

**Scheme of Examination & Course of Bachelor of Business
Administration (BBA)**

BBA Part – I Examination, 2009

BBA Part – II Examination, 2010

BBA Part – III Examination, 2011

**Jodhpur National University,
Jhanwar Road,
Jodhpur.**

Programme of Study

Background and Objectives of the course

A barrier was felt in the growth of trade and industry, as the courses in the last decade lacked the competitive strength to produce trained managerial personnel. With the opening up of the economy and also due to industrial growth, the pressure for such personnel was exaggerated.

The course of BBA is aimed to equip the young generation with traditional business values blended with modern concepts and techniques of management. The three year degree programme is so designed so as to create a wider and sound base for the students, not only for advanced course in management, but also as junior and middle level managers.

Type of Course System

The Three Year degree course of BBA will be consisting of six **semesters** viz., Semester – I, II, III, IV, V, VI. There will be examination at the end of each semester.

Enrolment & Eligibility

There shall be no enrolment allowed with other University simultaneously doing degree with our University. T.C./Migration will be required at the time of admission.

Admission Qualification

The students have to undergo a rigorous scheme of study, training and examination, thus the candidates seeking admission to the degree of BBA must have secured at Senior Secondary Level (10+2) at least 40% marks in aggregate conducted by any recognized Board of Education in India or Abroad.

The admission procedure shall be determined by the university and will be specified at the time of offering admission. The students have to specify at the time of admission the electives they would be opting for in the sixth semester, a specialization only in any one group will be offered at one time. A second group will be allowed only if the number of students is more than 30. A third group would be allowed if the number of students is more than 60, and so on.

Duration of Course

The duration of the course shall be six semesters.

Scheme of Examination

- 1. Every prescribed subject shall carry a total of 100 marks. There shall be 70 marks for term end examination and 30 marks for internal assessment, until and unless indicated otherwise. For IT Papers i.e. B-203 and B-303 the marking Scheme would be as:**

Theory : 50 Marks

Viva Voce : 20 Marks

Internal : 30 Marks

- 2. The distribution of marks of internal assessment will be as under –**

Max. Marks – 30 Marks

2 Scheduled Test – 10 Marks Each.

Class Participation & Discipline – 10 Marks.

- 3. The Summer Training Report shall Carry 100 marks. It shall be evaluated in the presentation form made by the student before a panel of experts followed by Viva-Voce for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Competent Authority. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.**
- 4. Term end theory examination shall comprise of seven questions. There will be one compulsory question (25 Marks) and rest six questions will be from three units i.e. two questions from each unit. Students will have a choice of answering any three questions from the six questions i.e. one question from each unit (15 Marks Each). The compulsory question can be short notes, cases or practical problems, which is covering entire syllabus of the course.**

5. A student can move to V semester only if he/ she passes all I and II semester papers and a student can move to VI semester only if he / she passes all III and IV semester papers.
6. Wherever a student appears at an ATKT exam he/she will do so according to the syllabus at that time and fulfill the requirements of the course in force at that time.
7. The project in each semester will consist of 100 marks out of which 70 marks will be for report and 30 marks for viva-voce of the report. The report should consist of 25 – 30 pages. The student is required to take approval of concerned faculty for the topic of the project, and the topic of project will be related to the contemporary issues of the papers of that semester.

Check Point

1. A student will be required to pass BBA course within six years from the date of his/her admission.
2. Maximum number of attempts allowed shall be 2 after 1st attempt excluding the period of punishment.
3. A student will be allowed to keep term (ATKT) to the next Semester if he/ she obtains 50% marks in aggregate and fails in not more than 50% papers (out of five papers each semester).
4. To pass the semester student must secure at least 50%marks in the project.

Passing Standard

1. To pass a Year a student has to secure 40% marks in each subject and also 50% marks in aggregate.
2. Grace Marks- 5 marks in 2 subjects.

3. Ex Students: If a student fails in semester, he / she shall be treated as ex student till he / she shall not clear above semester, and if the student does not clear all the subjects in the duration of course he / she shall be treated as an ex student

Award of Degree

Student shall be eligible for the award of BBA Degree only if she/he fulfills the followings conditions:-

1. Passes all the six semesters as laid down.
2. Fulfills all other requirement prescribe by the competent authority from time to time for satisfactory completion of each course of study of each of the six semesters.
3. Division of marks shall be awarded on the basis of the aggregate marks secured in all the papers prescribed for all the six semesters taken together as follows:-

Honors	75% or above
First Division	60% or above, but below 75%
Second Division	48% or above, but below 60%

Gold Medal will be awarded only if he clears in I attempt and if percentage is more than 75.

4. In case a candidate fails in Semester she / he will not take the internal assessment again and marks so secured will be carried forward. However, on failure, if candidate seeks a fresh regular admission then she / he will reappear in the internal assessment and marks will not be carried forward.

Attendance

Attendance should be at least 75%. Relaxation up to 65% on valid reasons can be done by competent authority.

Teaching and Examination Scheme

BBA Semester-I

Subject Code	Subject	Lecture/Week	University Theory Exam	Sessional/Internal	Total Marks
B-101	Principles of Management	7	70	30	100
B-102	English Communication	7	70	30	100
B-103	Functional Management	7	70	30	100
B-104	Fundamentals of Accounting	7	70	30	100
B-105	Micro Economics	7	70	30	100
B-106	Project	1	0	100	100
Total		36			600

BBA Semester-II

Subject Code	Subject	Lecture/Week	University Theory Exam	Sessional/Internal	Total Marks
B-201	Organization Behavior	7	70	30	100
B-202	Statistics for Management	7	70	30	100
B-203	Computers for Management	7	Th 50 Prac. 20	30	100
B-204	Management Accounting	7	70	30	100
B-205	Business Communication	7	70	30	100
B-206	Project	1	0	100	100
Total		36			600

BBA Semester-III

Subject Code	Subject	Lecture/ Week	University Theory Exam	Sessional/ Internal	Total Marks
B-301	Macroeconomics	7	70	30	100
B-302	Cost Accounting	7	70	30	100
B-303	Management Information System	7	70	30	100
B-304	Principles of Marketing	7	70	30	100
B-305	Business Regulatory Framework	7	70	30	100
B-306	Project	1	0	100	100
Total		36			600

BBA Semester-IV

Subject Code	Subject	Lecture/ Week	University Theory Exam	Sessional/ Internal	Total Marks
B-401	Company Law	7	70	30	100
B-402	Sales & Distribution Management	7	70	30	100
B-403	Purchase & Material Management	7	70	30	100
B-404	Industrial Management	7	70	30	100
B-405	Financial Management	7	70	30	100
B-406	Project	1	0	100	100
Total		36			600

BBA Semester-V

Subject Code	Subject	Lecture/Week	University Theory Exam	Sessional/Internal	Total Marks
B-501	Computerized Financial Accounting	7	70	30	100
B-502	Quantitative Techniques for Management	7	70	30	100
B-503	Business Environment	7	70	30	100
B-504	Industrial Relations and Industrial Law	7	70	30	100
B-505	Human Resource Management	7	70	30	100
B-506	Project	1	0	100	100
Total		36			600

BBA Semester-VI

Subject Code	Subject	Lecture/Week	University Theory Exam	Sessional/Internal	Total Marks
B-601	Elective – 1	7	70	30	100
B-602	Elective – 2	7	70	30	100
B-603	Elective – 3	7	70	30	100
B-604	Entrepreneurship Development	7	70	30	100
B-605	Business Simulation & Seminar	8	-	100	100
B-606	Summer Training and Viva-Voce	-	-	100	100
Total		36			600

Group wise List of Electives

A student of BBA Semester-VI must pick elective from one group only

Group – I: Accounting

Elective – 1	B-601 (1)	Business Taxation
Elective – 2	B-602 (1)	Auditing
Elective – 3	B-603(1)	Corporate Accounting

Group – II: Banking and Insurance

Elective – 1	B-601 (2)	Indian Banking System
Elective – 2	B-602 (2)	Insurance Management
Elective – 3	B-603 (2)	Commercial Banks Management

Group – III: E - Business

Elective – 1	B-601 (3)	Internet and www
Elective – 2	B-602 (3)	Essentials of E - Commerce
Elective – 3	B-603 (3)	Principles of E – Marketing

Group – IV: Human Resource Management

Elective – 1	B-601 (4)	Organisation Development
Elective – 2	B-602 (4)	Training and Development
Elective – 3	B-603 (4)	Compensation Management

Group – V: Marketing Management

Elective – 1	B-601 (5)	Advertising and sales promotion
Elective – 2	B-602 (5)	Retail Management and Business Outsourcing
Elective – 3	B-603 (5)	Marketing of Services

Semester - I

B-101

Principles of Management

Unit 1

Nature of Management:

Meaning, Definition, nature, importance & Functions, Management as Art, Science & Profession, Concepts of Management, Management vs. Administration,

Evolution of Management Thought:

Classical & Neo Classical system: - Contribution of F.W.Taylor, Henri Fayol, Elton Mayo to the management thought. Various approaches to Management (i.e. Schools of management thought).

Unit 2

Functions of Management: Part-I

Planning - Meaning, Need & Importance, characteristics, types, process, advantages & limitations.

Decision making – definition, characteristics & nature, importance, Process of decision making

Organizing – meaning, formal & informal organizations, Types of organization structures.

Delegation of authority - Need, process of delegation, authority & responsibility, Centralization and decentralization of authority

Unit 3

Functions of Management: Part-II

Managerial Control: – Meaning, Need, Nature, importance, Process of control, Techniques of control-traditional and modern. Effective control system.

Management of Change: Concept, nature, and process of planned change; Resistance to change.

Emerging horizon in Management.

Suggested Readings:-

Essential of Management - Horold Koontz and Itainz Weibrich - McGraw hills International

Management: Koontz "O" Donnell, 8th Ed., International Student and Weibrich Edition, Kogakusha, Tokyo

Essential of Business Administration - K.Asathapa, Himalaya Publishing House

Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi

Business Organization & Management - Dr. Y.K. Bhushan, Sultan Chand & Sons, New Delhi

Management: Concept and Strategies, J. S. Chandan, Vikas Publishing

English Communication

UNIT-I

Grammar

- Words and Sentences
- Parts of speech
- Articles
- Conditionals
- Verbs/ Tenses
- Reported Speech
- Modals
- The passive

UNIT-II

- Composition
- Paragraph writing
- Précis Writing
- Application Writing
- Curriculum Vitae writing
- Comprehension & Vocabulary
- Comprehension Passage (Unseen)

UNIT-III

- Synonyms and Antonyms
- Word Forms
- Affixes
- Words Commonly Mis-Spelt and Mis-pronounced
- Language Lab
- Group Discussion
- Mock Interview
- Seminar Presentation

Suggested Readings:-

Written communication in English, Sarah Freeman, Olient Longman publication

A practical English grammar, Thomson & Martinet

English Grammar, W.S. Allen.

Intermediate English Grammar, Raymond Murphy, Cambridge House, New Delhi.

Effective English Communication Krishna Mohan & Meenakshi Raman, Tata McGraw Hill, New Delhi.

Functional Management

Unit –I

Marketing and sales management:

- Defining marketing for 21 century
- Measurement of market demand and identification of market segments
- Distribution channels: types and significance
- Management of sales force
- Role of advertising and publicity in product promotion

Unit –II

Human Resource management:

- Human resource planning: concept, role and significance
- Job analysis: application and objectives
- Recruitment and selection: process, methods, constrains and cost
- Employee training
- Performance appraisal

Unit –III

Production management:

- Plant layout and location of facilities
- Material requirement planning
- Codification and standardization
- Material handling

Suggested Readings:-

Robert C. Appleby, Business administration

Kotler Philip, Marketing Management

John Frain, Principles and Practices of Marketing

Decenzo and Robbins, Personnel/ Human Resource Management

S.N.Charry, Production and Operations Management

Fundamentals of Accounting

Unit –I

Meaning and Scope of Accounting, Need, Development and Objectives; Definition of Accounting; Book-keeping and Accounting; Disclosures; Branches of Accounting; Terms used in Accounting; Accounting transactions; Accounting cycle.

Book of Original Record: Journal; Rules of debit and credit; compound journal entry; Opening entry; Relationship between journal and Ledger, Rules regarding posting; Trial Balance; Sub-division of journal [Subsidiary books]; Capital and Revenue; Classification of income; Classification of expenditure; Classification of receipt.

Unit –II

Accounting Concept and Conventions; Preparation of Final Accounts with Adjustments: - Manufacturing accounts; Trading accounts; Profit & loss account; Adjustment entries; Balance sheet; Classification of errors; Location of errors; Rectification of error; Suspense account; Effect on profit.

Unit –III

Depreciation, Provisions and Reserves: - Concept and causes of depreciation; Depreciation policy, Depreciation as per Accounting Standard – 4; Depreciation, Depletion and Amortization; Methods of providing depreciation; Depreciation of different assets; Depreciation of replacement cost; Depreciation Accounting; Provisions and Reserves. Sectional and self balancing system; Insurance Claims: Insurance claims for loss of stock and loss of profit; Accounting principles; Accounting Standards in India.

Suggested Readings:-

Shukla and Grewal: Advanced Accounts, Sultan Chand & Sons, Delhi.

Jain, Khandelwal, and Pareek: Fundamentals of Accounting, Ramesh Book Depot, Jaipur.

Gupta R. L.: Fundamentals of Accounting, Sultan Chand & Sons, New Delhi.

Jain, Khandelwal, and Pareek: Financial Accounting, Ajmera Book Depot.

Micro Economics

Unit –I

Introduction: - Meaning, Nature and Scope of Micro Economics, Basic Economic Problems.

Utility Analysis: - Law of Diminishing Marginal Utility, Equi-marginal utility.

Analysis of Demand: - Concept, Elasticity and their types, Determinants and Importance of Elasticity of Demand

Supply Analysis: - Concept and Law of Supply, Factors Affecting Supply.

Unit –II

Laws of Returns: - Production Function in Short-Run and Long Run. Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship.

Cost Analysis: - Accounting Costs and Economic Costs, Short Run Cost Analysis: - Fixed, Variable and Total Cost Curves, Average and Marginal Costs.

Pricing Under Various Market Conditions: - Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition. Monopoly: - Price Determination. Monopolistic Competition: - Price and Output Determination under Monopolistic Competition.

Unit –III

Rent: Concept, Meaning, Types, Theories of Rent – Classical and Modern; Quasi Rent; Wages: Meaning, Kinds and Theories; Interest: Concept, Gross and Net Interest, Theories of Interest: Classical, Neo – Classical, Liquidity Preference and Modern; Profit: Meaning, Characteristics, Gross and Net Profit, Theories of Profit.

Suggested Readings:-

Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.

Introduction to Positive Economics - Richard G. Lipsey

Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.

Principles of Economics - M. L. Seth; Laxmi Narain Agarwal, Agra.

Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.

Managerial Economics - Theory and Application - D. M. Mithani

Micro Economic Theory – Dr. V. C. Sinha – Sahitya Bhawan, Agra.

II Semester

B-201

Organization Behaviour

Unit –I

Individual dimensions of organization Behaviour

Personality: Determinants of personality, measurement and various dimensions of personality development

Perception: concept and meaning; factors influencing perception, link between perception and individual decision making; managerial application of perception

Attitude: Types of attitude, Management of attitudes and work- force diversity in business organization

Values: significance of values in business management

Unit –II

Motivation:

- Concept and definition
- Theories of motivation

Leadership:

- Theories of leadership
- Leadership style
- Contemporary issues in leadership

Learning: concepts and theories

Unit –III

Group dimensions of organizational behaviour:

- Understanding and managing group processes, Nature and Concept of group, Group development process;
- Interpersonal and group dynamics: Meaning and Applications of emotional intelligence in organization;
- Power and Politics
- Conflicts and negotiation

Suggested Readings:-

Robbins, S.P., Organization behavior, Tata Mcgraw Hills
Luthans, F., Organization Behaviour, Prentice Hall of India
L.M. Prasad, Organization behavior

Statistics for Management

Unit –I

Introduction, Definition, Scope, Functions, Importance, Limitations and Distrust of statistics; Types of Statistical Methods; Data collection and Analysis; Types of data: Primary and Secondary, Methods of collection, Classification of data; Characteristics of a Graph: Types of Graph and their merits and demerits.

Measures of Central Tendency: Meaning and Definition; Types of Average, Median, Mode, Arithmetic mean, Geometric mean, Harmonic mean; Advantages and Disadvantages of an Average, Median, Mode; Comparative Study of different Averages.

Unit –II

Measures of Dispersion and Skewness: Absolute and relative measures of dispersion range, Quartile deviation, Mean and Standard deviation and Coefficient; Difference between Skewness and Dispersion.

Theory of Probability: Addition and Multiplication theorems, Theoretical Frequency Distribution, Binomial and Normal distribution

Unit –III

Measures of Correlation: Meaning, Definition, Significance, Uses, Types and Problems of correlation; Measures of Regression: Meaning, Definition, Significance and Types of regression analysis; Difference between Correlation and Regression; Index Number; Analysis of time series;

Suggested Readings:-

Gupta, S. C.: Fundamentals of Statistics

Sancheti, D. C. & Kapoor, V.K.: Statistics [Theory, Methods and Applications]; Sultan Chand & Sons

Enhance, D. N.: Fundamentals of Statistics; Kitab Mahal.

Goyal, Gupta Bhatnagar, Shah and Lodha: Business Statistics; Ajmera Book Company.

Computers for Management

Unit I

Introduction to computers- definition, characteristics, generation, classification. Number system (binary, octal, decimal, hexadecimal). Input and output devices ,computer memory ,CPU ,types of software – Application and system software , Operating system and types.

Unit II

Telecommunication concepts- data transmission and OSI layers , communication channels , types of communications network - local area network (Ethernet, token bus, token ring), wide area network, TCP/IP fundamentals, internet, intranet, extranet, The world wide web, artificial intelligence, expert systems.

Unit III

MS-Office, word, excel, power point.

Database Management System- objectives of DBMS, advantages and disadvantages of DBMS, hierarchical model, network model, relational model, ER model, Normalization process, object oriented database, distributed database, client server systems.

Suggested Readings:

- 1) Lucas Henry.C. : Information Technology for Management, TMH, New Delhi.**
- 2) Raja ram V: Fundamentals of Computers, PHI, New Delhi.**
- 3) Basandara Suresh.K : Computers Today, Galgotia Publications.**
- 4) Barihoke Deepak: Fundamentals of IT, Excel books.**

Management Accounting

Unit –I

Meaning, Scope, Objectives and limitation of management accounting; Distinction between: Financial accounting and Management accounting, Cost accounting and Management accounting; Role of management accounting in decision making; Cost analysis: Absorption and Variable costing, Understanding about cost behavior, Fixed, Variable and Semi-variable cost. Fund flow and Cash flow Analysis: Concept of fund, Meaning of flow of fund, Techniques and preparation, uses and limitation of fund flow statement. Cash Flow Statement: Meaning, Preparation, uses, and Limitations of Cash Flow Statement [As per AS-3]

Unit –II

Cost–Volume profit analysis: Concept of break-even point, Profit volume relation, Margin of safety, Angle of incidence, Break-even point chart, Break even analysis, Profit graph; Alternative choice decision: Special offer, Make or buy process, Further process, Shutdown.

Analysis and Interpretation of Financial statements: Ratio Analysis, meaning, objective, limitation, classifications, computation and interpretation, liquidity, leverage activity and profitability ratios. Return on Capital employed computation and uses.

Unit –III

Business budget: Concept and use of budget in planning and control, Types of budget; Capital expenditure budgeting and cash budget; Forecasting profit and loss accounts and balance sheet; Variance analysis using standard costing system; Management reporting system: Reporting system in management, Types of reports, Qualities of reports for Top-management, Middle-management and Lower level of management.

Suggested Readings:-

Manmohan & Goyal, S. N.: Principles of Management Accountancy, Sahitya Bhawan, Agra.

Agarwal, Agarwal & Jain: Management Accounting

Khan and Jain: Managerial Accounting

Business Communication

Unit- I

Introduction to Communication

Meaning and Definition, Objectives, Principles of Communication, Scope, Limitations.

Communication process: - Meaning & Concept, Elements of Communication, The importance of effective communication in the Business Organization.

Types of Communication

Upward, Downward & Horizontal, Written & Oral, Formal & Informal, Grapevine Merits and limitations of each type.

Unit-II

Media of Communication: Written, Oral, face-face, visual, audiovisual, computer based communication.

Barriers to Communication: Types of Barriers, Wrong choice of medium, Physical barriers, Semantic barriers, Organizational barriers, Different comprehension of reality. Socio-Psychological barriers, Steps to make communication effective.

Unit -III

Business Letters: Need and functions of business letters - Planning & layout of business letter - Types of business letters and letter writing

Practical aspects of business communication: Report writing.

Listening ability: The advantages of listening, Problems in listening, Effective Listening.

Suggested Readings:-

Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.

Media and Communication Management - C. S. Rayedu - Himalaya Publishing House, Bombay.

Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.

Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.

Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

Business Communication - M. Balasubrahmanyam - Vani Educational Books.

Communication Management, Parag diwan, Deep & Deep Publication Pvt. Ltd.

Business Communication & Customer Relations, C.B. Gupta, Sultan Chand & Sons.

III Semester

B-301

Macroeconomics

Unit-I

Basic introduction of discipline of macroeconomics

- Macroeconomics: concept and nature
- Macroeconomic policy objectives and their contradictory nature
- Output and expenditure flow in a simple economy
- National Income accounting: concept, measurement and problems
- Concept of aggregate demand and aggregate supply in macroeconomics

Unit- II

Theories of macroeconomics

- Classical theory of employment
- Keynesian theory of employment: An Epitome
- Theories of Economic growth
- Theories of Interest: classical theory, Keynes Preference theory of interest and modern theory of Interest

Unit-III

Money:

- Nature and function
- Demand and supply of money
- Theories of money
- Monetary and fiscal policy
- Commercial Banking and Credit creation
- Central Bank: Function and role in economy
- Balance of Payment: Meaning and components

Suggested Readings:-

Jhingan M.L., Macro-Economic Theory, Vrinda Publication Ltd.

Vaish M.C. Vaish, Macro-Economic Theory, Vikas Pub.

Ahuja H.L., Macroeconomics- Theory and Policy

Cost Accounting

Unit –I

Meaning, Nature, Objectives, Scope and Advantages of cost accounting; Cost concept and classification; Similarities between financial accounting and cost accounting; Installation of costing system; Accounting for materials: - Purchase and stores routine; Methods of pricing material issues; Waste, Scrap, Spoilage, Defectives and their treatment; Inventory control techniques.

Unit –II

Accounting for labour: - Remuneration Methods: Time rate method, Piece rate method and Group bonus plans; Good wage incentive plan; Labour turnover; Idle time; Overtime Premium; Accounting for overheads: - Classification and Collection; Allocation and Apportionment; Departmentalization; Methods of overhead absorption; Over and Under absorption and its treatment.

Unit –III

Unit Costing, Job costing, Batch costing and Contract costing; Operating costing; Process costing: Meaning, Definition and Features, Job Costing v/s Process costing, Normal process loss, Abnormal process loss and Abnormal gain.

Suggested Readings:-

Advanced cost Accounting: Saxena and Vasistha.

Cost Accounting: S.N.Maheshwari

Cost Accounting: Ratnam, P.V.

Cost Accounting: Prabhu Dev, Himalaya Publication

Cost Accounting- Principles and practices: M.N. Arora, Vikas, New Delhi.

Cost Accounting: P. Jain and K.L. Narang, Kalyani, New Delhi

Cost Accounting: Jain, Khandelwal, Pareek, Jain

Management Information System

Unit I

MIS-definition, nature and scope, MIS characteristics, functions, structure of MIS, role of MIS, MIS as a control system, process of management, applications of MIS, Implementation and evaluation of MIS, Enterprise resource planning (ERP) and its benefits, ERP market.

Unit II

Information and System concepts-Introduction, classification of information, methods of data and information collection, value of information.

System-definition, types of system, system decomposition, integration of subsystems, elements of a system, Human as an information processing system, Information system as an enabler.

Unit III

Decision making and MIS, Decision trees, Applications of MIS in Business: application in Manufacturing Sector, application in Service Sector.

Data Warehouse: Introduction, architecture, design and implementation.

MIS in Web Environment.

Suggested Readings:

- 1) Laudon Kenneth.C.and Laudon Jane P. : Management Information System: organization and technology, PHI Pvt Ltd, New Delhi.**
- 2) Jaiswal and Mittal: Management Information Systems, Oxford University press.**
- 3) Goyal D.P.: Management Information Systems, Macmillan business books.**
- 4).Sadagopan S. : Management Information Systems, PHI Pvt ltd, New Delhi.**
- 5) Laudon Kenneth.C.and Laudon Jane P. : Management Information Systems- A Contemporary Perspective, Maxwell Macmillan (1995) New York.**

Principles of Marketing

Unit – I

Introduction- Marketing – Definition, Concepts, Significance. Nature and scope of marketing, importance of marketing, the marketing concept-selling Vs marketing concept. Growing relevance of marketing in India.

Marketing Environment: Demographic, Economic, natural, technological, politic, legal and socio-cultural environment.

Unit – II

Market Segmentation: Buyer Behavior and Market Segmentation: Factors influencing buyer behavior, buying decision process, profile and feature of Indian consumers, Market segmentation-meaning, levels, basis of segmentation, concept of niche marketing.

Managing the product: product planning, product mix, deciding product policy, product line decisions, product differentiation, Branding, packaging, labeling, concept of product life cycle, new product development process. Pricing: Introduction, Factors influencing pricing

Unit – III

Marketing Channels: Introduction, Importance, Types of channels, factors influencing channels.

Promotion tools: Introduction, Elements of Promotion Mix: Advertising, Personal Selling, Sales

Promotion. Marketing information System: Concepts and Components of Marketing Information System.

Suggested Readings:-

Kotler, Philip, Marketing Management (New Delhi Prentice-Hill of India Pvt., Ltd. The Millennium edition).

Saxena, Rajan, Marketing management (New Delhi Tata Mc Grow-hill Publishing Co. Ltd.)

Ranaswamy, V.S. Namakumari,S. Marketing Management planning Implementation and Control the Indian context (Delhi: Macmillen India Ltd.)

Varshney R.L. Gupta, S.L. Marketing Management (An Indian Perspective) Text and cases (New Delhi, Sultan Chand & Sons)

Koter, Philip, Armstrong, Gary, Principles of Marketing (New Delhi, Prentice Hall of India Pvt., Ltd.)

Sherker,S., Marketing Management (Mumbai: Himaleya Publishing House)

Gandhi, J. C. Marketing Managerial Introduction (New Delhi Tata Migraw Hill Publishing Co. Ltd.)

B-305

Business Regulatory Framework

Unit –I

Law of Contract- 1872: Definition and Nature of contract; Types of contract; Offer and Acceptance; Capacity of parties to contract; Significance of consideration; Legality of object and consideration; Agreement declared void; Difference between void and voidable contract; Performance of contract; Discharge of contract; Remedies for breach of contract.

Unit –II

Special contracts: Indemnity; Guarantee; Bailment and Pledge; Agency: Types of agency, Relation between principal and agent; Sales of goods Act, 1930: Formation of contract of sales, Goods and their classification, Transfer of property in goods, Performance of contract of sale, Conditions and warranties

Unit –III

Indian Partnership Act, 1932: Formation, Rights & Duties of Partners, Liabilities of Partners, Dissolution. Negotiable Instrument Act 1881: Salient features, Types of negotiable instruments, Parties to negotiable instrument.

Suggested Readings:-

M.C. Kuchhal—Mercantile Law

N.D. Kapoor—Elements of Mercantile Law

Avtar Singh--Mercantile Law (Eastern Book Co., Lucknow)

M.C. Shukla—Mercantile Law

Rohini Aggarwal – Students' guide to Mercantile & Commercial Laws.

P.P.S. Gogna—A Textbook of Mercantile Law

Relevant Bare Acts.

IV Semester

B-401

Company Law

Unit –I

Nature and Concept of company; Characteristics of company; Corporate personality, Lifting the corporate veil; Kinds of company; Promotion and Incorporation of company; Memorandum of Association and Article of Association: Content, Role and Significance; Prospectus: Contents and Importance; Statement in lieu of prospectus.

Unit –II

Shares: Types of shares; Application and allotment of shares; share capital; Transfer and Transmission of shares; Buy-back; Share certificate, share warrant; Sweat equity; Capital management: Borrowing power, Mortgage and Charges; Kinds of Debenture; Directors: Managing Director, Whole time directors, Liabilities of directors.

Unit –III

Company Meetings and proceedings: Valid meeting, Kinds, Quorum, Voting, Resolution, Minutes, Proxy; Majority power and Minority rights; Prevention of oppression and mismanagement; Relief; Winding up - Kinds and conduct.

Suggested Readings:-

M.C. Kuchhal—Company Law

N.D. Kapoor— Company Law

Avtar Singh-- Company Law (Eastern Book Co., Lucknow)

A.K. Bagria—Company Law, Vikas Publishing House, New Delhi

P.P.S. Gogna—A Textbook of Company Law

Sales and Distribution management

Unit I

Sales Management

Nature, meaning and scope of Sales Management –objectives of sales department –sales as a function of marketing management – Theories of selling – AIDAS Theory, ‘Right Set of Circumstances’ Theory – ‘Buying Formula’ Theory –‘Behavioral Equation’ Theory.

Sales Process: Preparation, prospecting, pre-approach, sales presentation, closing of sales – sales resistance – objections and obstacles, Determining Personal selling objectives - Formulation Sales policies.

Unit II

Sales force management

Sales planning: Market potential, market identification–sales forecasting – qualitative and quantitative methods,

Management of sales Personnel – recruitment –selection – motivation of sales force

Controlling of sales force – controlling of expenses

Unit III

Controlling the Sales Effort

Operationalising sales Management: Designing and assigning territories, concept, objectives and procedure of setting sales territories, objectives of sales quotas – types of quotas – quota setting and administration.

Suggested Readings:-

Anderson R., Professional Personal Selling, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.

Dalrymple D J., Sales Management: Concepts and Cases, New York, John Wiley, 1989.

Johnson E M, Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986.

Stanton William J., Management of a Sales Force. Chicago, Irwin, 1995.

Cundiff, Still and Govoni, Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988.

Gupta S L, Sales Management, Excel Books, New Delhi

Purchase and Material Management

Unit-I

- Role and objectives of purchase and material management
- Material Requirement Planning: Concept, Process and Benefits
- Determination and description of purchasing quality
- Inventory Management and EOQ

Unit-II

- Value analysis and cost reduction
- Codification and standardization
- Determination of right price and role of negotiation
- Vendor Rating Development
- Insurance: Risk management

Unit-III

- Warehousing Management
- Material Handling
- Legal Aspects of Buying
- Public Purchasing
- Traffic and Transportation Management

Suggested Readings:-

Dobler, Lee and Burt, Purchasing and Material Management, TataMcgraw Hill Pub.

Gopalkrishanan P., Purchase and Material Management, TataMcgraw Hill Pub.

Dutta, Material Management- Procedure, Text and cases, Prentice Hall of India

Industrial Management

Unit I

1. Evolution of Industrial Management, Evolution - Importance of Industrial Management – Scientific Management – Meaning, definitions, principles - Importance and Criticism
2. Factory Location: Factors determining location of factory - Steps in location - selection of region - selection of locality - selection of exact site. Technology parks, SEZ etc., Role of government agencies in providing assistance, Location related decisions
3. Plant Layout: Nature, objectives, Importance - Factors influencing layout - Types of layout - Problems of layout.
4. Work-environment and Plant Utility: Meaning, Importance, factors affecting work environment - Plant Utility - Lighting, Ventilation, and Air-conditioning - Sanitation - Noise control.
5. Industrial Safety-MSDS-GLP-GMP, Introduction to non- conventional energy sources, LPG, CNG and Hydrogen as fuels.

Unit 2

Material Handling: Introduction & Principle, Brief introduction of Material Handling tools: pulley blocks, fixed cranes, mobile cranes, overhead traveling cranes, fork lifter, pallet rolls, conveyer belts and chains

Production: Concept of conversion, processes and value-chain, Types of production systems and relevant layouts, Concept of production planning, MRP I and MRPII,

Overview of materials management- purchasing, storage, disposal and inventory control, Plant maintenance: breakdown and preventive maintenance, Industrial safety

Unit 3

Supporting techniques: Concept of work study and development of production standards, Concept of quality, fundamental treatment of SQC, TQM and ISO 9000, Introduction to BIS publications

Environmental audit scheme, Indian standards and legislations for environmental protection. Overview of the ISO 14000 family. Key aspects of the International Standard ISO 14001. Environmental Management Systems: Benefits, Principles and elements of successful environmental Management. Occupational Health and Safety Management System (OHSMS), OHSAS 18001. Auditing of EMS, Environmental Impact Assessment - need and importance, Environmental Management Plan (EMP)

Suggested Readings:-

Industrial Management, William Spriegel and Lansburgh, New York, John Wiley and Sons, Inc., 1947.

Elements of Industrial Management, Smith Russel.

Industrial Management, J. Jain, Kitab Mahal, Allahabad.

Industrial Engineering and Management, O. P. Khanna, Dhanpat Rai Publications (P) Ltd., New Delhi, 1992.

Production and Operations Management, K. Aswathappa and K. Shridhara Bhat.

Environmental Management Training/edited by R.G.A.Boland Sterling Publishers (P) Ltd., New Delhi.1993

Financial Management

Unit I

The Finance function: Goals, Objective and functions of Financial Management, finance functions – Treasury vs. Controller functions, The Logic of Wealth Maximization, Time Value of Money, Techniques of compounding and Discounting, functions of Chief Financial Officer, investment decisions, financing decisions – dividend decision, changing role of financial management.

Cost of Capital: Cost of debt, preference and equity capital – cost of retained earnings, weighted average, cost of capital – marginal cost of capital.

Unit II

Capital budgeting process- basic principles of Capital expenditures proposals – various appraisal methods – Average rate of return – pay back period-DCF methods, NPV, IRR and profitability index, Merits and demerits of appraisal methods – conflicts in decision making – capital rationing. Investment appraisal methods in practice.

Value of the Firm – determinants of the value to the firm valuation of securities: bonds, preference share and equity shares.

Unit III

Operating and Financial Leverage, Total Leverage.

Capital Structure their – net income and net operating income approaches- optimal capital structure, factors affecting capital structure. EBIT/ EPS and ROI & ROE analysis. Capital structure policies in practice.

Dividend decisions – dividend theories – Modigliani-miller hypothesis dividend policies- dividend policy and share valuation – corporate dividend practices in India.

Working Capital Policy – overall considerations – importance of working capital management.

Suggested Readings:-

P. V. Kulkarni – Financial Management, Himalaya Publishing House, Mumbai.

S. C. Kucchal – Corporation Finance – Chaitanya Publishing House, Allahabad.

I. M. Pandey – Financial Management – Vikas Publishing House, New Delhi.

R. M. Shrivastava – Financial Management – Pragati Prakashan, Meerut.

M. Y. Khan and P. K. Jain – Financial Management – Tata Mc – Graw Hill Publishing Co. Ltd., New Delhi.

Prasanna Chandra – Financial Management - Tata Mc – Graw Hill Publishing Co. Ltd., New Delhi.

Ravi M. Kishore – Financial Management with Problems and Solutions, Taxmann, New Delhi.

V Semester

B-501

Computerized Financial Accounting

Unit –I

Introduction to trading organizations: - activities, Accounting and commercial terms. Features of tally, Tally's capability for a trading organization. Need & Importance of computer based accounting and accounting reports.

Business Accounting:, Objective of accounting, Basic Concepts of Accounting, Classification of Income & Expenditures, Type of Accounts and rules of Debit and Credit, Type of vouchers, Transaction of business, Trail Balance & final Accounts (Trading, Profit & Loss and Balance Sheet), Depreciation Accounting, Display and reporting of accounting statements.

Unit –II

Inventory Management: Need and Importance of Inventory Management, Vouchers for Inventory transactions, Creating Groups, Categories, Unit of Measures, Go down and Stock Items, Transaction of inventory of a business, Display and reporting of Inventory statements Accounting and inventory reports in tally.

Unit –III

Accounting with Inventory: Need and importance of updating inventory with accounting entries, Vouchers for combined entries, Creation of stock and ledger items, Precaution of inventory reports in different styles

Suggested Readings:-

Jain, khandelwal & Pareek, Fundamentals of Accounting

Financial Accounting Using Tally: Namrata Agarwal, Wiley Dreamtech.

Quantitative Techniques for Management

Unit I

Operation Research: Nature, Significance and purpose basic concepts and definitions; methodology of Operation Research; and control of the solution.

Matrices: Addition, subtraction, multiplication and inversion of matrix, solution of system of linear equations with the help of matrix.

Unit II

Formulation of Linear Programming: Problems with Graphic Method, Trial and error and Simplex method, Duality Problems. Transportation and Assignment problems.

Unit III

Net Work Analysis [PERT & CPM]: Concepts, Drawing Network and numbering events, activity time and event time, project time, crashing the activities; project cost control.

Statistical Decision Theory and Game Theory, Replacement Theory and Models, Queuing Theory, Elementary knowledge of Statistical Quality Control.

Suggested Readings:-

Kothari, C. R.: Quantitative Techniques, Vikas Publishing, New Delhi.

Kapoor, V. K.: Operations Research, Sultan Chand & Sons, New Delhi.

Khandelwal, M.C. & Gupta: Quantitative Techniques

Gupta, P. K. & Hira, D. S.: Operation Research and Quantitative Analysis; Sultan Chand & Sons, New Delhi.

Business Environment

Unit-I

Business and its Environment-An Introduction

Components of Business Environment

An overview of Economic Trends

Problems of Economic Growth: Unemployment, Poverty, Inflation, Parallel Economy, Regional Imbalance, Corruption

Monetary and Fiscal Policy

Unit-II

Export and Import Policy

Collaborations in the light of recent changes

Social Responsibility

International Economic Organizations and their role in world economy: World Bank, IMF, ADB, SAARC, ASEAN, OPEC

Role of World Trade Environment in economy

Unit –III

Issues of Contemporary Relevance

- Economic Issues
- Political Issues
- Socio-cultural Issues
- Technological Issues

Important Events Affecting business Environment

Suggested Readings:-

Aswathapa, Business Environment, Himalaya Publication House

Cherunilam, Business Environment, Himalaya Publication

Industrial Relations and Industrial Law

Unit I

Introduction to Industrial Relations

Industrial Relations Perspectives; Industrial Relations and the Emerging Socio-economic Scenario; Industrial Relations and the State; Legal Framework of Industrial Relations, Role and Future of Trade Unions in India, Trade union and the Employee, Trade union and the Management.

Unit II

Discipline and Grievance Management

Negotiation and Collective Settlements, Participative Management and co-ownership; Productive Bargaining and Gain Sharing, Employee Empowerment and Quality Management; Industrial Relations and Technological Change.

Unit III

Industrial Laws

Social Security Laws - Laws Relating to Workmen's Compensation, Employees' State Insurance, Provident Fund, Gratuity and Maternity Relief; Wages and Bonus Laws - The Law of Minimum Wages, Payment of Wages, Payment of Bonus, Laws Relating to Working Conditions – The Laws Relating to Factories, Establishment, and Contract Labour; Interpretations of Labour Laws, their Working, and Implications for Management, Union, Workmen; the Economy and the Industry

Suggested Readings:-

Mamkoottam, K, "Trade Unionism: Myth and Reality", New Delhi, Oxford University Press, 1982.

Niland J R. etc., "The Future of Industrial Relations", New Delhi, Sage.

Ramaswamy, E A. "The Rayon Spinners," "The Strategic Management of Industrial Relations", New Delhi, Oxford University Press, 1994.

Virmani, B R., "Participative Management vs. Collective Bargaining", New Delhi, Vision Books, 1988.

Malik, P L., "Handbook of Industrial Law", Lucknow, Eastern Book, 1995.

Srivastava S C., "Industrial Relations and Labour Law", New Delhi, Vikas.

Human Resource Management

Unit I

Introduction: Concept, function, Scope of HRM, Personnel administration, powers and responsibilities of Personnel Manager, System Approach to Human Resource Management. Procurement: Job and Position Descriptions, Sources of Recruitment, Steps in Selection Process, Placement and induction, Orientation and Socialisation.

Unit II

Training and Development: Concept & Importance, Training Programmes, Management Development Programmes, Managing Changes, Performance Appraisal: Purpose and uses of Appraisal, Appraisal Criteria, Formal and Informal Appraisal.

Unit III

Compensation: Job Evaluation, Base and Supplementary compensation, Linkage of compensation with procurement and low turnover of employees, promotion, transfer, demotions and separations: Concept and strategies.

Organisation Culture; Promoting and appropriate organisation culture, making staff work, Effective managing conflict.

Suggested Readings:-

Dale Yoder: Personnel management and Industrial Relations

Edwin, B. Flippo: Personnel management and Industrial Relations

P. C. Tripathi: Personnel management and Industrial Relations

Lynton R. P. and Pareek, N.: Training and development

C. B. Mamoria: Personnel Management

VI Semester

List of Electives

Group – I: Accounting

Elective – 1 B-601 (1)

Business Taxation

Unit –I

Direct tax laws: A general study of the Income Tax Act, 1961, Concept of Income, Casual Income, assessment year, Previous Year, Gross Total Income, Total Income, Person, Basis of Charge: Residence and tax liability, Incomes which do not form part of total income, tax evasion, avoidance, Tax planning, Income Tax Authorities and their powers, Procedure for assessment Sec. 139 to 148.

Unit –II

Problems covering heads of income and the provisions governing computation of income under different heads of the Income Tax Act, clubbing provisions, setoff and carry forward of losses, deductions, Rebates and reliefs.

Unit –III

Indirect tax laws: A general study, Central Sales Tax, The Central Excise, including modified value added tax, CENVAT Rules 2004 and Implications of Value Added Tax in India.

Suggested Readings:-

Singhania, V.K.: Students Guide to Income Tax

Mehrotra, H.C.: Income Tax laws and Accounts

Girish Ahuja and Ravi Gupta: Systematic Approach to Income Tax

Jain, Jay Kumar, Law of Sale and Purchase Tax in Rajasthan

Pokhrana, N. L.: The Law relating to Central Sales Tax in Rajasthan

Bare Act of Value Added Tax

Auditing

Unit –I

Meaning and objects of auditing: Nature of Auditing, Basic principles and processes of Auditing, Planning, Conduct and Control of an audit, Sampling in Auditing, Audit report.

Unit –II

Auditing of financial statements: Audit of payments, Receipts, Sales, Purchase, Personal Ledger, Fixed assets, Investments, Other assets and miscellaneous expenditure, Capital and Reserve, Liabilities and Other issues.

Unit –III

Audit of companies: Special aspects of audit of different kind of institutions, Audit of incomplete records, Introduction to government audit. Audit of Computerised Accounts, concept of Audit, tax Audit, Management Audit.

Suggested Readings:-

Spicer and Pegler: Practical Auditing

Batliboi, J.R.: Principles and Practice of Auditing

Tandon, B.N.: A Hand Book of Practical Auditing

Sharma, T. R.: Auditing

Jain, Khandelwal, Pareek: Auditing

Gupta, Kamal: Contemporary Auditing

Pagare, Dinker: Principles of Auditing

Corporate Accounting

Unit –I

Issue, Forfeiture and Re-issue of equity shares; Issue and Redemption of redeemable preference share; Issue and Redemption of debentures; Divisible profit; Final Accounts (Excluding – Computation of managerial remuneration and Disposal of profit), Banking Companies.

Unit –II

Amalgamation, Absorption and Reconstruction of companies and their accounting implication; Accounting for amalgamation of companies as per Indian Accounting Standard – 14 (AS – 14); Accounting for internal reconstruction (Excluding – Inter-company holding and Reconstruction schemes); Valuation of goodwill and Shares, Insurance Companies.

Unit –III

Consolidated balance sheet of holding companies with one subsidiary only; Statement of change in financial position: On cash basis and Working capital basis: Familiarity with Indian Accounting Standard – 3 (AS – 3), Double Account System & Electricity Companies.

Suggested Readings:-

Gupta R. L., Radhaswamy, M: Company Accounts

Maheshwari, S.N.: Corporate Accounting

Shukla, M.C., Grewal, T.S. and Gupta S.C.: Advanced Accounts

Gupta R. L. and Radhaswamy M.: Company Accounts

Batliboi: Advanced Accounts

Pickles, W.: Accountancy

Group – II: Banking and Insurance

Elective – 1 B-601 (2)

Indian Banking System

Unit –I

Structure and Organization of banks: Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks; State bank of India: Brief history, Objectives, Functions, Structure and Organization, Working and Progress.

Unit –II

Regional rural and Co-operative banks in India: Objectives, Functions, Role of regional rural and co-operative banks in rural India, Progress and Performance.

Unit –III

Banking regulation Act, 1949; Banking regulation act as applicable to banking companies and public sector banks; Banking regulation act as applicable to co-operative banks; Reserve bank of India: Organization, Objectives, Functions and Working; Monetary policy: Credit control measures and their effectiveness.

Suggested Readings:-

Anil K. Bhatt: Indian Banking System, Shivam Book house

Trivedi, Choudhary & Kumar: Indian Banking System, Ramesh Book Depo

Insurance Management

Unit –I

Savings and Investment schemes like Shares, Units, Capitals, Markets, Mutual funds, etc., Vis-à-Vis Insurance; Tax benefits under insurance policies; Life cycle needs – Including solutions matching of the customer needs and requirements to available products; Comparison between different products offered Vis-à-Vis Chargeable premium and Coverage.

Unit –II

Computation of Premiums/Bonuses; Premium calculation – Including Rebates, Mode rebates, Large-sum assured policies rebates; Extra premium; Under premiums; Computation of benefits; Surrender value; Paid-up-value; Insurance documents: Proposal forms and other relevant forms, First premium receipt, Renewal premium receipt, Policy contract and Endorsement, Renewal notice, Bonus notices, Other insurance documents related to receipt.

Unit –III

Life Insurance Products: Traditional unit linked policies, Individual and Group policies, Insurance policies with profit; Different types of insurance products: Whole life products, Interest sensitive products, Terms assurance annuities; Endowment; Assurance, Options and Guarantee, Group insurance and Pension plans, Health related insurance.

Suggested Readings:-

Mathew, M.J.: Insurance Principles & Practices, RBSA Publication

Pal Karam: Insurance Management Principles & Practices

N. C. Gulati: Principles of Insurance Management

Ganguli, Anand: Insurance Management

Dr. S. K.S. Yadav: Insurance

Books & Manuals Published by Insurance Institute of India

Elective – 3 B-603 (2)

Commercial Banks Management

Unit –I

Brief history, Functions and Definition of banks; Principles of banking; Creation of money; Present structure of commercial banking system in India; Working during 1947-1990 and thereafter; Management principle in banks; Managerial functions in banks; Hierarchy individual and Group behavior; Management of personnel; Functions of – Managers, Inspector, Local advisory committee.

Unit –II

Recruitment, Selection, Training, Promotion and Control of Staff; Management of deposits: Deposit mobilization, Classification and Nature of Deposit Accounts; Management of Advances: Lending practice, Types of advances, Principles of sound bank lending; Preparations of reports; Credit plans; Planning customers; Limits of credit; Security.

Unit –III

Investment management: Nature and Concept of bank investment; Liquidity and Profitability; Preparation of Cheques and Bills; Endorsement; Government securities; Documents of title to goods railways receipt; Bill of lading; Book debts; Government and Commercial security; Management of finance; Bank accounts; Records; Reports; Statement of advances; Evaluation of loan applications; Profit and Loss account; Balance Sheet; Statutory reports regarding cash revenue.

Suggested Readings:-

Gupta, Vashisth & Swmai: Banking & Finance

Vaish, M.C.: Money Banking and International Trade

Banking Journals

Group – III: E - Business

Elective – 1 B-601(3)

Internet and WWW

Unit –I

Internet: Evolution, Protocols, Interface concepts, Intranet, Extranet, Growth of Internet, ISP, Types of connection, URLs, IP addresses, Portals, Applications; *E-mail*: Concepts and its working; POP and web based mail, CC, BCC, Attachment and other features; Mailing list, Free mail services.

Unit –II

HTML: Concepts, Versions, Elements, Syntax, Head and Body section; Building HTML; Documents; Inserting texts, Images, Hyperlinks, Backgrounds and Colour controls, Different HTML tags, Table layout and Presentations, Use of front size and Attributes; List types and its tags; Use of frames and forms in web page; ASP and HTML forms.

Unit –III

Java Script: Validation, Active server pages; How to host a web-site, FTP, Telnet, Client server architecture; Concept of Telnet; Search engines, Voice and text chat, Client server Networks security threads; Firewalls and Network security; Data message security; Encrypted documents.

Suggested Readings:-

Ivan Bayross- HTML, DHTML & Java Script
Frontiers of Electronic Commerce: Kolakatta
Internet & Web Design- O Level' Module -3

The Complete reference, Internet Millennium Edition

Essentials of E - Commerce

Unit –I

Concepts of E – Commerce; Electronic commerce frame work; Architectural framework for electronic commerce; Electronic Data Interchange (EDI); EDI applications in business; VAN; Technical requirement for EDI; EDI Security and EDI Standards; Documents management and Digital libraries, Consumer oriented applications; Mercantile Process Models; Mercantile models from the consumer perspective and Mercantile models from the Merchant’s perceptive.

Unit –II

Types of Electronic Payment Systems; Digital token based electronic payment systems; Smart Cards and Electronic payment systems, Credit card based electronic payment systems; Electronic payment and Security issues and Measures: Designing electronic payment systems, Security issues in e-commerce, Threats, Breach, Avoidance, Detection, Recovery, Digital signature, Authentication, Cryptography, Firewall and Proxy servers.

Unit –III

Legal issues of e-commerce; Intra-organization electronic commerce; The corporate digital Library; Consumer search and resource discovery; Broadband Telecommunication; Mobile and Wireless computing

Suggested Readings:-

Whilley, David: E- Commerce- Strategy, Technology & Application

Electronic Commerce: Bhaskar

Elective – 3

B-603 (3)

Principles of E - Marketing

Unit –I

Marketing on the net: Meaning and Conceptual foundation of net marketing; Market opportunity; Managing in the E - Commerce world; Business models: B2B, B2C, and C2C.

Unit –II

Understanding internet consumer; B2C internet marketing; Shopping agents and Consumer behavior; Internet marketing communication; B2B internet marketing

Unit –III

Customer relationship development; Developing and managing effective websites; Customer service and support in web space

Suggested Readings:-

Chaston, Emarketing Strategy, Tata McGraw Hill

Paul S Richardson, Internet Marketing, Tata McGraw Hill

Marry Lou Roberts, Internet Marketing, Tata McGraw Hill

Thomas Eisenmann, internet Business Models, Tata McGraw Hill

Group – IV: Human Resource Management

Elective – 1 B-601(4)

Organization Development

Unit- I

Introduction to Organization Development

The field of organizational development, history, values and assumptions of organizational development Theory and management of OD, foundation of OD and managing the organization development process

Unit- II

Organization Development Interventions

Overview of organization development intervention, team intervention, Intergroup and third party peacemaking intervention, comprehensive interventions, structural interventions

Unit III

Emerging issues of Organization Development

Consultant client relationship, issues and problems of OD, action research and organization development, future of organization development and new trends in organization development

Suggested Readings:-

French, Wendell L, Cecil H. Bell junior: “Organization Development”, fifth addition prentice hall of India private limited (1999)

Prasad kesho “Organizational Development for excellence “, first published 1996, McMillan India limited

Beckhard, Richard “Organizational Development strategies and models”, Wesley publishing company, 1969

Burke, Warner. W.,” Organizational Development: a process of learning and changing”, second edition, Wesley publishing company 1994.

Training and Development

Unit- I

Overview of Training in Organization: Overview of training processes, role responsibilities and challenges to training managers, organization and management of training function, training needs , assessments and action research, strategic planning training and HRD, training strategies

Unit- II

Training Dynamics

Learning, motivation and performance, instructions objective and lesson planning, learning process, need analysis training design and training methods, training climate and pedagogy, developing training modules, evaluation of training and post training support

Unit- III

Management Development

Introduction and issues of management development, performance management and coaching, employee counseling, career management, cultural influence in HRD, training centers, entrepreneurial training

Suggested Readings:-

Leslie Rae: “Designing Training Programme – including need identification and evaluation”, infinity books

Lynton. Rolf P. Udai Pareek, “Training for Development”, second edition, sage publication India limited, 2004

Blanchard, nick P., Thacker James W.,” Effective training –systems, strategies and practices”, second edition, prentice hall India, 2006

Prior, john, “the hand book of training for development”, third edition, Jaico publication 1997

Compensation Management

Unit- I

Conceptual understand of Economic Theory

Theoretical understanding and conceptual understanding of economic theory, related to reward management, competitive imperatives, productivity quality, service, speed, learning.

Unit- II

Bench marking & Reward System

Planning for improved competitiveness, diagnosis and benchmarking, obtaining commitment, determination of inter and intra industry compensation differentials of: internal and external equity in compensation system. Statutory provisions governing different components of reward system, working of different institution related to reward system like wage boards, pay commission

Unit- III

Tools used in designing, improving and implementing compensations

Compensations design for specific types of human recourse like compensation of chief executive, senior managers, R&D staff etc, compensation packages like fringe benefits, and Incentive and retirement plans, compensation practices of multinational corporations and strategic compensation system.

Suggested Readings:-

Armstrong Michel and Murlis, Helen,"Reward Management: a salary administration ", kegan Paul, London 1988

Bergess, Lenard R.,"Wage and Salary Administration ", Charles, E-meril, London 1984

Capeman, George, "Employee Share Ownership", kogan page, New York 1991

Henderson, Richard I.," Compensation Management –rewarding performance ", sixth edition, Engle wood cliffs prentice hall industry.

Minton, Rock,"Handbook of Wage and Salary Administration"

Group – V: Marketing Management

Elective – 1 B-601(5)

Advertising and sales promotion

Unit-I

- Fundamentals of Advertising: Five M Model of Phillip Kotler
- Types of Advertising
- Advertising: An investment or expenditure
- Advertising Strategies:
 - (a) Setting the advertising objectives
 - (b) Use of Advertisement for stimulating demand
 - (c) Setting the advertisement for stimulating demand
 - (d) Deciding advertising budget
 - (e) Determination of Target Audience

Unit-II

- Creative Strategy
 - (a) Building of advertising programme message
 - (b) Campaign Planning: Developing Punch lines, Logo, Illustrations, Appeals Layouts
- Media Planning:
 - (a) Deciding on reach, frequency and impact
 - (b) Choosing among major media types
 - (c) Selecting specific media vehicle
 - (d) Deciding on media timing
 - (e) Measuring advertising effectiveness: Rationale of testing, opinion and aptitude test

Unit-III

Sales Promotion:

- Basic concept and purpose
- Major decisions in sales promotion:
 - (a) Establishing Objectives
 - (b) Selecting trade promotion tools
 - (c) Development of sale promotion programme
 - (d) Presenting, implementing, controlling and evaluating the program
- Role of creative strategies
- Legal interventions in advertising and Ethics in advertising

Suggestive Reading:

Kotler Phillip, Marketing Management, Tata McGraw Hills

Stafford Marla, Advertising Promotion and New media

Aakar Batra and Myers, Advertising Management, Prentice Hall of India

Sethia and Chunawala, Fundamentals of Advertising, Himalaya Publication House

Sangeeta Sharma and Raghuveer Singh, Advertising Planning and Implementation

Mohan Mahendra, Advertising-Concept and cases, TataMcgraw Hills

Retail Management and Business Outsourcing

Unit-I

Basic concept of Retail Management, Role of Retailers in distribution channels, Entry of Big Business Houses in Retail, Consumer Buying behaviour with respect to retail outlets, Types of Buying decisions, Retail marketing strategies, Emergence of Retail Business: A Revolutionary paradigm

Unit-II

Merchandising Management and Store management, Selection of Retail location with respect to specific format, Planning merchandising mix, Store layout, designing and visual merchandising, Retail pricing strategy, Supply Chain Management

Unit-III

Meaning and concept of Outsourcing, Scope of Business Process Outsourcing, Emergence of BPO sector in India: A Revolutionary concept, Problems and challenges before BPO industry

Knowledge Process Outsourcing: Meaning, concept and scope, Future prospects of BPO and KPO sector in India

Suggested Readings:

Barton and Michael, Retail management, Tata McGraw Hills

Retail Marketing Management, Pearson Education

Berry and Evans, Retail Management- A strategic Management Approach, Pearson Education

Nair Suja, Retail Management Himalaya Publication house

Marketing of services

Unit-I

Marketing of services: concepts and issues, Traditional and modern marketing mix in services, Quality and Ethics in service marketing, Marketing of financial services, Basic concept and issues, Branding and advertising of financial services.

Unit-II

Marketing of Health services: scope and challenges, Marketing of Educational services

Marketing of Hotel Industry, Marketing of Tourism

Unit-III

Service Strategies:

Growth Strategies for service business, Strategy for market leaders, Strategy for challengers

Strategy for followers, Strategy for niche market, Marketing of services: scope, opportunities and challenges.

Suggested Reading:

Shankar R., Service Marketing, Excel Books

Sinha H.H., Service Marketing and brand management Nirali Prakashan

Raghuram G., Logistic and Supply chain management

Arora Sangeeta, Marketing and Financial Services Deep and Deep pub.

Jha S.M., Service Marketing, Harsh, Himalaya Publishing House

Entrepreneurship Development

Unit –I

The concept of Entrepreneurship: Nature and historical evolution, Significance of Entrepreneur & Entrepreneurship Development in Economic Development; Characteristics, qualities and pre-requisites of entrepreneur; Methods and procedures to start and expand one's own business; Achievement motivation; Environmental Factors affecting success of a new business; Reasons for the failure and problems for business.

Unit –II

Preparation of Feasibility Reports; Project Reports; Selection of factory location; Demand Analysis, Market Potential Measurement, Capital Saving and Project Costing, Working Capital Requirement, Profit and Tax Planning; Economic, Technical, Financial and Managerial Feasibility of Project.

Unit –III

Government support to new Incentives, sources of Finance; Role of Govt. and Promotional agencies in entrepreneurship development. Procedural steps in setting up of an Industry. Entrepreneurship Development programmes, Role of various institutions in developing entrepreneurship in India (A brief description only)

Suggested Reading:

Udai Pareek Sanjeev and Rao T. V. Developing Entrepreneurship; Printers; Ahmedabad

Sharma, S.V.S., Developing Entrepreneurship - Issues and problems; Small Industry

Srivastava, S.B., A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons.

Bhanusali, Entrepreneurship Development, Himalaya Publishing Bombay.

Business Simulation & Seminar

Business Simulation

This course shall comprise of List of Practical exercises to be conducted all round the year in the institute and field. The suggestive list of Practical Exercises is as under:-

1. Tower Building Management Game
2. Maximum Gain Management Game
3. Scattered Animal Management Game
4. Broken Square Management Game
5. Other Management Games
6. Role Play
7. Case Study Analysis

Seminar

The students have to present five presentations in a seminar in the semester. Seminar topic should be related to contemporary issues. The presentation should be in the form of OHP presentation, LCD presentation; extempore etc. the topic of the presentation will be provided & evaluated by the concerned faculty. The distribution of the marks will be as follows:

Class Assignment: - 20 marks

Final Assignment: - 30 marks

B-606

Summer Training and Viva – Voce

Each student shall undergo practical training of 45 days during the vacations after Semester -IV Examination in an approved business / industrial / service organization and submit two hard copies & one soft copy of the Summer Training Report comprising of 50 pages, within two weeks from the commencement of the Semester VI. The Summer Training Report shall Carry 100 marks. It shall be evaluated in the presentation form made by the student before a panel of experts followed by Viva-Voce of 50 marks and for the rest of the 50 marks by an Internal Board of Examiners. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.