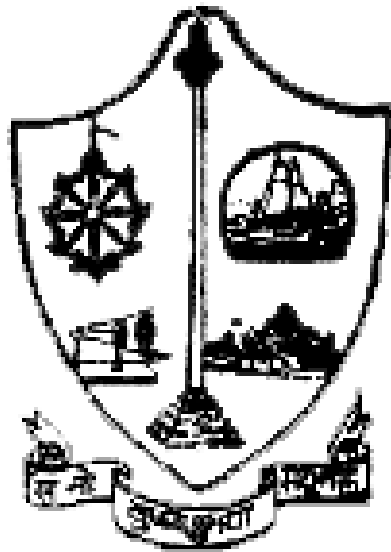


SYLLABUS OF

3 Years Bachelor Degree in Business Administration
Applicable From Dt. 2015-16 Admission Batch



SAMANTA CHANDRA SEKHER (AUTONOMOUS) COLLEGE
PURI - 752001

Website: www.scscollege.nic.in

DEPARTMENT OF BUSINESS ADMINISTRATION
Ph. No. - 06752-222310

DRAFT COPY OF REVISED SYLLABUS

For

3 Years Degree in Business Administration.

As approved by

Board of Studies held during Academic Session: 2015-16

Proposed to be made effective for BBA Admission Batch: 2015-16

and onward.

REGULATIONS

3-Years Bachelor in Business Administration

1. Programme:

- 1.1 The 3 Years Bachelor of Business Administration (BBA), a 3 Years full-time professional degree programme, shall have six semesters.

2. Eligibility:

- 2.1 The candidate should have passed +2 Examination of CHSE, Orissa or its equivalent in any discipline.
- 2.2 Any student who has passed Diploma from State Council of Vocational and Technical Education established by Government.

3. Duration:

- 3.1 Three years of six semesters in Toto.
- 3.2 Odd semester is from June to December (i.e. 1st, 3rd, 5th Semester). The examination shall be held in tentatively during the months of November - December.
- 3.3 Even semester is from January to May (i.e. 2nd, 4th, 6th, Semester). The examination shall be held in tentatively during the months of April - May.
- 3.4 A student would be required to complete the course within six academic years from the date admission.

4. Class Hours & Attendance:

- 4.1 Under General Class Programme :
 - 2 credit points: 20 hours.
 - 3 credit points: 35 hours.
 - 4 credit points: 40 hours.
- 4.2 A Student has to attend a minimum of 75% of class in a semester to be permitted to sit for the end-semester examination. However, a student with 60% of attendance would be permitted with submission of a medical certificate.

5. Grading System:

5.1	Grade	Mark Secured from 100	Points	
	Outstanding	'O'	100-90	10
	Excellent	'E'	89-80	09
	Very Good	'A'	79-70	08
	Good	'B'	69-60	07
	Fair	'C'	59-50	06
	Pass	'D'	49-36	05
	Failed	'F'	Below 36	00

N.B.: A candidate has to secure Grade - D or above to pass in each of the papers.

5.2 A transitory letter grade 1 (Carrying points 2) shall be introduced for cases where the results are incomplete. This grade shall automatically be converted into appropriate grade (s) as and when the results are complete.

5.3 A students level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as:

SGPA - Semester Grade Point Average

CGPA - Cumulative Grade Point Average

(a) POINT - Integer equivalent of each letter grade.

(b) CREDIT - Integer signifying the relative emphasis of individual course item (s) in a Semester as indicated by the Course Structure and Syllabus.

CREDIT POINT - (b) X (a) for each course item

CREDIT INDEX - S CREDIT POINT of course items in

CREDIT INDEX

S CREDIT

CREDIT INDEX for a Semester

S CREDIT

5.4 In addition to the points marks / percentage would also be awarded and shall also be reflected in the Mark Sheet.

5.5 After successfully completion of the first six semester examination students would awarded Bachelor Degree in Business Administration.

In addition to grade specified at Para 4.1 Class / Division shall be awarded at BBA level as follows.

36% and above but less than 45%	Pass
45% and above but less than 50%	2 nd Class
50% and above but less than 60%	2 nd Class with Distinction
60% and above	1 st Class with Distinction

(However in case Distinction student has to secure the above average percentage of mark in the six semesters in one / first chance)

6. Repeat and Improvement

- 6.1 A student has to clear back papers (i.e. in the paper/ paper one has failed) by appearing at subsequent three semester examinations.
- 6.2 A student may appear improvement in any paper/; papers in the immediate subsequent examination. Only one chance can be availed. The higher mark of the two chances (i.e. first & improvement) shall be valid.

7. Hard Case Rule:

- 7.1 1% of grace mark on the aggregate mark subject to maximum of 3 (three) marks in single paper taking aggregate, as a subject shall be given, this shall be applicable in each semester. It can be modified by the authorities as and when necessary.

8. Examination Regulation:

- 8.1 students failing to appear at a particular semester Examination will have to clear the said examination only with the next batch of students as Back Candidates.
- 8.2 Absentees of Internal Assessment tests due to participation in any occasion at State level or National level duly permitted by the principal of the Institution shall be allowed to sit for the assessment tests along with next batch of students.
- 8.3 Presentation of Seminar / Project is compulsory for BBA and MBA students; if a candidate doesn't do so his/her result will be withheld.
- 8.4 A candidate has to clear all the papers (Theory/ Practical) of a particular semester examination in own merit. Otherwise he/she has to clear that / those paper(s) with the next batch of students as back candidates.
- 8.5 A candidate may be allowed to improve his/ her secured marks in a particular paper (s) only once in the immediate chance.

- 8.6 The division / class / grade/ CGPA if any of a student will be decided by taking his/her performance in all the concerned End term/ Semester examinations.
- 8.7 For Project / Seminar a candidate has to secure minimum of 40% of the allotted marks.
- 8.8 Project report submission or seminar presentation is compulsory for the final award of degree of class.
- 8.9 Project marks shall not be treated as marks secured in the practical examination.
- 8.10 Out of total marks in project / Seminar-50 mark for project work, 25 mark for presentation and viva, 25 marks for seminar presentation i.e. 15+10.

COURSE CURRICULUM From 2013-14 Admission Batch

Sl No.	Paper Code	Paper Name	Credit Marks Distribution				
			Point	Theory	L.P	Int.Th.	Int.
<u>L.P</u>							
<i>1st Semester</i>							
1		Business Organization	4	70	---	30	---
2		Business Communication	4	70	---	30	---
3		Business Mathematics	4	70	---	30	---
4.		Psychology	4	70	---	30	---
5.		IT in Business	4	50	20	30	---
<i>2nd Semester</i>							
6.		Management Concept and Practies	4	70	---	30	---
7.		Financial Accounting	4	70	---	30	---
8.		Indian Economy & Macro Economics	4	70	---	30	---
9.		Web Fundamentals	4	50	20	30	---
10.		Business Statistics	4	70	---	30	---
<i>3rd Semester</i>							
11.		Human Resources Management	4	70	---	30	---
12.		Research Methodology	4	70	---	30	---
13.		Cost Accounting	4	70	---	30	---
14.		English	4	70	---	30	---
15.		Indian Ethos and Values	4	70	---	30	---
<i>4th Semester</i>							
16.		Organizational Behaviour	4	70	---	30	---
17.		Management accounting	4	70	---	30	---
18.		Management Information System	4	70	---	30	---
19.		Business and Economic Environment	4	70	---	30	---
20.		Managerial Economics	4	70	---	30	---
<i>5th Semester</i>							
21.		Environmental Management	4	70	---	30	---
22.		Financial Management	4	70	---	30	---
23.		Operation Research	4	70	---	30	---
24.		Banking and Insurance Management	4	70	---	30	---
25.		Production and Operation Management	4	70	---	30	---
<i>6th Semester</i>							
26.		Business Regulatory Frame Work	4	70	---	30	---
27.		Marketing Management	4	70	---	30	---
28.		Small Industry Management and Entrepreneurship	4	70	---	30	---
29.		Written and Oral Communication	4	70	---	30	---
30.		Seminar / Dissertation (Project and Viva)	4	50	---	25	25

Note: The Regulation is subject to modification as and when necessary.

1st SEMESTER

Paper no - 01

BUSINESS ORGANIZATION

- UNIT – 1** Concepts in Business: Definition of Business, Purpose and mission, Objectives, Structure and types of Business Classification of Business: Industry and Commerce, Trade and Aids to Trade, Meaning Functions.
- UNIT – II** Social Responsibility of Business, Features and Issues, Responsibility of Business towards different interested group, Social Responsiveness, Approaches to social Responsiveness, Social value and Business Ethics, Social Responsibility of Business in India.
- UNIT – III** Organisation of Business, Factors of Business Organisation, 7M's, Internal Organisation, External Organisation, Forms of Business Organisation, Private Enterprises. Sole Proprietorship, Partnership. Hindu Undivided Family, Companies, Cooperative Societies, Public Sector Enterprises.
- UNIT – IV** Indian Partnership Act., Partnership Deed, Types of Partners, Roles and Responsibilities of Partners, Profit sharing and other issues in Partnership.
- UNIT - V** Promotion, Formation and Commencement of a Company, Stage of Promotion, Memorandum of Association Article of Association, Prospectus, Roles and Responsibilities of Chairman, Managing Director, Secretary and Board of Directors, Issues in Corporate Governance.

Reference:

1. Business Organisation & Management - Tulsian & Vishal Panday (Pearson edu.)
2. Principle & Practice of Management - L. M. Prasad, Sultan Chand & Co.
3. Business Organisation & Management - C. R. Basu.
4. Process of Management - Text & Cases, Satya Raju & Partha Sarathi, PHI.
5. Various Acts as Stated Above.
6. Business Organisation & Management - Sharma Gupta, Kalyani Publishers.

1ST SEMESTER

Paper no -02

2. BUSINESS COMMUNICATION

UNIT – 1 Introduction to Communication, Difference between Verbal and Non-verbal Communication Importance of Non-Verbal Communication in Verbal Settings

UNIT - II Comprehension, Essential of Reading & Writing Comprehension

UNIT -III Writing a paragraph, Identifying a Topic Sentence, Cohesion and Coherence, Use of Linkers and Other devices.

UNIT - IV Public Speaking, How to become a Hood Speaker

UNIT - V Doing Things with words: To Ask for information, help, permission to Instruct, command, request, accept, refuse, prohibit, persuade, promise.

References:

1. Oxford Guide to Writing and Speaking, John Sealy, OUP.
2. Communicative English: Oxford for BPUT.
3. Managerial Communication - Lesciker, PHI.
4. Spoken English for India, R.K. Bansal & Horrison, Orient Longman.
5. Living English Structures - W.S. Alen, Orient -Longman.
6. Spoken English -V Sashibuna & P.V. Dhanjia, Tala Mc GRAW -Hill.

1ST SEMESTER

Paper No -03

BUSINESS MATHEMATICS

- UNIT - I** Profit and Loss Partnership
- UNIT - II** Simple Interest, Compound Interest
- UNIT - III** Logarithms, Invoicing
- UNIT - IV** Set and Set Operation, Functions.
- UNIT - V** Limit, Continuity

References:

1. Business Mathematics: P. K. Garg, Arya Pub.
2. Business Mathematics: D.Patri, Kalyani Pub.
3. Business Mathematics: R.K. Sahoo, Sultan Chand Pub.
4. Mathematics for Management: an Introduction, M.Raghabachari, Tata Mc Graq Hill, New Delhi.
5. Business Mathematics: Quazi Zameeruddin, V. K. Khanna. S. K. Bhambri, Vikash Pub House.

1ST SEMESTER

Paper No – 04

PSYCHOLOGY

- UNIT - I** Psychology its nature, Scope and method, Biological Bases of Behaviors, Structure & function of Neurons, Structure & function of Nervous system, Structure & function of Brain
- UNIT - II** Sensation, Perception and Learning Sensation, The Raw Material of understanding Sensory, Perception, The Focus of attention, Some Organizing principles and illusions, Learning Classical Conditioning, Operant Conditioning, Observational Learning.
- UNIT - III** Memory & Thinking: Human Memory: The Information processing approach, Episodic & Semantic, Short-term Memory, Long-term memory, forgetting from Long term Memory, Basic Elements of Thoughts: Concepts, Propositions, Images.
- UNIT - IV** Motivation & Emotion: Motivation: Theories of Motivation, Hierarchy of Needs. Emotion: Its Nature Biological Basis of Emotions, Expression of Emotion, The nature & measurement of human intelligence, The role of heredity & environment on intelligence.
- UNIT - V** Social through, Attribution, Social Cognition, attitudes, Prejudice, Conformity, Obedience, Attraction, Interpersonal attraction, Factors Determining Attraction

References :

1. Barron - Introduction to Psychology.
2. Morgan & Kind -Introduction to Psychology.
3. Ajkinson & Ajkinson - Introduction to psychology.
4. G.B. Mohanty - General Psychology.
5. Krerch & Krushfield - Social Psychology.

1ST SEMESTER

Paper No -05

INFORMATION TECHNOLOGY IN BUSINESS

- UNIT -1** Computer Basic : Characteristic of computer , Classification of Computer, Computer system as information processing , present scenario scenario of It in Banking, Insurance. Hospital management , Mobile computing.
- UNIT - II** Hardware & Soft ware : Hardware Option - CPU, Input Device, Out put Devices, Storage Device, Memory, Communication Devices, Configuration of Hardware. device and applications, Software, Different types of Software, Programming Language.
- UNIT - III** E-Commerce : Concept, Definitions, Advantages and Disadvantages, Online-shopping ,E-Payment system, B2B Models, Cyber Crime, Cyber theft, Hacking, Cracking, Cyber Terrorism, Virusand Anti-Virus.
- UNIT -IV** Introduction to Operating System : Evolution of Operating System , Functions of Operating System, Definition and types of operating system, Practical Application of windows operating system.
- UNIT -V** (LAB) MS-Word : Working with Text,Menu Commands, Tabbles, Checking Spelling and grammar, Mail Merge ect. Ms. Excel : Working with worksheet , Ms-Power point: Working with power point.

References :

1. Rajaraman : Introduction to information technology by Rajaraman.
2. Computer fundamentals by Pradeep K.Sinha,Priti Sinha BPB Publications.
3. Introduction to information technology, ITL Education solutions limited, PEARSON education.
4. Rajaraman : Fandamentals of computers by Rajaraman (PHI).

2ND SEMESTER

Paper No -06

MANAGEMENT CONCEPTS AND PRACTICES.

- UNIT -I** Concept of management , Functions, Skills of a Manager, Process of Management, Development of Management (Scientific management - Taylor, Modern Approach Gayol, Human Relations approach - Mayo)
- UNIT -II** Planning, Concept, Process, Types, Importance , Decision-Making, Types of Decision, Process of Decision -Making, Models & Issues.
- UNIT - III** Principles of Organisation : Structure & Types of organization: Departmentation, Decentralization, Delegation, Span of Management, Line & Staff Organization, Matrix Organization.
- UNIT - IV** Coordination and Controlling : Principle of coordination process of coordination, control-tools and techniques , -MBO.
- UNIT - V** Contemporary Issues : Recent trends and challenges - Role of managers in changing environment, contemporary organizational structure, trends in management, challenges in today's global environment and competitiveness.

Reference :

1. Essentials of management - Koontz, O'Donnel & Weihrich (Tata Mc. Graw)
2. Management - Robbins & Coulter (Pearson) .
3. Principles of management -stoner & greeman.
4. Principles of management - chandra Bose (PHI)
5. Principles & Practice of management L.M. Prasad.
6. Management Principles & Guidance , Duening ,Ivanuvich
(Biztantra)

2ND SEMESTER

Paper No -07

FINANCIAL ACCOUNTING

- UNIT -1** Accounting the Language of Business , Accounting , an information system, Users of Accounting information, Branches of accounting ginancial accounting, Generally accepted accounting Principles.
- UNIT - II** Recording Business transaction : Classification of accounts, The double entry system, Journal and ledger, process of recording cash and bank , Bank reconciliation statement.
- UNIT - III** Preparation of Trial balance , Errors and rectification, Depreciation Accounting.
- UNIT -IV** Preparation of financial statements : Profit & loss account, Balance sheet, accounting standards.
- UNIT - V** Share capital , Kinds, Authorized, Subscribed, Issued and Paid up share Capital, Issue of equity capital, preference share, Debentures forfeiture and Reissue and Redemption, Capital reserve.

Reference :

1. Financial Accounting : A managerial perspective - Narayanaswamy, PHI.
2. Financial Accounting for Business managers : Bhattacharya - PHI.
3. Accounting : The Basic for Business decisions - Meigs & Meigs (McGraw Hill)
4. Accounting for Management : Text and Cases Bhattacharya & Dearden (Vani)
5. Financial Accounting - Jawaharlal & Srivastav (S. Chand)
6. Financial Accounting - Jain & Narang, Kalyani Publishers.
7. Financial accounting . A managerial Emphasis, ashok Banerjee (Excel Books)

2ND SEMESTER

Paper No -08

INDIAN ECONOMY AND MACRO ECONOMICS

- UNIT -1** Economic system -types, features, Merits and demerits, Economic Planning-Meaning and Objectives of Planning in India.
Unemployment -Meaning , Types, Causes of Unemployment in India, Measures to solve unemployment in India. Human capital formation in India-Concept, Sources of Human Capital, Formation, Role of human capital formation in economic growth.
- UNIT - II** Liberalisation -Meaning , Objectives and Liberalization Measures.
Privatization - Meaning , Objectives and Merits and Demerits Privatization Measures. Globalization - Meaning, Objectives and Merits and Demerits, Impacts on Indian Economy.
- UNIT - III** Meaning and Nature of Macro Economics , National Income- Circular flow of income, concept of GDP, GNP, Methods of Measuring National Income, Practical Problems in measuring National Income.
- UNIT - IV** Inflation-Types,Causes,Effects and Measures. Balance of Payment -Types, Components, Disequilibrium in BOP-Causes and Measures to correct deficit BOP.
Government Budget-Meaning, Objectives, Components, Classification of Receipts-Revenue Receipt and capital Receipt. Classification of Expenditure-Revenue Expenditure and capital Expenditure . Types of Budget. Measures to correct deficit Budget.
- UNIT - V** Meaning of aggregate Demand and Aggregate Supply and their components. Consumption function-concept, APC, MPC, Keynes Psychological Law of consumption function. Saving function , APS,MPS, Investment - Autonomous investment and induced investment. Determination of equilibrium level of income, output and employment by aggregate demand and supply framework.
Micro economic policy- fiscal policy and monetary policy & their role to bring stability in the economy.

References :

1. Managerial Economic : Dwivedi, Vokas
2. Peteesen & Lewis - Managerial Economics (PHI)
3. Meheswari - Managerial Economics (PHI)
4. Gupta G.S Managerial Economics, TMH

2ND SEMESTER

Paper No -09

WEB FUNDAMENTAL

- UNIT -1** Introduction to HTML, Starting with HTML, Adding Images to a web page, Creating Hyperlinks for text and Images, Forms and Table , Image Maps, Frames, Style Sheets.
- UNIT - II** Introduction to DHTML, Dynamic HTML Object Model, Cascading Style Sheets, Working with Layers, Dynamically Changing Text and Style , Dynamic HTML events, Dynamic Changing content.
- UNIT-III** Front page - 98 , Web and Web Pages, Formatting Web Pages, Graphics, Adding Dynamic Content, automating sites, Personal Web Server.
- UNIT - IV** Introduction to visual interdev, Creating a simple web page using visual interdev, Active x controls and design - time controls, Database integration. Managing your web sites, Debugging with VID.
- UNIT -V** Lab on HTML, DHTML, FRONTPAGE - 98 visual interdev.

Reference Books :

1. HTML Unleashed (BPB)
2. DHTML Unleashed (BPB)
3. Learning Micro-soft FrontPage - 98 (BPB)
4. Mastering visual Interdev (BPB).

2ND SEMESTER

Paper No -10

BUSINESS STATISTICS

UNIT -1 Statistics - Meaning, Scope and Limitation, Collection, Classification , Tabulation and presentation of Statistical Data, characteristics of Frequency Distribution.

UNIT - II Measurement of Central Tendency and Measures of Dispersion.

UNIT - III Introduction to sampling, Random sampling types of sample- simple random sampling, Stratified random sampling, Systematic sampling, Cluster sampling, Sampling distributions, Standard Error, Sampling from normal population.

UNIT - IV Correlation and Regression - Meaning , Definition and uses. Different methods for measuring simple correlation and regression.

UNIT -V Time series- Analysis and its component's, Measure of secular trend, Measurement of seasonal Variation, Forecasting with moving average.

References :

1. Business Statistics - Digambar Patri (Kalyani)
2. QT - Digambar Patri (Kalyani)
3. Fundamentals of Statistics - S.C. Gupta.

3RD SEMESTER

Paper No -11

HUMAN RESOURCE MANAGEMENT

- UNIT -1** Concept, Importance of HRM Emergence of HRM, Feature, Scopes, Relationship with line function , Roles and functions of HR Managers, HRM Practices in India.
- UNIT - II** Human resources planning, Concept , Need, Method and Techniques, Market and HR planning. Recruitment concept, Policy and procedures, Sources, Selections, Concept, Policy, Types. Procedures , Induction, Concept objective.
- UNIT - III** Internal mobility and Evaluation, Promotion, Purpose, Types, Methods, Transfer, Concept, Purpose, Types, Separation, Different Schemes and practices, performance appraisal. Concept, Objective, Method, Practice cases. Potential Appraisal practices with cases.
- UNIT – IV** Compensation management: concept ,objectives,Wages ,salary ,incentives, Types and practices,impact on motivation.
- UNIT - V** Training and Development - Concept , Objective, Types, Methods and Practices,. Training need assessment & Evaluation Motivational impact, Skill up gradation, Competence building.

Reference Books :

1. Human resources management , B. Pattanayak (PHGI)
2. Human Resources Management -Garydessler, pearson.
3. HRM in practice with 300 model, techniques & tools, Kandual (PHI)
4. Personal management and Industrial relations , R.S. Davar, Vikash pup.
5. Personal management - C.B. mamorial , Himalay Pup.
6. Human resource management - Subba Rao. HPH.
7. Personal management - a Manappa and Mirza s.Saiyadani tata Mc Graw Hill pup.
8. A case study approach to human resources management - Sorab Sudri, HPH.

3RD SEMESTER

Paper No -12

RESEARCH METHODOLOGY

- UNIT -1** Research - Meaning objectives and importance of research, Role of Research in Functional Areas- marketing, Finance, HRD, Research Methodology process of research.
- UNIT - II** Defining research problems, Research Design, Sampling design.
- UNIT -III** Collection, Processing and Analysis of data , Design of Questionnaire, Testing of Hypothesis' - test, Z- test, Chi-Square test.
- UNIT - IV** Multivariate Analysis techniques-multiple regression analysis. Discriminant analysis, Factor analysis, ANOVA
- UNIT - V** Interpretation and report writing - Importance and techniques of interpretation, Significance of report writing, Steps in writing report, Layout of the research report, Types of report.

Reference :

1. Research Methodology - Methods and Techniques, C.R.Kothari.
2. Statistical Methods and Quantitative techniques Digamner Patri (Kalyani) .
3. The foundation of multivariate analysis-takeuchi K. Yanai, Hand Mukherjee.
4. Statistics for management - L (PHI)

3RD SEMESTER

Paper No -13

COST ACCOUNTING

UNIT -1 Overview of cost accounting concepts practices of cost accounting, cost accounting Vs financial accounting , Cost accounting and management, Classification of costs, Cost centre and cost Unit, Cost Sheet.

UNIT - II Materials - Material control definition, Essential and objectives, Inventory control, Issue of materials. Labour- Introduction, Controlling Labour Cost, Direct and Indirect Labour, Labour Turnover. Apportionment and Allocation.

UNIT - III Job costing , Contract Costing ,Process Costing.

UNIT - IV Decision Making, Marginal Costing-Definition and Characteristics, Absorption Costing, Difference Between absorption costing and marginal breakeven analysis- Advantages and limitations, Cost - Volume profit analysis.

UNIT - V Standard costing, Variance analysis, Cost audit-Definition, Aspects, Objectives, Advantage, Cost Audit Vs financial audit.

References :

1. Cost Accounting : Principles and Practice - Jain & Narang (KP)
2. Cost Accounting : Principles and Practice _ Sharma & Gupta (KP)
3. Cost Accounting : An Introduction _ Nigam & Jain (PHI)
4. Cost accounting : I.M. Pandev (Vikas)
5. Cost Accounting : V.K. Saxena & C.D. Vashirt, Sultan Chand & Sons.
6. Cost Accounting : S.N. Maheswari & S.N. Mittal , Mahavir Pub.
7. Management Accounting : R.K. Sharma & Shashi K. Gupta, Kalyani Pub.

3RD SEMESTER

Paper No -14

ENGLISH

UNIT -1 Correct the Errors: Nouns, Verbs, Adjectives, adverbs, Tenses, Articles, Prepositions, Punctuation, Capitalization, abbreviations and Spellings etc. Here the candidate is expected to correct the errors in the sentences by making change as required.

UNIT - II Sound of English L Vowels and Consonants, Stress and Intonation, Rising and Falling, Communication in day - to day situations.

UNIT -III Communicative Grammer

- Time, Tense and Aspect.
- Verbs of States and events.
- Statements , Questions, Responses.
- Moods, Emotions and attitude.

UNIT - IV Oral communication

Organizing a meeting. The Chair-person's job, Preparing an Agenda, Introducing a Guest, Proposing a Vote of thanks, Public Speaking, Writing the Minutes, Interpersonal Effectiveness, Useful Expressions in everyday life situations, Introductions, Greetings, Thanks, Apologies, Regret, Saying Good-bye, Suggestions, Invitations, Good wishes, Requests, asking permission , Speaking on the Telephone.

UNIT - V Group Discussion

References :

1. A communicatives Grammar of English , Geoffery Leech and Jan Svartvik, Longman.
2. Oxford Guide writing and speaking English, Sealy John, OUP.
3. More than words : C.R. Samant Dips Communication Centre.
4. Business Communication : Rovi and Rai, Himalaya Pub.
5. Pronunciation Guide of English A.E

3RD SEMESTER

Paper No -15

INDIAN ETHOS AND VALUE

- UNIT -1** Personal growth and lessons from ancient . Indian education system , Human values, Need for values, Human values, Human values in managerial education, reliance of values for managers, spiritual values in management.
- UNIT - II** Attitude governing ethical behavior , relationship between ethics and professional manager.
- UNIT-III** Model of management in the Indian socio political environment, work Ethos.
- UNIT - IV** Indian inside into TQM, Need for values in global changing environment.
- UNIT - V** Problems relating to stress in corporate life, proper stress management techniques and practices.

Reference Book :

1. Business Ethics - Rituparna Raj.
2. Business Ethics -Badi & Badi, Vrinda Pub.
3. Ethics in management -Patric Quim.

4TH SEMESTER

Paper No -16

ORGANIZATIONAL BEHAVIOUR

- UNIT - I** The study of Organizational Behavior: Focus and purpose, Nature, Scope and Development, OB Models and Models of man.
- UNIT - II** Personality : Determinants of Personality , Theories of Personality, Individual Difference ,Matching personality and Jobs, personality and organization perception : Meaning perceptual process, perception and OB.
- UNIT - III** Learning and Behavior Modification, Learning process, Theories of Learning, Attitude Characteristics and components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of attitude, Attitude and productivity.
- UNIT - IV** Motivation Nature of Motivation , Motivation process, Theories of motivation, Need Priority Theory, Theory -x and Theory-y, Two factor theory , E.R. G Model , Limitations and Criticisms of motivation theories.
- UNIT - V** Leadership Important , Function , Style, Theories of Leadership, Types, communication , Importance of Communications, Communication process, Barriers to communication, Transactional Analysis.

References:

1. Organization Behaviour, Stephen Robbins - PHI.
2. Organization Behaviour, L.M. Prasad - Sultan Chand & Sons.
3. Organization Behaviour, R.Aswhappa - Himalaya Pup House.
4. Organization Behaviour & Managerial Effectiveness, Michael, V.P. Sultan Chand & Sons.
5. Organization Behaviour, S.S. Khanka. Sultan Chand & Sons.

4TH SEMESTER

Paper No -17

MANAGEMENT ACCOUNTING

- UNIT -1** Management Accounting - Meaning , Definition, Characteristics, Scope, Objectives, Function, Conventions, Tools and Techniques, Installation of Management accounting system, Advantages and Disadvantages, Role of management accountant.
- UNIT - II** Financial statement analysis - financial statement, Nature, Objectives, Types, Characteristics of Ideal financial statement, Uses and importance of financial statement, financial statement analysis and types.
- UNIT - III** Funds flow statement its preparation and managerial uses, Ratio analysis and different types of Ratio, limitations of Ratio analysis.
- UNIT - IV** Budget and Budgetary control, management reporting, Essentials, Reporting to various levels of management .
- UNIT- V** Management Audit -Introduction, Definition, Objectives, Scope, Need & Conducting management Audit, contemporary Issue in management accounting-activity based costing , Quality and costing and life cycle costing.

References :

1. Management Accounting R.K. Sharma & Shashi K. Gupta, Kalyani Publishers.
2. Cost and management accounting - M.N.Arrora (Sultan Chand) .

4TH SEMESTER

Paper No -18

MANAGEMENT INFORMATION SYSTEM

- UNIT -1** Information system -rules , Components, Types, Definition of MIS, MIS Model, Characteristics, Subsystem and Growth in organization.
- UNIT - II** Information system Development - Life cycle , Security and control Issues in information system.
- UNIT - III** Information system in Business marketing HR,FM, production and its importance in Decision Making.
- UNIT - IV** Analysis and Design of information system - fundamental concept of system , system development life cycle , Fact finding technique, DFD, Flow chart.
- UNIT - V** Data base management system , Levels of data , Objection, types, DBMS, functions, Benefits , Designing of data base, Data & mapping.

References :

1. Management Information system - Laudon and Laudon.
2. Management Information system - D.P. Goyal , Macmillan.
3. Management Information system - O Brien.
4. Management Information system - Kamana Mallik, Excel Pub.
5. Management Information system - Jawadekar, Mc Grew Hill.

4TH SEMESTER

Paper No -19

BUSINESS AND ECONOMIC ENVIRONMENT

- UNIT -1** Business Environment & Strategic Management, Internal Environment, External Environment, Political & Business Society, Social Responsibility of Business, Consumerism
- UNIT - II** Economics Roles of Government: Monetary and Fiscal policy, New Industrial policy of 1991, Industrial Sickness.
- UNIT - III** MRTP Act, GATT & WTO, Labour welfare and Social Security
- UNIT - IV** Financial Development strategy and Growth under Indian planning, Commodity Exchange and its regulation, Price and Distribution Control

References:

1. Business Environment and Government - Francis, Cherunillm, HPH.
2. Economic Environment of Business - Adhikary , M, Sultan Chand.
3. Business Environment - Agrawal & Diwan, Excel.
4. International Business Environment and Operations, Daniel, Person.
5. Business policy and Environment , Michael V.P. , Sultan Chand.

4TH SEMESTER

Paper No -20

MANAGERIAL ECONOMICS

- UNIT -1** Significance and Scope of managerial Economics: Roles of managers in Business, Economics paradigms applicable to business analysis.
- UNIT - II** Market Demand: Determinants of demand and supply , Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium , Price, Income and Substitution Effects, Demand Forecasting.
- UNIT - III** Production function: Production decision making, short run long run production functions.
- UNIT - IV** Market Analysis : Cost structure various cost concepts, variable cost fixed, cost explicit , cost implicit cost opportunity , cost economic cost, sunk cost, cost Estimation, pricing and Output decisions in perfect competition, Monopoly, Monopolistic competition , Oligopoly kinked day and model.
- UNIT - V** Profit Analysis: Theories of profit, Break Even Analysis, Business Cycle, Phases consequences.

References :

1. Managerial Economic, Dwivedi, Vikas.
2. Petersen & Lewis - Managerial Economics (PHI) .
3. Maheswari - managerial Economics (PHI)
4. Gupta G.S Managerial Economics, TMH.

5TH SEMESTER

Paper No -21

ENVIRONMENTAL MANAGEMENT

- UNIT -1** Concepts and Practices - Definition Concerns and sustainable development, social Issues and environment, Business and Environment
- UNIT - II** Environmental Management - Issues and challenges, energy management - issues, product, trade, Environment valuation accounting and audit.
- UNIT - III** Population management - Soil, Water, Noise - Causes and Preventions.
- UNIT - IV** Ecosystem and climate Change -Biodiversity forest management. Ecosystem - concepts, Structure, Functions, Climate, Changes-Issues and Solution.
- UNIT - V** Environmental laws - Constitutional provision, Environment protection Act 1986, patents and Intellectual property rights (IPR) environmental clearance.

References :

1. Environmental Management - H.P. Behera and M.S Khan (HPS)
2. Environmental Management - Dash

5TH SEMESTER

Paper No -22

FINANCIAL MANAGEMENT

- UNIT -1** Financial management meaning nature and scope of finance, Financial goal-profit vs, Wealth maximization, Finance functions, Investment, Financing, Dividend Decisions, Liquidity functions.
- UNIT - II** Capital Budgeting : Nature of investment decisions, Investment evaluation criteria-Net present value , Internal rate of return , Payback period, accounting rate of return, capital rationing Risk analysis in capital budgeting.
- UNIT - III** Operating and financial leverage measurement of leverages, Effects of operating and financial leverage on profit, Analyzing alternate financial plans, combined financial and operating leverage.
Capital Structure Theories : Traditional and M.M. hypotheses - Determining capital structure in practice.
- UNIT - IV** Working capital : Meaning , Concepts and of working capital, Estimation of working capital requirements, Factors determining the working capital requirement, Source of working capital, Spontaneous, Source and negotiated Source, Calculating operating cycle period.
- UNIT - V** Dividend policies : Issues in dividend decisions, Walter's model, Gordon's model, M-M Hypothesis, Determinants of dividend policies, types of dividends policy , forms of dividends.

References :

1. Van Horn : Financial management - Pearson Education.
2. I.M. Pandey - Financial Management , Vikash .
3. Prasanna Chandra - Financial Management. TMH.
4. Khan & Jain - Financial Management, Tata Mc Graw-Hill.
5. Banerjee : Financial policy and management Accounting (PHI)
6. Sahoo, P.K. Financial Management, Pen Point communication.

5TH SEMESTER

Paper No -23

OPERATION RESEARCH

- UNIT -1** Linear Programming , Simplex Methods, Duality in L.P.P.
- UNIT - II** Parameter L.P.P., Linear Fractional programming.
- UNIT - III** Transportation Problem , Assignment problem , Sequencing.
- UNIT - IV** Games & Strategies, Decision making.
- UNIT - V** Multi Objective Decision Making, Interactive and Non interactive Methods .

References :

1. Linear Programming - R.K. Gupta
2. Operations Research - Krishna Prakashan Media (PLtd.)
3. Operations Research - Pradip Kumar Tripathy, Kalyani Publishers

5TH SEMESTER

Paper No -24

BANKING AND INSURANCE MANAGEMENT

- UNIT - 1** Management of Banking Companies - Principles of Banking, Banking and other Business, Bankers and customer relationship, Statutory Obligation, Bankers Lien, Banking system in India, Commercial Bank and Economic Development.
- UNIT - II** Functions of a Bank Management and Deposits, advances - credit creation, Banking Regulation Act - 1949.
- Unit - III** Central Banking - Nature and Function; Method of Credit control, RBI-Constitution , Functions, RBI and Agriculture Credit, RBI and Industrial finance, RBI and Bill Market Scheme - Financial Inclusion.
- UNIT - IV** (Insurance) Definition and Classification of Risk, Sources of risk, Theories of Risk Management Insurance, Nature of Insurable Risk, Classification of Insurance, Essentials and Principles of Insurance Contract, Difference Between Insurance and Wagering Contract.
- UNIT - V** Life Insurance - Essential Features, Principles, Mortality Table, Premium and Nouns, Policy condition, Annuity, Settlement of Claims, Types of Life Insurance LIC - Life Insurance Corporation of India. General Insurance - Fire and Marine Insurance Protection of Policy Holder Interest .

References :

1. Banking and Insurance - Gorden and Natrajan (Himalaya Pub.)
2. Insurance - Theory and Practice . Tripathy Pal (PHL) .
3. Bank Management - J. Singh (K.P)
4. Principle and Practice of Insurance - Dr. P.Paniasamy (HPH)

5TH SEMESTER

Paper No -25

PRODUCTION & OPERATION MANAGEMENT

- UNIT - I** Introduction to production and Operation Management, Product & Services Transmission process product & process design, Automation, Duties and Responsibilities of production Manager.
- UNIT - II** Facility location planning factors affecting Break even analysis for facility location planning factors and location, Rect. Single medical model, Centre of gravity model, Facility capacity & layout planning - decision tree.
- UNIT - III** Project management, Role Technique (CPM & PERT) Innovation management and its uses.
- UNIT - IV** MRP, JIT, Supply Chain management. Aggregate product planning.
- UNIT - V** Inventory management.

References:

1. Production & Operations management, Bedi MC Graw Oxford.
2. Production & Operations management, R.Paneerselvam, PHI.
3. Production & Operations management, Chary S.N - Tata - MC Graw- Hill.
4. Production & Operations management, R.R. - Mc Graw - Hill.
5. Production systems Riggs J.L. John Wiley & Sons.
6. Modern Production & Operations management , Buffa & Sarin- John Wiley & sons.
7. Production & Operations Management K.Aswathappa & Shridhara Bhatta - Himalaya.

6TH SEMESTER

Paper No -26

BUSINESS REGULATORY FRAME WORK

UNIT -1 Law of contract: Nature of contract, Classification of contracts, Essential ...of valid contract.

UNIT - II Special contract, Indemnity & Guarantee, Bailment and Pledge. Sale of Goods Act. Contract of sale, Condition and Warranties, Transfer of Ownership, Performance of the Contract of sale, Unpaid Seller and his rights.

UNIT - III Negotiable Instruments : Definition, Types, Parties to the Negotiable Instruments, Dishonor and Discharge of Negotiable Instruments, endorsement.

UNIT - IV Consumer Protection Act : Definition, Consumer Protection Council, Consumer Redressal Agencies, Findings of District Forum and Appeals, Environment Protection Act.

UNIT - V Foreign Exchange Management Act, Information Technology Act.

References :

1. Mercantile Law - By N. D. Kapoor
2. Commercial Law - Chawla and Garg - Mercantile Law - Avtar Singh (for Cases)
3. Mercantile Law - S. S. Gulshan
4. Business and Corporate Law - Gyna, PPS (S. Chand)
5. Company Law, Avtar Singh.

6TH SEMESTER

Paper No -27

MARKETING MANAGEMENT

- UNIT -1** Introduction to Marketing, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process, Marketing Environment.
- UNIT - II** Marketing Planning : Identification of Market, Market Segmentation, MIS AND M.R. Studying of Consumer Behaviour.
- UNIT - III Product Pricing Strategy** : Product, Product Classification, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Leveling and Packaging Strategies, Methods of Pricing and Strategy.
- UNIT - IV Promotion and Placement Management** : Meaning, importance, Scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer.
- UNIT - V** Strategic Marketing in Practice, Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.

References :

1. Marketing Management, Sherlekar, S.A. HPH.
2. Marketing Management, Philip Kotler - 12th Edn, Pearson
3. Marketing Management, Karunakaran, HPH.
4. Marketing Management, Ramaswamy & Namakumari, McMilan
5. Marketing Management, C.N. Sontaki, Kalyani Pub.

6TH SEMESTER

Paper No -28

SMALL INDUSTRY MANAGEMENT AND ENTREPRENEURSHIP

- UNIT -1** Small Industry - Definition, Characteristics, Evolution, Importance in the Economy.
- UNIT - II** Policies Governing Small Scale Industries-SPRS.
- UNIT - III** Management Issues in Small Industries-Financing, Marketing, Production etc. Starting the Small Scale Industry.
- UNIT - IV** Entrepreneurship-Concepts, Theories, Characteristics, Practices.
- UNIT - V** Developing Entrepreneurship-Selection, EDPS, Entrepreneurial Training, Institutional Frame work and support System. Woman Entrepreneurship in India.

References :

1. Small Scale Industry and Entrepreneurship-Basant Desai(HPS).

6TH SEMESTER

Paper No -29

WRITTEN & ORAL COMMUNICATION

UNIT -1 Introduction: Spoken US Written Communication, Basic Skills of Writing, High Order Writing Skills. Verbal/Non-Verbal Communication & Factors affecting each.

UNIT - II Precision Summarizing, Précis Writing, Paragraph, Report Writing.

UNIT - III Letters - Formal/Informal, Application and Business Letters.

UNIT - IV Resume / Bio-data / C.V. Note Taking / Note - Making.

UNIT - V Writing Advertisements, Language of Advertisement. Writing Dissertations and Academic Articles Creative Writing.

References :

1. Oxford Guide to Writing and Speaking, John Sealy, OUP
2. Business Communication Today: Bovel Thill Schatzman, Pearson.
3. Business Communication: R. K. Mashukar, Vikash.
4. Business Communication Strategies - Monippally - TMH