

SAMBALPUR UNIVERSITY



COURSES OF STUDIES FOR BACHELOR OF BUSINESS ADMINISTRATION

Effective from the Academic Session
2013-14

Published by:

SAMBALPUR UNIVERSITY
JYOTI VIHAR, SAMBALPUR, ODISHA

GENERAL INSTRUCTIONS

Duration of the course:

The duration of the course shall be three academic years:

1. At the end of the First year **First BBA Examination**
2. At the end of the Second year **Second BBA Examination**
3. At the end of the Third year **Third BBA Examination**

COURSE STRUCTURE

First BBA Examination

P-101	English	100 Marks
P-102	Business Ethics and Corporate Governance	100 Marks
P-103	Business Organisation & Environment.	100 Marks
P-104	Accounting for Decision Making.	100 Marks
P-105	Principles and Practices of Management	100 Marks
P-106	Banking and Insurance Management	100 Marks
P-107	Programming Language & Information Technology	100 Marks
P-108	Marketing Management	100 Marks
Total		800 Marks

Second BBA Examination

P-201	Business Communication Skills	100 Marks
P-202	Cost and Management Accounting	100 Marks
P-203	Managerial Economics	100 Marks
P-204	Business and Labour Laws	100 Marks
P-205	Relational Database Management System	100 Marks
P-206	Organisation Behaviour	100 Marks
P-207	Quantitative Techniques for Management	100 Marks
P-208	Operations Management	100 Marks
Total		800 Marks

Third BBA Examination

P-301	Production and Quality Management	100 Marks
P-302	Financial Management	100 Marks
P-303	Human Resources Management	100 Marks
P-304	Marketing Management	100 Marks
P-305	Entrepreneurship	100 Marks
P-306	Object Oriented Programming & E-Commerce	100 Marks
P-307	Summer Project and Viva-voce	100 Marks
P-308	Advertising, Sales and Distribution	100 Marks
Total		800 Marks

The mark in each theory paper shall be distributed as follows:

- a) Internal examination shall carry 30 marks (average of three examinations) for a 100 marks paper.
- b) The annual examination conducted by University shall carry 70 marks for 100 marks paper.
- c) The paper containing practical shall carry 20 marks and mark distribution for practical shall be as follows:

Viva-voce	5 marks
Experiments	10 marks
Day to day work and Lab. Records.	5 marks
Total	20 marks

PAPER-101 ENGLISH	<i>Full Marks: 100 University Exam.: 70 Internal Assessment: 30</i>
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Unit- I: Comprehension: There shall be passage from an unseen prose topic. Ten-short/ objective type of question shall be set from the given passage. The candidate has to answer the entire short question in not more 50 words each. **(14 marks)**

Unit-II: Précis-Writing: There shall be a long passage from unseen prose topic of about 300 words. The candidate is required to write a précis in about one third of its length and suggest a suitable title. **(14 marks)**

Unit- III: Composition-Essay writing: The candidate is required to write an essay on a contemporary relevant topic in about 400 words. **(14 marks)**

Unit-IV: Correct the Errors: Noun, Verbs, Adjectives, Adverbs, Tenses, Articles, Prepositions, Punctuation, Capitalisation, Abbreviations, Numerals and Spelling etc. Here the candidate is expected to correct the errors in the sentences by making changes as required. There shall be twenty objective types of questions carrying one mark each. The candidate is required to answer one of them. **(28 marks)**

Reference Books:

1. Dianna Booher, Good Grammar, Mac Millan India Limited.
2. F.T.Wood, A Remedial English Grammar for Foreign Students, MacMillan India.
3. J. Sethi, Hand book of Pronunciation of English Words, Prentice Hall of India.
4. J.D.O. Connoer, Better English Pronunciation, Cambridge University.
5. Raymond Murphy, Intermediate English Grammar, Oxford University Press.
6. Sarah Freeman, Written Communication in English, Orient Longman.
7. Spit Coder, An Intermediate English Practice Book, Orient Longman.
8. Thomson & Martinet, A Practical English Grammar, Oxford University Press.

PAPER-102 BUSINESS ETHICS AND CORPORATE GOVERNANCE	<i>Full Marks: 100 University Exam.: 70 Internal Assessment: 30</i>
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Unit-I: Ethics in Business: Ethics: Introduction, Meaning & Definition and Objectives. Business Ethics: Introduction, Meaning, Definition, Objectives, Nature, Scope, Need, Importance, Characteristics of Business Ethics, Sources and Types of Ethics, Factors influencing Business Ethics, Functions of Ethics. **(14 marks)**

Unit-II: Ethics in the Business Disciplines: Business Ethics is a Management Discipline, Morality and Ethics, Values, Norms, Moral Standards, Beliefs and their Role, Ethics in HRM, Ethics in Marketing, Ethics in Finance & Accounting, Ethics in I.T. **(14 marks)**

Unit-III : Corporate Governance: Corporate Governance-Introduction, Meaning, Definition, OECD emphasis, Issues in Corporate Governance, Need and Importance of Corporate Governance, Benefit of Good Governance to companies and to the Society, Corporate Governance Mechanism, Obligations to Stakeholders-Shareholders, Investors, Employees, Customers, Society etc. **(14 marks)**

Unit-IV: Business Ethics & Corporate Governance: Introduction, Importance and Need for Business Ethics in Indian context, Roots of Unethical Behaviour and Issues, Corporate Governance Ethics, How Ethics can make Corporate Governance make meaningful. **(14 marks)**

Unit-V: Corporate Social Responsibility: CSR- Introduction, Meaning & Definition, Objectives, Drivers and Catalysts of CSR, Importance & Benefits of CSR, Attributes of an Effective CSR, Arguments for and against CSR, Future Challenges of CSR. **(14 marks)**

Suggested Readings:

1. A.C.Fernando, Corporate Governance-principles and practices, Pearson Education.
2. Anil Kumar, Corporate Governance, International Book House Ltd.
3. B.P.Banerjee, Foundation of Ethics in Management, Excel Books.
4. C.S.V.Murty, Business Ethics, Himalaya Publishing House.
5. G.Geeta Rani & R.K.Mishra, Corporate Governance, Excel Books.
6. Hartman, Perspective in Business Ethics, Tata McGraw Hill.
7. P.S. Bajaj and Raj Agarwal, Business Ethics- An Indian Perspective, Biztantra
8. R.V.Badi and N.V.Badi, Business Ethics, Vrinda Publications.
9. Riya Rupani, Business Ethics and Corporate Governance, Himalaya Publishing House
10. Rutuparna Raj, Business Ethics, Himalaya Publishing House.
11. S. Singh, Corporate Governance-Global Concept, Excel Books.
12. U.C.Mathur, Corporate Governance and Business Ethics, Mac Millan India Limited.

PAPER-103	<i>Full Marks: 100</i>
BUSINESS ORGANISATION AND ENVIRONMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Concept of business-Definition, Origin, Classification, Economics and Social objectives, Basic knowledge on different forms of business-sole proprietorship partnership, Co-operative societies, trusts joint venture and collaboration. (14 marks)	
Unit-II: Statutory provisions -Relating to Partnership-types of partners, roles and responsibilities of partners, Profit sharing and other issues in partners, cooperative societies-objectives, formation, structure and management. (14 marks)	
Unit- III: Company form of business: Joint Stock Company-Meaning, Characteristics, Types of company, Formation of Company, Company Promotion, Loan Capital, Prospectus, Memorandum and Articles of Association, Certificate of Incorporation and Commencement of Business location. Company Management-Indian Companies Act, Roles and Responsibility of Chairman, Managing Director, Board of Directors and Company Secretary. (14 marks)	
Unit- IV: Business Combination-need, importance, forms, criticism and control. Business and Society-Arguments in favour and against, business involvement, a social action, forms of social responsibility, ethics and morality in business. (14 marks)	
Unit- V: Business and Government-Economic, Social, Cultural, Political and legal environment, changing role of government, structure of Indian industries, different roles played by government in respect of industry and licensing, industrial policy, government department and quasi government organization and their role in promotion of industries concept of public enterprises , issues of privatization and liberalization on export-import policies. (14 marks)	

Reference Books:

1. D.Amarchand, Government and Business, Tata McGraw Hill.
2. D.P.Jain, Business Organisation and Management, Vrinda Publications.
3. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
4. Neeru Vasishth, Business Organisation, Taxmann Allied Services Pvt. Ltd.
5. R.K.Sharma and S.K.Gupta, Business Organisation, Kalyani Publisher.
6. S.A.Sherlekar and V.S.Sherlekar, Modern Business Org. and Management, Himalaya Publishing House.
7. R.P.Maheshwari, Business Organisation and Management, International Book House.

PAPER-104	<i>Full Marks: 100</i>
ACCOUNTING FOR DECISION MAKING	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Introduction to Accounting, Accounting Principles-Concepts and Conventions, Need and Importance of Accounting, Accounting as an Information System, Branches of Accounting, Limitations of Accounting, Nature of Accounts-Personal, Real and Nominal, Journal, Ledger and Trial Balance, Capital and Revenue Expenditure, Bank Reconciliation Statement, Subsidiary Books. (14 marks)	
Unit-II: Depreciation Accounting, Provisions and Reserve, Final Account with Adjustments, Reporting and Disclosure, Accounts of Non-Trading Concern, Financial Statement Analysis. (14 marks)	
Unit- III: Partnership Accounts-Admission, Retirement and Dissolutions. (14 marks)	
Unit-IV: Accounts of Joint Stock Companies-Issue of Shares and Debentures, Forfeiture and Re-Issue of Shares, Financial Accounting on Computers-Software Packages for Accounting. (14 marks)	
Unit-V: Accounting Standards-Indian and International, International Financial Reporting Standards, International Accounting-Concepts, Scope, Importance, Process and Limitations. (14 marks)	

Reference Books:

1. A.K.Das Mohapatra, International Accounting, Prentice Hall of India.
2. A. Jaffarulla, Financial Accounting, Vrinda Publications.
3. Ashish K. Bhattacharjee, Accounting for Managers, Prentice Hall of India.
4. D.K.Goel and R.Goel, ISC Accountancy Vol. I & II, Avichal Publishing Company.
5. M.Hanif, A. Mukherjee, D.Biswal, G. Sharma, Accountancy, Tata McGraw Hill.
6. M.N.Arora, Accounting for Management, Himalaya Publishing House.
7. P. Bhattacharjee, C.Mohan Juneja, R.C. Chawla, I.S.C. Accountancy, Kalyani Publishers
8. P.C.Tulsian, Financial Accounting, Pearson Education.
9. R.K.Jain, Financial Accounting Vol. I and II, Dhanpat Rai and Sons.
10. S. Kr. Paul, Financial Accounting: Vol. I & II, New Central Book Agency.
11. S.N.Maheshwari and S.K.Maheshwari, Advanced Accountancy, Vikas Publishing House.

PAPER-105	<i>Full Marks: 100</i>
PRINCIPLES AND PRACTICES OF MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Introduction to Management: Concept of management, Importance & nature of Management, Management as profession, Professionalisation of Management in India. (14 marks)	
Unit-II: Management Function: Nature of Management function, Management role, Function at various levels of Management. (14 marks)	
Unit-III: Planning: Concept, Nature & Importance of Planning, Steps in Planning, Types of Planning, Barriers to effective planning, Making planning Effective, Concept of Mission & Objective, Management By Objective, Concept, formulation & Importance of Strategy. (14 marks)	
Unit-IV Organising & Staffing: Fundamentals of Organization & Organizing, Organization theory, Classical theory of Organisation, Neo Classical theory of Organisation, Fundamentals of Staffing, Manpower Planning & Man Power Planning Process. (14 marks)	
Unit-V: Directing & Controlling: Concepts & Principles of Direction, Direction & Supervision, Techniques of Direction, Directing & Human Factor. Concept of Controlling, Controlling & Other functions, Steps in Controlling, Types of Control. (14 marks)	

Reference Books:

1. B.S.Moshal, Management-theory and practice, Galgotia Publications.
2. Harold Koontz, Essentials of Management, Tata McGraw Hill Publishing.
3. J.S.Chandan, Management, Vikas Publishing House.
4. James A.F.Stonner, Management, Prentice Hall of India.
5. L.M.Prasad, Principles & Practices of Management, Sultan Chand & Sons.
6. P.Parthasarathy, Principles of Management, Vrinda Publications.
7. Ritweek Haldar, Principles of Business Management, Himalaya Publishing House.
8. S.P.Robbins, Management, Pearson Education.
9. V.S.P. Rao & P.S.Narayana, Principles & Practices of Management, Konark Publications.
10. V.S.P. Rao, Principles of Management, Himalaya Publishing House.

PAPER-106	<i>Full Marks: 100</i>
BANKING AND INSURANCE MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Evolution of Banking: Meaning and Definition of Banking, Features of Banking, Classification of Banks, Banking Systems in India, Banking & Other Business. (14 marks)	
Unit-II: Banking Services & Products: Relationship between Bankers and Customers and their rights and obligations, Deposit Service, Payments and Remittances, Loan or Credit Services, Demand Draft and Cheques, Credit Cards and Debit Cards, Customer Services, Miscellaneous Services. (14 marks)	
Unit-III: Commercial Bank and Central Bank: Commercial Banks: Functions, Lending principles of commercial banks Central Bank (RBI): Functions of Reserve Bank of India, Methods of credit control by Reserve Bank of India. Central Banks Vs. Commercial Banks. (14 marks)	
Unit-IV: Principles of Insurance: Introduction and Meaning, Essentials of Insurance contract, Kinds of Insurance contract, Principles of Insurance, Types of Insurance and their policies-Life, Fire, Marine; Double and Re-insurance. (14 marks)	
Unit-V: IRDA and Insurance Intermediaries: Objectives of IRDA, Registration of Insurance Companies, Licensing of Insurance Agent, surveyors, Risk Management-classification of risk and risk management process, assignment, nomination, surrender value, Claim settlement and revivals, Underwriting, Bancassurance, pension schemes and ULIPs. (14 marks)	

Reference Books:

1. A. Gajendran, A Text on Banking Theory, Vrinda Publications.
2. B.S.Khubchandani, Practice and Law of Banking, MacMillan India.
3. Banking Products and Services, Taxmann publication.
4. E.Gordon, P.KGupta-Banking and Insurance, Himalaya Publishing House.
5. Inderjit Singh, Rakesh Katyal, Insurance and Risk Management, Kalyani Publisher.
6. K.C.Sekhar, Banking-theory and practice, Vikas Publishing House.
7. M.N.Mishra and S.B.Mishra, Insurance-Principles and Practices, S.Chand & Co.
8. N.C.Majumdar, Fundamentals of Modern Banking, New Central Book Agency.
9. O.P. Agarwal, Banking and Insurance Management, Himalaya Publishing House.
10. S. Natarajan, Indian Banking, S. Chand & Co.
11. S.C.Sahoo and S.C.Das, Insurance Management, Himalaya Publishing House.
12. V.Iyengar, Introduction to Banking, Excel Books.

PAPER-107 PROGRAMMING LANGUAGE AND INFORMATION TECHNOLOGY	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit-I: Information Technology: An overview, components of Information Technology, classification of computers (According to purpose, technology, size and capacity), Application Areas of computers, Electronic Data Processing, Benefits and shortcomings, computers in management, computer Hardware, central processing unit, Input devices, secondary storage devices (Floppy Disks, Hard Disks, Laser disks). (18 marks)	
Unit-II: Software's: Classification, Programming Languages (Machine, Assembly and High level Language) categories of application software, operating system, Functions of operating systems, Introduction to Data base Management, Cyber laws and information Technology Act, 2000. (16 Marks)	
Unit-III: C Language Fundamentals: Character set, Identifiers, Keywords, Data Types, Constants and variables, statements, Expressions, Operators, Precedence operators, Input-output Assignment, Control structures, Decision Making, Branching and looping one dimensional and multidimensional arrays, its applications, Declarations, string handling functions. Functions, User defined functions and system defined functions. (16 marks)	
Practical: Simple programs based on Unit-III	

Reference Books:

1. A. Leon R.M. Leon, Fundamentals of Information Technology, Techworld Publication.
2. C S V Murthy, Fundamentals of Computers, Himalaya Publishing House.
3. C S V Murthy, Information Technology, Himalaya Publishing House.
4. E Balaguru Samy, Programming in ANSI, TMH Publications.
5. R. Subburaj, Programming in C, Vikas Publishing House.
6. S.S.Khandare, Programming in C and C+, S. Chand & Co.
7. Susant K. Rout, C is simple, Tata McGraw Hill Publications.
8. V.K. Kapoor ,Computers and Information Technology, Sultan Chand & Sons.
9. Y.P. Kanetkar, Let us C, BPB Publications.

PAPER-108 MARKETING MANAGEMENT	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Marketing: Nature and scope of marketing, marketing management and its environment. (14 marks)	
Unit-II: Marketing Segmentation: Nature, basis, consumer buying behaviour, factors affecting, purchase behaviour. (14 marks)	
Unit-III: Marketing Mix: Introduction, Product decision, product definition, new product development process, product life cycle, positioning, branding and packaging decisions. (14 marks)	
Unit-IV: Pricing: Types, factors and strategies, Distribution: Channel decisions, types and factors. (14 marks)	
Unit-V: Promotion: Promotion mix and factors affecting it and Introduction to advertisement and Public relation. (14 marks)	

Reference Books:

1. Arun Kumar and N. Meenakshi, Marketing Management, Vikas Publishing House.
2. P. Ravilochanan, P, Principles of Marketing Management, Vrinda Publications.
3. Paul Baines, Chris Fill, Kelly , Marketing, Oxford University Press
4. Philip Kotler, Principles of Marketing, Prentice Hall of India.
5. V.S.Ramaswami & S.Namakumari, Marketing Management, MacMillan India Limited.
6. William J. Stanton, Michael J. Etzel, Fundamentals of Marketing, McGraw-Hill Publications.

PAPER-201 BUSINESS COMMUNICATION SKILLS	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit- I: Principles of Letter Writing, Structure and Layout of letters, Planning a letter, Sales letters, Claim/Adjustment letters, Credit and collection letters, Job Application Letters and Preparation of Resume/Bio-Data. (12 marks)	
Unit- II: Enquiry, Quotations, Orders, Tenders, Memoranda, Notices/Circulars, Agenda & Minutes, Noting and Drafting. (12 marks)	
Unit- III: Office Procedure: (a) Receipt and Dispatch of Mail , Filing system, Classification of Mail, Modern Office Technology, Duplicating Technology, Storage Devices and Social Correspondence, (b) Modern office/Electronic Communication Systems: Computer, DTP, Tele printer-a general idea. (12 marks)	
Unit- IV: Business Reports, Characteristics of Business Report, Importance of Business Reports, Types of Business Reports, Structure of Business Reports, Preparatory steps to writing Business Reports, Elements of Style, Use of Illustration, Specimen of Business Reports. (14 marks)	
PRACTICAL: Examination during personal contact programme shall include practical. A candidate has to secure 40% both in the exam. During Personal Contact Programme and Term End Practical. Oral Presentation, Body language, Voice Modulation, Audience Awareness, Presentation and Debating Skill, Group Discussion, Thematic Appreciation Test. Introduction of Guests and Vote of thanks. (20 marks)	

Reference Books:

1. C.L.Bovee, Business Communication, Pearson Education.
2. K.K.Sinha, Business Communication, Taxmann Publications.
3. M. Balasubramanyam, Business Communication, Kalyani Publishers.
4. Meenakshi Raman, Business Communication, Oxford Publications.
5. R.C.Sharma Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw.
6. R.K.Madhukar, Business Communication, Vikas Publishing House.
7. R.V.Badi and K.Aruna: Business Communication, Vrinda Publications.
10. U. Rai and S.M.Rai- Business Communication, Himalaya Publishing House.
8. S.Jasmin & J.S.Bright, Business Letter Writing, Universal (ND).
9. Sarah Freema, Written Communication in English, Orient Longman.
10. Urmila Rai, Business communication, Himalaya Publishing House.

PAPER-202 COST AND MANAGEMENT ACCOUNTING	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Introduction to Cost Accounting, Difference between Cost and Financial Accounting, Cost Accounting vs. Cost Accountancy, Cost Concepts-Cost Accounting & Management Accounting, objective & Significance, Cost Classification, Technique of Total Cost Determination; Cost Sheet, Inventory Control, Allocation & Absorption of Overhead. Elements of cost and costing techniques. (14 marks)	
Unit-II: Job & Process Costing- process losses and Inter process profits, equivalent production, Joint Products and By-products, Cost-Volume-Profit Analysis, Marginal Costing, Batch costing, uniform costing and Inter-firm comparison. (14 marks)	
Unit-III: Standard Costing, budgeting & Budgetary Control, Reconciliation of cost and financial accounts, cost audit and management audit, cost control accounts, Integrated Accounts. (14 marks)	
Unit-IV: Fund Flow Statement, Cash Flow Statement, Ratio Analysis. (14 marks)	
Unit-V: Responsibility Accounting, Activity Based Costing, Management Reporting and Emerging Areas: Human Resource Accounting. Inflation Accounting and Social Accounting. (14 marks)	

Reference Books:

1. B.K.Bhar, Cost Accounting, Academic Publishers.
2. Bhabatosh Banerjee, Cost Accounting, World Press.
3. Jawahar Lal, Advanced Management Accounting, S.Chand and Co.
4. M.E.Thukaram Rao, Cost Accounting, New Age International.
5. M.N,Arora, Cost and Management Accounting, Himalaya Publishing House.
6. N.K.Agrawal, Cost Accounting, Global Business Press.
7. R.K.Sharma and S.K.Gupta, Advanced Cost and Management Accounting, Kalyani Publisher.
8. Ravi. M. Kishore, Cost Accounting, Taxmann Allied Services.
9. S.P. Jain & K.L. Narang, Cost Accounting, Kalayani Publisher.
10. V.K.Saxena and C.D.Vashist, Advanced Cost and Management Accounting, Sultan Chand & Sons.

PAPER-203 MANAGERIAL ECONOMICS	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit- I: Significance and Scope of Managerial Economics: Role of Managers in Business Economics, Paradigms applicable to business analysis. (14 marks)	
Unit- II: Market Demand: Determinants of Demand and Supply, Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium, Price, Income and Substitution Effects, Demand Forecasting. (14 marks)	
Unit- III: Production Function: Production decision-making, Short Run and Long Run Production Functions. (14 marks)	
Unit- IV: Market Analysis: Cost Structure, Various Concepts, Cost Estimation, Pricing and Output decisions in perfect competition, Monopoly, Monopolistic Competition. (14 marks)	
Unit- V: Profit Analysis: Theories of profit, Break Even Analysis, Managerial Decisions, Business Cycle. (14 marks)	

REFERENCE BOOKS:

1. Brigham E.E. & Pappas J.L., Managerial Economics, Dreden Press.
2. D.D.Chaturvedi and S.L.Gupta, Managerial Economics, International Book House.
3. D.N.Dwivedi, Managerial Economics, Vikas Publishing House.
4. Dholakia, Oza, Microeconomics for Management Students, Oxford University Press.
5. Ferguson C.E. John, R. Microeconomics Theory, Richard D. Irwin Press.
6. G.S.Gupa, Managerial Economics, Tata McGraw Hill.
7. H.L.Ahuja, Managerial Economics, S.Chand & Co.
8. H.R.Appanaiah & P.N.Reddy, Economics for Business, Himalaya Publishing House.
9. M.L.Jhingan and J.K.Stephen, Managerial Economics, Vrinda Publications.
10. P.L.Mehta, Managerial Economics, Sultan Chand and Sons.
11. P.N.Chopra, Managerial Economics, Kalyani Publisher.
12. Peterson and Lewis, Managerial Economics, Prentice Hall of India.

PAPER-204 BUSINESS AND LABOUR LAWS	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Law of Contract: Essentials of Contract, Offer and Acceptance, Consideration, Capacity of Contract, Coercion, Misrepresentation, Fraud, Mistake, Legality of objects, Agreement not declared void, Performance of Contract, Discharge of Contract, Breach of Contract, Quasi Contract. (14 marks)	
Unit- II: Sale of Goods Act: Contract of sale, Conditions and Warranties, transfer of Ownership, Performance of Contract of Sale, Remedial Measures, Sale by auction. Negotiable Instrument Act: Introduction, Types of negotiable instruments. Parties to the Negotiable Instrument, negotiation, Presentation and dishonour of Negotiable Instrument, Discharge of Negotiable instrument. (14 marks)	
Unit- III: Company Law: Introduction, Memorandum of Association and Articles of Association. Director's Powers & Responsibilities, Meeting and Proceeding, Borrowing Powers, Prevention, Operation and Mismanagement, Winding up. (14 marks)	
Unit- IV: Negotiable Instrument Act: Introduction, Types of Negotiable Instruments, parties to the Negotiable Instrument, Negotiations, Presentation and dishonour of Negotiable instruments, Discharge of Negotiable Instrument. (14 marks)	
Unit- V: Indian Partnership Act, Consumer Protection Act. (14 marks)	

Reference Books:

1. A.K.Sen and J.K.Mitra, Company Law, World Press.
2. Anil Kumar, Corporate Law, International Book House.
3. K.R.Bulchandani, Business Law, Himalaya Publishing House.
4. L.M.Porwal and S.Kumar, Industrial and Labour Legislations, Vrinda Publications .
5. N.D.Kapoor, Mercantile Law, Sultan Chand and Sons.
6. R.K.Bangia, Principles of Mercantile Law, Allahabad Law Agency.
7. S.K.Tuteja, Business Law for Manager, Sultan Chand and Sons.
8. S.S.Gulshan and G.K.Kapoor, Business Law including Company Law, New Age International.
9. P. Saravanavel, S.R.Mohapatra, Business and Company Law, Himalaya Publishing House.
10. R.S.N.Pillai, Business Law, S.Chand & Co.
11. M.C.Kuchhal, Business and Industrial Law, Vikas Publishing House.

PAPER-205 RELATIONAL DATABASE MANAGEMENT SYSTEM	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit-I: Introduction to DBMS: Data, database, database management system, structure of DBMS, Advantage of the DBMS over file system, DBA, three levels of data abstraction, instance and schema, Data Independence, data Models, Entity sets, Attribute, relationships, Mapping, cardinalities, simple ER Diagrams. (18marks)	
Unit- II: Relational Models: Structure of the relational data base, relational algebra, relational calculus, QBE, Quel, Codd's rule, integrity constraints, SQL, Views (16 Marks)	
Unit- III: Relational Database Design: Functional Dependency, Normalization using functional dependencies, multi valued dependency, normalization using multi valued dependencies. JOIN, different types of JOINS, decomposition, lossless decomposition, Dependency preservation. (16 Marks)	
Practical: SQL and PL/SQL	

Reference Books:

1. Abraham Silberschatz, Henry F Korth, S.Sudarshan, Database System Concepts, McGraw Hill.
2. Bipin C. Desai, An Introduction to Data Base System, Galgotia Publications.
3. Leon Alexis and Leon Mathews, Database Management systems, Vikas Publishing House.
4. Nirupama Pathak, Database Management systems, Himalaya Publishing House.
5. Remez Elmari, Fundamentals of Data Base Systems, Pearson Education.

PAPER-206 ORGANISATION BEHAVIOUR	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Introduction : Organisation Behaviour Meaning, Contribution from different field, History of Organisation Behaviour, Personality determinants and theories of personality. (14 marks)	
Unit-II: Motivation: Theories of Motivation; Need hierarchy theory, Two factor theory, equity theory, theory X & theory Y, expectancy theory, and situational theory. (14 marks)	
Unit-III: Leadership: Leader Vs Manager, Theories of Leadership (Trait theory & situational theory), Effectiveness of Leadership. conflict & conflict Management. (14 marks)	
Unit-IV: Group Process: Importance of group, Theories of group, Group cohesiveness, Interpersonal Behaviour in group-trust, stages of group formation, types of group. (14 marks)	
Unit-V: Organisation Culture : Formation and maintenance of culture, Communications; Interpersonal & Intergroup Communication, Barriers in communication, Role of Emotion in Communication. (14 marks)	

Reference Books:

1. Fred Lutharies, Organisational Behaviour, McGraw Hill International.
2. J.S.Chandan, Organisational Behaviour, Vikas Publishing House.
3. K. Aswathappa, Organisational Behaviour, Himalaya Publishing House.
4. M.Gangadhar Rao, & V.S.P.Rao, P.S.Narayan: Organisational Behaviour.
5. P.N.Khandelwala, Organisational Design for Excellence, Tata McGraw Hill Publications.
6. R.N.Banerjee, Organisational Behaviour, New Central Book Agency.
7. Robin Fincham, Principles of Organisational Behaviour, Oxford University Press.
8. S.S.Khanka, Organisational Behaviour, S.Chand & Co.
9. Stephens P Robbins, , Organisational Behaviour, Prentice Hall of India.
10. Subba Rao-Organisational Behaviour. Himalaya Publishing House.
11. Udai Pareek, Human Resource Development, Tata McGraw Hill.

PAPER-207	<i>Full Marks: 100</i>
QUANTITATIVE TECHNIQUES FOR MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Probability Distribution: Introduction, Random variable, Binominal distribution, Poisson distribution, Normal distribution. (14 marks)	
Unit-II: Sampling and Sampling Distribution: Introduction, Probability & non probability sampling, Testing of Hypothesis, Chi-square test. (14 marks)	
Unit-III: Business Forecasting: Correlation- Karl Pearson's Method, Rank Correlation, Regression Analysis, Time Series Analysis. (14 marks)	
Unit-IV : Introduction to Linear Programming: Formulation, Graphical solution and Simplex method (Phase I and II). (14 marks)	
Unit-V : Numerical Solutions to Algebraic & Transcendental Equations : Bisection Method, Iterative method, Newton Raphson Method, Regula falsi method. (14 marks)	

Reference Books:

1. E.Balgurusamy, Numerical Methods, Tata McGraw Hill Publications.
2. G C Beri, Statistics for Management, Tata McGraw Hill.
3. Gerald,Wheatley, Applied Numerical Analysis, Pearson Education.
4. J.K.Sharma, Business Statistics, Pearson Education.
5. Kanti Swarup ,Gupta & Manmohan: Operations Research, Sultan Chand & Sons.
6. Reddy, Quantitative Techniques for Management Decision, Himalaya Publishing House.
7. S D Sharama, Operations Research, Kedarnath and Ramnath & Co.
8. S P Gupta, Statistical Method, Sultan Chand & Sons
9. S S Sastry, Introductory Method of Numerical Analysis, Prentice Hall of India.
10. S.Kalavathy, Operations Research with C Programming, Vikas Publishing House.
11. Viswanathan, Business Statistics, Pearson Education.

PAPER-208	<i>Full Marks: 100</i>
OPERATION MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Introduction: What is operation Management? Critical responsibility of a Manager, Transformation process, Operations as Service, Historical Development of Operation Management, JIT and TQC, Quality and Productivity, TQM and Quality Certification, Business Process Re-engineering, Supply Chain Management. (14 marks)	
Unit-II: Job Design and Work Measurement: Job design decision, behavioural considerations in job design, job enrichment, method study, work measurement, financial incentive plan, job evaluation. (14 marks)	
Unit-III: Quality Management: Total Quality Management, Cost of quality, Six Sigma Quality, ISO 9000 Certification, Process Control Procedure, Acceptance Sampling. (14 marks)	
Unit-IV : Inventory Control: Definition of inventory, purpose of inventory, inventory costs, EOQ, Quantity Discounts, Periodic Review System, Reorder Level System, Selective Inventory Control, ABC, HML, XYZ, VED, SDE, FSN Analysis, Principles of Material Requirement planning. (14 marks)	
Unit-V: Production Planning and Control and Introduction to Project Management: Production Planning and Control, Routing, Scheduling, Introduction to Project Management, Networks Principles, CPM, PERT. (14 marks)	

Reference Books:

1. A. Bhatnagar and R.Agrawal, Production and Operations Management, Vrinda Publications.
2. B.S.Goel, Production and Operation Management, Pragati Prakashan
3. K.Aswhathapa and K.S.Bhatt, Production and Operations Management, Himalaya Publishing House.
4. K.Bedi, Production and Operation Management, Oxford University Press.
5. M. Telsang, Industrial Engineering and Production Management, S.Chand & Co.
6. M.Mahendru and G.D.Sharma, Production and Operation Management, Kalyani Publishers.
7. Martand and Telsang: Industrial Engineering and Business Management, S. Chand & Co.
8. R.Paneerselvam, Production and Operation Management, Prentice Hall of India.
9. Richard Chase: Operations Management, McGraw Hill.
10. S.K.Mandal, Total Quality Management, Vikas Publishing House.
11. S.N.Chary, Production and Operation Management, McGraw Hill.

PAPER-301	<i>Full Marks: 100</i>
PRODUCTION AND QUALITY MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Maintenance Management: Objectives of Maintenance, Types of maintenance (a) Break down maintenance (b) Preventive maintenance (c) Predictive Maintenance, Maintenance planning, Maintenance schedule techniques, computer aided maintenance, total productive maintenance. (14 marks)	
Unit-II: Quality Control: Fundamental factors affecting Quality, Need for controlling Quality, Inspection, Quality Control, Statistical Process Control. (14 marks)	
Unit-III: Plant Location and Layout: Need for selecting a suitable location, factors influencing plant location, location theory, plant layout, classification of layout, organization of physical layout. (14 marks)	
Unit-IV: Operation Strategy: Strategic management process, what is operation strategy, key success factors, SWOT analysis, Globalisation (14 marks)	
Unit-V: Service Management: What is service, services in Indian economy, service Matrix, capacity management, methods to deal fluctuating demand , service quality (14 marks)	

Suggested Readings:

1. S.N.Chary, Production and Operation Management, Tata McGraw Hill.
2. K. Aswathapa and S.Bhatt: Production and Operations Management, Himalaya Publishing House.
3. R.Paneerselvam, Production and Operation Management, Prentice Hall of India.
4. Martand Talsang, Industrial Engineering and Production Management, S. Chand & Co.
5. Sridhar Bhatt, Production and Operation Management, Himalaya Publishing House.
6. Mandeep Mahendra, Production and Operation Management, Kalyani Publishers.
7. Martin K. Starr, Production and Operations Management, Wiley India.
8. D.D.Sharma, Total Quality Management, Sultan Chand & Sons.

PAPER-302	<i>Full Marks: 100</i>
FINANCIAL MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit- I: Introduction to Financial Management, Functions of Financial Management, Scope & Objective of Financial Management, Functions of Finance Manager, Profit Maximisation, Wealth Maximisation, Time Value of Money. (14 marks)	
Unit- II: Sources of Finance, Long Term & Short Term of Finance, Equity & Debt, Funds Flow Statement and Cash Flow Statements, Ratio Analysis. (14 marks)	
Unit-III: Concept of Risk & Return, Valuation of Securities: Basic Capital Investment Decisions, Determination of Cash Flow Analysis & Tools of Risk Analysis in Capital Budgeting. (14 marks)	
Unit- IV: Cost of Capital, Capital Structure- Theory & Planning, Leverage Analysis, Dividend Policy. (14 marks)	
Unit- V: Working Capital Management, Management of Cash, Dividend Policy, Recent trends, Cash inventory & Receivable management. (14 marks)	

Reference Books:

1. Chandra Iyer, Financial Management, International Book House.
2. G.S. Reddy, Financial Management, Himalaya Publishing House.
3. Prasanna Chandra, Financial Management, Tata McGraw Hill.
4. R.K.Sharma and S.K.Gupta, Financial Management, Kalyani Publishers.
5. R.M.Srivastava, Financial Management, Pragati Prakashan.
6. R.P.Rustagi, Financial Management, Galgotia Publication.
7. S.K.Banerjee, Financial Management, S.Chand and Co.
8. S.N.Maheshwari, Financial Management, Sultan Chand and Sons.
9. Rajesh Kothari and Bobby Dutta, Financial Management, MacMillan India Limited.
10. Ravi M. Kishore, Financial Management, Taxmann Allied Services.
11. P.C.Tulsian, Financial Management, S.Chand & Co.
12. N.P.Srinivasan and M.S.Murugan, Financial Management, Vrinda Publications.

PAPER-303 HUMAN RESOURCE MANAGEMENT	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Basic of Human Resource Management: Development of concept of Human Resources Management, Principles, functions and practices of Human Resource Management. (14 marks)	
Unit-II : Human Resources Planning: Macro level Scenario of Human Resource Planning, Concepts and Process of Human Resource Planning (14 marks)	
Unit-III: Man Power Adjustment: Recruitment & Selection, Placement and Induction, Promotion & Transfer. (14 marks)	
Unit-IV: Performance Appraisal: Concept of Performance Appraisal, Introduction of performance appraisal, Objective of performance appraisal, Benefits of performance appraisal. (14 marks)	
Unit-V: Training & Development: Introduction & concepts of Training & Development, Importance of Training, Effectiveness of Training, Quality of Work life, Worker's participation in Management. (14 marks)	

Reference Books:

1. B.B.Mohapatra, Human Resource Management, New Age International.
2. Biswajit Pattnayak, Human Resource Management, Prentice Hall of India.
3. Deepak Ku Bhattacharya, Human Resource Planning, Excel Books.
4. K.Aswathapa, Human Resource Management, Tata McGraw Hill Publications.
5. K.K.Choudhury, Human Resources Management, Himalaya Publishing House.
6. P.G.Aquinas, Human Resource Management, Vikas Publishing House.
7. R.V.Badi, Human Resource Management, Vrinda Publications.
8. Shashi K. Gupta, Human Resource Management, Kalyani Publishers.
9. Subba Rao, Personnel and Human Resources Management, Himalaya Publishing House.

PAPER-304 MARKETING MANAGEMENT	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Understanding the Marketing Process: Marketing Concepts, Marketing Environment, Role of marketing in Modern Organization (14 marks)	
Unit- II: Product Management: PLC, New Product Decision, Managing the Product, Product Differentiation and positioning, Managing Brands. (14 marks)	
Unit- III: Demand Forecasting: Methods of forecast, Pricing- Objectives, Pricing policies, Pricing Methods. (14 marks)	
Unit- IV: Promotion: Promotion as a Communication Process, Forms of Promotion: Advertising, Personal Selling, Sales Promotion Publicity and Sales Management. (14 marks)	
Unit- V: Physical Distribution: Transportation, Warehousing, Inventory Management, Channel Decision, Channel Intermediaries and their functions, Channel structure, Making Channel strategy decision, Managing channel relationship. (14 marks)	

Reference Books:

1. C.N.Sontakki, Marketing Management, Kalyani Publishers.
2. Gary Armstrong & Philip Kotler, Marketing: An Introduction, Person Education.
3. K.Karunakaran, Marketing Management, Himalaya Publishing House.
4. P.Ravilochanan, Principles of Marketing, Vrinda Publications.
5. Rajan Saxena, Marketing Management, Tata McGraw Hill Publications.
6. S.A.Sherleker, T.Pani, Marketing Principles and Management, Himalaya Publishing House.
7. Sanjay Singh Gaur, Event marketing Management, Vikas Publishing House.
8. T N Chhabra & S K Grover, Marketing Management, Dhanpat Rai & Co.
9. V S Ramaswamy & S Namakumari, Marketing Management Planning, Mac Millan India Ltd.

PAPER-305 ENTREPRENEURSHIP	Full Marks: 100 University Exam.: 70 Internal Assessment: 30
Unit-I: Entrepreneurship: Meaning, definitions and characteristics, types of entrepreneurship and entrepreneur, entrepreneurial vision and mission, entrepreneurial leadership, qualities of a successful entrepreneur; entrepreneur vs. intrapreneur; entrepreneurs vs. professional managers, growth of entrepreneurship development in India. (14 marks)	
Unit-II : Entrepreneurial Environment: Meaning, types, environmental factors affecting entrepreneurship; entrepreneurial behaviour, theories of entrepreneurship, motivation-theories of Abraham Maslow's and Frederick Herzberg, entrepreneurial behaviour and psycho-theories; factors influencing entrepreneurial performance. (14 marks)	
Unit-III: Government and Institutions: Government policies and measures towards promotions of entrepreneurship; Entrepreneurship Development Programmes-meaning, objectives, flow chart, phases, course contents, role of Government; Institutional finances for entrepreneurs. (14 marks)	
Unit-IV: Micro, Small and Medium Enterprises: Meaning, importance, registration, clearances and permits; business plans; industrial sickness-causes and its remedies; rehabilitation and nursing; marketing of MSME products; problems of MSME and its remedies, women entrepreneurship-problems and remedies. (14 marks)	
Unit-V: Business Communication: Meaning, definitions, objectives, elements, importance; types of communication; forms of communication-verbal and non-verbal; barriers to effective communications, guidelines for overcoming barriers to effective communication; enhancement of effective communication; 7 C's of effective business communication. (14 marks)	

REFERENCE BOOKS:

1. K.K.Patra, Fundamentals of Entrepreneurship, Himalaya Publishing House.
2. S.S.Khanka, Entrepreneurial Development, S. Chand & Co.
3. S.L.Gupta and A.Mittal, Entrepreneurship Development, IBH Publisher.
4. Renu Arora, Fundamentals of Entrepreneurship, Kalyani Publisher.
5. R.V.Badi and N.V.Badi, Entrepreneurship, Vrinda Publications.
6. Donald F. Kuratko, Entrepreneurship, Cengage Learning.
7. Rajeev Roy, Entrepreneurship, Oxford University Press.
8. H.Nandan, Fundamentals of Entrepreneurship, Prentice Hall of India.
9. Marc J Dollinger, Entrepreneurship, Pearson Education.
10. Small and Medium Enterprises in India, Taxmann Publications.

PAPER-306 OBJECT ORIENTED PROGRAMMING AND E-COMMERCE	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit- I: Object Oriented Programming (C++): Object Oriented programming paradigm, benefits of OOPS, structure of C++ program, Tokens, Key words, identifiers and constants, basic data types, user defined data types, Function overloading, Functions: Call by Value, Call by reference. (18 marks)	
UNIT-II: E- Commerce : An Introduction, Trade and commerce Network and commercial Transactions, methodology, levels of Business, Advantages and necessity of E-commerce, Internet, Intranet and Extranet, Electronic Data Interchange (EDI), Benefits working and standards in EDI, Cost Benefit Analysis of EDI, EDI System, File, Types of services (Applications, Translation, Communication), EDI Administration. (16 marks)	
UNIT-III: E- Marketing: The internet audience and consumer behavior models , Basic marketing concepts, Internet marketing technologies, Data bases, Data Warehouses, Data Mining (Introductions) B2B and B2C, E-commerce Branding strategies , Online (Market Research, Primary Research, Secondary Research). (16 marks)	
Practical: Simple Programmes based on Unit-I	

Reference Books:

1. B.Satpathy, An Introduction to E-Commerce, Yugbodh Prakashan.
2. C.S.V.Murthy, E-Commerce, Himalaya Publishing House.
3. D.Ravichandran, Programming with C⁺⁺, Tata McGraw Hill Publications.
4. Dave Chaffey, E-Business and E-commerce Management, Pearson Education.
5. E. Balaguruswamy, Object Oriented Programming with C++, TMH Publications.
6. Laudon and Traver, E-Commerce, Pearson Education.
7. P.J.Joseph, E-commerce, Prentice Hall of India.
8. R.Khurana, Object Oriented Programming with C⁺⁺, Vikas Publishing House.
9. S.S.Khandare, Programming in C and C++, S.Chand & Co.
10. Sweta Verma, Object Oriented Modeling and Programming with C++, Vrinda Publications.
11. Y.P.Kanetkar, Let Us C++, BPB Publications.

PAPER-307 SUMMER PROJECT AND VIVA-VOCE	<i>Full Marks: 100</i>
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PAPER-308 ADVERTISING, SALES AND DISTRIBUTION	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Introduction: Definition, objectives, functions and classification of advertising, advertising versus other forms of mass communication, AIDA concept, Advertising Agency. (14 marks)	
Unit-II: Advertising media, General and special characteristics of different media, Advertising Budget. (14 marks)	
Unit-III: Advertising Appeal, Ad copy, Measuring advertising effectiveness, Pretesting, concurrent testing and post testing, Ethics in Advertising. (14 marks)	
Unit-IV: Sales Management: Functions and roles in sales marketing, Personal selling process, Managing the sales force, salesmanship. (14 marks)	
Unit-V: Physical distribution: Factors influencing distribution decisions, wholesaling and retailing. (14 marks)	

Suggested Readings:

1. D.Datta and M.Datta, Advertising, Sales Promotion, Vrinda Publications.
2. J. Jethwaney and S. Jain, Advertising Management, Oxford University Press.
3. Manendra Mohan, Advertising Management, Tata McGraw Hill.
4. P.K.Agarwal, Advertising Management, Pragati Prakashan.
5. S.A.Chunawalla, K.C.Sethia, Advertising, Sales and Promotion Mgmt. Himalaya Publishing House.
6. S.H.H.Kazmi & S.K.Batra, Advertising and Sales Promotion, Excel Books.
7. S.L.Gupta, Advertising and Sales Promotion, Sultan Chand & Sons.
8. S.L.Gupta, Sales and Distribution Management, Excel Books.
9. T. K. Panda and S. Sahadev, Sales and Distribution Management, Oxford University Press.