discussion, Case Studies, (learning by doing) (Teaching by the machine method) Role playing, programmed Instruction, T-Group training, Audio-visual aids, planned & supervised reading programmes, Retraining.

(15hrs)

Module – IV

Development:

Meaning & Definition, Importance of Development management development, importance and need, Management Development concepts, Purpose & objectives of Development, Stages in development programme, Components of development programme, factors inhibiting Development, Methods, coaching counselling, multiple management Syndicate, Incident process, Management, In-Basket, sensitivity Training. Job rotation, Special Projects, Committee assignments conference, Management games,

(15hrs)

Suggested Books

- 1) Human Resource Management by P.Subba Rao, VSP, Rao; Konark Publishing Houses, Mumbai.
- 2) Managing Human Resource by Subas Gurg & S C Jain, Arihant Publications, Jaipur.
- 3) HRM by Ian Beardwell & LenHoldmen, Mac Millan Publisher.

ELECTIVE – III: INFORMATION SCIENCE

Programming in C++ and Java

Code: 6IS3

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases etc.

Objectives: This course is designed keeping in mind that the JAVA is one of the powerful tool with which sophisticated Web-Pages / Web-sites can be designed. C++ is introduced because it is necessary to work with JAVA programming.

Practical

This course has practical Examination as an essential component of the evaluation system. While the theory carries 100 marks (Internals / Assignments: 25 marks and External Examination: 75 marks) the practicals carry 50 marks (10 marks for the Internals and 40 marks for the practical examination) The Practical Examination will be conducted by University at the end of the semester having one external examiner appointed by KUD and one Internal examiner of the same college.

PART-I

Introduction to C++, Introductory Object-orientation.
C++ Syntax, data types, Arithmetic operators, arrays, strings, functions.
Classes and Objects, Constructors and destructors.
Inheritance and multiple inheritance.
Polymorphism, Operator overloading.

(20 hrs)

PART-II

JAVA Evolution, Overview of JAVA Language.
Constants, Variables, and data types, operators & Expressions.
Decision making- Branching and looping.
Classes, objects and methods.
Arrays, Strings and Vectors.
Interfaces- Multiple inheritance
Packages- Putting classes together.
Multithreaded programming
Managing errors and exceptions.
Applet Programming.

(30 hrs)

Suggested Readings

1. Object Oriented Programming with C++. By: E. Balaguruswamy, TMH., 1998.
2. Object Oriented Programming with C++ By : David parsons, BPB., 1998 or later
3. Programming with JAVA a : Primer-2nd Ed, By: E. Balaguruswamy, TMH., 1998.

ELECTIVE – IV: INFORMATION SCIENCE

SYSTEM ANALYSIS and DESIGN

Code: 6IS4

Total hours: 50

Workload: 4 hours per week

Pedagogy: Lecturers, Assignment, Cases.

Objective: Basically the subject deals with the software management concepts related to business environment.

Practical: This course has practical examination as an essential component of evaluation system while the theory carries 100 marks (internal / Assignments: 25 marks and external examination: 75 marks) the practical carry 50 marks (10 marks for the internals and 40 marks for practical examination). The practical examination will be conducted by university at the end of the semester having one examiner appointed by KUD and one internal examiner of the same college.

Module – I

System concepts and information system environment. The system life cycle.

(6 hrs)

Module – II

System Analyses, System planning and the initial investigation, information gathering, the tools of structured analysis, feasibility study, cost/ Benefit analyses.

(14 hrs)

Module – III

System design, the process and stages of system design, input and output, forms design, file organization and data base design

(10 hrs)

Module – IV

Software testing fundamentals: White box testing, basis path testing, loop testing, software maintenance: configuration management, maintenance cost, maintenance side effects, maintenance issues.

(20 hrs)

Suggested Books:

1. System Analyses and Design. By Elias M Awad, Galgotia Publication, New Delhi.
2. Software Engineering by R. Pressman.
3. Software Engineering by Ian Sommerville

ORGANISATIONAL BEHAVIOUR

Code: 6.3

Total Hours: 50

Work load: 4 Hrs/ week.

Pedagogy: Lectures, Seminars, Assignments, Role play etc

Objective: To acquaint the students with the dynamics of different aspects of Organizational Behaviour

Module – I

Definitions and meaning of OB, foundation of OB, Scope of OB, Implication of the study of OB, Models of OB, Contributing disciplines to OB., Challenges and opportunities for OB.

(6 hrs)

Module – II

Foundation of individual behaviour, factors exerting influence on human behaviour, Personal factors, Psychological Factors, Organizational factors, Environmental factors.

(6 hrs)

Module – III

Personality, Meaning and definition of personality, Determinants and types of personality, Theories of Personality- Psycho-analytical and self-theory, Eriksons stages of personality development, major personality attributes influencing OB

(6 hrs)

Module – IV

Perception, Meaning and Definition, Perception Vs Sensation, Perpetual Process, Factors affecting Perception, Its application in Organization.
Attitudes, Values and Job satisfaction, Meaning and definition of Attitudes, Formation of attitudes, Job-related attitudes, Meaning and definition of Values, Types of values, Job satisfaction, Determinants of Job satisfaction, Impact of satisfied and dis-satisfied employees on workplace

(9 hrs)

Module – V

Foundation of Group Behaviour, Meaning and Definition, Types of Groups, Stages of Group Formation, Group Cohesiveness and Productivity, Group Decision Making, Techniques of improving Group Decision Making.

(7 hrs)

Module – VI

Organizational Culture, Meaning and definition, Types of culture, Functions of culture, Creating, Sub-staining and changing organizational culture, How employees learn culture

(8 hrs)

Module – VII

Job stress, Meaning and Definition, Reasons behind job stress, Consequences of job stress, How to manage job stress.

Employee Morale:- Meaning, Morale & Productivity, Measures to strengthen employee morale.

(8hrs)

Suggested Books:

1. Organizational Behaviour-12th edition, by Stephen Robbins and Timothy.A.Judge, Prentice Hall of India Pvt Ltd, New Delhi
2. Organizational Behaviour: By: Fred Luthans, Mc Graw Hill Irwin, New-Delhi
3. Organizational Behaviour: By: K.Ashwatappa Himalaya Publishing House, Bangalore

INCOME TAX

Code: 6.4

Total Hours: 50

Work load: 4 hrs / week

Pedagogy: Lectures, Assignments, Practicals sums etc

Objectives: To introduce to the students the basic concepts of taxation in business undertakings. It is also to acquaint him with computation of income for taxation purposes and to expose him to the basics of excise, customs and sales tax laws, Direct Taxes.

Module – I

Basic concept: Meaning of income, Agricultural income, Previous year, Assessment year, Assessment, Assesses person, Gross Total Income and Total income, Capital-Receipts and Expenditure and Revenue Receipts and Expenditure.

(5 hrs)

Module – II

Residential status and tax liability

(5 hrs)

Module – III

Tax-Free incomes, Section 10: Sub section 1, 2, 2A, 10,10A, 10AA, 11, 12,1 3, 13A and 15

(4 hrs)

Module – IV

Computation of income under various heads.

- Income form Salary (simple problems)
- Income from House Property
- Profits and Gains of Business and Profession
- Capital Gains (no problems)
- Income from other sources (no problems)

(10 hrs)

Module – V

Deduction from gross total income

Under section 80: 80C, 80D, 80DD, 80G, 80GGA and 80U.

(6 hrs)

Module – VI

Assessment of individuals and assessment of partnership firms.

Indirect Taxes-Only theory, No problems

(10 hrs)

Module – VII

1. Nature of indirect taxes.
2. Features of central exercise act.
3. Concept of manufacture.
4. Excisable goods.
5. Features of customs act.
6. Salient features of CST and VAT.

(10 hrs)

Suggested Books:

1. Direct Tax Laws – by Dr. Vinod K Singhania – Taxmann Publications-Mumbai.
2. Income-Tax Law and Practice by Dr.H.C.Mehrotra-Sahitya Mahal Prakashan-Agra.
3. Indirect Taxes – by V.S.Datey – Taxmann publications Pvt Ltd. – New Delhi
4. Indirect Taxes – by Dinkar Pagre – Sultan Chand and sons- New Delhi.
Central Sales Tax Act – Bare Acts.

Production management

Code: 6.5

Total Hours: 50

Work load: 4 hrs / week

Pedagogy: Lectures, industrial visits, assignments, management games, etc

Objective: To Teach the students the basic elements of production and operation management

Module – I

Introduction, historical evaluation of production and operations management.

Concept of production classification of production system.

Objectives of production management.

Operation management concept.

Automation: benefits and limitations.

(4 hrs)

Module – II

Plant locations

Introduction and meaning. Need for selecting a suitable location.

Factors influencing plant location:

- 1) general locational factors
- 2) specific locational factors for manufacturing organization.
- 3) Specific locational factors for service organization

Location Module – , factor rating method. Weighted factor. Rating method.

Load distance method. Break event analysis. Locational economics.

(6 hrs)

Module – III

Plant layout:

Objectives of plant layout.

Principles of plant layout.

Classification of plant layout.

Process layout, product layout, combination layout, fixed position layout, cellular layout, design of product layout, process layout and service layout.

(7 hrs)

Module – IV

Production planning and control.

Introduction and meaning.

Need and objectives of P.P.C.

Functions of P.P.C , job sequencing.

Capacity planning:- Meaning & Types, Capacity planning process.

(7 hrs)

Module –V

Work Study:

Productivity:- meaning and factors influencing on productivity.

Productivity improvement techniques.

Work study:- objectives, scope, advantages and disadvantages.

Meaning & Steps of Method study & Time study.

Ergonomics:- Objectives of human engineering.

(7 hrs)

Module – VI

Materials Management :

Objectives and function of material management.

Objectives, benefits of inventory control.

Techniques of inventory control.

ABC analysis, VED, SDE, FSN, HML, GOLF, SOS ,EOQ problems.

(6 hrs)

Module – VII**Quality control:**

Factors affecting Quality, Need for controlling quality.
Types of quality control, Steps in quality control. Benefits of Quality control. SQC. Control charts: Mean, R, n, c charts.
Acceptance Sampling.
Benefits of Quality Circles.
Total Quality management.
ISI, ISO Quality standards.

(7 hrs)

Module – VIII

Project Management: Meaning and importance of project planning and control, Network analysis, critical path method. Program/Project evaluation & review techniques. (Meaning Only)
Waste Management: Introduction and meaning, reason for generation and accumulation of obsolete surplus and scrap items.

(6hrs)

Suggested Readings;

1. Operations Management; Theory and problems by Joseph Monks: McGraw Hills.
2. Productions and Operations Management's by Everette Elbeet, PHI, Publication.
3. Introduction to work study; ILO publication.
4. Advanced Accountancy by Jain and Narang; Kalyani publications
5. Work Study by ILO Publication.
6. Production and Operation Management by Ashwathappa, Himalaya publishing house.
7. Production Planning and Control by Samuel Elion and
8. Production and Operation Management by S. Anil Kumar and N. Suresh.