

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur



**Bachelor of Business Administration (B.B.A.)**

**Three Year Programme**

**(Six Semesters)**

**Course Structure**

**To be implemented from Academic Year-2020-21**

**Progressively**

*Department of Business Administration  
Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur*

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The three year full time Degree in Bachelor of Business Administration (BBA) shall be governed by the Department of Business Administration, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur-273009

### The Programme Structure

The Bachelor of Business Administration (BBA) is divided into three parts as under. Each part will consist of two semesters.

Part	Year	Semester-Odd	Semester-Even
I	First	Semester-I	Semester-II
II	Second	Semester-III	Semester-IV
III	Third	Semester-V	Semester-VI

### **Part-I: First Year**

The schedule of First Year: First year examination shall comprise of two semesters: Semester I and Semester-II. The schedule of papers during first year of the programme shall be as follows:

#### **Semester I**

Code	Paper Name	Marks		Total Marks
		Written	Internal Assessment	
B-101	Principles of Management	70	30	100
B-102	Basics of Trade, Industry & Commerce	70	30	100
B-103	Financial Accounting	70	30	100
B-104	Business Economics	70	30	100
B-105	Fundamentals of Computer	70	30	100
B-106	Business Communication	70	30	100
<b>Total Marks of Semester I</b>				<b>600</b>

#### **Semester II**

Code	Paper Name	Marks		Total Marks
		Written	Internal Assessment	
B-201	Macro Economics	70	30	100
B-202	Organisational Behaviour	70	30	100
B-203	Cost Accounting	70	30	100
B-204	Business Statistics	70	30	100
B-205	Computer Application in Management	70	30	100
B-206	Viva-voce			100
<b>Total Marks Semester II</b>				<b>600</b>

### **Part II: Second Year**

The schedule of second year Examination shall comprise of two semesters: Semester III and Semester IV.

The schedule of papers during Second year of the program shall be as follows:

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### Semester III

Code	Paper Name	Marks		Total Marks
		Written	Internal Assessment	
B-301	Business Ethics & Corporate Governance	70	30	100
B-302	Business Environment	70	30	100
B-303	Financial Management	70	30	100
B-304	Marketing Management	70	30	100
B-305	Human Resource Management	70	30	100
B-306	Business Laws	70	30	100
Total Marks Semester III				600

### Semester IV

Code	Paper Name	Marks		Total Marks
		Written	Internal Assessment	
B-401	Elements of Entrepreneurship	70	30	100
B-402	Management Accounting	70	30	100
B-403	Research Methodology	70	30	100
B-404	Banking Operations Management	70	30	100
B-405	Income Tax Laws & Accounts	70	30	100
B-406	Viva-Voce			100
Total Marks Semester IV				600

### Summer Training

At the completion of the first four semesters of the first and second year, the student is required to undergo on the job practical training in any manufacturing, service or financial organization. The training will be of six weeks durations. The students, after the completion of training, will submit a report by the end of March during sixth semester which will be evaluated as a part of sixth semester examination. The report will be evaluated by a panel of two experts (One External and One Internal) out of 100 Marks divided into written report of 50 marks and Viva-Voce of 50 marks.

### Part III: Third Year

The schedule of third year (Part III) Examination shall comprise of two semesters: Semester V and Semester VI.

### Elective Groups

- a) The students will have to select any one of the three elective groups i.e.

Elective-I: Marketing

Elective-II: Finance

Elective-III: Human Resource Management

- b) Each group will comprise of four papers.

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The schedule of papers during Third year of the program shall be as follows:

#### Semester V

Code	Paper Name	Marks		Total Marks
		Written	Internal Assessment	
B-501	Strategic Management	70	30	100
B-502	Management Information System	70	30	100
B-503	Project Management	70	30	100
B-504	E- Commerce	70	30	100
B-505	Insurance and Risk Management	70	30	100
B-506	Auditing	70	30	100
Total Marks Semester V				600

#### Semester VI

Code	Paper Name	Marks		Total Marks
		Written	Internal Assessment	
B-601	Production & Operations Management	70	30	100
B-606	Viva-Voce(based on Summer Training Report)*			100
	Any one of the following Elective Groups: Elective-I: Marketing Elective-II: Finance Elective-III: Human Resource Management			

\*Viva-Voce carrying 100 marks shall be based on the project submitted by third year students. Project evaluation shall be made by a panel of two examiners comprising one external and one internal at the end Sixth Semester out of 100 marks. 50 marks shall be for evaluation of project and 50 marks shall be for viva-voce.

#### Elective Groups:

Elective-I: Marketing				
BM-602	Consumer Behaviour	70	30	100
BM-603	Advertising and Sales Promotion	70	30	100
BM-604	Sales and Distribution Management	70	30	100
BM-605	Principles of	70	30	100

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<b>Elective-II: Finance</b>				
BF-602	Security Analysis And Portfolio Management	70	30	100
BF-603	Working Capital Management	70	30	100
BF-604	International Finance	70	30	100
BF-605	Financial Services	70	30	100
<b>Elective-III: Human Resource Management</b>				
BH-602	Compensation and Reward Management	70	30	100
BH-603	Industrial Relations	70	30	100
BH-604	Training and Development	70	30	100
BH-605	Group Dynamics & Team Building	70	30	100
<b>Total Marks Semester VI</b>				<b>600</b>

**Note:**

1. Each Paper will be covered in 30 Lectures+ 10 Tutorials [3L+1T]
2. Tutorial Consists of Seminars and Contact Period.
3. Each paper will be of 100 marks out of which 70 marks shall be allocated for Semester end written examination and 30 marks for internal assessment.
4. Internal Assessment of each paper consists of
  - (a) One Seminar [Power Point Presentation] -10 Marks,
  - (b) One Sessional Test-10 Marks
  - (c) Attendance and Overall Performance-10 Marks.
5. The admission to, and examination process of the Bachelor of Business Administration (B.B.A)course shall be governed by the existing ordinances of B.B.A., course run by Department of Business Administration.

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## B-101: Principles of Management

### Objectives:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

#### Unit-I

Introduction: Concept, nature, process and significance of management, Managerial levels, skills, Development of management thought – classical, neo-classical, behavioral, systems and contingency approaches.

#### Unit-II

Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.

#### Unit-III

Organising and Coordination: Concept, nature, process and significance; Principles of organization; Span of Control; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization, Coordination-Meaning and Importance.

#### Unit- IV

Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, McGregor; Leadership – meaning and importance; Traits of a leader; Leadership Styles

#### Unit-V

Controlling: Nature and Scope of control; Types of Control; Control process; Effective Control System.

### Suggested Readings

1. Stoner, Freeman and Gilbert Jr.; Management, Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003.
3. Scott, Thomas; Management: Competing in the New Era, Tata McGraw Hill, 2003.
4. Harold, Koontz and Weirich; Management, Tata McGraw Hill Publishing Company, New Delhi, 2001.
5. Stephen, P. Robbins and Mary Coulter; Management, Pearson Education, New Delhi, 2001.

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## B-102: Basics of Trade, Industry & Commerce

### Objective:

The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

### Unit-I

Introduction: Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business objectives; Profit Maximization vs Social Responsibility of Business; Business Ethics and Values.

### Unit-II

Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber's Theory); Government Policy on Industrial Location.

### Unit-III

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Promotion of a company – stages in formation; documentation (MOA, AOA).

### Unit-IV

Small Business: Scope and role, Causes of Industrial Sickness, Government Policies.

### Unit-V

Business Combinations –Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, etc.

### Suggested Readings:

1. Telsian, P.C.; Business Organisation and Management, Pearson Education, 2003.
2. Gupta, C.B.; Modern Business Organization, Mayoor Paper Works, 2001.
3. Robert; Modern Business Administration, McMillan India, 1999.
4. Basu, C. R.; Business Organization and Management, Tata McGraw Hill, Publishing House, New Delhi, 1998.

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## B-103: Financial Accounting

### Objective:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

#### Unit-I

Meaning and Scope of Accounting: Definition and Functions of Accounting, Limitations of Accounting, Book Keeping and Accounting, End User of Accounting Information, Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Introduction to Accounting Standards Issued by ICAI.

#### Unit-II

Journalising Transactions: Rules of Debit and Credit, Compound Journal Entry, Opening Entry Ledger Posting and Trial Balance, Cash Book, Petty Cash Book, Purchase Journal, Sales Journal.

#### Unit-III

Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Preparation of Final Accounts of a proprietary concern with adjustment entries.

#### Unit-IV

Inventory Valuation: Meaning of Inventory, Objectives of Inventory, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised): Depreciation Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Objectives of Providing Depreciation, Fixed & Written Down Value(WDV), AS-6 (Revised), Provisions and Reserves

#### Unit-V

Joint Stock Company: Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company, Shares and Share Capital: Shares, Share Capital, Accounting Entries, Undersubscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares. Debentures: Classification of Debentures, Issue of Debentures. Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts.

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### Suggested Readings

1. Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, Eighth Edition, Vikas Publishing House, 2003.
2. Monga, J.R. and Girish Ahuja; Financial Accounting, Eighteenth Edition, Mayoor Paper Backs, 2003.
3. Bhattacharya, S.K. and J. Dearden; Accounting for Manager – Text and Cases, Third Edition, Vikas Publishing House, 2003.
4. Maheshwari, S.N. and S.K. Maheshwari; Advanced Accountancy, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.
5. Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamental, Sultan Chand Publishers, 2003.

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## B-104: Business Economics

### Objectives:

The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

#### Unit-I

Introduction to Business Economics and Fundamental concepts -Nature, Scope, Definitions of Business Economics, Difference Between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro Vs. Macro Economics.

#### Unit-II

Demand Analysis & Elasticity of Demand-Objectives, Meaning, Law of Demand, Movement Vs. Shift in Demand Curve, Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

#### Unit-III

Consumer Behaviour, Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

#### Unit-IV

Theory of Production-Meaning and Concept of Production, Factors of Production, production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis).

#### Unit-V

Cost Analysis & Price Output Decisions-Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

### Suggested Reading

1. Chaturvedi, D.D. and S. L. Gupta; Managerial Economics, Brijwasi Publishers, 2003.
1. Diwedi, D.N.; Managerial Economics, Vikas Publishers, 2003.
2. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons., 2003.
3. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd., 2003.
2. 4.Dwivedi, D.N.; Microeconomics: Theory and Applications, Pearson Education, 2003.
4. Peterson, Lewis; Managerial Economics, 4th Pearson Education, 2002.

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## B-105: Fundamentals of Computer

### Objectives

This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

### Course Contents

#### Unit-I

Computer Basics: Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture.

#### Unit-II

Number Systems: Introduction, Classification of Number System, Types of Number System, Conversions from One Base to Another, Conversion using Shortcut Method.

#### Unit-III

Hardware and Software: Introduction, Computer Memory, Secondary Memory, Computer Peripherals, Output Devices, Software requirements.

#### Unit-IV

MS Office: MS Word : Introduction, Customizing the Word Application, Document Views, Basic Formatting in MS Word, Advanced Formatting, Navigating through a Word Document, Performing a Mail Merge, A Quick Look at Macros, Printing Documents, Print Preview. MS Excel: Introduction, Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Working with formulas, Printing worksheets. MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting charts, Inserting tables, Printing presentations

#### Unit-V

Security and Networking: Introduction, Simple File Sharing, Internet Information Services, Peer to Peer Networking

### Suggested Readings:

1. Leon and Leon; Introduction to Information Technology, Leon Tech World.
2. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
3. DOS for Dummies; Pustak Mahal Publication, 2003.
4. Govindraju, S.; Introduction to Computer Science, Wiley Easter Ltd., 2001.

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## B- 106: Business Communication

**Objectives:** To familiarize the students with the basic and practical concepts of Business Communication

### UNIT – I

Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback, Barriers to Effective Communication and ways to overcome them.

### UNIT – II

Channels of communication, Types of communication, Dimensions of communication, listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills,

### UNIT – III

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

### UNIT – IV

Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing

### UNIT – V

Spoken skills, Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

### Suggested Readings:

1. Sinha, K. K.; Business Communication, Galgotia Publishers, 2003.
2. E.H.McGrath, S.J.; Basic managerial skills for all, fourth edition, Prentice Hall of India Pvt.Ltd., New Delhi, 2001.
3. Robinson, David; Business Etiquette, Kogan Page.
4. Ray, Reuben; Communication today – Understanding Creative Skills, Himalaya Publishing House, 2001.
5. Penro Rassberry, Myres; Advanced Business Communication, South West College Publishers, 2000.
6. Convey, R. Stephen; The seven habits of highly effective people.

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## B-201: Macro Economics

### Objectives:

The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

### Unit-I

Concepts of Macro Economics Definitions importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leak ages and injections in circular flow.

### Unit-II

Macro Market Analysis, Theory of full employment and income: classical, modern (Keynes) approach, consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. Multiplier and Acceleration Principles.

### Unit-III

Money Market Functions and forms of money, demand for money-classical, Keynesian and friedman approach, measures of money supply, quantity theory of money, inflation and deflation, Phillips Curve.

### Unit-IV

National Income Determination Concepts, definition, method of measuring, National income in India, problems in measurement of national income & precautions in estimation of national income.

### Unit-V

Business Cycles: Meaning, phases, causes and remedies for controlling business cycles, Theories; Hawtrey, Hicks-Cobweb Theory, Samuelson Theory.

### Suggested Readings

1. Diwedi, D. N.; Macro Economics, Tata McGraw Hill, 2003.
2. Mishra, S. K. and V. K. Puri; Modern Micro-Economics Theory, Himalya Publishing House, 2003.
3. Edward Shapiro; Macro-Economics Analysis, Tata McGraw Hill, 2003.
4. Chaturvedi, D. D.; Macro-Economics, Brijwasi Publishers Company, 2003.
5. Dornbush and Discher; Macro Economics, Tata McGraw Hill, 2003.
6. Mcvaish; Macro Economic Theory, Vikas Publishing House, 2003.

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## B- 202: Organizational Behaviour

### Objectives:

The course aims to provide basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.

### Unit-I

Introduction: Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

### Unit-II

Individual Behaviour: Self Concept; Ability; Learning – theories and reinforcement schedules; Values and Attitudes; Personality – determinants and traits; Emotions; Perception –Process and errors.

### Unit-III

Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

### Unit-IV

Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

### Unit-V

Organization Culture and Conflict Management: Organizational Culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

### Suggested Readings

1. Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003.
2. Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delh, 2003.
3. Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.
4. Moshal, B.S.; Organization & Management, Galgotia Publishing Co., 2003.
5. Khanka, S.S.; Organizational Behaviour, Sultan Chand and Sons, New Delhi.
6. Joseph, Weiss; Organization Behaviour and Change, Vikas Publishing house, 2004.

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## B-203: Cost Accounting

### Objectives:

The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

#### Unit-I

Meaning and Scope of Cost Accounting: Basic cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet.

Materials Control: Meaning – Steps involved – materials and inventory – techniques of material/inventory control – valuation of incoming & outgoing material – material losses.

#### Unit-II

Labour Cost Control: Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labour turnover, methods of wage payment. Incentive plans.

#### Unit-III

Overheads: Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads.

#### Unit-IV

Methods of Costing (I) : Single output costing, job costing, contract costing.

#### Unit-V

Methods of Costing (II): Process costing (including joint products and By-products), Operating/Service costing. (Transport & Power House only), Reconciliation of cost and financial accounts.

### Suggested Readings

1. Maheshwari, S. N. and S. N. Mittal; Cost Accounting – Theory and Problems, 21st Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
2. Horngren; Managerial Cost Analysis, 22nd revised edition, Prentice Hall, 2003.
3. Jain and Narang; Cost Accounting, Kalyani Publishers, 2002.
4. Wheldon; Cost Accounting & Costing Methods, 2001.
5. Gowda, J. Made; Advanced Cost Accounting, 1st Edition, Himalya Publishing House, 2001.
6. Sharma, Nigam; Advanced Cost Accounting, 6th revised edition, Himalaya Publishing House.

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## B-204 Business Statistics

### Objective:

The course aims to build skills for statistical inference of business data

#### Unit -I

Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean, mode, median. Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.

#### Unit-II

Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, Karl Pearson's co-efficient of correlation, Spearman's Co-efficient of Rank Correlation, Co-efficient of Determination.

#### Unit-III

Regression Analysis: Difference between correlation and regression, Lines of regression. Properties of regression line, Regression equations and Regression Co-efficient and their properties.

#### Unit-IV

Index Number: Meaning, Types, limitations, Importance, preparation of Fixed base and Chain-base index numbers, Cost of Living Index, Fisher's Ideal Index and deflating of Index numbers.

#### Unit-V

Time series analysis: Utility of time series, Components of time series, Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend.

### Suggested Readings

1. Gupta S.P. and Gupta M.P. : Business Statistics. Elhans,
2. D.N. : Fundamental of Statistics.
3. Gupta C.B. : Institutional of Statistical Methods.
4. Sancheti & Kapoor : Statistics- Theory methods & Applications.

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## B-205 Computer Application in Management

### Objective:

The objective of the course is to make the students familiar with the basic concepts of computer applications and its application in managerial decision-making.

### Unit 1: Conceptual background and Introduction to Information technology: (12 Lectures)

Its usage for managers, Introduction to Hardware and Software: Introduction to computer system, Systems Software, Application Software and Packages, Open source software and its advantages. Internet Technology, Networking and its applications, Understanding Websites, Understanding Domain Names & Domain Extensions, Web Server

### Unit 2: Introduction and Fundamentals of computational platforms and operating system:(12 Lectures)

Windows, Unix/Linux. Introduction and knowledge of business operations through internet. World Wide Web, webinars, video and web conferencing, Introduction to Mobile platforms and technologies; Using Social Media platforms for business. Emerging communication technologies.

### Unit 3: Document Preparation & Presentation Skills: (12 Lectures)

business presentations: Introduction to Software Packages & practical knowledge of Microsoft Word, Microsoft Excel – Formulas, Graphs, Basis statistical formulae. Microsoft Power Point – Creating effective presentations Tally – Journal Entry, Ledger posting, Preparation of Balance Sheet Emerging technology of office Automation systems, Email and Email etiquettes.

### Unit 4: Data analysis and database management: (12 Lectures)

Introduction to DBMS and RDBMS concepts, creating a database, Basic queries. SQL and SQL Commands, Microsoft Access.

### Unit 5: Internet and Web Technology: (12 Lectures)

Web hosting, Web Designing, Home page designing, Website Content designing, Joomla, query, knowing and Adding Payment Gateways, Web Hosting, Mobile Technology & Business, E-Commerce and online business mechanism, Emerging communication technology.

### Suggested Readings :

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## B- 301: Business Ethics & Corporate Governance

**Objective:** The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

### Unit-I

Meaning of ethics, ethical problems in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

### Unit-II

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.

### UNIT III

Relevance of The Board-Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

### Unit IV

Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring,

### Unit- V Corporate Social Responsibility (CSR)

Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report, Provisions of CSR under Companies Act 2013.

### Suggested Readings

1. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
5. A.C. Fernando: Business Ethics Pearson Education.
6. A.C. Fernando: Corporate Governance Pearson Education.

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## B- 302: Business Environment

### Objective:

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

### Unit-I

An Overview of Business Environment: Type of Environment-internal, external, micro and macroenvironment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

### Unit-II

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

### Unit-III

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.

### Unit-IV

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

### Unit-V

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

### Suggested Readings:

1. Mishra, S. K. and V. K. Puri; Indian Economy, Himalaya Publishing House, 2003, 21st revised edition.2003.
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House, 2002 12th revised edition.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, 2000 7th edition.
4. Cherunilam, Francis; Business and Government, Himalaya Publishing House, 1998, 10th edition.
5. Sengupta, N. K.; Government and Business, Vikas Publishing House Pvt. Ltd, 1997, 4th revised edition.

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## B- 303: Financial Management

### Objective:

The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

### Unit- I

Financial Management: Meaning, Scope, Objectives of Financial Management – Profit Vs. Wealth Maximization, Discounting and Compounding Principles. Organisation of Finance function, Time Value of Money.

### Unit- II

Capital Budgeting: Concept, Importance, Appraisal Methods: Pay-back period, DCF techniques, Accounting rate of return, NPV, IRR and Profitability Index, Capital Rationing.

### Unit-III

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure.

### Unit-IV

Sources of Finance: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing. Leverages: Concept, Types of leverages and their significance.

### Unit -V

Working Capital Management: Meaning of Working Capital, Features affecting Working Capital, Management of Inventories, Management of Accounts Receivable and Accounts Payable. Determinants of Dividend Decisions.

### Suggested Readings:

1. Maheshwari, S.N.; Financial Management, Principles and Practice, Sultan Chand & sons, 9<sup>th</sup> Edition 2004.
2. Maheshwari, S.N.; Elements of Financial Management, Sultan Chand & Sons, 2003 7<sup>th</sup> Edition.
3. Van C. Horne; Financial Management and Policy, Prentice Hall of India., 11th Edition 2002.
4. Pandey, I.M.; Financial Management, Vikas Publishing House, 8th Edition, 2001.
5. Khan, M.Y. & P.K. Jain; Financial Management, Tata McGraw Hill, 2001 3rd Edition.

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## B-304: Marketing Management

### Objective:

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

### Unit-I

Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

### Unit-II

Product: Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix.

### Unit-III

Pricing Decisions: Factor influencing pricing, Designing pricing strategies and programmes, pricing techniques.

### Unit-IV

Physical Distribution: Types of channels, meaning & importance, channel strategies, designing and managing value network and marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management.

### Unit-V

Promotion: Advertising-meaning and importance, types, media decisions, promotion-promotion Mix, Personal Selling-Nature, importance and process, direct marketing, Sales Promotion (push versus pull study).

### Suggested Readings:

1. Kumar, Ramesh; Application Exercises in Management, Vikas Publishing House, 2004.
2. Varshney & Gupta; Marketing Management, Sultan Chand & Sons, 2003.
3. Kotler & Armstrong; Principles of Marketing Management, Prentice hall India, 2003.
4. Gandhi, T.C.; Marketing: A Managerial Introduction, 2003.

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### Objective:

## Unit-I

## Unit-II

### Unit-III

## Unit-IV

## Unit-V

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## B- 306: Business Laws

### Objective:

To familiarize the students with the important Indian laws related with business.

### Unit-I

Law of Contract 1872: Nature of contract : classification : Offer and acceptance; capacity of parties to Contract: Free consent; Consideration: Legality of object ; Agreement as declared void: Performance of contract ; Discharge of Contract : Remedies for breach of contract. Special Contracts: Indemnity: Guarantee: Bailment and pledge: Agency.

### Unit-II

Sale of Goods Act 1930: Formation of contracts of sale: Goods and their classification, price: Conditions and warranties: Transfer of property in goods: Performance of the contract of sales: Unpaid seller and his rights, sale by auction; Hire purchase agreement.

### Unit-III

The Indian Companies Act-2013, Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Allotment of Shares, Share and Share capital, Membership.

### Unit- IV

Negotiable instrument Act 1881 : Definition of negotiable instruments: Features: Promissory note: Bill of exchange & cheque: Holder and Holder in the due course: Crossing of a cheque, types of crossing: Negotiation: Dishonour and discharge of negotiable instrument.

### Unit-V

The Consumer protection Act 1986 : Salient Features: definition of consumer: Grievance Redressal machinery:

### Suggested Readings:

1. Desai T.R.: Indian Contract Act. Sale of Goods Act and partnership Act. S.C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Khargamwala J.S. The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd. Mumbai
3. Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
4. Kuchal M.C. Business Law: Vikas Publishing House, New Delhi.

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## B-401: Elements of Entrepreneurship

### Objective:

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

### Unit- I

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

### Unit -II

Promotion of a Venture: Opportunities analysis; external environmental analysis economic social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.

### Unit-III

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility.

### Unit- IV

Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

### Unit-V

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, FOREX earnings, and augmenting and meeting local demand.

### Suggested Readings:

1. Vasant, DCSAI; Entrepreneurship, Himalaya Publishing 1. House, 2003.
2. Taneja & S.L. Gupta.; Entrepreneurship Development, 2003.
3. Pandey, I.M.; Venture Capital –The Indian Experience, Prentice Hall of India, 2003.
4. Tandon B.C.; Environment and Entrepreneur; Chug Publications, Allahabad
5. Siner A david: Entrepreneurial Megabooks; John Wiley and Sons, New York
6. Srivastava S.B.; A practical guide to industrial entrepreneurs, Sultan Chand & Sons, New Delhi.
7. Chandra, Prasana; Project Preparation, Appraisal, Implementation, TMH, New Delhi.
8. New Venture Creation; Holt: Entrepreneurship, Prentice Hall of India.



## B-402: Management Accounting

### Objective:

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making. Course Contents

### Unit- I

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

### Unit -II

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis. Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3), Construction of Cash Flow Statement.

### Unit-III

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.

### Unit- IV

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour Variances.

### Unit-V

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor-Break-ever Analysis, Margin of Safety, Cost Volume Profit Relationship, Advantages, Limitations and Applications of Marginal Costing. Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Shut-down or continue.

### Suggested Readings:

1. Maheshwari, S.N.; Principles of Management Accounting, Sultan Chand & Sons, 2003 Fourteenth Edition
2. Bhattacharya, S.K. & Dearden; Accounting for Management – Text and Cases, Vikas Publishing House, 2003 Third Edition.
3. Pandey, I.M.; Management Accounting, Vikas Publishing House, 2003 Third Edition.
4. Maheshwari, S.N.; Advanced Cost Accounting and Cost Systems, Shree Mahavir Book Depot, 2003 Second Edition.

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5. Horngren, Charles; Introduction to Management Accounting, Prentice Hall of India, 1999 Eleventh Edition.
6. Khan & Jain; Management Accounting, Tata McGraw Hill Publishing House, 2002

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## B-403 Research Methodology

### Objective:

The course aims to make students understand the technicalities involved in a research work.

### Unit I

Introduction to Research Methodology: Meaning, Objectives, Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research, Methodology.

### Unit-II

Importance of Research in Management Decisions: Defining Research Problems, Formation of Hypothesis, Testing of Hypothesis, Research design: Types of Research design, Research design in case of different research studies.

### Unit-III

Methods and Techniques of data collection: Types of data collection, Methods used for collection of different data types. Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

### Unit- IV

Data presentation and analysis: Data preparation & preliminary analysis, Statistical Analysis & Interpretation of data: Non-parametric tests.

### Unit -V

Report writing & presentation: Writing & formatting of Reports, Presenting your research reports & talks, Graphical Presentation.

### Suggested Readings:

1. Research Methodology, by C R Kothari, Vishwa Prakashan
2. Business Research Methods, by William G Zikmund, Thomson.
3. Research Methods, by William M C Trochim, Biztantra.
4. Marketing Research, by A Parasuraman, Dhruv Grewal, Biztantra
5. Methodology of Research in Social Sciences, by O R Krishnaswami, M Ranganatham, HPH

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## B- 404 Banking Operations Management

### Objective:

The aim of this paper is give the students an overview of the Indian Banking System.

### Unit-I

Indian financial System, Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

### Unit-II

Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker,

### Unit- III

Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortization.

### Unit- IV

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and Purchasing, ancillary Services of the Bankers.

### Unit -V

Employment of funds by Commercial Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset – liability management in commercial Banks. Basel norms.

### Suggested Readings:

1. Shrelekhar: Banking
2. Jaiswal Bimal : Banking Operations Management
3. Jhinghan M.L. : Banking Theory & Practice

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## B- 405 Income Tax Laws & Accounts

### Objective:

The course is designed to enhance the understanding of Income Tax amongst the students.

### Unit-I

Basic Concepts: Income, agricultural income, person, assessee, assessment year, previous year, Residence and Tax Liability, Incomes Exempt from Tax.

### Unit -II

Heads of Income; gross total income, total income, Salaries; Income from house property;

### Unit- III

Heads of Income; Profit and gains of business or profession, capital gains: Income from other sources. Aggregation of Income

### Unit- IV

Set-off and carry forward of losses; Deduction from gross total income. Computation of total income and tax liability of an individual

### Unit -V

Tax Management and Administration; tax deduction at source: Advance payment of tax: assessment procedures.

### Suggested Readings:

1. Dr. Singhania, V. K.; Income Tax (Student Edition), Taxman Publications, 2003.
2. Ahuja, G. K. and Ravi Gupta; Income Tax and Sales Tax, Bharat Law House, Delhi, 2003.

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## B- 501: Strategic Management

### Objective:

This course is intended to acquaint the students with the formulation and implementation of business strategy in the business organizations.

### Unit-I

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

### Unit- II

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

### Unit-III

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

### Unit-IV

Formulation of Strategy: Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model;

### Unit-V

Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.

### Suggested Readings:

1. Wheelen, Thomas L. and J. David Hunger; Strategic Management and Business Policy: Emerging, 21st Century Global Society, 7th ed., Prentice Hall, New Jersey, 2000.
2. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi, 8th ed., 2000.
3. Kazmi, Azhar; Business Policy, Tata McGraw-Hill, New Delhi, 2000.
4. Thompson, Arthur A. and A. J. Strickland; Strategic Management, McGraw Hill, New York, 1999.
5. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill.
6. Rao, P. Subba; Business Policy and Strategic Management, Himalaya Publishing House, 1<sup>st</sup> ed., 1999.
7. McCarthy, Minichiello & Curran; Business Policy and Strategy: Concepts and Readings, Richard D. Irwin and AITBS, Delhi, 4th ed., 1996.
8. Ansoff, H. Igor; Corporate Strategy, Penguin

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## B-502: Management Information System

### Objective:

The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

### Unit-I

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization –concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS.

### Unit- II

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

### Unit-III

Information Concepts: Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

### Unit-IV

Information Technology: Recent Developments in the Field of Information Technology: Hardware and Software, Data Communication Concepts, Generation of Computers, Centralized and Distributed Processing. Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

### Unit-V

Choice of appropriate IT Systems – Database, Data warehousing & Datamining Concepts. MIS TOOLS: Overview of Internet, Rules for Good Web Design, Introduction to HTML, Building HTML Documents.

### Suggested Readings:

1. Kumar, Muneesh; Business Information Systems, Vikas Publishing, 2004.
2. MIS- EJY 02, Vikas Publishing, 2004
3. Javadekar, W.S.; Management Information System, Tata MacGraw Hill Publication, 2003.
4. Arora, Ashok and Akshaya Bhatia; Information Systems for Managers, Excel Books, New Delhi.
5. Basandra, Suresh K.; Management Information Systems, Wheeler Publishing, New Delhi.
6. Murdick, Robert G. et. Al; Information System for Modern Management, Prentice Hall of India Pvt. Ltd. New Delhi.
7. Brien, James A.O.; Management Information System, Galgotia Publishers, New Delhi.
8. Dranell, Rick; HTML 4 unleashed, Techmedia Publication.

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## B- 503 Project Management

### Objective:

This subject provides an opportunity to the students to conceive, formulate and prepare a project with practical orientation with regard to its implementation.

### Unit-I

Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.

### Unit-II

Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

### Unit-III

Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.

### Unit-IV

Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation,

### Unit-V

Introduction to project network & CPM & PERT, Preparation of comprehensive project report.

### Suggested Readings :

1. Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation Nagendra P. Singh Emerging Trends in Entrepreneurship Development
2. D.K. Jain Project Planning and Appraisal in Planned Economy
3. M. Mohsin Project Planning and Control



## B- 504 E- Commerce

### Objective:

The subject aims to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e- business.

### Unit-I

Internet and Commerce: Business operations; E-commerce practice vs. traditional business practice; Concepts B2B, B2C, C2C, B2G, G2H, G2C; Benefits of e-commerce; Management issues relating to e-commerce.

### Unit-II

Mechanism of making payment through internet: Online payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

### Unit-III

Technology for Online Business: Internet, IT Infrastructure, Middleware, contents: Text and Integrating E-business applications. Laws relating to online transactions: Salient Features

### Unit-IV

Applications in E-Commerce: E-commerce applications in manufacturing, wholesale, retail and service sector. Virtual existence: Concepts, working, advantages and pitfalls of Virtual organization, workforce, work zone and workspace and staff less organization.

### Unit-V

Designing an E-Commerce Model for a middle level organization: The conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart.

Security in E-Commerce: Digital Signatures, Network security, Data encryption with secret keys, data Encryption public keys.

### Suggested Readings:

1. Amor, Daniel - Pearson Edude. E Business R (Evolution).
2. Greenslein & Feinman. Electronic Commerce. TMH.
3. David Whiteley. E-Commerce: Strategy, Technologies and Applications. TMH.
4. Joseph, P.T. E-Commerce A Managerial Perspective. PHI.
5. Electronic Commerce: from vision to fulfillment. ELIAS M. AWAD PHI.

## B-505 Insurance and Risk Management

### Objective:

It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

### Unit-I

Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.

### Unit-II

Principles of Life insurance and its impact on insurability, Peculiarities of life insurance product and the classification, Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy.

### Unit-III

General Insurance: Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance

### Unit-IV

Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

### Unit-V

Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk – risk analysis. Risk control – loss prevention and its importance. Risk financing and transfer of risks, Risk retention and its importance/basis of reinsurance.

### Suggested Readings:

1. Books published by Insurance Institute of India.
2. "Life Insurance", - By Kenneth Black (Jr.) and Harold Skipper (Jr.),
3. "Fundamentals of Risk and Insurance", by Emmett J. Vaughan, Therase Vaughan
4. "Principles of Risk management and Insurance", by George E. Rejda

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## B-506 Auditing

### Objective:

To understand the various methods of auditing the accounts and the role of an auditor in an organisation.

### Unit-I

Definition of Audit – Difference between Auditing and Accountancy – Scope of Auditing – Objectives of Auditing – nature and scope of internal check, internal audit and internal control – Audit note book and audit working papers.

### Unit-II

Vouching of cash transactions – trading transactions – Audit of various ledger – Outstanding liabilities, Assets – Scrutinizing of expense Accounts – Income Accounts – Asset accounts – Liabilities Balance sheet Audit – Direct confirmation of Balances – Capital and Revenue Expenditures – Verification and Valuation of Assets and Liabilities.

### Unit-III

Appointment of Auditor – Appointment of First Auditor – Filing of casual vacancy – Appointment of Auditor of Govt. Company – Auditors Remuneration – Removal of Auditors – Qualifications & Disqualification – Powers and Duties of Auditors.

### Unit-IV

Investigation – Distinction between investigation and Auditing – Objectives of investigations – Classes of Investigation – Liabilities of an Auditor – Legal position – Liabilities under companies Act – Liability under Statute – Civil Liability – Criminal Liability – Liability of Joint Auditor – Liability of Auditor of Holding company – Liability for un-audited Accounts – Independence of Auditors – Professional conduct and Ethics.

### Unit-V

EDP Audit – auditing through computers – Approach to EDP Auditing – Features of Auditing through computer system – Documentation – Problems faced in audit of computerised accounts – Test data – use of CAATs.

### Suggested Readings:

1. Basu, (2006), Auditing: Principles and Techniques, Dorlington Kindersley (India) Pvt. Ltd, New Delhi
2. Chauhan K S, (2012), Auditing, Suchita Publication, Chennai
3. Pathak J P, (1999), Auditing in a Computerized Environment, Allied Publishes, New Delhi
4. Practical Auditing (2006), Tandon, S.Chand Publishing, New Delhi.

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## B-601 Production & Operations Management

### Objectives:

To enable the students gain insights into the various issues related to the fields of production and operations management.

### Unit-I

Concept of Production, Production System & its elements, Types of Production Systems, Concept, Evolution, Nature, Objectives & Scope of Production and Operations Management,

### Unit-II

Location Planning – Concept, Significance, Factors Influencing & Methods, Plant Layout – Concept, Significance & Types, Principles, Factors of Good Plant Layout, Concept of Assembly Line

### Unit-III

Production Planning & Control: Concept, Need, Factors, Types and Elements of Production Planning, Production Scheduling: Concept, Types Materials Requirement Planning (MRP), Concept, Objectives & Elements of Production Control, Pre-requisites of Effective Production Planning & Control System, Maintenance Management: Plant Maintenance – Concept, Importance & Types, Productivity – Concept, Significance & Measurement, Techniques for Productivity Improvement.

### Unit-IV

Meaning, Need & Types of Inventory, Meaning, Objectives and Functions of Inventory Control, Models of Inventory Control – Fixed Quantity System, Fixed Period System, EOQ Model, ABC Analysis, VED Analysis,

### Unit-V

Material Management: Concept, Importance, Functions, Issue of Materials, Purchasing: Concept, Procedure, Principles, Meaning & Determinants of Quality and Quality Control, Statistical Quality Control, Control Charts & Acceptance Sampling.

### Suggested Readings:

1. Bedi, K. Production & Operations Management. New Delhi: Oxford University Press.
2. Buffa, E. S., & Sarin, R. K. Modern Production / Operations Management. New Delhi: Willey India.
3. Chunawalla, S. A., & Patel, D. R. Production & Operations Management. New Delhi: Himalaya Publishing House.
4. Gupta, C. B. Operations Management and Control. New Delhi: Sultan-Chand & Sons.

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## BM-602 Consumer Behaviour

### Objective:

This paper seeks to make the student aware of the social framework of consumer rights and their behaviour. It also provides an understanding of consumer on time of buying the product.

### Unit –I

Understanding Consumer Behavior: Consumer Behaviour: Nature, scope and significance of consumer behaviour; Consumer Roles, Characteristics of Indian Consumer; Traditional and Contemporary models of consumer behaviour, Consumer analysis & business strategy; Research methods of studying consumer behavior

### Unit –II

Individual Factors influencing Consumer Behavior: Individual Factors: Personality-its Role in understanding Consumer Diversity; Role of Motivation in consumer behavior; Attitude-Formation and Change; Perception-Factors affecting consumer perception; Learning-Behavioral and Cognitive theory & its relevance to consumer behavior.

### Unit –III

Societal Factors influencing Consumer Behavior & Other Concepts: Societal Factors: Reference Groups, Opinion leader Celebrity endorsements, family functions & roles, traditional family life cycle, Social class, Cultural and Cross-cultural influence on consumer behavior;

### Unit –IV

Consumer Buying Decision-Problem Recognition, Search and Evaluation, Pre and Post-Purchase Behavior;

### Unit –V

Consumerism–Buyers and Sellers' Rights, Effects of consumerism

### Reference Books/ Text Books / Cases

- Banerjee - Consumer Behaviour; 10 e, Pearson
- Loudon - Consumer Behaviour; Tata McGraw Hill
- Nair - Consumer Behaviour in Indian Perspective ; Himalaya
- Hawkins –consumer Behaviour, 11e, McGrawHill
- Loudon D.L. and Bitta Della - Consumer Behaviour (Tata Mc Graw Hill, 4th Ed.)
- Schiffman Leon G. and Kanuk Leslie Lazar - Consumer Behaviour (Pearson/ Prentice Hall, 9th Ed.)
- Hawkins, Best and Coney - Consumer Behaviour (Tata Mc Graw Hill, 9th Ed.)

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## BM-603 Advertising & Sales Promotion

**Objective:** The objective of this course is to familiarize students with the basic concepts, tools and techniques of advertising and promotion used in marketing for communicating with customers.

### Unit-I

Personal Selling, Process of Selling, Communication Process: Basic Communication Process, role of source: Encoding and Decoding of message, media, audience, feedback and noise.

### Unit-II

Advertising and Communication mix: Different advertising functions: Types of advertising: Economic aspects of advertising: Advertising process an overview: Setting advertising objectives and budget.

### Unit-III

Creative Aspects of Advertising: Advertising appeals, copy writing, headlines, illustration, message, copy types; campaign planning. Advertising Media, Different types of media.

### Unit-IV

Impact of Advertising: Advertising agency roles, relationship with clients, Advertising department; Measuring advertising effectiveness, Legal and Ethical aspects of advertising.

### Unit-V

Sales Promotion: Concept and characteristics, significance, types and techniques of sales promotion, Sales promotion in India.

### Suggested Readings:

- Belch and Belch. Advertising. McGraw Hill Co.
- Burnett, Wells, and Moriarty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
- Batra, Myers and Aakers. Advertising Management. 5th ed. Prentice Hall of India, New Delhi.
- Dasgupta. Sales Management in the Indian Perspective. Prentice Hall of India, New Delhi.
- Richard, R. Still, Edward W. Cundiff and Norman P. Govoni. Sales Management. 5th ed. Prentice Hall of India, New Delhi.

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## BM-604 Sales and Distribution Management

### Objective:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

### Unit-I

Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes.

### Unit-II

Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests.

### Unit-III

Designing Territories and Allocating Sales efforts; Objective and Quotas for sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost analysis.

### Unit-IV

Marketing Channels, their Structure ; Channel Intermediaries- Role and Types; Wholesaling and Retailing;

### Unit-V

Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels ; International Marketing Channels

### Suggested Readings:

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## BM-605 Principles of Retailing

### Objective:

This paper will help the students in building a conceptual knowledge of retailing industry in India.

#### Unit-I

**Introduction**—Retailing concept, nature, scope, and functions, Retailing scenario in India and its future prospects. Types of Retail Outlets. MNC's role in organized retailing. **Situational Analysis:** Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, nonstore-based, and Other forms of nontraditional retailing. **Retailer Relationship:** Customer Relationship & Channel Relationship.

#### Unit-II

**Retail Location & Site Selection:** Factors affecting location decision, importance of location to a retailer, types of retail location, trading area analysis, Location based retail Strategies & Site Selection.

#### Unit-III

**Store Design:** Interior & Exteriors, Store layout, Types of layouts, Factors affecting store layout & Display. **Store Administration:** Space management, Managing store inventories and display. **Merchandise Management:** Concept, Importance, devising merchandise plans & implementation of these plans

#### Unit-IV

**Pricing in Retailing:** Factors affecting retail price, retail pricing objectives & developing retail price strategy.

#### Unit-V

**Retail Communication Mix:** elements of retail promotional mix, Planning retail promotional strategy & significance of retail image.

### Suggested Readings:

1. Michael Levy and Barton A Weitz, (2011) Retailing Management (8th Revised edition edition), McGraw-Hill Inc., US, (ISE Editions).
2. R. Sudharshan, S. Ravi Prakash and M. Subrahmanya Sarma, 1st Edition (2007), Retail Management: Principles & Practices (1st edition), New Century Publications, New Delhi.
3. Gibson G. Vedamani, 4th Edition (2012), Retail Management: Functional,
4. Principles and Practices, Jaico Publishing, Bengaluru

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## BF- 602 Security Analyses and Portfolio Management

### Objective:

The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.

#### Unit I

Investment-Characteristics and Objectives of investment-types of investment-investment process and their lives-Sources of investment-information-investment Non-Security Forms of Investment speculation

#### Unit-II

Financial asset Vs real asset –valuation of financial assets-Realized and expected Returns on Financial Assets

#### Unit-III

Security – types of securities –risk and return-computation of returns –maximising return –types of risk-computation of risk –minimising risk

#### Unit-IV

Security Analysis –Fundamental Analysis –Economic Analysis-Industry Analysis-Technical analysis

#### Unit-V

Portfolio Analysis –Portfolio Theory –Portfolio Management-Portfolio Construction-Portfolio evaluation-Portfolio revision

### Suggested Readings:

1. R.P.Rastagi -Investment analysis & portfolio management
2. V. Raghunathan -Stock Exchanges and Investments-Tata McGraw – Hill Publishing Co Ltd.
3. Prasanna Chandra-Investment Management-Tata McGraw Hill
4. V.A.Avadhani -Investment Managemen Himalaya Publication

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## BF-603 Working Capital Management

### Objective:

To enable the students to develop understanding about working capital management and its functioning in businesses

#### Unit I

Introduction – Meaning and Components of Working Capital, Gross and Net Working Capital, Permanent and Temporary Working Capital, Positive and Negative Working Capital, Objectives of Working Capital Management.

#### Unit-II

Operating Cycle Concept – Reasons for Prolonged Operating Cycle, How to reduce Operating Cycle. Working Capital Requirement – Factors determining Working Capital, , Working Capital during Inflation.

#### Unit-III

Inventory Management – Meaning and Nature of Inventory, Purpose / Benefits of Holding Tools and Techniques of Inventory Management - Determination of Stock Levels, Determination of Safety Stocks, Ordering systems of Inventory, Economic Order Quantity.

#### Unit-IV

Receivables Management – Meaning of Receivables, Cost of Maintaining Receivables, Factors influencing size of Receivables, Forecasting the Receivables, Dimensions of Receivables Management: Forming of Credit Policy, Executing the Credit Policy, Formulating and Executing Collection Policy.

#### Unit-V

Cash Management-Nature of Cash, Motives of Holding Cash, Cash Management, Managing cash flows, Determining Optimum Cash Balance.

### Suggested Readings:

1. Bhattacharya, H. Working Capital Management. New Delhi: Prentice-Hall of India.
2. Kishore, R. M. Financial Management. New Delhi: Taxmann Publication
3. Mathur, S. B. Working Capital Management & Control. New Delhi: New Age International.
4. Rustagi, R. P. Working Capital Management. New Delhi: Taxmann Publication

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## BF-604 International Finance

### Objective:

The objective of this paper is to equip the students with the techniques that can help them in managing the financial issues in international environment. This course will help them to manage MNCs in more effective manner.

### Unit I

Introduction: concept of International trade, International Business, International Finance and differences among them. Theories of International trade, Balance of Payment & Balance of Trade.

### Unit-II

International Monetary System: Different types of Exchange rate mechanisms-the gold standard, the gold exchange standard, The Bretton Woods System, Current monetary system, European Monetary Union. IMF and World Bank.

### Unit-III

Foreign Exchange Management :Forex market –Wholesale and Domestic market, Quotations-direct, indirect and cross currency; various kinds of transactions and their settlement dates, forward rates, Swaps, Quotes for various kinds of Merchant transactions; Purchasing power parity and Interest rate parity, relationship between PPP and IRP,

### Unit-IV

Foreign Exchange Exposures: Financial Accounting and Foreign Exchange-Alternative Currency Translation Methods, Statement of Financial Accounting, Transaction Exposure, Managing Accounting Exposure, Measuring and managing Economic. Issue of GDR, ADR Euro bonds and Foreign bonds.

### Unit-V

International Investment Management: International Portfolio Investment-Issues in Foreign Investment Analysis, International Bond Investing, Strategies for Direct Investment, Bond Investment & Portfolio Investment, Optional International Asset Allocation. International project appraisal IRR and APV methods.

### Suggested Readings:

1. PG Apte; International Finance, TataMcgraw Hill.
2. Alan C. Shapiro; Multinational Financial Management-Prentice Hall
3. Maurice D. Levi; International Finance-The Markets and Financial Management of Multinational Business-Mcgraw Hill

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## BF-605: Financial Services

### Objective:

The course gives thorough knowledge of the financial system to the students and introduces them to the financial various financial services, like leasing, hire purchase, etc

### Unit I

Merchant Banking: Concept; Origin; Merchant Banks and Commercial Banks; Functions of Merchant Banks; Role of a Merchant Banker; SEBI's Merchant Banking Regulations; Merchant Banking Scenario In India.

### Unit-II

Mutual Funds: Concept; Objectives; Types of Mutual Funds; Advantages and Problems of Mutual Funds In India; Regulations of Mutual Funds By SEBI; Mutual Funds In India.

### Unit-III

Venture Capital: Meaning; Features; Venture Capital Investment Process; Stages of Venture Capital Financing; Modes of Venture Financing; Venture Capital Regulation; Venture Capital In India.

### Unit-IV

Factoring: Conceptual Framework; Nature of Factoring; Mechanism of Factoring; Terms and Conditions of Factoring; Types of Factoring; Functions of a Factor; Factoring Vs. Bill Discounting; Factoring Vs. Forfeiting; Factoring In India.

### Unit-V

Credit Rating: Concept; Nature and Functions of Credit Rating; Credit Rating in India; Credit Rating Process and Methodology; Advantages and Disadvantages of Credit Rating; Credit Rating Agencies In India.

### Suggested Readings:

1. Avadhani. V. A.: Investment and Securities Markets in India
2. Bhola L.M.: Financial markets and institutions
3. Bhalla V.K.: Financial market and Services
4. Khan MY: Indian Financial System
5. Machiraju, HR: Merchant Banking
6. Srivastava, R.M.: Indian Financial System-The Changing Scenario.
7. Srivastava, R.M.: Management of Indian Financial Institutions

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## BH-602 Compensation and Reward Management

**Objectives:** To enable students impart skills in designing, analysis and restructure compensation management system, policies and strategies.

### Unit-I

**Introduction of Compensation and Reward:** Compensation meaning, Objectives, Principles of Compensation, Types of compensations, Wage concepts, minimum, Fair and Living wage, Compensation Benchmarking, Compensation Administration.

### Unit-II

**Introduction of Reward:** Meaning and Types of Reward System, Elements of Employee Rewards. Need, Objectives & Types of Fringe Benefits.

### Unit-III

**Job Design:** Meaning, Strategies and Techniques of Job Design; Meaning and Methods of Job Analysis; Fundamental Concepts of Job Description and Job Specification;

### Unit-IV

**Job Evaluation:** Concept, Process, Methods of Job Evaluation; Alternatives Methods of Job Assessment.

### Unit-V

**Strategic Compensation Management and Innovations in Compensation:** Meaning of Strategy, Compensation Design and Strategy, Strategic Planning, Strategic Compensation Design, Strategic compensation Policies. Variable Compensation, Retirement Plans, Employees Benefits-Gratuity computation, Provident fund, Dearness allowance.

### Suggested Readings:

1. Bhattacharya, D.K., Compensation Management, New Delhi: Oxford University Press.
2. Rao, V.S.P., Human Resource Management, New Delhi: Excel Books.
3. Sharma, A.M., Personnel and Human Resource Management, New Delhi: Himalaya Publishing house.

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## BH-603 Industrial Relations

### Objective:

This course exposes the students to the issues involved in maintaining good employee relations. The paradigm shift from industrial relations to employee relations; the impact on unionized activity is discussed with its historical perspective.

### Unit-I

Meaning , Scope and Importance of Industrial relations: Major participants in Industrial Relations: Role of State ; Characteristics of Industrial Relation System in India

### Unit-II

Trade Union movement in India- Growth, problems, recent trends and future of Trade Union in India.

### Unit-III

Trade Union in India-concept, objective, structure and functions. Trade Unions Act,1926, Major Problem and Issues, Employers Organizations in India.

### Unit-IV

Workers Participation in Management- Meaning and Objectives of WPM and Factors influencing WPM. WPM in India an Overview.

### Unit-V

Industrial Disputes- Nature and Causes, Machinery Provided for Investigation, Prevention and settlement of Industrial Disputes. Industrial Disputes Act, 1947 Review and Appraisal

### Suggested Readings:

1. Aspects and legal frame work of Industrial Relation-Sharma AM-Himalaya Publisher
2. Dynamics of Industrial Relation –Memoria and Memoria and Gankar-Himalaya Publisher
3. Industrial Relation –Monappa Arun- Tata Mcgraw Hill
4. Personnel Management and Industrial Relation-PC Tripathi-Sultan Chand and Sons
5. Industrial Relation in India – Ratana Sen – Mc Millan

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## BH- 604 Training and Development

### Objective:

By the end of this course learners will be able to Understand the concepts, principles and process of training and development

### Unit I

Introduction to Employee Training and Development - Designing Training - Needs Assessment- Training Process – Conceptual Models

### Unit-II

Pre Training- Expectations and Motivations -Training - Exposure to opportunities for learning Training Process for the Participant's  
Organization - Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments

### Unit-III

Training Strategy -External-Establishing Training Goals-Defining Training specifications.  
Internal - Organizing Training Inputs - Pre Training Phase-Organisational collaboration through clarifying needs - Individual Motivation

### Unit-IV

Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.

### Unit-V

Training phase – Developing the Group - Social Process - Standards of Behaviour - Indicators of Group Development, Post Training Phase – Support and Evaluation - Input Overload - Unrealistic Goals - Linkage Failure - E-Learning and Use of Technology in Training - Employee Development

### Suggested Readings:

1. Raymond Noe, Employee Training & Development, Tata McGraw – Hill Publication, 2011.
2. Blanchard, Effective training-Systems, strategies and practices, Pearson education, 2nd edition, 2011.
3. Rolf Lynton & Udai Pareek, Training for organizational transformation , Sage Publications, New Delhi, 2011
4. Dr. Ratan Reddy, Effective HR Training Development Strategy, HPH, 2005 S. Mathews, Designing and Managing a Training and Development Strategy, Pearson, 2005

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## BH-605 Group Dynamics & Team Building

### Objectives:

To enable the students to develop an understanding about group and team building so that they can utilize the same in their day-to-day conversation

#### Unit-I

**Overview of Group:** Meaning of Group and Group Dynamics; Formation of group; **Group Properties-** Roles, Norms, Structure, Size and Cohesiveness

#### Unit-II

**Stages of Group Development-** The five-stage Model, An alternative Model: for temporary groups for deadlines. **Types of Group** -Formal groups and Informal groups. Characteristics of an Effective Group

#### Unit-III

**Team Building Process:** Overview of team; Difference between Groups and Teams. **Types of Teams-** Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams; **Stages of team development:-** Storming, Norming, Forming, Performing and Adjourning; Quality circles; Evaluating team performance;

#### Unit-IV

**Goal Setting of Team:** Defining roles and responsibility of team members; External and Internal factors affecting team building;

#### Unit-V

**Handling conflicts in a team;** Ingredients of Effective teams and Potential team Problems.

### Suggested Readings:

Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

Bhattacharya, D. K. Organizational Change & Development. New Delhi: Oxford University Press.

Robbins, S. P., Sanghi, S., & Judge, T. A. Organizational Behavior. New Delhi: Pearson Education.

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