

**MAHATMA GANGHI UNIVERSITY
PRIYADARSHINI HILLS, KOTTAYAM-686560**

(Exercising power u/s 3.10(17) of
M.G.U Act 1985. Issue orders and
report to syndicate/academic council

Approved -20-6-2009)

**CHOICE BASED COURSE CREDIT
SEMESTER SYSTEM AND GRADING
SCHEME & SYLLABI**

**For
Under graduate course**

IN

B.B.M

2009

M G UNIVERSITY B.B.M PROGRAMME STRUCTURE

CORE COURSES	Credit	Contact Hours/ week	Total contact hours
1.Fundamentals of Financial Accounting	3	4	72
2.Modern Management Practices	4	4	72
3.Company Accounts	4	6	108
4.Human Resources Management	4	6	108
5.Financial Management	4	5	90
6.Marketing Management	4	5	90
7.Organisational Behavior	4	5	90
8.Management Information System	4	5	90
9.Production Management	2	3	54
10.Industrial Relations	2	2	36
11.Management Accounting	4	4	72
12.Choice Based Course	4	5	90
13. Choice Based Course	4	5	90
14.Project Work	4	5	90
COMPLEMENTARY COURSES			
1.Business Mathematics	3	4	72
2.Business Statistics	3	4	72
3.Managerial Application of Mathematics	3	4	72
4.Quantitative Techniques	3	4	72
5.Commercial Laws	4	5	90
6.Corporate Laws	4	5	90
7.Computer Applications in Business	4	5	90
8.Micro Economics for Business	4	5	90
OPEN COURSE			
1.Modern Banking Practices	4	5	90

BBM SEMESTER II			
COURSE	CREDIT	HOUR	COURSE TYPE
English II	4	5	Common
Business Ethics in the Indian Social System	3	3	Common
Indian Constitution, Secular State & Sustainable Environment	4	5	Common
Managerial Application of Mathematics	3	4	Complementary
Quantitative Techniques	3	4	Complementary
Modern Management Practices	4	4	Core

BBM SEMESTER III			
COURSE	CREDIT	HOUR	COURSE TYPE
Business Communication	3	4	Common
Entrepreneurship	4	5	Common
Commercial Laws	4	5	Complementary
Computer Applications in Business	4	5	Complementary
Company Accounts	4	6	Core

BBM SEMESTER IV			
COURSE	CREDIT	HOUR	COURSE TYPE
Informatics for Management	4	5	Common
Cost Accounting	4	4	Common
Corporate Laws	3	5	Complementary
Micro Economics for Business	4	5	Complementary
Human Resources Management	4	6	Core

BBM SEMESTER V			
COURSE	CREDIT	HOUR	COURSE TYPE
Financial Management	4	5	Core
Marketing Management	4	5	Core

Organisational Behavior	4	5	Core
Management Information System	4	5	Core
Modern Banking Practices	4	5	Open Course

BBM SEMESTER VI			
COURSE	CREDIT	HOUR	COURSE TYPE
Production Management	2	3	Core
Industrial Relations	2	2	Core
Management Accounting	4	5	Core
Choice Based Course	4	5	Core
Choice Based Course	4	5	Core
Project Work	4	5	Core

BBM SEMESTER - I

◆ Historical Perspective of Management

Common Course:

No. Of Credits: 4

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-II

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

Module-III

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

Module-IV

Major contributions of leading Management Thinkers-Mary Parker Follet- Rensin 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

GLOBAL BUSINESS ENVIRONMENT

Common Course:

No. Of Credits: 4

No. Of contact hours -72 hrs

Aim of the course

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

Objectives of the course

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

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

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.

BUSINESS MATHEMATICS

Course: Complementry

No.of Credits ♦ 3

No.of Contact hours ♦ 72

Aim of the Course:

♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ Aim of the course is to develop analytical and critical thinking skills in students and prepare them to logically analyze and critically evaluate problem situation through mathematics.

Objectives of the Course

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

Module 1 (12 hours)

Commercial Arithmetic

Mixtures, profit and loss, discounts, logarithms- simple interest and compound interest, present value and annuity

Module 2 (14 hours)

Set Theory

Types of sets, elementary operation on sets, relations and functions

Module 3 (16 hours)

Ratio, proportions and variation♦Laws of indices, surds♦linear and quadratic equations

Module 4 (16 hours)

Arithmetic, geometric and harmonic progressions

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 tot 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.

INDIAN CONSTITUTION, SECULAR STATE & SUSTAINABLE ENVIRONMENT

Common Course:

No. Of Credits: 4

No. Of contact hours -90 hrs

Aim of the Course

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

Objectives

1. To give the students a general understanding of India's constitution & secular tradition.
2. To enable the student to understand the plural traditions of India.
3. To strengthen the value of citizenship & spirit of comradeship.
4. To inculcate environmental awareness among the students.
5. 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 ♦ castism & 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
6. Smith Donald Eugene ♦ India as a Secular State, Princeton university press, Princeton 1963.
7. Fisher, William F (ed), Towards Sustainable Development ♦ Struggling Over India's Narmada River, M E Sharp, New York 1995.
8. Sufrin, Sydney C Bhopal ♦ Its setting, Responsibility and Challenge; Ajantha Publishers New Delhi 1985

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MANAGERIAL APPLICATION OF MATHEMATICS

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No.of Credits 3
No.of Contact hours- 72

Aim of the Course

The aim of the course is to develop analytical and critical thinking skills and to analyze managerial problems in the light of mathematics

Objective 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

Module1

Matrix algebra-Matrices and determinants Inverse of a matrix Rank of a matrix Eigen values Cramer's Rule and inverse method

Module 2

Vector Algebra-Basic concept on vectors Dot product of vectors

Module 3

Calculus-I-Variables and functions limits and continuity

Module 4

Calculus-II (avoid all trigonometric functions)-Derivatives Rules of differentiation Maxima and minima of algebraic functions Integration Integration by parts Application of integration and differentiation - marginal revenue, marginal cost, average cost

Module 5

Analytic Geometry I-Cartesian co-ordinate system Distance formula Different forms of equations of a straight line
(Proofs of theorems and derivations are excluded)

Note on Course Work:

NPC is permitted

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 derivatives are excluded, as it is beyond the scope of BBM students, but applications in research is to be highlighted.

Reference:

Business Mathematics Saha S
 Business Mathematics D.C Sanchet & V.K Kapoor
 Business Mathematics and Statistics B.M Aggrawal
 Business Mathematics Amarnath Dikshit & Jithendra Kumar Jain

MODERN MANAGEMENT PRACTICES

Course: CORE
No. of credits-4
No. of contact hours- 72

Aim of the course
To introduce students to the practice and principles of business management

- Objectives of the course**
On completion of this course, students should be able:
- To understand the concept of planning
 - To understand the importance of organizing
 - To identify the best practice of directing
 - To know how to control and co-ordinate

Module-I
Functions of Management: Planning
Meaning & definition-features-importance-limitaitons-steps-principles-forms of planning strategic planning & management-contingency planning & forecasting

Module-II
Functions of Management: Organizing
Meaning & definition-features-importance-process & structure-formal-informal-principles-types-line-staff-functional-delegation of authority- centralization-decentralization-span of control- departmentation

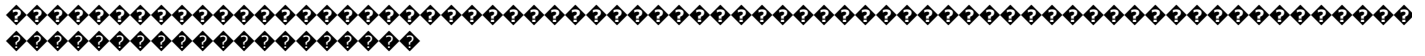
Module-III
Functions of Management: Staffing (Elementary knowledge only)
Meaning & definition-importance -need- staffing process-

Module-IV
Functions of Management: Directing:
Meaning & definition-importance -elements-principles-supervision- motivation-leadership-communication

Module-V
Functions of Management: Controlling & coordinating
Meaning & definition-importance -steps- types- features of good control system- Coordinating- meaning & definition-importance-need-principles-process-co-ordination-co-operation

Note on course work: This course can be taught in the Lecture mode, Role-playing, Simulation method. Each lecture should be complemented by general discussion, group discussion, assignments and seminars, which may be done as a part of classroom activity as far as possible.

Reference books
 Principles of Management : P.C Tripathi & P. N Reddy
 Principles of Management : Harold Koontz, Heinz Wehrich & Ramachandra Achari
 Principles and Practice of Management: R.S Gupta, B.D Sharma and N.S Bhulla
 Principles of Management : T Ramaswamy
 Principles of Management : B.S Moshal



Reference

Mercantile laws : R.C.Chawla & K.C.Garg

Mercantile laws : M.C.Shukla, M.P.Gupta & B.M .Agarwal

Mercantile laws :Kuchhal M.C

Computer Applications in Business

Course: Complementary

No. of Credits 4

No. of Contact hours-90

Aim of the course

To develop computer awareness and to enhance the managerial skills by the effective use of computer applications.

Objective of the course

On completion of this course, student should know

- The significance of computer applications in various levels of management
- To use various application soft wares in day to day business operations

Module 1

MS Office - MS Word - Word basics - menus - tool bars - file operation - formatting - editing headers and footers - working with tables - tools - mail merge.

Module 2

Power Point - Introduction - menus - tool bar - creating presentation - using design templates - blank presentation - inserting clip art - text - pictures - applying sounds and animations - slide transition - action setting - slide show.

Module 3

Database Concepts

Database -DBMS - objectives - of database - data models - database languages - DBA Database system structure - Types of databases

Module 4

MS-Access - introduction - menus - tool bars - operations

Module 5

Computer Networks - types of networks - LAN - MAN - WAN - Advantages of network - Network topology - Introduction to internet - Services offered - E-mail - FTP - WWW-Remote login - search engines - intranets & extranets .

Note on course work

This course should be taught in conventional lecture method. Students should be given sufficient lab sessions to master MS Office Packages.

Reference Books :

1 M S Office 2007 : Gini Courter & Annette Marquis

2 MS ACCES : BPB Publications

3 Database Concepts : Tata Mc Graw Hill Companies

4 Computer Networks : Crentice All India Pvt Ltd

5 MS Office : Dr. Shrivastava S.S

- 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, STDEV (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

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COST ACCOUNTING**Common Course:****No. of credit - 4**

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:-

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

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CORPORATE LAWS

Course: Complementary
No. of credits- 4

No. of contact hours- 90

Aim of the course

To familiarize students with the general/ legal aspects relating to corporate.

Objectives of the course

On completion of this course, students should be able:

- To understand the meaning of company and its features and kinds
- To familiarize with company's registration and incorporation

Module-I

Introduction company-meaning-definition-features-kinds of companies-corporate veil

Module-II

Formation and management of a company-promoters-duties-responsibilities-rights-remuneration-managing directors-board of directors-removal-duties & liabilities.

Module-III

Registration and incorporation -memorandum of association-articles of association-alteration-registration-commencement of business prospectus- shares & debentures-types-issue-redemption- -public deposits

Module-IV

Company meetings-meaning kinds-resolution-minutes

V

Winding up-modes-procedure-types-liquidator-powers & duties,-E-filing

Note on course work: The course can be taught in the lecture method supplemented with field visits, role plays, assignment and seminars

Reference

Company law & practice K.C. Garg
Company law & practice G.K. Manjumdar A.K., Kapoor
Company law & Secretarial practice Nolakha.R.L.

MICRO ECONOMICS FOR BUSINESS

Course: Complementary

No. of credits- 4

No. of contact hours- 90

Aim of the course

To familiarize with the economic trends, concepts, nature of Indian economy.

Objectives of the course

On completion of this course, students should be able:

- To understand the meaning of business economics
- To familiarize with Indian Economy
- To familiarize with demand and supply concepts

Module-I

Economic trends in business-national income Concepts-income trends in Indian economy-fundamental economic concepts of decision making-business cycles-nature-types-causes-contra cyclical policies-impact of economic trends in business

Module-II

Nature of Indian economy- India as an emerging economy-types of economy-centrally planned economies, market & mixed economies-salient features of industrial sector-micro & small industries-private, public, corporate sectors-Indian multinational companies-salient features of agricultural sectors-WTO & India- inward & outward foreign investments

Module-III

Demand types& determinants demand schedule-curve-reasons for the law of demand, assumptions, shift, elasticity, demand forecasting methods-demand for new products

Module-IV

Supply-factors affecting-law-elasticity-demand-supply equilibrium

Module-V

Price & output determinations-under monopoly, duopoly, oligopoly-monopolistic & perfect competition

Note on course work: This course can be taught in the lecture method supplemented with assignments and seminars

Reference

Indian economy : Ruddar Datt
Principles of business decisions : Thomas .P.C

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HUMAN RESOURCE MANAGEMENT

Course: core
No. of credits: 4
No. of contact hours: 108

Aim of the course

To familiarize with the growing importance of management of human resource in business and analyzing the trends in HR

Objectives of the course

- On completion of this course, students should be able:
 - To understand the basic concept
 - To describe the emerging scenario
 - To discuss the changing needs of HRM
 - To understand the main features of HRD
 - To elaborate dimensions of performance appraisal

Course outline

Module-I

Nature & scope of human resource management

Definition-meaning-objectives-functions-importance-organization of HR department-qualities & role of HR manager-personal policies.

Module-II

Procurement of human resources

Human resource planning- definition-meaning-objectives-process-problems-guidelines for effective HR planning
Job analysis- definition-meaning-objectives-techniques-job description-specification
Job design -definition-meaning-objectives-methods
Recruitment & selection- definition-meaning-sources of recruitment-selection procedure
Placement & induction -meaning- definition-induction programme



Module-III

Training & development

Training- definition-meaning-objectives-need- importance-types-techniques
Executive development- meaning-objectives-need-importance-methods
HRD- meaning-objectives- need-importance-principles

Compensation management

Meaning-components-scope- objectives-principles-basic elements-compensation practices

Wage & salary administration

Job evaluation-meaning-objectives- need-importance-process-methods-base and supplementary compensation-components-essentials of good wage structure-ESO plan-profit shearing-labor co-partnership-job grading-broad branding-wage survey

Performance appraisal

Definition-meaning-objectives-process-limitations-method-essentials-polential analysis-labor absenteeism-causes, measures to control-labor turnover-causes-effects-control

Module IV

Maintenance function

Labor welfare- definition-meaning-importance-types-officer-labor welfare work

Module V

Integration function

Work environment-elements-grievances-meaning-causes-procedure--morale-definition-meaning-importance-workers participation in management- meaning-objectives-importance-forms jobs-job satisfaction

Note on the course work: case studies should be introduced. Assignments should be on practical application of the terms introduced

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Reference books

Personnel management : Edwin.B.Filippo
Personnel management :Mamoria C.B
Human resource management : Guptha C.B

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BBM SEMESTER-V
FINANCIAL MANAGEMENT

Course: CORE

No. of credits-4

No. of contact hours- 90

Aim of the course

To introduce some concepts relating to financial management and to develop new skills in students in order to efficiently organize, manage and control financial activities and assessment of risk implications.

Objectives of the course

On completion of this course, students should be able:

- To understand and explain the terms used in financial management

- To identify the importance of financial planning
- To assess different sources of raising finance
- To familiarize with dividend policies
- To appreciate the importance of working capital management

Module-I

Introduction to finance function-meaning definition-scope-objectives-importance-finance function in business -financial planning scope-objectives-principles factors affecting-features of good financial plan

Module-II

Capital structure factors affecting-theories-capitalization-theories-over and under capitalization-causes, effects and remedial measures-leverage types-capital gearing

Module-III

Sources of finance -short term and long term-internal and external sources -shares debentures-public deposits ploughing back of profits-venture capital-ADR,GDR etc..

Module-IV

Dividend policies-theories-determinants-kinds of dividends

Module-V

Working capital management determinants -cash-receivables-inventory management

Note on course work: case studies should be introduced. Assignments should be on Practical applications of the terms introduced.

Reference

Financial management : Pandey I.M

Financial management: Text & problems : Khan M.Y; Jain .P.K

Financial management : Ravi.M.Kishore

MARKETING MANAGEMENT

Course: CORE
No. of credits- 4
No. of contact hours- 90

Aim of the course

To familiarize with the growing importance of marketing in business

Objectives of the course

On completion of this course, students should be able:

- To understand the basic concept
- To describe the emerging scenario
- To discuss the changing needs of marketing
- To understand the main features of promotion
- To elaborate dimensions of channels of distribution

Module-I

Nature & scope- functions-importance-concepts-traditional-modern-selling vs marketing-marketing mix- environment

Module-II

Nature & scope-importance of consumer behavior-market segmentation-concept-bases-consumerism

Module-III

Concept of product-types of goods-planning-development-packaging-role-functions-brand name trade mark-after sales services-PLC concept-price importance-factors effecting-discount-rebates

Module-IV

Distribution channels-concept-role-types-factors affecting retailer-wholesaler-physical distribution-transportation-warehousing-inventory control-order pricing

Module-V

Methods of promotion-optimum promotion mix-advertising media-merits-limitations-effective advertisements-personal selling-selling as career-qualities of successful sales person-functions of salesman

Note on course work: case studies should be introduced. Assignments should be on Practical applications of the terms introduced

Reference

Marketing management : Philip kotler
 Marketing : William M.Pride & O.C.Ferrell

ORGANISATIONAL BEHAVIOUR

Course:CORE

No. of credits- 4

No. of contact hours- 90

Aim of the course

To help students recognize the impact of individuals and groups on behaviour within organization so that they can identify factors that will improve organization effectiveness

Objectives of the course

On completion of this course, students should be able:

- To understand the importance of Organizational Behaviour in the context of the contemporary situation
- To recognize the interplay of structure, design and culture in Organizations
- To identify emerging trends in Organizations and the Need to change and develop

Module-I

Introduction- Meaning & definition- evolution of organizational behavior-nature-importance-elements-models of organizational behavior

Module-II

Micro perspective of organizational behavior Perception process-impression management-personality-types-theories-attitude-learning process-factors affecting-reward systems

Module-III

Motivation concept-need-theories-motivation & morale-tools-significance of leadership-styles & theories-skills functions of communication process-classification-barriers & ways for overcoming barriers

Module-IV

Occupational stress and Conflicts- Meaning-cause-effects-coping strategies, Conflicts-meaning-sources-types-stages-impact of power, authority & politics-conflict management

Module-V

Organizational Change and Development

Reasons for change-Types- Resistance-Managing resistance to change- Organizational development- Nature-objectives- Organizational Developmental interventions.

Mortgage ♦ Core Banking ♦ Real Time Gross Settlement ♦ National Electronic Fund Transfer ♦ Cheque Truncation ♦ ATM ♦ Debit cards ♦ Credit cards

Module-V

Financial Supermarkets ♦ Bank Assurance ♦ Treasury Products ♦ Spot ♦ Forward ♦ Swap ♦ Money market products ♦ Call money ♦ Notice money ♦ Term Money ♦ Commercial Papers ♦ Certificate of deposit

Note on course work: The course can be taught in the lecture method supplemented with field visits, assignment and seminars.

Reference

:-

Banking theory and practice : Shekhar K.C

Banking Law and practice : Varshney P.N

Banking Theory, Law and practice : Gordon E. Natarajan K.

BBM SEMESTER-VI

PRODUCTION MANAGEMENT

Course: CORE

No.of Credits ♦ 2

No.of Contact hours - 54

Aim of the Course:

♦ To create an awareness of the production concepts in business

Objective of the Course

- To get an introduction of production management
- To know about production planning and control
- To familiarize with materials management
- To know about work measurement and control

Module 1

Introduction to Production Management

Scope- Problems faced by production managers ♦ Types of Production systems

Module 2

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 3

Materials Management

Scope-Importance ♦ Methods of purchasing ♦ Inventory Control ♦ objectives- functions and importance

Module 4

Work improvement and Work Measurement

Motion study ♦ work place layout ♦ plant layout ♦ types of lay out ♦ factors influencing plant layout- fundamentals of time study- Quality control ♦ importance and objectives

Module 5

Product Planning

Meaning and role ♦ objectives ♦ product innovation ♦ development of new products ♦ test marketing ♦ product line planning - new product strategies

Note on Course Work:

Lecture method with assignments and seminars

Reference:

1 Production Management : Aswathappa K

2 Essentials of Production Management : Aswathappa K

3 Production Management : Sontakki C. N

4 Production and Operations Management : Chunawalla & Patel

5 Production and Operations Management : Goel B.S, Chary S.N

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INDUSTRIAL RELATIONS

Course:CORE
No.of Credits 2
No.of Contact hours - 36

Aim of the Course:

To familiarize with the concepts of industrial relations in business

Objective of the Course

- To know about the importance of Industrial Relations in the global perspective
- To be aware of the role of employer’s organization
- To know about collective bargaining
- To familiarize with the workers participation in management
- To know about workers’ welfare and education

Module 1

Introduction to Industrial Relations

Definition- Meaning- Objectives Importance of Industrial Relations through Indian and global perspective

Module 2

Workers Organisation and Employers Organisation

Registration Functions role

Module 3

Collective Bargaining Definition importance to employers, employees and management

Module 4

Workers Participation in Management

Module 5

Workers Welfare and Education

Note on Course Work:

Lecture method with assignments and seminars

Reference:

Industrial Relations, Trade Unions and labour Organisation: P.R.N.Sinha& Indu Bala Sinha & Priyadarshini Shekar

Industrial Relations: C.B.Mammoria

MANAGEMENT ACCOUNTING

Course:CORE
No.of Credits 4
No.of Contact hours 72

Aim of the Course

To get knowledge about management accounting its features and importance

Reference**books**

- 1 Strategic Management LM Prasad
- 2 Strategic Management B Hiriyappa
- 3 Business Policy and Strategic Management Francis Cherunilam
- 4 Strategic Management-Text and Cases VSP Rao and V Harikrishna
- 5 Strategic Management- Theory and Practice Dhruba Duttachowdhury

INVESTMENT MANAGEMENT

Course: Choice Based

No. of credits- 4

No. of contact hours- 90

Aim of the course

To familiarize with the various investment avenues

Objectives of the course

On completion of this course, students should be able:

- ◆ To understand the basic concept of investment
- ◆ To understand the various investment opportunities
- ◆ To understand the various tax saving ideas
- ◆ To design an investment portfolio

Module-I

Nature & scope of investment management- financial and economic ◆ meaning of investment ◆ importance of investment-factors favorable for investment ◆ investment media ◆ features of investment program

Module-II

Financial Institution and markets in India and development ◆ structure of financial markets ◆ Money market ◆ Capital market ◆ Primary Market ◆ Marketing of securities

Module-III

Stock Markets in India ◆ Regulatory Framework ◆ Role and functions ◆ procedure for trading in securities ◆ kinds of brokers - OTC

Module-IV

Alternate forms of investment ◆ Government securities ◆ Types ◆ Life Insurance ◆ Kinds of policies ◆ Procedure for taking of policies ◆ Investment in Units ◆ different schemes ◆ objectives of investment units ◆ tax benefits ◆ provident funds ◆ national saving schemes ◆ post office saving ◆ investment in land ◆ gold ◆ silver- diamond ◆ stamps ◆ antiques ◆ banks

Module-V

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

Note on course work: lectures with assignments, field visits and seminars, assignments

Reference

- Investment management : John Bowyer
Investment Management : VK Bhalla

CUSTOMER RELATIONSHIP MANAGEMENT

Course: Choice based

No. of credits- 4

No. of contact hours- 90

Aim of the course

To get an outlook on Customer relations and its importance

Objectives of the course

On completion of this course, students should be able:

- ◆ To understand the basic concept of CRM
- ◆ To understand the strategies for building relationship
- ◆ To focus on Customer Interaction Management
- ◆ To get an insight into e- CRM
- ◆ To choose the right way to implement CRM

Module-I

Focus on Customer Relationship ◆ introduction ◆ significance ◆ strategies for building relationships

Module-II

Building CRM ♦ Requisites for customer acquisition ♦ attention on the adoption process- Customer Interaction and Management

Module-III

An Insight into CRM AND E- CRM ♦ Evolution ♦ Difference ♦ CRM Application ♦ CRM Channels of customer interaction

Module-IV

CRM Process ♦ Objectives ♦ Four elements of CRM Process ♦ CRM Process for marketing organization



Module-V

CRM Implementation - steps ♦ requirements ♦ choosing the right CRM solution ♦ framework for success of CRM

Note on course work: lectures with case studies, discussions assignments and seminars

Reference



Customer Relationship Management - ♦ H Peeru Mohammed , A Sagadevan, Vikas ♦ Publishing House Pvt Ltd,New Delhi ♦ 2006 Edition