

BBA & B.C.A.

-
CHOICE BASED
COMMON COURSE
COMPLEMENTARY COURSE
CORE COURSE
OPEN COURSE

ADVERTISING AND SALESMANSHIP**Choice based Course****No. Of Credits****No. Of Contact hours****Aim**

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Objectives

To orient students in Marketing Management.

To encourage entrepreneurial skills.

To meet the demand of the various industrial sectors.

MODULE I

Advertising ♦ definition, objectives.

Types of Advertising ♦ Newspaper, Magazines, Journals.

Outdoor Ads ,Theatre Ads.

Radio, TV Advertisement. Product placement

MODULE II

Ad Agencies ♦ Its Types and functions.

Ethics in Advertisement.

Advertisement Budget

MODULE III

Element of Advertisement ♦ Copy Writing.

Advertisement lay out, Proof reading, Typography, Lithography.

Use of Symbols, Slogans Caption Catch Phrase.

MODULE IV

Salesmanship ♦ Importance of Salesman, Steps in selling.

Direct Marketing.

Different Salesman ♦ retailer, wholesaler etc.

Negotiation

MODULE V

Knowledge, Skills and Qualities required in salesmanship.

Training and supervising the salesman.

Motivating the salesman ♦ perks, commission, incentives, remuneration, awards and rewards

REFERENCE BOOKS

Dawar S.R : Salesmanship and Advertisement

Cummins. J : Sales Promotion

Birth and Boyd : New patterns in Sales Management

Debbie Gilliland :Marketing

Note on Course

Every lecture should be complemented with Case studies, Group Discussion, Seminars.

DISTRIBUTION MANAGEMENT-SUPPLY CHAIN, LOGISTICS AND RETAIL.

Choice Based Course:

No of credits;

No of contact Hours:

Objectives of the course.

- ◆ To help provide students with the knowledge and skills necessary to manage corporate logistics and retail activities.

Course outline

Module-1

Fundamentals of SCM-Definition, importance, major drivers of SCM, Supply Chain Process. Why SCM.

Module-11

Supply Chain Strategies-Value Chain, obstacles, strategic alliances and outsourcing. SCM-performance measurement.

Module-111

Supply Chain Inventory Management-Meaning and models.

Distribution management-Role of transportation in SCM.

Transportation decisions (mode, selection, fleet size).

Module-1V

Retailing-introduction, scope, types

- ◆ Unorganized Vs organized retailing-
- ◆ Retail Audit.

Module-V

Retail marketing- Segmentation-Relationship marketing in retailing, TQM.

Mall Management-concepts in mall design, factors influencing mall establishments.

Reference.

Supply Chain Management- R.P.Mohanty & S.G Deshmukh, Biz Tantra publishers.

Fundamentals of Supply Chain Management- John.T Mentzer, Response Books -Publishers.

Supply Chain Management ◆Chopra and Meindl, Pearson Publishers.

HEALTH CARE MANAGEMENT

Choice based Course

No. Of Credits

No. Of Contact hours

Aim

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Objectives

To orient students in health care

To enhance knowledge in the health care industry

To familiarize the students about the various services

To familiarize the students with office management

SYLLABUS
HEALTH CARE MANAGEMENT

MODULE I**Role of of Hospitals in Health Care****Role of of Hospitals in development of society****Types of Hospital ♦ Ownership (Private, Government), Specialization (Nursing Homes, Diabetic clinic, General Hospital) and Service (Homeopathy, Ayurved)****MODULE II****Management Of Hospitals ♦ Importance of HRM and Staffing****Financial Management ♦ Budget Allocation****MODULE III****In patient and Out patient****A study on Private and Government health care units****Role of Government in health care sectors****MODULE IV****Hospital Services ♦ Clinical Services ♦ X-ray department, Lab Services.****Department in Hospitals ♦ Pediatric, Orthopedic, Pathology etc.****MODULE V****Maintenance of different types of records.****New avenues of Health Care management - tourism**

PRINCIPLES OF TOURISM MANAGEMENT

Choice of based Course:**No. of credit 4****No. of contact hour.90****Aim of the course**

The aim of this course is to provide a fundamental knowledge on the principles of tourism management.

Objective of the course

On completion of the course, student should be able!

- To get a conceptual base on tourism
- To understand the need for developing tourism
- To identify the motivating factors of tourism
- To evolve plans for new and existing tourism destinations
- To understand the database for tourism planning.

Course Outline**Module I**

Meaning of Tourism, Excursion, Leisure, Recreation, Tourist, Visitor and traveler

Types of Tourism : Domestic and international Tourism, Holidaying and sight - seeing Tourism, Business Tourism, Pilgrim Tourism, Rural Tourism, Cultural Tourism, Adventure Tourism. Farm Tourism, Dark Tourism, Eco Tourism, Responsible Tourism ♦ Modern Trends in Tourism

Tourism Industry : Meaning and features

Module II

Impact of Tourism: Economic, Psychological, political, Cultural and social significance of Tourism,

Economic significance : Foreign Exchange Benefits, Employment Generation, Tax Revenue, Multiplier effects.

Adverse Effects of Tourism

Module III**Components of Tourism :** Tourist attractions Natural, cultural, Religious, Adventurous, etc.**Supplementary Attractions:** Amusement parks, Film cities, fairs and festival etc.

Tourist facilities and services: Hotels, Travel Agencies, Tour Operators, Home stays, Retailers, Transportation: Airways, Roadways, Railways, and waterways.

(With examples in Indian perspective)

Module IV

Planning and Development of Tourism: Development of Tourism Potential, Scope for Development, Planning Process, Environmental Planning - Tourism and environmental Linkage, Carrying capacity and Types, Factors affecting carrying capacity.

Threats in planning : War, Natural Calamities Epidemic etc.

Module VI

Measurement of Tourism: Need and General Problems of measurement, Types of tourist statistics, Methods of measurement of domestic and international tourist arrivals (in Indian perspective only)

Note on course work

Apart from the traditional lecture method, interactive sessions can be arranged with tourists, tour operators etc. Study tour may be conducted to developed and tourist destinations.

SEMESTER IV

COMMON COURSE 10 : BASIC INFORMATICS FOR MANAGEMENT

AIM OF THE COURSE

To make a student competent to handle and Scientifically analyze the various aspects of his business while he commence a business.

COURSE OBJECTIVE:-

- To have through knowledge in Excel.
- To get adequate knowledge in Excel to use it in their Research Work.
- To become Computer proficient.
- To get enough knowledge in Computerized Accounting.
- Should be able to scientifically analyze the Financial position of a firm.

MODULE - I : EXCEL BASICS (Based on XP)

OBJECTIVES:-

On completion of this unit you will be able to,

- Understand the basics of Excel.
- To learn Formatting Techniques in Excel

Introduction ♦ Components of Excel Window ♦ Cell ♦ Cell Address ♦ Frame - Worksheet - Work Book ♦ Formatting Techniques (Cell, Page, Printing).

MODULE ♦ II : FORMULAS AND FUNCTIONS AND CHARTS IN EXCEL

OBJECTIVES:-

On completion of this unit you will be able to,

- Create Formulae
- Work with different Addressing Modes.
- Work with different Functions.

Inserting a formula ♦ Addressing Modes ♦ Relative ♦ Absolute ♦ Mixed ♦ Inter Sheet Referencing. Functions ♦ Financial Functions (NPV, PMT) ♦ Mathematical Functions (SUM, ROUND, FACTORIAL) ♦ Statistical Functions (AVERAGE, COUNT, MEDIAN, MODE, STDDEV) ♦ Logical Functions (IF, AND, FALSE, NOT, OR, TRUE). Macros ♦ Goal Seek - Charts - Types of Charts ♦ Preparing Charts.

MODULE ♦ III : COMPUTERIZED ACCOUNTING - TALLY

OBJECTIVES :-

On completion of this unit you will be able to,

- Understand the features of computerized accounting
- Understand the basic and advanced features of Tally.

Introduction - Features of Computerized Accounting ♦ Advantages of Computerized Accounting ♦ Limitations of Computerized Accounting - Features of Tally ♦ Need for Tally - Technological Advantages.

MODULE - IV : TALLY FUNDAMENTALS AND PROCESSING TRANSACTIONS**OBJECTIVES:-**

On completion of this unit you will be able to

- Identify the key components of Tally.
- Create a Company
- Define Various Fields
- Determine the Valid Inputs
- Understand F11 : Features
- Understand F12 : Configure.
- Create Ledgers
- Record Transactions using Accounting Vouchers

Getting functional with Tally ♦ Tally Start-up ♦ Tally screen components ♦ Mouse / Keyboard Conventions ♦ The Tally clock ♦ Switching between Screen Areas ♦ Quitting Tally. Creation / Setting up of a Company in Tally ♦ Creation of a Company. F11 : Features - F12 : Configure ♦ Master Configuration ♦ Voucher Configuration.

Processing Transactions in Tally ♦ Ledgers and Groups ♦ Accounting Vouchers ♦ Contra Voucher ♦ Payment Voucher ♦ Receipt Voucher ♦ Journal Voucher ♦ Sales Invoice. Recording Transactions of Sample Data (Transactions for April ♦ Trial Balance ♦ Backup ♦ Transactions for May ♦ Transactions for June).

MODULE - V : GENERATING AND PRINTING OF ACCOUNTING REPORTS**OBJECTIVES:-**

On completion of this unit you will be able to

- Generate Accounting Records and Statement of Accounts.
- Print Accounting Records and Statement of Accounts.

Introduction ♦ Financial Reports in Tally ♦ Balance Sheet ♦ Profit and Loss Account ♦ Account Books ♦ Group Summary ♦ Group Vouchers ♦ List of Accounts.

NOTE:-

- ♦ **Answers with Appropriate Screen Shots (windows) will decide higher grades.**

DISTRIBUTION OF WORKING HOURS

- ❖ Out of 5 Hours, 3 Hours for Theory and 2 Hours for Practical.
- ❖ Practical hours required for Unit-I is 8 hours and for Theory 14 hours.
- ❖ Practical hours required for Unit-II is 16 hours and for Theory 30 hours.
- ❖ Theory hours required for Unit III is 5 hours.
- ❖ Practical hours required for Unit IV & V together is 12 hours and for Theory 3 hours.

COURSE WORK (PRACTICALS):-

MODULE ❖ I

- ❖ Draw the Excel Screen and Identify its Components.
- ❖ Make a presentation based on the use of frame.
- ❖ Make a presentation based on Cell formatting.
- ❖ Prepare a sample SGPA Card and take a Printout.
- ❖ Make a presentation based on Page Formatting.

MODULE - II

- ❖ Give a problem to compare & differentiate various Addressing Modes.
- ❖ Give problems based on NPV and PMT (Financial Functions).
- ❖ Give problems based on SUM, ROUND and Factorial (Mathematical Functions).
- ❖ Give problems based on AVERAGE, COUNT, MEDIAN, MODE, STDDEV (Statistical Functions).
- ❖ Give problems based on Logical Functions. Prepare an Electricity Bill.
- ❖ Create a Macro to set all the margins of a page to 1 inch.
- ❖ Write the procedure for creating a Macro.
- ❖ Apply Goal seek to set the value of a cell by changing the value of other cells.
- ❖ Give data to prepare different charts.
- ❖ Draw and differentiate types of charts.
- ❖ Write the steps for creating a chart with appropriate screen shots.

MODULE - III

- ❖ Use OHP foils or LCD projector to take sessions.
- ❖ Make a note on computerized accounting.

MODULE ♦ IV

- ♦ Identify the screen components by drawing diagram.
- ♦ Explain the procedure of creating a company with appropriate screens.
- ♦ Create a company
- ♦ Explain the procedure for voucher entry with appropriate screen.

MODULE ♦ V

- ♦ Create Financial Reports in Tally.
- ♦ Give 5 sample Problems to prepare various Financial Reports.

REFERENCE BOOKS

Sl. NO	Title	Author	Publisher & Year
1	Learning MS-Office XP	Weixel	BPB 1 st Edition
2	Office XP Simply Visual	Sybex	BPB 1 st Edition
3	MS-Office XP 8 in 1	Habraken	Tech Media
4	Simply Tally 9.0	Ashok K. Nandhani	BPB 1 st Edition
5	Tally 9 Training Guide	Ashok K. Nandhani	BPB 1 st Edition
6	Computerized Accounting	Basheet	BPB 1 st Edition

Common course - bba**BUSINESS COMMUNICATION****Common Course: 8****No. of credit - 3****No. of contact hour. 4x18 = 72 hrs****Aim of Course**

- To develop the communication skills
- To organize through & use them clearly in arguments.
- To speak & write precisely logically & effectively.

This course should be taughts by providing group discussion, seminars, dramatic speeches with active body languages, group conversation.

BUSINESS COMMUNICATION**..... Course:****No. of credit****No. of contact hour.****Module- I Basis of communication**

Meaning, importance & process, Need & objectives of communication, 7c♦s of communication, Barriers of communication, How to overcome communication Barrier.

Module- II Means /Media of communication - verbal & Non verbal communication channel of communication formal & informal communication.

Types of communication. Downward, upward, Horizontal or lateral, Diagonal or cross

Module- III Listening as a communication Tool

Importance types of listening, Barriers to effective Listening. How to make listening effective.

Speeches & Presautation

Speeches - Characteristics of a good speed, How to make speech effective

Presentation - Planning, preparation, organising, rehearing & Delivery.

Module- IV Groups

Importance of features, Advantages & Disadvantages techniques of Group decision making - Brain storming sessions, Nominal Group Technique, Delphian Technique, solving problems in Groups.

Module-V. New Trends in Business communication. E mail, Teleconferencing, video conferencing, SMS

References Business communication R.C. Bhatia.

Business communication - R.K. Madhukar

Effective Technical communication - A. Shraf Ravi

BUSINESS ETHICS IN THE INDIAN SOCIAL SYSTEM.

♦♦♦♦♦ Course

No of credits;

No of contact Hours:

Aim of the course:

The aim of the course is to provide the students with the basic knowledge of ethical background of business.

Objective of the course:

Objectives of the course is to enable the students to

- ♦ Understood the basic concepts of Business Ethics.
- ♦ Inculcate values in decision making process
- ♦ Understand ethical elements in the organizational setup
- ♦ To create social responsibility for the use of social resources
- ♦ To know the process of social change.

Module-1

Introduction to Business Ethics: Business Ethics; Meaning and Definition of Ethics and Business Ethics, Nature of Ethics-Ethics in Business ♦Types of Business Ethics, Importance of Business Ethics, Factors influencing Business ethics.

Module-11

Normative Ethics in Management; Ethical Relativism, Normative Ethics, Ethical decision-making process, Virtue ethics in business.

Module-111

Ethics and Organization-the rational organization, employee's obligation to the firm, firm's duties to the employees, current ethical related issues in organization.

Module-1V

Ethical issues and corporate social responsibility: Ethical issues relating to the use of societal resources- land, air, water. Exploitation of societal resources, concept of Corporate Social Responsibility (CSR).

Module-V

Broader Ethical issues in Indian Society. Village community in India, Process of Social change in Rural India, Political decisions influencing business-functions of a welfare state.

Note on course work.

Students may be directed to list out the recent ethical /ecological issues of business environment in India. Interactive sessions can be included.

COST ACCOUNTING

Common Course:

No. of credit - 3

No. of contact hours - 72

Aim of the course

To help the students to get an idea about the cost concepts, methods and techniques of cost Accounting.

Objective of the course

After completion of this course, students, should be able to;-

- Explain terms such as management accounting, cost accounting and financial accounting.
- Calculate the cost of material issues based on LIFO, FIFO, Average cost method etc.
- Calculate the earnings of workers under different methods.
- Justify the pre - determined overhead rate should be preferred to actual overhead rate.
- Understand and evaluate contemporary terms like Activity Based costing, cost Drivers etc.
- Identify the items exclusively relevant either to cost accounts or financial accounts.
- Explain the difference between actual profit and profit as per standard relating the operating period.
- Construct break even, contribution and profit volume graphs.

Note on course work:-

This course should not be thought in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (for example, seminar, Assignment, Group discussion, visiting industries, etc) which may be done as part of classroom activity as far as possible.

Module I

Cost Accounting : Definitions, scope, Nature and objectives of cost Accounting, cost Ascertainment, cost Accounting and financial Accounting, cost Accounting and Management Accounting, Preparation of cost sheets.

Module II : Material cost and Labour cost:-

Material cost- Purchasing procedure, stores routine, stores control, E.O.Q., Maximum, Minimum and Re-ordering Level; Pricing of Material Issues. Labour cost classification of Labour cost, Labour Turnover.

Module III: Overheads:

Classification and analysis, Allocation and apportionment, Absorption under and over absorption, Activity based costing (ABC) meaning and definition only; Reconciliation of cost and financial Accounts.

Module IV : Standard costing

Definition of standard costing and standard cost, variance analysis (material and Labour variance only)

Module V : Marginal costing:

Concept of marginal cost, preparation of marginal cost statement, PLV ratio, Margin of safety, Break even analysis, cost volume profit analysis, preparation of Break even charts.

Reference Books

1. Cost Accounting - S.P. Jain and K.L Narang.
2. Advanced cost Accounting - Saxena and vashist .
3. Advanced cost Accounting - Nigam and sharma.
4. Advanced cost Accounting - S.N. Maheswari
5. Advanced cost Accounting - S.P. Iyengar.

ENTREPRENEURSHIP

Common Course:

No. of credit

No. of contact hour.

Aim of the course: To develop the entrepreneurial abilities in the students and help them to prepare a project report.

Module - I To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

Module - II Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

Module - III General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

Module - IV To identify different Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (NSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

Module -V To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

GLOBAL BUSINESS ENVIRONMENT

Common Course: 3

No. Of Credits:4

No. Of contact hours:4x18=72 hrs

Aim of the course

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To familiarise the youngsters to global business environment to keep them mentally prepared to accept challenges in the modern business world.

Objectives of the course

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On completion of this course, students should be able: -

- **To create an awareness about International Business.**
- **To identify different factors affecting International Business.**
- **To develop a knowledge about the need for global integration.**
- **To create a clear view about International institutions.**
- **To make a deep knowledge about International trade barriers.**
- **To familiarize globalization of Indian business.**

MODULE-I

Introduction to international business: - scope, importance, benefits, International business environment: - economic, political, legal, cultural and technological.

MODULE -II

LPG (Liberalisation-Privatisation-Globalisation): - meaning, significance, advantages and limitations. Trade blocks ♦ WTO, EEC, ASEAN, SAARC, and OPEC.

MODULE -III

International Institutions: - IMF, World Bank, ADB, IFC, UNCTAD, IDA and IBRD.

MODULE - IV

Trade barriers ♦ tariff and non♦tariff barriers, Anti- Dumping, measuring of dumping and injury.

MODULE -V**Globalization of Indian Business: - post-1991, Industrial policy of the Govt. of India.****Note on Course work**

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This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (for example: assignments, library reference, web resources).

Reference

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- 1. International Business Environment ♦ Francis Cherunilam.**
- 2. International Business Environment and operations - John D Daniels, Lee H Radebaugh and Daniel P Sullivan.**
- 3. International Business ♦ D S Arora.**
- 4. International Business ♦ A J George.**
- 5. International Business Environment and Management ♦ V K Bhalla and S Shivaramu.**
- 6. International Business ♦ P Subba Rao.**

Historical Perspective Of Management

♦♦♦♦♦♦♦ Course

No of credits:

No of contact hours : 72 HRS

Aim of the course:

To introduce the fresh management students to the basics of management concepts.

Objectives of the course:

To introduce the students to the various facets of management study.
 To give exposure to historical development of management thought
 To make the students aware of the modern management approaches.
 To link the students with few leading modern management thinkers.
 To give outline about modern management techniques.

Course outline

Module-1

Management ♦ Definition-Nature and scope of Management-Management and administration-Management process- Roles of Manager- Managerial skills- Management as a Science-Management as an Art-Management as a profession-Levels of management

Module-11

Development of Management Thought- Classical theories of management ♦ Bureaucracy-Scientific Management (F.W.Taylor)- Administrative Management ♦ 14 principles of Henry Fayol

Module-111

Elton Mayo ♦s Human Relations Movement-Hawthorne Experiment-Modern Management Theories-Behavioral Approach-Quantitative Approach-Systems Approach.

Module-1V

Major contributions of leading Management Thinkers-Mary Parker Follet- Rensis Likert-Elton Mayo-Peter.F. Drucker.

Module-V

Modern Management techniques-MBO,Quality Circles, MIS,SWOT,MBE.

Ref.Books

Sl.No	Title	Author	Publisher & Year
1.	Principles of Management	P.C. TRIPATHI & P.N. REDDY	Tata Mcgraw Hill Publishing Co,1999
2.	Essentials of Management	Harold Koontz & Heinz Weilirich	Tata Mcgraw Hill Publishing

INDIAN CONSTITUTION, SECULAR STATE & SUSTAINABLE ENVIRONMENT

Common Course:

i. Of Credits:

ii. Of contact hours:

Aim of the Course

To inculcate secular, democratic and environmental values in the students.

Objectives

- . To give the students a general understanding of India ♦s constitution & secular tradition.
- . To enable the student to understand the plural traditions of India.
- . To strengthen the value of citizenship & spirit of comradeship.
- . To inculcate environmental awareness among the students.
- . To critically evaluate the working of Indian Constitution with reference to the above.

Module I

Introduction to Constitution- Historical background- constituent assembly of India- Philosophical & political foundations of the Indian Constitution- Pre-amble- Fundamental rights ♦ Directive principles of State policy- fundamental duties- citizenship.

Module II

Federal character of India's policy- Union and State govts- Central state relations- Executive- legislature, Judiciary ♦ S R Bommai case v/s Union of India.

Module III

Secularism ♦ Concept & practice ♦ meaning & definition ♦ Secular State & Society ♦ Challenges to secularism ♦ casteism & communalism.

Module IV

Sustainable environment ♦ right to life (article 21) and environmental protection ♦ Articles 48A and 51A ♦ National environment policy.

Module V

Working of the Indian Constitution ♦ Selected case studies.

Reference

1. Basu, Durga das ♦ Introduction to Constitution of India.
2. Sharma K L ♦ Social stratification in India: Issues & themes; Sage publication New Delhi.
3. Bhargava Rajeev ♦ Secularism & its critics, Oxford University press -♦ New Delhi.
4. Khan, Rashududdin - Federal India: A design for change; Vikas New Delhi 1992
5. Smith Donald Eugene ♦ India as a Secular State, Princeton university press, Princeton 1963.
6. Fisher, William F (ed), Towards Sustainable Development ♦ Struggling Over India's Narmada River, M E Sharp, New York 1995.
7. Sufrin, Sydney C Bhopal ♦ Its setting, Responsibility and Challenge; Ajantha Publishers New Delhi 1985.

BUSINESS LAWS

Complementary Course:5

No. of credit :4

No. of contact hour.:90 hrs

Aim of the course: To impart awareness about the basic principles of business contracts.

Objectives of the course

On completion of his course, students should be able to;

- Differentiate a valid contract from more agreements.
- Identify the essential elements of a valid contracts.
- To appreciate the unique features of special contracts.
- To differentiate between various types of special contracts.

Module - I General Principle of Law of Contract(Indian Contract act, 1872)

Definition - Essential elements of a valid contract classification - capacity to contract - Free consent

General Principles of contract & contract based on Internet

Module - II Legality of object and consideration - Performance and discharge of contracts - Remedies for breach of contract - contracts based on Internet - Originator - address - Digital

signature (I.T. Act 2000)

Module - III Contracts of Indemnity, Guarantee, Bailment and pledge

Definitions of Indemnity - Rights of indemnity holder - Guarantee - Kinds of guarantee - Rights and liabilities of sureties - Discharge of surety - Bailment - Rights and duties of bailor and bailee - General of particular lien - pledge- Rights and duties of pawnor and Pawnee.

Module - IV Contract of Agency

Definition of Agent and principle - creation of agency - classification of agents - Rights duties and liabilities of agents and principles sub agent and substituted agents - Authority of an Agent -Personal liability of an agent Termination of Agency.

Module -V Contract of sale of Goods (Sale of Goods Act, 1930)

Sale and Agreement to sell - kinds of goods conditions and warranties - caveat Emplere Transfer of property - Performance - sale by non - owners - unpaid seller - Rights of unpaid seller - Action sales.

Complimentary Course - BBA

Business Statistics

Complimentary Course: 1

No. of credit :3

No. of contact hour:4x18=72 hrs

SEMESTER I

(Use of the NPC is required)

Aim of the course

To provide a reasonable grasp of basic statistical methods needed for a statistical investigation and forecasting.

Objective of the course

On completion of the course, student should be able!

- To present a broad overview of statistics as a subject.
- To organise a statistical survey.
- To understand the importance of summary measures to describe the characteristics of data set.
- To Analuse the relationship between two variables.
- To use the various forecasting techniques.

Course Outline

Module I: Introduction

Origin, Meaning, Scope and limitations of statistics. Relationship with business and industry.

Module II : Collection of data

Collection, classification and tabulation of statistical data. Pie diagrams. Graphic representation.

Module III: Measures of central tendency

Mean, Median and Mode ♦ Meaning& Computation, standard deviation. Coefficient of variation.

Module IV : Simple correlation and Regression.

Meaning, Karl Pearsion♦s Correlation, Rank correlation, Computations. Uses,Regression equations - Forecasting.

Module V : Time series analysis:

Components of time series - Definition, Computation of Trend. Computation of seasinal variation (Simple average method only)

Note on course work:-

This course should not be taught is the conventional lecture method alone. It should be supported by a statistical study based on real life situations.

Reference:

1. Statistical methods: - S.P. Gupta- Sulthan Chand and sons. Revised Edition 1995
2. Fundamental of statistics ♦D.N Elhance, KITAB MAHAL Publishers
3. Basic Statistics : B.L. Agarwal.
4. An introduction to statistical methods : - C.B. Gupta.

CORPORATE AND INDUSTRIAL LAWS

Complementary Course:

No. of credit

No. of contact hour.

Aim of the course:

To build a general awareness about the principles behind, corporate governance, intellectual property and industrial laws.

Objective of the course:

On completion of the course, student should be able

- To identify the various steps in the formation of a company.
- To specify the basic principles of corporate governance.
- To the appreciate the concepts of patent and trademark protection.
- To identify the various legal provisions binding the establishment and running of industrial establishments.

Module - I

Formation and incorporation of a company (Companies Act 1956)

Formation and incorporation of a company;

characteristics and types of a company;

Promotes : Memorandum and Articles of Association : Prospectus.

Module - II : Management of companies and provisions relating to winding up:

Qualification and appointment of directors, power duties and liabilities of directors ; kinds of company meeting; requisites of a valid meeting winding up by the court: Voluntary winding up by members and creditors .

Module - III: Laws relating to intellectual property.

Concept of IPR (a) patents; term and registration of patents; Rights of patents holder; infringement of patents;

- b. Trademark : Meaning procedure for registration; infringement of requistered trade mark. Collective marks and certification trade marks.

Module -IV : Law relating to factories (factories act 1948)

Approval, licensing and registration of factories; provisions regarding health safety and welfare of workers; working hours; employment of women and young persons. Annual leave with wages.

Module - V: Law relating to Industrial Disputes (Industrial disputes Act 1947)

Meaning of industry; machinery for the prevention and settlement of industrial disputes. Provisions relating to stiles lay of retrenchment, lock out ,closure and transfer of undertakings.

PROGRAMME: BBA

Complimentary Course: Business Statistics

No. of credit

No. of contact hour.

SEMESTER I

(Use of the NPC is required)

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Aim of the course

To provide a reasonable group of basic statistical methods needed for a statistical investigation and forecasting.

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Objective of the course

On completion of the course, student should be able!

- To present a broad overview of statistics as a subject.
- To organise a statistical survey.
- To understand the importance of summary measures to describe the characteristics of data set.
- To Analyse the relationship between two variables.
- To use the various forecasting techniques.

Course Outline

Module I: Introduction

Origin, Meaning, Scope and limitations of statistics. Relationship with business and industry.

Module II : Collection of data

Collection, classification and tabulation of statistical data. Pie diagrams. Graphic representation.

Module III: Measures of central tendency

Mean, Median and Mode - Meaning 0 stand and deviation. Coefficient of variation.

Module IV : Simple correlation and Regression.

Meaning, Karl Pearsion's Correlation, Rank correlation, Computations. Uses Regression equations - Forecasting.

Module V : Time series analysis:

Components of time series - Definition, Computation of Trend. Computation of seasonal variation (Simple average method only)

Note on course work:-

This course should not be taught is the conventional lecture method alone. It should be supported by a statistical study based on real life situations.

Texts:-

1. Statistical methods: - S.P. Gupta
2. Fundamental of Mathematical statistics - S.C. Gupta & V.K. Kapoor
3. Basic Statistics : B.L. Agarwal.
4. An introduction to statistical methods : - C.B. Gupta.

FUNDAMENTALS OF BUSINESS MATHEMATICS

Semester-1

Complimentary Course: 2

No of credits : 3

No of contact hours : 72

NPC and logarithm tables permitted

Aim of the course:

To develop analytical and critical thinking skills in students to prepare them to logically analyze and critically evaluate problem situation through basic mathematics.

Objectives of the course:

- Develop scientific ability
- Critically evaluate mathematical problems
- To have fundamental touch with industrial and commercial problems
- To know about modern trends in mathematics

- To prepare them for management studies.

Course outline

Module-1 Set theory (10 teaching hours)

Modern theory in mathematics ♦ Definition, elements and types of sets, operations on sets and Cartesian product of two sets.

Module-11 Algebra-1 (20 teaching hours)

Number system-Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation

Sequences - Arithmetic progression ♦ n^{th} term and sum to n terms of A.P
 - Geometric progression ♦ n^{th} term, sum to n terms and sum to infinity of G.P
 - Harmonic progression- n^{th} term of H.P.

Module-111 Algebra-2 (18 teaching hours)

Permutations and combinations
 Logarithm
 Compound interest, depreciation and annuities

Module-1V Matrices (12 teaching hours)

Matrices, matrix operations, Determinant of a square matrix (expansions only) and Rank of a matrix.

Module-V (System of linear equations) (12 teaching hours)

Inverse of square matrix (problems only)
 Solution of system of linear equations using matrices.

Note on course work.

This subject being pure science subject, this is taught directly in classrooms as lecture. Students are requested to give suggestion and ask doubt for critical evaluation. Proof of theorems and derivations are excluded, as it is beyond the scope of a B.B.A student. Basic mathematics is required for all subjects under commerce.

Ref.Texts : 1) Business Mathematics - S.Saha

2) Business mathematics -D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)

MANAGERIAL ECONOMICS

Complimentary Course.
No. of Credits.
No. of contact hours.

Aim of the Course

To acquaint the students the micro and macro economic basis of business decisions in a business organization.

Objectives of the Course

On completion of this course, student should be able: -

1. To differentiate between managerial economics and pure economics.
2. To aware about macro economic concepts.
3. To get an idea about micro economic analysis.
4. To understand production function and pricing policies and practices.
5. To provide an awareness about various market structure.

MODULE -I

Introduction, Definition, Scope and uses of Managerial Economics. Role of a managerial economist. Difference between managerial economics and pure economics.

MODULE -II

Business cycles- Phases of a business cycle. Economic systems- Capitalist, Socialist, Mixed economy.

Inflation ♦ Definition, Courses of inflation, Control of inflation.

Banking ♦ Functions of Central Banks, Functions of Commercial Banks. Monetary Policy, Fiscal Policy.

MODULE - III

Demand Analysis ♦ Meaning of demand, the law of Demand, Determinants of demand, Types of demand, Law of Diminishing Marginal Utility, Consumer Surplus.

Elasticity of demand ♦ Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.

MODULE -IV

Production Function ♦ Managerial use of production function. Law of diminishing returns, Law of returns to Scale, Economies of Scale, Diseconomies of scale. Isoquant, Isocost curve, Optimum Combination of inputs.

Pricing - Pricing policy and practices - Cost Plus Pricing, Rate of Return Pricing, Pricing of competing product, Pricing of new product ♦ Price Skimming, Penetration Pricing. Price leadership, Price Discrimination.

MODULE -V

Market Structure ♦ Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.

Note on Course Work

This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity, for example: - seminars, assignments, Internet resources etc. Which may be done as part of Classroom activity as far as possible.

Reference Books

1. Principles of Business Decisions ♦ Dr. P C Thomas.
2. Managerial Economics ♦ P N Chopra.
3. Modern Economic Theory ♦ K K Dewett.
4. Economics ♦ Samuelson and Nordhaus.
5. Managerial Economics ♦ P L Mehta.

Note on course work

MATHEMATICS FOR MANAEGMENT

SEMESTER-2

Complimentary Course : 4

No of credits : 3

No of contact hours : 72 hrs

NPC permitted

Aim of the course:

To develop analytical and critical thinking skills and to analyze managerial problems in the light of mathematics and solving in such situations.

Objectives of the course:

- To develop scientific ability
- To know about modern trends in mathematics
- To know about problems in industry and management and to learn how to solve the problem
- To have research in Managerial Sciences.

Course outline

Module- 1 Plane Analytic Geometry -1 (12 teaching hours)

This module consists of Cartesian Coordinate system, Length of line segment, Section formulae, area of a triangle and collinearity of three points.

Module- 11 Plane Analytic Geometry -2 (16 teaching hours)

Gradient of a straight line, different equations of straight lines, parallelism and perpendicularity and concurrency of three lines.

General idea on circles, centre and radius (All derivations in analytic geometry excluded)

Module- 111Calculus-1

(12 teaching hours)

Variables and contents, functions and limit of algebraic function.

Module- 1VCalculus-2

(20 teaching hours)

Derivative of algebra, exponential and logarithmic functions (exclude five principles and trigonometric functions), Rules of differentiation, differentiation of function of functions, successive differentiation, Maxima and Minima, Optimization in Economics.

Module- VCalculus-3

(12 teaching hours)

Integration as the reverse process of differentiation, integration by substitution as by parts (simple problem in both cases), special functions used in business and commerce.
(All derivations are excluded.)

Note on course work.

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This is basically a pure science subject and taught directly in classrooms. Students participation in various fields of applicability is needed for this course. Proof of theorems and derivations are excluded, as it is beyond the scope of a B.B.A student. But applications in research is to be highlighted.

Ref.Texts : 1) Business Mathematics - S.Saha

2) Business Mathematics -D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)

RESEARCH METHODOLOGY

Complementary Course :5

No of credits : 4

No of contact hours : 90 hrs

Aim of the course :

To enable the students to be familiar with procedural aspects of research.

Objectives of the course.

On completion of this course, the students should be able to-

- To get an awareness about research.
- To clarify the problem definition stage
- To know about the research design and criterion of selecting samples.
- To identify different types of data and its sources.
- To formulate a research report

Course outline.Module-1

Research methodology- meaning. Research, meaning, objectives, significance.

Research process- different steps, criteria for good research. Types of research-descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

Module-11

Selection of research problem-sources-technique involved in defining a problem.

Module-111

Research design-meaning-need ♦ concepts-elements

Sampling design-steps-criteria of selecting a sampling procedure-sampling process

Module-1V

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Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning ♦ advantages-disadvantages-sources.

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Module-V

Interpretation-meaning-techniques-of interpretation.

Report writing-significance-types of reports; (technical and popular) steps-layout-oral presentation.

Note on course work.

This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (For example, reference, assignments, project reports etc.).

References:-

1. Research Methods for management- Dr S.Shajahan (Jaico Publishing House)
2. Research Methodology. methods and techniques- C.R.Kothari
(New Age International publishers.)
3. Research Methods- Ram Ahuja (Rawat publications)
4. Research Methodology ♦ K.R.Sharma (National Publishing House)

PROGRAMME: BBA
Statistics For Research

Complimentary Course:

No. of credit :3

No. of contact hour: 4x18=72 hrs

SEMESTER II

(Use of Statistical Tables & NPC is Dermitied)

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Aim of the course

To provide a genral outlook of certain statistical test which are useful to reserchers in various fields.

Objective of the course

On completion of the course, student should be able!

- To illustrate the applications of probability concept in decision problems.
- To develop the concept of a sampling distribution.
- To formulate hypothesis about various population parameters.
- To conduct various large sample as well as small sample tests.

Course Outline

Module I: Probability Theory

Basic concept in probability statistical dependence and independence conditional probability, Bayes Theorem (without proof)

Module II : Sampling Theory

Introduction, census and sample, methods of sampling, sampling and non sampling errors. Sampling distribution, standard error, central limit theorem (statement only)

Module III: Statistical inference - Test of Hypothesis

Introduction, procedure of testing Hypothesis, Test of significance for attributes. Test of significance for mean - large samples. (Single sample only)

Module IV : Chi - square Test & Goodness of fit.

Introduction, Definition, χ^2 - test of goodness of fit, χ^2 - test of independence. Uses limitations.

Module V : Small sample test

Introduction, t - test, Test of significance of mean(Single sample only), F - test, significance of F ratio.

Note on course work:-

On completion of this course, student should be able to apply various statistical test in research work.

Reference :

1. Statistical methods: - S.P. Gupta- Sulthan Chand & sons, Revised edition 1995
2. Basic statistics :- B.L Agarwal
3. Fundamentals of mathematical statistics :- S.P. Gupta and V.K Kapoor, Sulthan Chand & sons, Revised edition 1989
4. Statistics for management ♦ Richard Levin and David S Rubin

BANKING AND INSURANCE MANAGEMENT

Core Course:

No of credits;

No of contact Hours:

Objectives of the course.

- ♦ To acquaint the students with banking and insurance industry and the functions performed by them.
- ♦ To equip the students with conceptual clarity related to banking and insurance.

Course outline.

Module-1

Banking-History, meaning, role, types of banks, functions of a commercial bank.

Bank account types, opening and operating a savings bank account.

Meaning of loans and advances, other banking services.

Module-11

Negotiable instruments -meaning, importance and types, apex-central bank in India

Front office and New Generation Banking in India.

Module-111

E- Banking -meaning, importance & products.

Micro finance- meaning

Module-1V

Risk-Concept and Nature, Insurance and Risk management.
Insurance-definiton, characteristics, benefits, importance.
IRDA-meaning and functions.

Module-V

Types of Insurance-Life, General, Fire and Motor, Marine, Rural, Social and Health, -meaning and importance.
Marketing of insurance products.
Insurance Industry-post liberalization scenario.

Reference-

Managing Indian Banking ♦Joshi.Joshi, Response books-Publishers.
Principles of Banking-Indian Institute of Banking and Finance, MacMillan -Publishers.
Insurance Management-Karam Pal And B.S.Bodla, Deep and Deep -Publishers.
Principles of Insurance Management-Neelam and E.Gulathi, Excel Books- Publishers.

Core Course - BBA**Business Accounting****Core Course**

No. of credit

No. of contact hour**Aim of the course**

To impart basic knowledge about the system of accounting

Objective of the course

On completion of this course students should be able

- **To understand the basics of accounting**
 - ♦ To identify the basics principles of accounting
 - ♦ To understand the systems /process for recording transactions
- **To prepare the final accounts of sole trader**
- **To give a general awareness about depreciation accounting**
- **To know about the concept of bill of exchange in business**

Syllabus**Module I**

Introduction of accounting ♦Origin ♦meaning, definition-need importance-functions - limitations-accounting principles-Generally accepted accounting principles-accounting equation- double entry system.

Module II

Recording transactions ♦journal-ledger-trial balance-cash book(single column ♦bank column, and with discount column)- bank reconciliation statement

Module III

Accounting for depreciation-meaning-importance-methods of providing depreciation (Straight line, diminishing, annuity)-reserves and provisions

Module IV

Final accounts of sole trader- manufacturing, trading, and profit and loss account and balance sheet

Module V

Bill of exchange ♦ meaning, definition- importance promissory note-recording bill transaction (honoring, dishonoring, discounting)

Note on course work every lecture should be complemented by an appropriate activity examples: practical problem collection of accounting data from sole proprietors, preparation of accounting records of a sole trader

Core text

Business accounting- Jain and Nrang

Reference text

Advanced accounting -Jain and Nrang

CORPORATE ACCOUNTING

Core Course : 3

No. of credit : 4

No. of Instructional hours : 72

Aim of the Course

The aim of the course is to make the students familiar with corporate accounting procedures.

Objective of the course

On completion of the course students should be able :

- ♦ To know the procedures for collecting capital by a company.
- ♦ To understand different types of shares.
- ♦ To identify the process in issue and redemption of debentures
- ♦ To learn the significance and methodology of valuation of goodwill and shares of a company.
- ♦ To prepare and know the significance of profit and loss account, profit and loss appropriation account and balance sheet of a company.
- ♦ To get awareness about the schedules, profit and loss account and balance sheet of a banking company.

Course Outline

Module I

Introduction

Accounting for share capital: Issue, forfeiture, and reissue of forfeited shares - Issue and redemption of preference shares including buyback of equity shares - Bonus issue - Book building concept ♦ Depository system.

Module II

Debentures

Issue of debentures, methods of redemption of debentures, Difference between shares, debentures, and bonds

Module III

Valuation of shares & goodwill

Module IV

Final accounts of companies

Module V

Final accounts of banking companies (schedules, profit and loss account and balance sheet)

FINANCIAL MANAGEMENT

Core Course:

No. of credits

No. of contact hour.

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Aim of the course

To acquaint the students with the fundamental concept theories and techniques of the financial management with special reference to the Indian context.

Objectives of the course

On completion of the course, the student should be able

- To understand basic finance function.
- To identify the various sources of finance in a typical large scale industry.
- To analyse the factor that determine financing decisions.
- To recognise the factor influencing capital structure of a typical organisation.
- To analyse the major concepts involved in dividend decisions with special emphasis on the Indian environment.

Course Outline

Module - I

Finance functions, recording - Definition and scope of finance functions - Profit maximization Vs wealth maximization goal organisation of finance function.

Module - II

Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock debt - working capital management - concept - Determinants - cash management - Receivables management.

Module - III

Financing Decisions. Cost of Capital - cost of specific source of capital - Equality - preferred stock - debt - reserves - weighted average cost of capital. Capital structure - factors influencing capital structure capital optional capital structure: Theories of capital structure leverage - meaning and types.

Module V

Dividend decision meaning and significance of dividend decisions-modigliani and Merton Approach - theory of relevance - Walter's model - Gordon's model - corporate Dividend practice in India.

Not a course work

The course should be taught in a participative style. Lecture sessions should be supplemented by and group discussions. After each module surprise tests and quizzes should be administered to ensure the participant's clarity in core concepts.

HUMAN RESOURCE MANAGEMENT

Core Course:

No. of credit**No. of contact hour**

Aim of the course : To make aware the students about concepts, forms theories, approaches of HRM and their evolving dynamics in the emerging business scenario.

Objectives of the course: Is to enable the student

- To have a basic idea of HRM in an organization.
- To get an idea about recruitment selection and training programmes of employees in an organization.
- To understand more about the employees performance and their carrier planning.
- To know about the remuneration pattern of employees in an organization.
- To get an idea regarding the human resource record system in an organization.

1. Module - I

Definition, Nature, scope, role, objective or Personnel management, level of management, Organisation of Personnel Dept its functions, Ergonounics, Challenger and relevance of HRM. Manpower planning.

2. Module - II

Recruitment - Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

3. Module - III

Performance Appraisal, techniques Promotion, Career Planning.

4. Module - IV

Job analysis, Job Design, Job Evaluation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Perequisites, Incenives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

5. Module - V

Drafting charge sheets, Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.

Reference text:

1. Human resource and personnel management by K. Aswathappa
2. A frame work for human resource management by Gary Desseler
3. Personnel management by Mammoria & Mammoria
4. Personnel management by Edwin Philipo

INDUSTRIAL RELATIONS**Core Course:****No. of credit****No. of contact hour**

Aim of the course : To make an awareness about relations between labour and management in an industry.

Objectives of the course: Is to enable the student

- To have a basic idea regarding industrial relations.
- To understand various prospect of workers and employers
- To understand more about the employees performance and their carrier planning.
- To know how the are made in industries between workers and management.
- To know how the workers are participating in daws making programmes.
- To understand various welfare facilities of education programmes provided by employers to their employees.

Industrial Relations.**Module - I**

1. Definition, meaning, objectives & importance of IR through Indian and global prospective.
2. **Module - II**
Workers organization - Registration - functions. Employers organisation - Role.
3. **Module - III**
Collective Bargaining - Definition - Importance - to employers, employees & management.
4. **Module - IV**
Workers participation in management.
5. **Module - V**
Workers welfare & education.

Reference text:

1. Industrial relations, trade unions and labour registration - P.R.N. Sinha & Indu Bala Sinha & Seema Priyadarshini Shekhar
2. Industrial relations - C.B. Mamoria

Note on course work:

Every lecture should be complimented by an appropriate activity. Familiarity to the subject can be increased by solving practical problems from textbooks. Practical exposure may be given by collection of accounting information relating to companies directly or through the interactions of students to professional accountants.

Reference Books

Sl. No	Title	Author	Publisher
1	Advanced Accounting Vol. 2	M. C. Shukla, T.S Grewal & S. C Gupta	S. Chand & Co. New Delhi
2	Advanced Accountancy Vol. 2	S. N Maheswari & S. K Maheswari	Vikas Publishing house, New Delhi
3	Advanced Accounting	M A Arulanandam, K. S. Raman	Himalaya Publishing House Mumbai
4	Corporate Accounting. Theory and Practice	Nirmal Gupta & Chhvi Sharma	Ane Books India, New Delhi

MANAGEMENT ACCOUNTING**Core Course:****No. of credit****No. of contact hour****1. Module - I**

Introduction to management Accounting - scope - Difference between financial and Management Accounting -function - Tools and techniques - Advantages and limitation of management Accounting.

2. Module - II

Analysis of financial statements - Nature of financial statements - Meaning of Analysis various techniques of Analysis - corporative financial statements - common size statements - trend analysis.

3. Module - III

Ratio Analysis - Advantages and limitations classification of ratios.

Liquidity Ratios : (a) current ratio (b) Acid - rest ratio (c) Receivables turn over (d) inventory turn over.

Lenerage Ratios - (a) Debit - Equity ratio (b) Equity ratio/propreetary ratio (c) Solveracy ratio (d) Fixed Assets to net worth ratio (l) current assets to net worth ratio (f) interest coverage ratio

Profitability Ratio:

(a) Gross profit margin ratio (b) Net profit margin ratio (c) Refirm a Assets/capital employed (d) Return an owner's equity (e) Return on equity capital (b) Earning per ...

Activity Rates

(a) Fixed Assets industries ratio (b) Total Assets humour ratio.

4. Module - IV

Prepare after of funds few and cash flow statements (Basic problems only)

5. Module - V

Budgetary control - concept- objective - Benefits - limitations - charactership of good budgetory control requirements of good budgetary control classification of Budgets - problems on fixed flexible and cash budget only.

MARKETING MANAGEMENT**Core Course : 4**

No. of credit : 4

No. of Instructional hours : 108**Aim of the Course**

The aim of this course is to provide the students with a conceptual base on marketing management and also to equip them with the necessary skills for employment in the middle level cadre.

Objective of the course

On completion of the course students should be able :

- To have an awareness on market , market segments and consumer behaviour
- To know the meaning and importance of product mix.
- To understand pricing policies and the applicability of different pricing strategies
- To know the scope of advertising and sales promotion
- To identify and develop salesmanship in them

Course Outline**Module I**

Introduction

Meaning and definition of different marketing concepts ♦♦ functions of marketing - environmental factors - market segmentation - buying motive and process ♦ consumer and customer - factors affecting consumer behavior - marketing plan

Module II

Marketing mix

Marketing mix: meaning - product, product mix- - product life cycle - importance of branding -packaging and labeling

Module III

Pricing

Pricing policies ♦ objectives ♦ factors influencing pricing decisions - different pricing strategies: skimming-penetration

Market structure ♦channel of distribution and its importance

Module IV

Promotion

Advertising ♦ objectives and functions - types of advertising - personal selling and direct marketing - sales promotion

Module V

Marketing research ♦definition, scope and process.

Marketing risk and marketing audit

Note on course work:

Every lecture should be complemented by case studies, group discussions and seminars

Reference Books

Sl. No	Title	Author	Publisher
1	Marketing Management:	Philip Kotler, Jha & Koshy	Pearson Education, New Delhi
2	Marketing Management Text and Cases	SHH Kazmi	Excel Books, New Delhi
3	Marketing Management	V. S Ramaswami S. Namakumary	MacMillan Publishers, New Delhi
4	Marketing Management	Cranfield	Ane Books, New Delhi
5	Marketing Research	D. D Sharma	

ORGANISATION BEHAVIOR

Core Course : 7

No. of credit : 4

No. of contact hours: (5x18) 90 Hrs.

Aim of the course:

To inculcate the applications of human psychology in organization situations.

Objective of the course:

On completion of the course, student should be able!

- To familiarise students with organizational psychology and its special application in business situations.
- A study on individual characteristics which differentiate are individual from others.
- An overview of motivation, motivational theories and application of motivational tools in the management of an organization.
- Inter personnal and Group behaviour dynamics.
- Importance of study of leadership and counselling.

Course of outline**Module - I : Introduction**

Importance and scope of O.B.

Fundamental concepts

Personality - Determinants, theories - types theory, trait theory, psycho analytical theory.

Module - II : Motivation

Definition, motivation theories:- Maslow's Need hierarchy theory, Herzberg theory, theory X theory Y, Equity theory. Financial and Non Financial motivation.

Module - III: Leadership

Definition, types, styles, theories :- trait theory, contingency theory, path goal theory counselling & guidance.

Types of counselling**Module -IV : Job satisfaction**

Meaning, factors, Employees attitude if productivity.

Job Rotation, Job Enlargement & job Enrichment

Core texts

SI No.	Title	Author	Publishing & Year
1.	Organizational behaviour	Fred Liethans	MC Graw Hill International 2001
2.	Organization behaviour	Stephen P. Robins & Seema Sanghi	Person Education, Inx 2003
3.	Organization behaviour	LM Prasad	Sultan Chand & Sons 2005

Principles of management**Core Course:**

No. of credit -

No. of contact hours - 72 hrs

Aim of the course:

Principles of management is the basic foundation for management studies. This course offers a brief perspective about this subject.

Objective of the course

- To give a ... accounts management functions.
- To Detailed study of planning of decision making process.
- To provide a class picture about different types of organization structure and the importance of delegation & decentralization.
- To explain the meaning and relevance of directing and controlling
- To use the various forecasting techniques.

Principles of management**___ Module I: Management functions.**

Planning : Definition, meaning,

Importance - steps in planning - characteristics types of plans - objectives, strategies, policies, procedures, rules, programmes Budgets - Relationship between planning and controlling - limitations of planning.

Module II : Decision making - definition, meaning objectives - steps in rational decision making - Types of decisions - Difficulties in decision making.

Module III: Organizing

Meaning importance, process of organizing - organizations structure - Types of organization structure - line organizations, Line and staff organization, line and staff organizations, Functional organization, committees.

Module IV : Staffing

Meaning and importance only (This topic is covered in detail in HRM)

Delegation of authority - significance of delegation, process of delegation. centralisation & decentralisation of authority.

Directing - Meaning, importance, elements of directing.

Module V : Co- ordination: Definition - need for co - ordination.

Centralising: Definition need to control steps in control process.

Reference Books.

SI No.	Title	Author	Publishing & Year
1.	Principles of management	P.C. TRIPATHI & P.N. Reddy	Tata Megraw Hill publishing co 1999
2.	Essentials of management	Harold Koontz & Heug Mehrich	Tata Megra Hill Publishing co 2007
3.	Principles & Practice B.N.Sharma	R.S. Gupta Publishers 2002 & N.S. Bhalla.	Kalyani Management

PRODUCTION MANAGEMENT

Core Course:

No. of credit -

No. of contact hours -

Module I

Introduction to production management - scope - problems faced by production manager . Types of production systems.

Module II : Production planning and control - functions of Production Planning and Control- characteristics - steps involved - objectives of production planning- Importance -Pre requisites of Production Planning and Control - Production control -objectives and advantages.

Module III:Materials management - scope and importance methods of purchasing - Inventory control - objectives, functions and importance.

Module IV : Work improvement and work measurement- motion study -work place layout - plant lay out - types of lay out - factors influencing plant lay out - fundamentals of time study.

Quality control - Importance and objectives.

OPEN COURSE - BBA

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INVESTMENT MANAGEMENT

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Open Course: 4
 No of credits; 4
 No of contact Hours: 5

Aim of the course

- ◆ To familiarize with various investment avenues .

Objectives of the course.

On completion of the course students should be able to

- ◆ To understand the various investment opportunities.
- ◆ To understand the various tax saving ideas.
- ◆ To design an investment portfolio.

Module-1

Nature and scope of investment management-financial and economic- meaning of investment ◆importance of investments-factors favorable for investments-investment media-features of investment programme-risk-different types of risk.

Module-2

Financial institutions and markets in India-development of financial securities ◆structure of financial markets-money market-capital market-primary market-market securities.

Module-3

Stock market in India-regulatory frame-work-role/functions-procedure for trading in securities-kinds of brokers-OTCEI-NSE.

Module-4

Alternative forms of investment-Government securities-types-Life Insurance-kinds of policies-procedure for taking of policies-investment in units-different schemes-objective of investment units-different schemes-tax benefits-provident funds-national savings schemes-post office savings-investment in land, gold, silver, diamonds, stamps, antiques, banks.

Module-5

Investment companies- development-types of investment companies-mutual fund-advantages.

Books recommended.

Preethi Singh ◆Investment Management

V.K.Bhalla ◆Investment Management. S.Chand ,New Delhi,13th edition ,2007.

John Bowyer- Investment Analysis Management.