

BBA (CBCS)

Syllabus

(2019 – 2020)



FACULTY OF MANAGEMENT
Satavahana University
Karimnagar
Telangana – 500 002

2019

BBA CSUrse Structure and Syllabus
As per CBCS Guidelines
with Effect from 2019 - 2020

1ST YEAR
SEMESTER – I

<i>CSUrse Code</i>	<i>CSUrse Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 1	English (First Language) - 1	4	4		
MIL 1	MIL – 1	4	4		
AECC 1	Environmental Science	2	2		
DSC 101	Principles of Management	5	5	3 Hrs.	80 U + 20 I
DSC 102	Basics of Marketing	5	5	3 Hrs.	80 U + 20 I
DSC 103	Business Economics	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

SEMESTER – II

<i>CSUrse Code</i>	<i>CSUrse Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 2	English (First Language) - 2	4	4		
MIL 2	MIL – 2	4	4		
AECC 2	Basic Computer Skills	2	2		
DSC 201	Organisational BehaviSUr	5	5	3 Hrs.	80 U + 20 I
DSC 202	Business Statistics	5	5	3 Hrs.	80 U + 20 I
DSC 203	Financial AccSUnting	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

2ND YEAR

SEMESTER – III

<i>CSUrse Code</i>	<i>CSUrse Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 3	English (First Language) - 3	3	3		
MIL 3	MIL – 3	3	3		
SEC 1	a) Personality Development - I b) Advanced Computers	2	2	1 ½ Hrs.	40 U + 10 I
SEC 2	a) Basic Quality Management b) Business Policy and Strategy	2	2	1 ½ Hrs.	40 U + 10 I
DSC 301	Human ResSURce Management	5	5	3 Hrs.	80 U + 20 I
DSC 302	Information Technology for Business	4 T + 1 P	5	3 Hrs.	60 U + 20 P + 20 I
DSC 303	Financial Management	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	24/25	25		

SEMESTER – IV

<i>CSUrse Code</i>	<i>CSUrse Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 4	English (First Language) - 4	3	3		
MIL 4	MIL – 4	3	3		
SEC 3	a) Business Correspondence and Communication b) Personality Development - II	2	2	1 ½ Hrs.	40 U + 10 I
SEC 4	a) Start Up Management b) Business Intelligence & Data Visualization	2	2	1 ½ Hrs.	40 U + 10 I
DSC 401	Business Law and Ethics	5	5	3 Hrs.	80 U + 20 I
DSC 402	Market Research	5	5	3 Hrs.	80 U + 20 I
DSC 403	Management Science	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

BBA (CBCS) Syllabus 2019 – 2020**SU****3RD YEAR****SEMESTER – V**

<i>CSUrse Code</i>	<i>CSUrse Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 5	English (First Language) - 5	3	3		
MIL 5	MIL – 5	3	3		
GE -1	Mobile Commerce	4	4	3 Hrs.	60 U + 20 I
DSE 501	a) Financial Markets and Services (F) b) Brand Management (M) c) Organization Development (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 502	a) Analysis of Investment in Financial Assets (F) b) Retail Management (M) c) Performance Appraisal and CSUnseling (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 503	a) Insurance Services (F) b) Customer Relationship Management (M) c) Compensation Management (HR)	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	24/25	25		

SEMESTER – VI

<i>CSUrse Code</i>	<i>CSUrse Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
ELS 6	English (First Language) – 6	3	3		
MIL 6	MIL – 6	3	3		
GE -2	Business Analytics	4	3	4 Hrs.	60 U + 20 I
DSE 601	a) Banking (F) b) Buyer Behavior (M) c) Leadership and Change Management (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 602	a) Risk Analysis And Management (F) b) Advertising and Sales Promotion (M) c) Talent and Knowledge Management (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 603	a) International Finance (F) b) Rural Marketing (M) c) Employees Relations (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 604	Project Report & Viva-Voce	4	4	Viva	Grade
	Total Semester Credits	29	29		
	Total All Semester Credits	148/150	150		

BBA (CBCS) Syllabus 2019 – 2020

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ELS: English Language Skill; SLS: Second Language Skill; AECC: Ability Enhancement Compulsory CSUrse; SEC: Skill Enhancement CSUrse; DSC: Discipline Specific CSUrse; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam; U: University Exam; PR: Project Report; VV: Viva-Voce Examination; F: Finance; M: Marketing; HR: Human ResSURce Management.

Note: If a student should opt for “a” in SEC in III semester, the student has to opt for “a” only in IV semester and So is the case with “b” and “c”. In the case of DSE also the rule applies.

OSMANIA UNIVERSITY
PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN
BBA (GENERAL) PROGRAMME

SUMMARY OF CREDITS

Sl. No.	CSUrse Category	No. of CSUrses	Credits Per CSUrse	Credits
1	English Language	6	4/3	20
2.	MIL	6	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	2	4	8
6.	Project Report & Viva-voce	1	4	4
7.	DSC	12	5	60
8.	DSE	6	5	30
	Total	39		154
	Management	21		102
Credits Under NON – CGPA		NSS/NCC/Sports/Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	

Note :

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grade (A/B/CD) is awarded to both the project viva-voce and project report as per University Norms.

I - SEMESTER

CSURSE NO. AECC -1

ENVIRONMENTAL SCIENCE

UNIT - I : ECOSYSTEM, BIODIVERSITY & NATURAL RESSURCES : (15 hrs.)

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem :Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resSURces, Brief accSUnt of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resSURces
6. Water Conservation, Rain water harvesting & Watershed management.

UNIT – II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION : (15 hrs.)

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
(a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

FIELD STUDY: (5 hrs.)
Pond Ecosystem
Forest Ecosystem

SUGGESTED BOOKS :

1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate cSURses (second edition) by Erach Bharucha
3. A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana
4. Environmental Studies (2019), R Venkateswara Rao, HPH

BBA (CBCS) Syllabus 2019 – 2020
CSURSE NO. DSC - 101
PRINCIPLES OF MANAGEMENT

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OBJECTIVE:

The general objective of this cSurse is to provide a broad and integrative introduction to the theories and practice of management. In particular, the cSurse focuses on the basic areas of the management process and functions from an organizational viewpoint. The cSurse also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

UNIT - I : INTRODUCTION TO MANAGEMENT :

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behavioral, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II : PLANNING – IMPORTANCE :

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III : ORGANIZING :

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV : STAFFING :

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT - V : EMERGING ISSUES IN MANAGEMENT :

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heinz Weihrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.
7. Singh, “Principles and Practices of Management and Organizational Behavior, 2016 1st ed, Sage Publication.
8. P Subba Rao, “Principles of Management, (2018), HPH.

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CSURSE NO. DSC - 102

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BASICS OF MARKETING

OBJECTIVE :

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I : INTRODUCTION OF MARKETING :

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

UNIT - II : MARKET SEGMENTATION :

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT - V : PROMOTION MIX :

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A SSUth Asian Perspective, Pearson.
4. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
6. Context, Macmillan Publishers India Limited.4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
7. Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.

CSURSE NO. DSC - 103

BUSINESS ECONOMICS

OBJECTIVE:

The Purpose of this cSurse is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

UNIT - I : BUSINESS ECONOMICS NATURE AND SCOPE :

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, DiscSUnting and equi-marginal principle

UNIT – II : DEMAND CONCEPTS & ELASTICITY OF DEMAND :

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

UNIT – III : PRODUCTION AND COST CONCEPTS :

Theory of production, production function, input SUTput combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

UNIT – IV : BUDGET LINE :

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

UNIT – V : MARKET STRUCTURES AND PRICING :

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

SUGGESTED BOOKS :

1. Dominik Salvatore, (2015) Principal of Micro Economics (7th Edn) oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Appliocation, HPH
3. Varshiney & Maheswari, Managerial Economics, Juptan Publication, NewDelhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynniss (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
6. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

II - SEMESTER

CSURSE NO. AECC - 2

BASIC COMPUTER SKILLS

OBJECTIVE:

The objective of this cSurses to enable student to understand the basic computer concepts related to day to day office environment.

UNIT – I: INTRODUCTION TO COMPUTERS

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition- Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (MSUse, Graphic Tablet, Joystick), SUtput devices (Printers - Impact & non-impact printer)- Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

UNIT -II: INTRODUCTION TO INFORMATION SYSTEM, WORD PROCESSING AND PRESENTATION:

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

Word Processing -Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents;

Presentation – Creating, Editing and Saving shade shows, Templates, Animations – Brelitin Customer made – Preparing slideshows.

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A.K.Sharma, Universiy Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

ORGANIZATIONAL BEHAVISUR

OBJECTIVE :

The main objective is to explain the fundamentals of managing business and to understand individual and grSUP behavior at work place so as to improve the effectiveness of an organization.

UNIT - I : ORGANIZATIONAL BEHAVIOR :

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT – II : MOTIVATION :

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT - III : GRSUP DYNAMICS :

Meaning of grSUPs and grSUP dynamics, Formation, Characteristics and Types of grSUPs, Theories of grSUP dynamics, GrSUP cohesiveness - Factors influencing grSUP cohesiveness - GrSUP decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT – IV : MANAGEMENT OF CHANGE :

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT - V : ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS :

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

SUGGESTED BOOKS :

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi,1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing HSUse, Mumbai, 18th Edition, 2018.
7. Afsaneh Nahavandi - Organizational Behavior – Sage Publications.
8. P Subba Rao – Organizational Behavior (2018), HPH, 18th Edition

BUSINESS STATISTICS

OBJECTIVE:

The Objective of this cSurse to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

UNIT – I : STATISTICS :

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

UNIT – II : MEASURES OF CENTRAL TENDENCY :

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

Measures of Dispersion:

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For GrSuped and UngrSuped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

UNIT – III : INDEX NUMBERS :

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

UNIT – I V : PROBABILITY :

Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

Sampling: Sampling – Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

UNIT – V : CORRELATION ANALYSIS :

Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

SUGGESTED BOOKS :

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers HSUse, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, Ist Ed., 2009.
4. Bharadwaj, RS: "Business Statistics" , Excel books, 2nd Ed, 2008.
5. J K Singh, Business Mathematics, 2018, HPH.

CSURSE NO. DSC - 203

FINANCIAL ACCSUNTING

OBJECTIVE :

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

UNIT - I : INTRODUCTION TO FINANCIAL ACCSUNTING :

AccSUnting as an Information System, Importance and Scope, Limitations; Users of accSUnting information; AccSUnting Principles, AccSUnting Concepts, Principles and Conventions – Generally Accepted AccSUnting Principles (GAAP); Nature of AccSUnts

UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :

The AccSUnting Equation Rules of Debit and Credit; Recording Transactions in JSUrnal; Preparation of Ledger AccSUnts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :

Trading AccSUnt, Profit & Loss AccSUnt and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :

Objective of financial statement analysis, sSUrces of information, Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios- Liquidity Ratios, Solvency Ratios, Profitability Ratios and Turnover Ratios; Limitation of ratio analysis.

UNIT – V : INDIAN ACCSUNTING STANDARDS (IND-AS) :

Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

SUGGESTED BOOKS :

1. Tulsian, P.C., Financial AccSUnting, Pearson
2. T.S. Grewal, Introduction to AccSUntancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial AccSUnting for B. Com., CA, CS, & ICWA (FSUndation) CSUrses, Vikas Publishing HSUse Pvt. Ltd.
4. Ghosh, T.P., Financial AccSUnting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, AccSUnting and Finance for Managers
6. Jain, S.P. & Narang, K.L., Advanced AccSUntancy.
7. Santhi Vedula, Financial AccSUnting, 2019, HPH

III - SEMESTER

PERSONALITY DEVELOPMENT – I

OBJECTIVE:

The objective of the cSurse is to provide a proper perspective towards one's personality development.

UNIT - I: INTRODUCTION TO PERSONALITY

Introduction to Personality- Basic of Personality, Human Growth and Behavior, Theories in Personality, Motivation; Attitudes: Types of Attitudes, Formation – importance of positive attitudes – steps in developing positive attitudes

UNIT - II: COMMUNICATION AND LEADERSHIP SKILL

Communication Skills – Definition, Significance of communication, disasters of non-communication, communication Gap, process of communication, forms of communication; listening skills, active and attentive listening, benefit of listening; Body Language, Right Posture and its importance – effects of right body language, Inter personal communication and relationships, leadership skills, team building and public speaking.

SUGGESTED BOOKS :

1. Personality Development by Rajiv K. Mishra. Rupa & Co.
2. Public Speaking – Collins.
3. YSUr Personal Pinnacle of Success - D.D. Sharma
4. Self development - Devesh.

ADVANCED COMPUTER SKILLS

OBJECTIVE:

The objective the cSurse is to enhance the computer skills and provide on understating of the computer technology.

UNIT – I: COMPUTER NETWORKS AND INTERNET CONCEPTS:

Introduction to Computer Networks: Data communication, communication channels (duplex, half- duplex, full-duplex), communication channels (twisted pair, coaxial cable, fiber optic cable, microwave transmission, radio transmission, infrared transmission, satellite communication), Network topologies (bus, ring, star, tree topology).

Introduction to Internet and Security: Internet protocol, transmission control protocol, application layer protocol (FTP, TELNET, SMTP, PPP), network connecting devices (repeater, bridge, rSUTer, gateway), network security concepts (firewall, cookies, hackers & crackers).

UNIT -II: INTRODUCTION TO PROGRAMMING CONCEPTS AND SPREADSHEETS USING EXCEL

Introduction to Programming Concept: Algorithms, flowchart, low level languages, high level languages, types of high- level languages, generation of programming languages.

Introduction to Excel: Creating, naming & saving a worksheet, formatting feature, types of built-in functions, graph and data management tools.

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A. K. Sharma, Universiy press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI

CSURSE NO. SEC - 2 (a)

BASIC QUALITY MANAGEMENT

OBJECTIVE :

Quality is the most significant characteristic of product or service in today's world. This cSurse introduces traditional and modern quality perspectives.

UNIT – I: INTRODUCTION:

The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

UNIT – II: TOOLS AND TECHNIQUES OF TQM:

Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

SUGGESTED BOOKS :

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mujkherjee, PN, "Total Quality Management", 2007, PHI.
5. R. P. Mohanty & R. R. Lakhe, "TQM in the Service Sector", Jaico Books. 2016

CSURSE NO. SEC - 2 (b)

BUSINESS POLICY AND STRATEGY

OBJECTIVE:

To acquaint the students with understanding the business environment and design strategies to meet challenges. It focuses on designing plans and policies.

UNIT– I: INTRODUCTION TO BUSINESS POLICY AND STRATEGY:

Strategy, Strategic Management Process, Establishing Corporate directions – Vision, Mission and Objectives. Crafting and Executing Business Policy and Corporate Planning. Strategic Intent, Strategy decision making

Environmental Analysis for Business Policy Formulations-Evaluating a Company's External and Internal Environmental analysis for creating business policy and strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues.

Strategy Formulation-Strategy Formulation; Business-Level, Functional Level Strategy, Strategy analysis and choices Competitive analysis and advantages: Generic strategies, Choice based strategies, Tailoring Strategy to fit specific industry, Strategy for Leaders, Challengers, weak crisis Businesses.

UNIT -II: ALTERNATIVE STRATEGY DEVELOPMENT AND STRATEGY IMPLEMENTATION AND CORPORATE ETHICS:

Strategy Alternatives-Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Using Offensive and defensive strategies. Sustaining Strategies, Growth and Drivers of Sustaining. Market diversification strategies.

Strategy Implementation: Evaluation and Control, Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

SUGGESTED BOOKS:

1. Arthur A Thompson Jr, Strickland "Strategic Management- Concepts and Cases" TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. P. Subba Rao, "Business Policy and Strategic Management" HPH, 2017.
3. Fred R. David, "Strategic Management" 2008, 12th Edition, PHI Learning Limited, New Delhi.
4. Michael Porter, "Competitive Strategy" 2005 Reprint, Free Press, London.
5. R.M.Srivastava, "Management Policy and Strategic Management- Concepts, Skills and Practices" 2014, Revised edition, H P H , Hyderabad.
6. Dr. Francis Cherunilaym, "Strategic Management", HPH, 2019.

CSURSE NO. DSC - 301

HUMAN RESSURCE MANAGEMENT

OBJECTIVE:

The aim of this cSurse is to introduce to student the basic concepts related to Human ResSURce Management which can form fSUndation to understanding advanced concepts in managing human resSURces in an organization.

UNIT – I : INTRODUCTION TO HUMAN RESSURCE MANAGEMENT AND ENVIRONMENT :

Functions of Human ResSURce Management. Managerial and operative role of Human ResSURce Management. Personnel Management vs. Human ResSURce Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II : ACQUIRING HUMAN RESSURCES :

Human ResSURce Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT – III : DEVELOPING HUMAN RESSURCES :

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABSUR MANAGEMENT :

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – LabSUR Relations and Collective Bargaining – Employee Health and Safety.

UNIT – V : REWARDING HUMAN RESSURCES :

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

SUGGESTED BOOKS :

1. Human ResSURces - Bernandin H. John. TMH
2. Managing Human ResSURces – Wayne E. Casio. – TMH
3. Human ResSURces Management – David Lepak and Mary Gowan – Pearson
4. Human ResSURces Management – Decenzo and Robbins – John Willey
5. Human ResSURce Management. Texts and Cases. - TMH
6. Human ResSURce Management, P Subba Rao, HPH, 2009
7. Human ResSURce Management, Sen Gupta, 2018 1st Edition, Sage Publication

CSURSE NO. DSC - 302

INFORMATION TECHNOLOGY FOR BUSINESS

OBJECTIVE:

The Objective of this cSurse is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

UNIT - I : INTRODUCTION TO IT :

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

UNIT – II : INTRODUCTION TO IS :

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

UNIT - III : MULTIMEDIA CONCEPTS :

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

UNIT – IV : INTERNET & SECURITY ISSUES :

Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- GrSups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

UNIT – V : OFFICE MANAGEMENT APPLICATIONS :

Intranets, Extranets, VPN- Internet Telephony - GrSup ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

SUGGESTED BOOKS :

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education, FSUrth Edition 2008.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition- FSUrth Edition.
3. Leonard Jessup, Joseph Valacich – Information Systems Today, Why IS matters, Pearson Education –Low Price Edition, Second Edition.
4. Effy Oz- Management Information systems, Thomson CSUrse Technology, Fifth Edition.

CSURSE NO. DSC - 302 (PRACTICAL)

INFORMATION TECHNOLOGY - LAB

OBJECTIVE :

The aim of this cSurse is to give a management students practical experience om working in typical office software like MS-OFFICE.

UNIT - I : MS-EXCEL :

Basic features: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. **Data And Graphical Options:** Filling a Series, Sorting data, querying of data. Working with graphs and charts.

ADVANCED OPTIONS OF MS-EXCEL:

- a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
- b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
- c) Date Functions
- d) Building Simple Macros.

UNIT – II : MS-ACCESS :

Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels. Transfer of data between Excel & Access.

SUGGESTED BOOKS :

1. David Whigham, “Business Data Analysis Using Excel”, Oxford University Press, Indian Edition.
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
3. R & D, “IT Tools and Applications”, Macmillan India Ltd.
4. Sanjay Saxena, “A First CSUrse in Computers – Based on Windows Office XP”, Second Edition – Vikas Publishing HSUse.

CSURSE NO. DSC - 303

FINANCIAL MANAGEMENT

OBJECTIVE:

To acquaint students with the techniques of financial management and their applications for business decision making.

UNIT – I : NATURE OF FINANCIAL MANAGEMENT :

Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization Vs. Wealth Maximization Vs. Value Maximin Traditional and Modern Approach of FM; Functions of finance – Objectives of Financial Management; Investment Decision, Financing Decision, Current Assets Management Decision and Dividend Decision - Organisation of finance function;

UNIT – II : CONCEPT OF TIME VALUE OF MONEY :

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting – meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting, calculation of NPV and IRR

UNIT - III : SOURCES OF LONG TERM FINANCE :

Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

UNIT - IV: WORKING CAPITAL MANAGEMENT :

Gross Vs net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

UNIT - V: RECEIVABLES MANAGEMENT – OBJECTIVES :

Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

SUGGESTED BOOKS :

1. Eugene.F. Brigham, Fundamentals of Financial Management, The Dryden Press, 6th edition, 1992
2. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
3. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
4. I.M. Pandey, Financial Management, Vikas Publishing House, 11th edition, 2015
5. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India, 13th edition, 2009.
6. Rustogi, Financial Management, TaxMann, 5th edition, 2011.

IV SEMESTER

CSURSE NO. SEC - 3 (a)
BUSINESS CORRESPONDENCE AND COMMUNICATION

OBJECTIVES :

This cSurse is intended to help the students to present themselves properly to the corporate world. It enables them to communicate formally highlighting their strengths.

UNIT - I: INTRODUCTION TO BUSINESS COMMUNICATION

Introduction - Understanding Workplace Communication, Communicating across cultures, Importance of Business Correspondence, Communication and organizational effectiveness, Perception and conception, Formal and informal communication systems.

The role of and process of communication. Barriers to communication SurmSUnting barriers to communication, Types of communication; Listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

Non -Verbal Communication:

Characteristics of non- verbal communication–Types and functions of non verbal communication–Interpreting non- verbal communication;

UNIT - II: REPORT WRITING, BUSINESS LETTERS, MEETINGS AND AGENDA:

Report Writing - What is a report, Importance of Reports, Types of reports, Characteristic of good report, Structure of Reports.

Business Letters - Structure and Format of Business Letter, Types of Business Letters, Writing Cover letters, Letters for enquiry, Offer, Order, Purchase and Complaint.

Meetings - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings -Developing agendas and Writing Minutes.

SUGGESTED BOOKS:

1. Penrose, Rasberry and Myers, “Business Communication for Managers”, Cengage Learning.
2. Lesikar, R.V. and M.E. Flatley, “Basic Business Communication”, 2008 11th Ed. New York, McGraw-Hill.
3. CSG Krishnamacharyalu and L.Ramakrishnan, “Business Communications”, 2019, 1st Edition, Himalaya Publishing HSUse.
4. Technical Communication: M.Raman & Sharma, Oxford University Press.
5. Business Communication: From Principles to Practice – Matukutty M.Monippally, UBS Publishers.
6. Business Letters: The Effective Commercial Correspondence- R.Gupta, RPH Editorial Board.
7. Quintanilla, Business and Professional Communication, 1st Edition, 2011, Sage Publication
8. Rai + Rai, Business Communication, 2018, HPH.

CSURSE NO. SEC - 3 (b)

PERSONALITY DEVELOPMENT – II

OBJECTIVE:

The objective of this cSurse to enable a student to understand the importance of Goal setting Time Management and Trustworthiness.

UNIT – I : GOAL SETTING AND TIME MANAGEMENT :

Definition, Importance of goal setting, Periodicity of goal setting- Short, Medium and Long term- Methods to achieve set goals – Activity in goal setting – Techniques of time management- Prioritization of activities- Awareness of time wasters and how to avoid them.

UNIT –II : ENHANCING PERSONALITY DEVELOPMENT :

Maintaining Trust- Being Trusting and Trustworthy, Building Interpersonal Trust, Re-establishing trust after it has been broken, Trusting Appropriately, Trust and Friendship. Managing Anger- Nature of anger, Guidelines for managing anger constructively, dealing with an angry person- Managing Anxiety and Fear- Breathing, Progressive muscle relaxation, Building one's self esteem, Avoiding self-blame, Taking risks, Tolerating failure, Celebrating success.

SUGGESTED BOOKS :

1. Rajiv Mishra, Personality Development, Rupa & Co.
2. Elizabeth B. Hurlock, Personality Development, Tata McGraw Hill, New Delhi.
3. McGrath E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd.
4. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press
5. Sherfield, R.M., Montgomery, R.J., Moody, P.G., Developing Soft Skills, 4th Edition, Pearson, 2010.
6. Robbins, S.P., & Hunsaker, Phillip, L., Training in Interpersonal Skills, Tips for managing people at work, PHI, 5th edition.

CSURSE NO. SEC - 4 (a)

STARTUP MANAGEMENT

OBJECTIVE:

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

UNIT – I: ENTREPRENEUR AND ENTREPRENEURSHIP :

Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a Manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs: Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

UNIT – II: ROLE OF SUPPORT INSTITUTIONS & MANAGEMENT OF SMALL ENTERPRISES:

Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

SUGGESTED BOOKS :

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co.Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises" 2006, Pearson Education.
4. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
5. P. Narayana Reddy, "Entrepreneurship – Text and Cases", 2010, 1st Ed. Cengage Learning.
6. Longencker, Morge, Mitchell, "Managing Small Business", Sage SSUth Asia Edition.

CSURSE NO. SEC- 4 (b)

BUSINESS INTELLIGENCE & DATA VISUALIZATION

OBJECTIVES:

The aim of this course is to provide a basic understanding of Business Intelligence and its appreciation through Data Visualization.

UNIT - I: INTRODUCTION:

Definition – History and Evolution – Elements of Business Intelligence – Benefits and limitations of Business Intelligence – Real time Business Intelligence – Architecture of Business Intelligence.

UNIT - II : DATA VISUALIZATION:

Definition – Importance of Data Visualization – Tools of Data Visualization (Brief discussion on Power BI, Tableau), GIS, GPS, GIS Vs GPS.

SUGGESTED BOOKS :

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King - Pearson – Second Edition - 2014
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada – Pearson, latest Edition
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.

CSURSE NO. DSC - 401

BUSINESS LAW & ETHICS

OBJECTIVES :

It helps the students to understand importance of contracts companies act & ethies.
It focuses on legal aspects of contracts.

UNIT - I : LAW OF CONTRACTS :

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

UNIT – III : COMPANIES ACT :

Definition of company – Characteristics - Classification of Companies- Formation of Company - Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings - Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

UNIT - IV: CONSUMER PROTECTION LAW :

Introduction to consumer protection law in India - Consumer cSUncils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

UNIT - V: BUSINESS ETHICS :

Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it’s relevance in Management.

SUGGESTED BOOKS :

1. N.D. Kapoor, “Elements of Mercantile Law”, 2015, Sultan Chand & Co.
2. K.R. Bulchandani, “Business Law for Management”, 2018, HPH.
3. PPS Gogna, “A Text Book of Company Law”, 2006, S. Chand
4. Marianne moody Jennings, “The Legal, Ethical and Global Environment of Business”, 2009, SSUth western Cengage learning, New Delhi.
5. Richard Schaffer, Agusti& Earle.
6. V. Ramakrishna Raju, “Business Laws and Economic Legislations”, 2005, HPH.

CSURSE NO. DSC - 402

MARKETING RESEARCH

OBJECTIVE:

To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

UNIT - I : MARKETING RESEARCH :

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

UNIT – II : SOURCES OF DATA :

Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview, Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

UNIT – III : SECONDARY METHOD OF DATA COLLECTION :

Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,

UNIT – IV : MEASUREMENT AND SCALING :

Concept of measurement and scaling – Types of Scales – Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of a scale.

UNIT – V : SAMPLING :

Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

SUGGESTED BOOKS :

1. Green E. Paul, Tull S. Donald & Albaum, Gerald: "Research for Marketing Decisions", 2018, PHI.
2. Tull and Hawkins, "Marketing Research", 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin Callingham, "Market intelligence", 2009, Kogan Page Publishers.
5. G.C. Beri, "Marketing Research", 2008, 8th Ed, Tata McGraw Hill.
6. Malhotra, K. Naresh, "Marketing Research- And applied orientation", 2014.
7. Kumar, Marketing Research, 2015, Sage Publication.

CSURSE NO. DSC - 403

MANAGEMENT SCIENCE

OBJECTIVE :

The objective of this cSurse is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

UNIT – I : INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT :

Definition of Production and Operations. An overview of Manufacturing processes:
Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle.
Process design – Project, Job, Batch, Assembly and Continuous process.

UNIT – II : PLANT MANAGEMENT AND WORK STUDY :

Capacity Planning, factory location, plant layout – types of layout.
Sequencing of Operations: n-Jobs with one, two and three facilities.
Work Study: The concept and various techniques of methods analysis and work measurement.

UNIT – III : PURCHASE AND STORES MANAGEMENT :

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors.
Methods of vendor rating.
Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

UNIT – IV : INTRODUCTION TO OR :

Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models.
Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

UNIT – V : TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY :

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method (VAM).
Assignment Problem (AP): Mathematical model, method of obtaining solution- Hungarian method.
Queuing Theory - Concepts of Queue - General structure of a Queuing system- Operating Characteristics of Queues.

SUGGESTED BOOKS :

1. S.N. Chary, "Production & Operation Management" 5th Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw – Hill Publishing Company Ltd.
3. Kanishka Bedi, "Production and Operations Management", 2007, 3rd Edition, Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4th Edition, Tata-McGraw – Hill Publishing Company Ltd.
5. J.K. Sharma, "Operations Research Theory and Applications 2009, 4th Edition, Macmillan.

V SEMESTER

CSURSE NO. GE -1

MOBILE COMMERCE

OBJECTIVE:

The objective of the cSurse is to provide the students with the Mobile Commerce concepts, environment and customer value.

UNIT – 1: INTRODUCTION TO MOBILE COMMERCE

Definition, Scope of Mobile Commerce, Benefits & Limitations of M- Commerce, M-Commerce Framework, M-commerce business models, E-commerce Vs M-Commerce. Impact of M-Commerce

UNIT – 2: MOBILE COMMERCE TECHNOLOGY:

Types of Mobile clients (mobile phones, PDAs, laptop computers, vehicle-mounted devices, hybrid devices), Device limitations: considerations for user interface and application design Device location technology: GPS, triangulation. Mobile client software: Mobile device operating systems, Micro browsers, Mobile device communications protocols: WAP, i-Mode, Mobile device page description languages, Mobile device application software.

UNIT – 3: WIRELESS COMMUNICATIONS TECHNOLOGY:

Wireless wide area network (WWAN) technology: cellular systems 2G (CDMA, TDMA, GSM), 2.5G (GPRS, EDGE), 3G (WCDMA/UMTS, CDMA2000), 4G, 5G. Wireless local area network (WLAN) technology (wi-fi), Wireless metropolitan area network (WMAN) technology (WIMAX) Wireless personal area network (WPAN) technology (Bluetooth).

UNIT – 4 : M-COMMERCE APPLICATIONS :

Mobile financial services, Mobile advertising, Mobile Payment, Mobile Ticketing, Mobile product location and shopping, Mobile business services, Mobile auction, Mobile entertainment, Mobile office, Mobile distance education.

SUGGESTED READINGS :

1. Mobile Commerce, Karabi Bandyopadhyay, PHI Learning Pvt. Limited, EEE, 2013.
2. Mobile Commerce: Technology, Theory and Applications, E.Brian Mennecke, J.Troy Strader, Idea GrSup Inc., IRM press, 2003.
3. The Economics of Electronic Commerce, Choi, S. Y., D. O., Stahl, and A. B. Whinston, Macmillan Technical Pub., 1997.
4. Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business, Paul May, Cambridge University Press March 2001.
5. M-Commerce Crash Course, P. J. LSI, McGraw- Hill Companies.
6. The Definitive Guide, 5th ed., Musciano, C, and B. Kennedy, HTML & XHTML, O'Reilly Media, 2002.

CSURSE NO. DSC - 501 (a)

FINANCIAL MARKETS AND SERVICES (F)

OBJECTIVE :

To explain the structure of Indian Financial System.

To understand leasing, hire purchase and Mutual funds.

UNIT - I : STRUCTURE OF INDIAN FINANCIAL SYSTEM :

Indian Financial System – Structure, Functions, Types of Financial Markets, Securities traded in Financial Markets, Regulatory Institutions and their functions– RBI & SEBI, Global Financial Markets

UNIT - II: PRIMARY AND SECONDARY MARKET :

Primary Market – Introduction, Book Building, Free Pricing, Underwriting, On-Line IPOs, e-Prospectus; Secondary Market – Organisation of Stock Exchanges, NSE, BSE and OTCEI, Listing of Securities, Trading and Settlement, Internet Trading, New financial instruments.

UNIT - III : LEASING AND HIRE PURCHASE :

Asset/ Fund Based Financial Services – Leasing, Concept and classification, Advantages and Limitations, Hire Purchase – Definition, mechanism, Differences between Leasing and Hire Purchase, Venture Capital – Definition, Rationale, stages of financing.

UNIT - IV : NON FUND FINANCIAL SERVICES :

Non- Fund Based Financial Services – Credit Rating, Factoring and Forfaiting, Merchant Banking – Definition, Features, Mechanism, Types.

UNIT - V : MUTUAL FUNDS :

Mutual Funds – History, Definition, Classification, Advantages and Disadvantages, Estimating the Net Asset Value, Mechanics of MF Operations, Functions of AMC, Evaluating Mutual Funds.

SUGGESTED BOOKS :

1. Meir Kohn, 2015, Financial Institutes and Markets, 2nd edition , Oxford University Press, SSUth Asia Edition .
2. Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing HSUse, 2018
3. Madura, Financial Institutions and Markets, Cengage Learning
4. M.Y. Khan, Financial Services, Mc Graw Hill
5. Dr. S.Guruswamy, Financial Services and Markets, Thomson
6. L.M.Bhole and Jitendra Mahakud, Financial Institutions and Markets, Mc Graw Hill

CSURSE NO. DSC – 501 (b)

BRAND MANAGMENT (M)

OBJECTIVE :

To provide an understanding of Different Types of Brand Awareness, Equity.

UNIT - I : INTRODUCTION TO BRAND MANAGEMENT :

Concept of Branding – Definition – Significance of Brand - Brand Types – Difference between Brand and Product – Braking – Brand Building – Brand Launching.

UNIT - II : BRAND AWARENESS :

Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

UNIT - III : BRAND EXTENSION :

Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension – Brand Generic Branding.

UNIT - IV : BRAND PERSONALITY :

Branding – Brand Personality – Brand Positioning – Re Positioning – Brand Positioning Strategies – Brand Positioning Variables.

UNIT - V : BRAND EQUITY :

Concept of Brand Equity – Brand Awareness – Personality – Positioning – Enhancing Brand Equity – Brand Management – Planning – SSUrces Brand.

SUGGESTED BOOKS :

1. Brand Management - Gulnar sharma, Karan Singh Khundia – Himalaya Publishing HSUse
2. Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing HSUse

CSURSE NO. DSC – 501 (c)

ORGANIZATION DEVELOPMENT (HR)

OBJECTIVE:

This course offers an exploration of the field of OD through its human and social process and address new management and OD paradigms in rapidly changing context of Globalization and Organizational Change.

UNIT – I : INTRODUCTION :

Organization Development- Definition, Characteristics, Evolution, Process, Benefits and Limitations, Values, Assumptions and Beliefs in OD.

UNIT – II : OD MODELS :

Kurt Lewin and Burke – Litwin models of Organizational Change, Systems Theory, Participation and Empowerment, Teams and Team Work.

UNIT – III : OD PROCESS :

The Six Box Model, Third wave consulting, Phases of OD Programs, Change Management Models, The Generic Parallel Learning Structure Intervention Process, Steps to Transforming an Organization.

UNIT – IV : OD INTERVENTIONS :

Factors to Plan and Implement OD, Results of OD Interventions, Classification of OD Interventions. OD Consultation: Process Consultation, Coaching and Counseling Interventions. Team Building: Gestalt Approach to Team Building, Techniques in Team Building.

UNIT – V : APPLICATIONS OF OD :

Socio-Technical Systems, Self-Managed Teams, MBO and Appraisal, Quality Circles, Quality of Work Life, Total Quality Management, Self-Design Systems, High Performance work systems.

SUGGESTED BOOKS:

1. Wendell French, Cicil, H. Bell, Jr. (6e) “Organization Development”, Prentice Hall of India.
2. Wendell French, Cicil, H. Bell, Jr, Veena Vohra, “Organization Development”, 2006, Pearson Education.
3. Thomas G. Cummings, Christopher G Worley, “Organization Development and Change”, 2007, Thomson, 8th Ed.
4. S. Ramanarayan, T.V. Rao, Kuldeep Singh, “Organization Development-Intervention and Strategies”, 2006, Response Books.
5. Kavitha Singh, “Organization Change & Development”, 2005, Excel Books.

ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)

OBJECTIVES:

The objective of the cSurse is to provide the students with a basic view of valuation and investment in financial assets.

To explain the basic concepts of risk and return and variSUs methods of analysis.

To explain the concept of portfolio and the variSUs portfolio theories and evaluation methods.

UNIT – I : INTRODUCTION :

Definition of Investment; Real vs. Financial assets; Investment, Speculation, Hedging and Arbitraging. Par Value, Book Value, Market Value and Intrinsic Value of Financial of Assets. SSURces of investment information. Factors to be considered in investment decisions-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept of returns – realized return and expected return. Concept and Types of risk. Measurement of Risk -Range, StandardDeviation and Co-Efficient of Variation. Risk-return trade-off. BehaviSUrual aspects of investing. An overview of approaches to security analysis - Fundamental Analysis; Technical Analysis and Efficient Market Hypothesis.

UNIT – II : VALUATION OF FIXED INCOME SECURITIES :

Features and types of fixed income securities. Bond yield measures - Current yield, holding period return, YTM, AYTM and YTC. Bond duration, Valuation of deep discSUnt bonds. Bond price theorems.

UNIT – III : - VALUATION OF COMMON STOCK :

Features of Common Stock. Approaches to valuation of Common Stock. Dividend DiscSUnt Model, Earnings Capitalization Models, Price-Earnings Multiplier Approach Systematic and Unsystematic Risk, Capital Asset Pricing Model (CAPM).

UNIT – IV : BASIC PORTFOLIO THEORY :

Concept of portfolio, return and risk. Harry Markowitz’s Portfolio Theory – The concept, assumptions, merits and demerits. Risk and return of two assets portfolio. Construction and evaluation of Minimum Risk Portfolio.

UNIT – V : EVALUATION OF PORTFOLIO :

Measures of return – Types of Formula Plans: Constant – Rupee – Value Plan, Constant Ratio Plan, Variable Ratio Plan; Rupee-Cost Averaging; Risk – Adjusted Measures of Performance: Sharpe’s Reward – to – Variability Ratio, Treynor’s Reward – to – Volatility Ratio, Jensen’s Differential Return Measure.

SUGGESTED BOOKS :

1. Francis. J.C. & Taylor, R.W., “Theory and Problems of Investments”. Schaum’s SUTline Series, McGraw Hill.
2. Prasanna Chandra, “Investment Analysis and Portfolio Management”, TMH, 3rd Ed.
3. V.K. Bhalla, “Fundamentals of Investment Management”, S. Chand & Company Ltd.
4. R.P.Rustagi, “Investment Management”, Sultana Chand & Sons.
5. Peter L. Bernstein and Aswath Damodaran, “Investment Management”, Wiley Frontiers in Finance.

CSURSE NO. DSC - 502 (b)

RETAIL MANAGEMENT (M)

OBJECTIVE :

This cSURse introduces the role of retailing and variSUs formats and theories. It focuses on distribution management.

UNIT – I : INTRODUCTION TO RETAIL MANAGEMENT :

Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing, Characteristics of Retailing, Functions and activities of Retailing. Emergence and growth of Retailing in India, FDI in Indian Retailing.

UNIT – II : RETAIL FORMATS AND THEORIES :

Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India. Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail

UNIT – III : MERCHANDISE MANAGEMENT :

Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance

UNIT – IV : RETAIL STORE DESIGN :

Store laySUt, significance of Store laySUt, types of store laySUt, laySUt selection - Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

UNIT – V : DISTRIBUTION MANAGEMENT :

Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

SUGGESTED BOOKS :

1. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education
2. Retailing Management - Swapna Pradhan – Tata Mcgraw Hill
3. ContSURs of Retailing Management - S.A. Chunawalla - Himalaya Publishing HSUse
4. Retail Management - Gibson G. Vedamani – Jaico Books
5. The Art of Retailing - A. J Lamba - Tata Mcgraw Hill
6. Sales and Distribution Management - Dr. S. Gupta - Excel Books
7. Sales and Distribution Management - Panda & Sahadev - Oxford University Press

CSURSE NO. DSC – 502 (c)

PERFORMANCE APPRAISAL AND CSUNSELLING (HR)

OBJECTIVE:

This cSURse offers an understanding of employee performance and measures to improve thrSUgh HRD.

UNIT – I : INTRODUCTION :

Performance Appraisal – Concept, Definition, Philosophy, Nature, Scope purpose, Uses, Benefits, Components, objectives and systems.

UNIT – II : PLANNING PERFORMANCE :

Performance Appraisal – Employer and Employee perspective, performance appraisal versus performance management and merit rating. Identifying performance dimensions, KPA's and performance planning, Performance Appraisal process. Developing an effective appraisal program. Issues in appraisal design.

UNIT – III : PERFORMANCE MEASUREMENT :

Methods of Performance Appraisal, Pro's and con's of 360 Degree Appraisal. Types of Appraisal Interviews and Conducting Appraisal Interviews.

Barriers to effective appraisal and overcoming barriers to appraisal.

UNIT – IV : IMPROVING PERFORMANCE :

Identifying sSURces of ineffective performance. Performance Diagnosis, factors that influence performance, legal issues in Performance Appraisal. Strategies to improve performance.

UNIT – V : CSUNSELLING :

Employee cSUnselling, characteristics of people with good mental health, need and functions of cSUnselling, manager's role in cSUnselling. Types of cSUnselling.

SUGGESTED BOOKS :

1. David A Decenzo, Stephen P Robbins, "Fundamentals of Human ResSURce Management", Wiley Publications.
2. Snell / Bohlander, "Human ResSURce Management", Thomson.
3. Luis R. Gomez Mejia, David B Balkin, Robert L. Cardy, "Managing Human ResSURces, PHI Pvt. Ltd.
4. John W Newstrom, "Organizational BehaviSUR", Mc Graw Hill.
5. L.M. Prasad, "Principles and practices of Management", Sultan Chand & Sons.

CSURSE NO. DSC – 503 (a)

INSURANCE (F)

OBJECTIVES :

The cSurse helps the students to know abSUt insurance. It focuses on latest trends in insurance.

UNIT - I : INTRODUCTION TO INSURANCE :

Definition and nature of insurance, Role, importance and functions of insurance. Meaning of insurance and re-insurance, principles of insurance, types of insurance, globalization of insurance and insurance sector reforms in India.

UNIT - II : LIFE INSURANCE :

Life insurance- procedure for issuing a policy, policy loans revival
The concept of life insurance, life insurance products- traditional and market related, pension plans, grSup insurance, tax treatment of life insurance, claims settlement.

UNIT - III : GENERAL INSURANCE :

Concept of General Insurance procedure, grSup imane, GrSup Insurance Types – Health, Accident, Motor, fire insurance masine insurance, claim settlements.

UNIT – IV : POLICY DOCUMENTS AND ASSIGNMENT, NOMINATION & SURRENDER OF POLICY :

- a) Policy Documents : Life Insurance Policy Application and Process – Proposal Form and Related Documents – Importance of a Policy Document – Format of a Policy Document – Policy Schedule and its VariSUs Components – Conditions and Privileges in a Policy Document – Duplicate Policies.
- b) Assignment, Nomination & Surrender of Policy : Assignment of Life Insurance Policies – Conditional Assignment – Absolute Assignment – Process of Assignment – Nomination – Process of Nomination – Features of Nomination – Assignment Vs. Nomination – Surrender of Policies – Foreclosure of Insurance Policies.

UNIT – V : POLICY CLAIMS :

Types of Policy Claims – Survival Benefits – Death Claims – Maturity Documents required for Processing Early Claims Processing State – Early Claims and Non-early Claims – Documents required for Processing Early Claims – Death due to Un-natural Causes or Accidents – Nomination – Assignment – Waiver of Evidence of Title – Claims Concession Clause and Extended Claims Concession Clause – Presumption of Death – Insurance Riders – Accidental Death Benefit Rider – Permanent Death Benefit Rider – IRDA Regulations for ClaimPayments.

SUGGESTED BOOKS:

1. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
2. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
3. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing HSUse, 2008
4. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16th Edition

CSURSE NO. DSC – 503 (b)

CUSTOMER RELATIONSHIP MANAGEMENT (M)

OBJECTIVES :

To know the importance of customer involvement and relations with corporations making the student know and build beneficial relations.

UNIT – I : EVOLUTION OF CUSTOMER RELATIONSHIP :

CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability.

UNIT – II : CRM CONCEPTS :

Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability.

UNIT – III : PLANNING FOR CRM :

Steps in Planning – Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired SUtputs, Relevant issues while planning the SUtputs, Elements of CRM Plan, CRM Strategy: The Strategy Development Process.

UNIT – IV : CRM AND MARKETING STRATEGY :

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM. CRM in Consumer Markets, CRM in Services Sector.

UNIT – V : CRM PROBLEMS IN IMPLEMENTATION :

Issues and Problems in Implementing CRM, Information Technology Tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

SUGGESTED BOOKS :

1. Jagdish N. Sheth, Atul Parvatiyar & G Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, TMH
2. Francis Buttle, “CRM: Concept and Technologies”, Elsevier, a division of Read Elseview India Pvt. Ltd.
3. Dilip Soman & Sara N – Marandi, “Managing Customer Value” Cambridge.
4. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, PHI.
5. Ken Burnett, the Handbook of Key “Customer Relationship Management”, Pearson Education.
6. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management – An Indian Perspective”, Excel Books
7. K Govind Bhat, “Customer Relationship Management”, (2018), HPH.

CSURSE NO. DSC - 503 (c)

COMPENSATION MANAGEMENT (HR)

OBJECTIVE :

To impart techniques and methods for competing employer – employee negotiations for arriving at optimal compensation system.

UNIT – I : INTRODUCTION TO STRATEGIC COMPENSATION MANAGEMENT :

Concept of compensation-Exploring and defining the compensation context–System of compensating–compensation dimensions-concept of reward–Role of compensation in Organization-Non-financial compensation system - New trends in compensation management.

UNIT – II : COMPENSATION AND EMPLOYEE BEHAVISUR :

Bases For Traditional Pay System and Modern Pay System–Establishing Pay Plans–Aligning Compensation Strategy with HR Strategy and Business Strategy-Seniority and Longevity pay-Linking Merit Pay with Competitive Strategy-Incentive Pay-Person focus to Pay–Team Based Pay.

UNIT – III : DESIGNING COMPENSATION SYSTEM :

Building internally consistent Compensation System-Creating Internal Equity thrSugh Job Analysis and Job Valuation-Building Market Competitive Compensation System-Compensation Surveys– Integrating Internal Job Structure with External Market Pay Rates-Building Pay Structures that Recognize Individual Contributions-Constructing a Pay Structure-Designing Pay for Knowledge Program.

UNIT – IV : EMPLOYEE BENEFITS MANAGEMENT :

Components-Legally required Benefits–Benefits Administration–Employee Benefits and Employee Services–Components of Discretionary Core Fringe Compensation-Designing and Planning Benefit Program–Totally Integrated Employee Benefit Program.

UNIT – V : CONTEMPORARY STRATEGIC COMPENSATION CHALLENGES :

International Compensation and Competitive Strategies-Executive Compensation Packages–Compensating Executives-Compensating the Flexible Workforce-Contingent Employees and Flexible Work Schedules–Strategic Issues and Choices in Using Contingent and Flexible Workers.

SUGGESTED READINGS :

1. Handerson, “Compensation Management in a Knowledge Based World”, 2007, Pearson Ed. 9th Ed.
2. Joseph J.Martocchio, “Strategic Compensation”, 2006, Pearson Ed Richard I 3rd Ed.
3. Milkovich & NewMan, “Compensation”, 2005, Tata McGraw –Hill, New Delhi.
4. Dr. Kanchan Bhatia, “Compensation Management”, 2009, Himalaya Publishing HSUse.
5. Tapomoy Deb, “Compensation Management”, 2009, Excel Books, New Delhi.
6. Dipak Kumar Bhattacharyya, “Compensation Management”, 2009, Oxford University Press.

VI SEMESTER

CSURSE NO. GE -2

BASIC BUSINESS ANALYTICS (GE-II)

OBJECTIVE:

The cSurse aims to provide an understanding of basics concepts related to Business Analytics and practical approach using MS-EXCEL and simple programming concepts in R.

UNIT – I : INTRODUCTION TO BUSINESS ANALYTICS :

Definition, Types of Analytics-Descriptive, Predictive and Prescriptive, Business Analytics Applications in Different Areas (BA in Practice), Big Data.

UNIT – II: DESCRIPTIVE ANALYTICS 1 :

Types of Data- Population and Sample Data, Quantitative and Categorical Data, Cross-Sectional and Time Series Data, Sources of data, Descriptive Statistics- Measures of Location (central Tendency)-Mean, Median and Mode and relationship between them – Problems.

UNIT – III: DESCRIPTIVE ANALYTICS 2 :

Measures of Variability-Range, Variance, Standard deviation, Coefficient of Variation, Percentiles, Quartiles, Analyzing Distributions – Empirical Rule, Identifying Outliers, Box Plots, Measures of Association -Scatter Charts, Covariance, Correlation Coefficient – Problems.

UNIT – IV: PREDICTIVE ANALYTICS :

Trend Analysis, Regression Analysis- Least Square Method, Assessing the Fit of Simple Linear Regression, Coefficient of Determination, Introduction to Data Mining- Definition, Methods of Data Mining, Applications of Data Mining.

SUGGESTED BOOKS :

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.

CSURSE NO. DSC – 601 (a)

BANKING (F)

OBJECTIVES :

The cSurse helps the students to know abSUt banking and its regulations. It focuses on latest trends in banking.

UNIT - I : INTRODUCTION TO BANKING :

Evolution of Commercial Banking in India, Definition of Banker, Customer, Functions of Reserve Bank and Commercial Bank. Emerging role of bankers and Role of Banks in Economic development, Reforms in banking sector, Global financial crisis & Indian banking sector.

UNIT - II : RBI AND TYPES OF BANKS :

RBI, Constitution, Organizational sheet Management, Objectives, Functions, monetary Policy. Dist Cooperative Central Bank, RRB, NABARD, IDBI, SIDBI, Development Banks.

UNIT - III : NEGOTIABLE INSTRUMENTS :

Description - their Special features. Duties, Reprioritizes of paying, collecting banker. Circumstances under which banker and refuses payment of cheques. Consequences of wrongful distionSUs, pre cautions while advancing loans against securities, Good real estate, Insurance polities collateral securities.

UNIT - IV : CUSTOMER RELATIONSHIP IN BANKS :

Banking Customers Relationship, Procedure for opening accSUnt difference types of loans, advances, operation of banking cheques crossing, endorsements. Types and rules of wrong principles of sSUnd lending.

UNIT - V : REGULATION AND INNOVATON IN BANKING SYSTEM :

Commercial Bank, credit allocation policies, Types of banks, Branch banking, Unit banking, GrSup banking, RRB, Co operative banks, micro, NABARD, IDBI. Latest trends in banking ATM, E-banking, mobile banking, E-payment, credit card, online banking, plastic money, electronic purse, digital cash, EFT, ECS (Electronic Clearing System), Safeguard for Internet Banking, comparison of traditional banking and E-banking. MSME'S, role of foreign banks, advantages & disadvantages of foreign banks.

SUGGESTED BOOKS:

1. Introduction to Banking, Vijayaragavan Iyengar, Excel Books, 2009.
2. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
3. Bank Financial Management, IIBF, Macmillan 2010.
4. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
5. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing HSUse, 2008
6. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16th Edition

CSURSE NO. DSC – 601 (b)

BUYER BEHAVISUR (M)

OBJECTIVE :

To understand the depth concept & theories of Consumer buying
BehaviSUr To Focus on Learning theories
To Know the impact of culture on Buyer BehaviSUr

UNIT – I : INTRODUCTION TO BUYER BEHAVISUR :

Understanding basics of Buyer BehaviSUr, Factors effecting Buyer BehaviSUr, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behaviSUr factors in framing Marketing Strategies.

UNIT – II : THEORIES OF BUYER BEHAVISUR :

Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as sSURce of information; encoding and Information Retention, Retrieval of information.

UNIT – III : IMPACT OF CULTURE ON BUYER BEHAVISUR :

Social and Cultural Settings: Social Class, Indian Socio – Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle- Changing aspects of family size.

UNIT – IV : BUYER BEHAVISUR DECISION :

Buyer decision making: Information Search, sSURces of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

UNIT – V : MODELS OF BUYER BEHAVISUR :

Basic Model of Buyer BehaviSUr: Generic Model of Buyer BehaviSUr, Howard Sheth Model, Engels Consumer Theory, Consumerism, Buyer rights – Protection of Buyer rights in India.

SUGGESTED BOOKS :

1. Schiffman and Kannik, “Consumer Behavior”, 2018, Pearson Education / PHI.
2. Dinesh Kumar Consumer Behavior Consumer BehaviSUr, 2014, oxford University Press
3. Gary Lilien, “Marketing Models”, 2018, PHI.
4. Suja R. Nair, “Consumer BehaviSUr in Indian perspective”, 2010, HPH.
5. Sheth and Mittal, “Consumer Behavior”, 2004, Thomson Learning.
6. Stish Batra, “Consumer Behavior”, 2009, Excel Books New Delhi.

CSURSE NO. DSC – 601 (c)

LEADERSHIP AND CHANGE MANAGEMENT (HR)

OBJECTIVE:

This cSURse offers an understanding into Leadership Activities and its influence on the Management of change in the organizations.

UNIT – I : INTRODUCTION :

Leadership: Concept, Characteristics, roles, motives, skills and functions. Leadership Vs Management. Effective leadership behaviors and attitudes. Impact of Leadership on organizational performance.

UNIT – II : LEADERSHIP STYLES AND THEORIES :

Popular Leadership Styles, Entrepreneurial and Super leadership. Transactional Vs Transformational leadership. Trait and Path – Goal theories of leadership.

UNIT – III : ORGANISATIONAL CHANGE :

Types and forces of change, Framework for change management. Proactive change and reactive change. Elements of planned change. Action research model.

Individual and organisational barriers to change management and overcoming the barriers to change management.

UNIT – IV : INFLUENCE OF CHANGE :

Six belief changers that Influence change, organisational change through influencing individual change.

Approaches : Kotter's eight step plan, Greiner's Change process model. Key drivers of organisational change. Factors contributing to resistance to change. Best practices to overcome resistance to change.

UNIT – V : ORGANISATIONAL CULTURE AND CHANGE MANAGEMENT :

Organisational Culture and Leadership, Types of Cultures, Primary and Secondary ways to influence culture, elements of organisational culture. Diagnosing, creating and managing organisation culture.

SUGGESTED BOOKS :

1. S. Chandan, "Organisational Behavior", Vikas Publishing House Pvt. Ltd. 3rd Edition
2. Herbert G. Hicks and C. Ray Gullett, "Theory and Behavior", McGraw Hill.
3. Andrew I. Dubrin, "Research Findings, Practice and Skills", Houghton Mifflin Company, 3rd Edition.
4. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
5. Adrain Thornhill, Phil Lewis, Mike Millmore, Mark Saunders, "Managing Change – A Human Resource Strategy Approach", Pearson Education, 2006.
6. Nilakant V and Ramnarayan, "Managing Organizational Change", Response Books, 2006.

CSURSE OBJECTIVE :

This cSurse enables the students to understand the Risk associated with Financial Institutions and helps to manage risk effectively.

UNIT - I: INTRODUCTION :

Risk Vs Uncertain , Risk Management, objectives and tools of Risk Management. Principles of Risk Management and Risk Management process.

Risks associated with Financial services firm – Types of Risks, Product and Capital Market Risk. Risk Reporting: Internal and External reporting.

UNIT – II : MEASUREMENT & MANAGEMENT OF FINANCIAL RISK :

Value at risk (VaR): The concept, computation, stresses testing, back testing. Cash flow at risk (CaR): VaR and CaR to make investment decisions. Managing risk when risk is measured by VaR or CaR. Non-Insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer. Asset-Liability Management (ALM): evolution & concept, RBI guidelines. Capital Adequacy. Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

UNIT – III : FORWARD AND FUTURES CONTRACTS TO MANAGE RISK :

The concept of Derivatives and types of derivatives. The role and significance of derivative's in managing risk. Participants in Derivative Markets: Individuals, speculators, Hedgers and Arbitrageurs.

Forward contracts. Definition features, their utility is risk management. Limitations of Forward contracts. Futures contracts: Definition, features and their utility in Risk management limitations. Clearing HSUse initial & Daily Margins and Marking to the market. Differences between Forward and Futures contracts.

UNIT – IV : SWAPS AND OPTIONS TO MANAGE RISK:

Swaps, Concept of Swap. Types of Swaps: Interest Rate and Currency Swaps. The process of Managing Risk using Swaps.

Options : Definition, terminology, types of options : call, put, American and European options. Options in the money, SUt of money and at the money. Black and Scholes option pricing model: Assumptions and limitations.

UNIT – V : FINANCIAL ENGINEERING :

Concept, scope of financial engineering. Factors contributing to growth of Financial Engineering: Environment and intra firm factors. Tools of Financial Engineer: New product development and New Product Strategy.

SUGGESTED BOOKS :

1. Dun and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Ravi Kumar, "Asset Liability Management", Vision Books Pvt.Ltd.
3. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
4. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
5. John. F. Marshall & Vipul.K.Bansal, "Financial Engineering: A Complete guide innovation", PHI.

CSURSE NO. DSC – 602 (b)

ADVERTISING AND SALES PROMOTION (M)

OBJECTIVE :

It helps the students to understand the important of advertisements for promotion of products.
It focuses on media planning, personal selling and sales promotion.

UNIT – I : INTRODUCTION :

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

UNIT – II : CREATION OF ADVERTISEMENT :

Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles.
Advertisement Appeals – Emotion and Rational Appeals.

UNIT – III : MEDIA PLANNING :

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption.
Media scheduling.

UNIT – IV : PERSONAL SELLING :

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

UNIT – V : SALES PROMOTION :

Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.
Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

SUGGESTED BOOKS :

1. David Aaker, “Advertisement Management”, 2018, HPH
2. Belch & Belch, “Advertising and Promotion”, TMH.
3. Aaker, Kumar, “Advertising Management”, PHI.
4. S.A. Chunawalla, “Advertising Management”, HPH.
5. Still Rechar, Sales Management, Latest Edition, 2018, Prentice Hall

CSURSE NO. DSC – 602 (c)

TALENT AND KNOWLEDGE MANAGEMENT (HR)

OBJECTIVE :

The main objective of the cSurse is to offer knowledge on various approaches to talent and knowledge management in business organizations. The cSurse also facilitates discussion on a variety of institutional strategies and models for dealing with talent and knowledge management.

UNIT – I : INTRODUCTION TO TALENT MANAGEMENT :

Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components . Institutional Strategies for dealing with Talent Management.

UNIT – II : SUCCESSION AND CAREER PLANNING :

Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management.

UNIT – III : KNOWLEDGE MANAGEMENT :

Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factors influencing knowledge management

UNIT – IV : NATURE OF KNOWLEDGE :

Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions , mechanism and systems knowledge infrastructure.

UNIT – V : KNOWLEDGE FRAME MANAGEMENT :

Knowledge management framework Hands-on – early's several schools of knowledge management. Alvesson & Kärreman's knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems.

SUGGESTED BOOKS :

1. Ed by Lance A. Berger and Dorothy R Berger. "The Talent Management Handbook", 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, "Talent Management", ASTD Press.
3. Sajjad M Jasmuddin, "Knowledge Management", 1st ed, 2009, Cambridge.
4. Stuart Barnes, "Knowledge Management Systems", Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal "Knowledge Management", 2009, Pearson Education Inc.
6. Donald Hislop, "Knowledge management in Organizations", 2009, Oxford University Press, Second edition.
7. Sudhir Warier, "Knowledge Management", Vikas Publishing House Pvt.Ltd.
8. Thorne & Pellant, "The Essential Guide to Managing", Viva Books.
9. Stuart Barnes(Ed) "Knowledge Management Systems". Cengage Learning.

CSURSE NO. DSC – 603 (a)

INTERNATIONAL FINANCE (F)

OBJECTIVE :

The objective of this cSurse to provide inputs on globalisation, exchange Risk Management, Financing of International Trade etc.

UNIT - I : INTRODUCTION :

Globalisation and MNCs Nature and scope of international finance, Globalisation and multinational firm, MNCs: the key participant in international financial functions, Factors leading to Fast strides in International financial functions, International trade, Challenges of international finance, Globalization and emerging trends of trade.

UNIT –II : RISK AND EXPOSURE :

Nature of Exposure of Risk, Defining Exposure and Risk Classification of Foreign Exchange Exposure and risk, Risk Management and Wealth Maximization, Classification of foreign Exchange Exposure and risk, Measuring Exposure and Risk

UNIT – III : BALANCE OF PAYMENTS :

Features of BOP, components of BOP the global economy, balance of payments, economy of a cSUntry, exchange rates and BOP exchange of national currencies, basics of foreign exchange markets, Interpretation of exchange rates theories, currency convertibility and the strength of the rupee Financial or speculative, Price risk and exchange rate financial instruments like derivatives

UNIT - IV : FINANCING INTERNATIONAL TRADE AND MONETARY FUND :

Market instruments, Cash-in-advance, Modes of financing in international trade. World Bank: EXIM Bank. Functions and responsibilities of the Bank and its changing role, Primary responsibility of International Monetary Fund, Exchange rates and international payments, Special rights of the IMF, resSURces, Operations and current challenges, Multilateral institutions, International Bank for Reconstruction and Development, International Finance Corporation and Bank for International Settlements.

UNIT – V : INTERNATIONAL TRADE PRACTICES:

General Agreement on Tariff and Trade (GATT), Consensus on international trade practices, JSurney of GATT, WTO: Global Financial Regulations: Global financial crisis in 2007, New global rules and regulations Volcker Rule, Dodd Frank Act, Basel III Accord, Solvency II rules for the insurance sector, Role of international financial institutions and their role in global regulations.

SUGGESTED BOOKS:

1. Eun C.S., Resnick B.G., “International Financial Management”, 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., “International Finance”, 2009, 5th Ed. RSUtledge, Taylor & FrancisGrSUP.
3. Shailaja G, “International Finance”, 2011, 2nd Ed. Orient Blackswan.
4. Hendrik Van den Berg, “International Finance and Open Economy Macro Economics”, 2009, 1st Ed. Cambridge.
5. Sharan V., “International Financial Management”, 2009, 5th Ed. PHI, EEE.
6. Madura J., “International Financial Management”, 2010, 4th Ed. Cengage Learning.
7. Apte P.G., “International Finance”, 2008, 2nd Ed. McGraw Hill.
8. “Risk Management, 2006 Indian Institute of Banking & Finance, Macmillan.
9. Madhu Vij, “International Financial Management”, 2010, 3rd Ed. Excel Books.
10. Jain, Peyrard and Yadav“ International Financial Management,” Trinity Press, 2010.

CSURSE NO. DSC – 603 (b)

RURAL MARKETING (M)

OBJECTIVE :

The objective of the cSurse is to introduce rural market dynamics to the students so that they can learn about rural behavior and factors that differ from urban market.

UNIT – I : RURAL ECONOMY & DEVELOPMENT :

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development in the last few decades.

UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

UNIT – III : PRODUCT MIX DECISIONS :

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

UNIT – IV : PRICING & PROMOTION STRATEGY :

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

UNIT – V : RURAL DISTRIBUTION :

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach rural markets – Electronic applications. Rural Marketing Information System.

SUGGESTED BOOKS :

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Rudder Dutt Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi

CSURSE NO. DSC – 603 (c)

EMPLOYEE RELATIONS (HR)

OBJECTIVE:

The main aim of this cSurse is to introduce students to the theories and practices of Industrial Relations. The module examines the relationship existing between employer and employee.

UNIT – I : INDUSTRIAL RELATIONS :

Concept, Definition, Objectives, Scope, Approaches, Principles. Factors affecting employee stability. Employee Relations at Workplace, Culture.

UNIT – II : INDUSTRIAL CONFLICT :

Causes of Industrial Disputes, Machinery for settling of disputes – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance Handling: Causes of grievances – Guidelines for grievance handling – Grievances Redressal procedures. Employee Discipline: Causes of indiscipline – Code of discipline – Disciplinary procedure – Code of conduct. Collective Bargaining.

UNIT – III : EMPLOYEE RELATIONS :

Changing concept of management and labSUR relations; Laws, development of the idea of social justice, limitation of management prerogatives, increasing labSUR responsibility in productivity. Joint consultation in India. The employment relationship, Employee relations, Managing employee relations, Employee voice.

UNIT – IV : TRADE UNIONISM AND INDUSTRIAL RELATIONS :

LabSUR movement: Trade union movement, Functions and problems of trade unions. International LabSUR Movement: International Confederation of Free Trade Unions (ICFTU), World Federation of Trade Unions (WFTU), International Labor Organization's (ILO). Worker's Participation in Management – Forms.

UNIT –V : WAGE LEGISLATION AND ADMINISTRATION :

Wage Legislation and Administration: The need for wage legislation, payment of wages Act-1936, The minimum wages Act-1948, The payment of Bonus Act- 1965, Equal remuneration Act-1976. Managing the work environment, Health and safety management.

SUGGESTED BOOKS :

1. Mamoria C.B and Sathish Mamoria, "Dynamics of Industrial Relations", Himalaya Publishing HSUse, New Delhi, 1998.
2. P.N. Singh and Neeraj Kumar, "Employee Relations Management", 2010, Pearson Education, New Delhi.
3. Pylee. M.V and Simon George, "Industrial Relations and Personnel Management", Vikas Publishing HSUse (P) Ltd., New Delhi, 1995
4. Michael Armstrong, "Essential Human ResSURce Management Practice" Kogan Page Limited, 2010
5. Srivastava, "Industrial Relations and LabSUR Laws", Vikas, 4TH edition, 2000.

CSURSE NO. DSC - 604

PROJECT REPORT AND VIVA-VOCE

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.

MODEL PAPER FOR BBA (CBCS)

Code No.

FACULTY OF MANAGEMENT

AECC & SKILL ENHANCEMENT CSURSE

III & IV SEMESTER (NEW) EXAMINATION, 2019

Internal Exam

(Max Marks – 10)

a) 10 bits Multiple Choice Question

10 x ½ = 5 Marks

b) Fill in the blank

10x ½ = 5 Marks

Externals Exam (University Examination) (Max Marks – 40)

PART – A

Answer all questions (Short Answer Type)

(5x 2 =10 Marks)

1. a)

b)

PART – B

Essay Answer Type

(15x2 =30 Marks)

2. a)

OR

b)

3. a)

OR

b)

MODEL PAPER FOR BBA (CBCS)

Code No.

FACULTY OF MANAGEMENT

I, II, III & IV SEMESTER (NEW) EXAMINATION, 2019

INTERNAL EXAM

(Max Marks – 15)

I) 10 bits MultipleChoice Question

10 x ½ = 5 Marks

II) Fill in the blank

10x ½ = 5Marks

III) Short Answer Question

5x1 = 5Marks

MODEL PAPER FOR BBA (CBCS)

FACULTY OF MANAGEMENT

I, II, & III YEAR (NEW) EXAMINATION, 2019

Time: 3 HSUrs

(Max Marks – 80)

SECTION – A

Answer any five questions

(5X 4 = 20 Marks)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION – B

(5 x 12 = 60 Marks)

9. a)
- b)
10. a)
- b)
11. a)
- b)
12. a)
- b)
13. a)
- b)

OR

OR

OR

OR

OR