

CURRICULUM/ REGULATION/ COURSES OF STUDY
INTEGRATED MASTER OF BUSINESS ADMINISTRATION
(A FIVE YEAR PROGRAM)
&
BACHELOR IN BUSINESS ADMINISTRATION
(A THREE YEAR PROGRAM)
(COURSE CODE- 030307)
UNDER CBCS (WITH EFFECT FROM 2017)

1. Eligibility :

1.1. +2 / Equivalent.

1.2 Any student who has passed Diploma from State Council of Vocational and Technical Education established by Govt.

2. Duration :

2.1 For BBA -Three years (Six semester)

For IMBA-Five years (ten semester)

2.2 Odd semester is from June to December (i.e. 1st,3rd ,5th,7th, 9th semester).
The examination shall be held in tentatively the month of December.

2.3 Even semester is from January to May (i.e. 2nd,4th, 6th, 8th, 10th semester).
The examination shall be held in tentatively the month of June.

2.4 A student would be required to complete the course within nine academic years from the date of admission.

3. CONTACT HOUR

3.1 Under face to face Programme

2 credit points :- 20 hours,

3 credit points :- 30 hours,

4 credit points :- 40 hours,

3.2 Under Distance Mode

2 credit points :- 10 hours,

3 credit points :- 15 hours,

4 credit points :- 20 hours,

4. GRADING SYSTEM

4.1 Grade System

Grade	Letter Grade	Mark Secured from 100	Grade Points
Outstanding	'O'	100-90	10
Excellent	'E'	89-80	9
Very Good	'A'	79-70	8
Good	'B'	69-60	7
Fair	'C'	59-50	6
Pass	'D'	49-36	5
Failed	'F'	Below 36	0

N.B.A Candidate is required to obtain at least 36% / Grade D in each theory paper/ Project / practical / viva / assignment etc. and in aggregate in order to pass the University Examination.

- 4.2 A transitory letter grade I (carrying points 2) shall be introduced for cases where the results are incomplete. This grade shall automatically be converted into appropriate grade(s) as and when the results are complete.
- 4.3 A student's level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as :

SGPA - Semestre Grade Point Average

CGPA - Cumulative Grade Point Average

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

(b) **CREDIT** - Integer signifying the relative emphasis of individual course item(s) in a semester as indicated by the Course structure and syllabus.

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

CREDIT INDEX - \sum **CREDIT POINT** of course items in

GRADE POINT AVERAGE - $\frac{\text{CREDIT INDEX}}{\sum \text{CREDIT}}$

SEMESTER GRADE POINT AVERAGE (SGPA) = $\frac{\text{CREDIT INDEX}}{\sum \text{CREDIT}}$ for a Semester

CUMULATIVE GRADE POINT AVERAGE (CGPA) =

$\frac{\text{CREDIT INDEX of all previous Semester upto a Semester}}{\sum \text{CREDIT}}$

- 4.4 In addition to the points marks/ percentage would also be awarded and shall also be reflected in the Mark Sheet.
- 4.5 The details of grading system under class 4.1 to 4.4 shall be printed on the backside of University Mark-sheet.
- 4.4 In addition to the points marks/percentage would also be awarded and shall also be reflected in the Mark Sheet.
- 4.5 After successfully completion of the first six semester examination students would awarded Bachelor Degree in Business Administration. In addition to grade specified at para 4.1 Class / Division shall be awarded at BBA

Level as follows :

36% and above but less than 45%

Pass without Hons.

45% and above but less than 50%

:2nd Class Hons.

50% and above but less than 60%

:2nd Class Hons with

Distinction

60% and above:1st Class

Hons with Distinction.

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

5. Repeat and Improvement :

5.1 A student has to clear back papers (i.e. in the paper/papers one has failed) by appearing at subsequent three semester examinations.

5.2 A student may appear improvement in any paper / papers in the immediate

subsequent examination. Only one chance can be availed. The higher mark of the two chance (i.e. first and the improvement) shall be valid.

6 Hard Case Rule :

1% of grace mark on the aggregate mark subject to maximum of 3 (three) marks in single paper taking aggregate as a subject shall be given. This shall be applicable in each semester.

7. In case of P.G. Dept. M.S. Law College the teacher offering the course shall be responsible completely for the evaluation (setting papers, conducting unit test, term end test, seminars, presentation, guidance of dissertations and projects etc.).
8. The Departmental Teacher Council, Teacher Council of P.G. Dept. of Law & M.S. Law College and teacher Council of DDCE along with concerned Heads of P.G. Depts. of the University shall act as the Board of Study for the courses offered. They may invite external members.
9. Each Dept shall have a designated Teacher in-charge of Examination to be decided by the Head, Principal , or Director as the case may be.
10. The Evaluation would be sole responsibility of Teacher offering the course (i.e. Setting & evaluating for Unit test / Quiz / Presentation or Seminar term end / Practical / Dissertation / Project etc.)
11. The Dept. Law College, DDCE shall prepare the result and handover the same (Tabulation Register.) to Controller of Examinations (both soft & hard) for preparation of certificates and mark sheets. The Head of the Dept. / Principal, Director may issue Mark sheet cum Provisional result sheet to the candidates.
12. Suitable modifications may be made for P.G. Courses offered by the DDCE, Utkal University under approval of its Advisory Council and the Vice Chancellor.

Course Structure of BBA and IMBA

Year/ Sem.	Category	Paper	Title of the Paper	Total Marks
BBA/IMBA I Year 1st Sem. (500 Marks)	Core (Five papers)	13030702101	Management Concepts and Practices	100
		13030702102	English - I	100
		13030702103	Business Mathematics	100
		13030702104	Psychology	100
		13030702105	Computer Fundamentals	100
BBA/IMBA I Year 2nd Sem. (500 Marks)	Core (Five papers)	13030702106	Financial Accounting	100
		13030702107	Fundamentals of Economics	100
		13030702108	Business Organization	100
		13030702109	Business Statistics	100
		13030702110	Information Technology in Business	100
BBA/IMBA II Year 3rd Sem. (500 Marks)	Core (Five papers)	13030702111	Organizational Behaviour	100
		13030702112	Cost Accounting	100
		13030702113	Managerial Economics	100
		13030702114	English - II	100
		13030702115	Web Fundamental	100
BBA/IMBA II Year 4th Sem. (500 Marks)	Core (Five papers)	13030702116	Quantitative Methods for Management	100
		13030702117	Business Economic & Environment	100
		13030702118	Business Regulatory Frame Work	100
		13030702119	Indian Ethos & Value	100
		13030702120	Management Accounting	100
BBA/IMBA III Year 5th Sem. (500 Marks)	Core (Five papers)	13030702121	Indian Economy & Macro Economics	100
		13030702122	Operation Research	100
		13030702123	Written & Oral Communication	100
		13030702124	Contemporary Indian Society & Culture	100
		13030702125	Research Methodology	100
BBA/IMBA III Year 6th Sem. (700 Marks)	Core (Six papers)	13030702126	Human Resources Management	100
		13030702127	Financial Management	100
		13030702128	Marketing Management	100
		13030702129	Production & Operation Management	100
		13030702130	Mgt. Information System	100
		13030702131	Project Report	200
IMBA IV Year 7th Sem. (500 Marks)	Core (Five papers)	13030702132	Management Comm. Skills & Development	100
		13030702133	Business Ethics & Corporate Governance	100
		13030702134	Industrial Laws	100
		13030702135	Business and company law	100
		13030702136	E-Business	100

IMBA IV Year 8th Sem. (500 Marks)	Core (Five papers)	13030702137	Corporate & Tax Law	100
		13030702138	International Business	100
		13030702139	Entrepreneurship Development	100
		13030702140	Management Support System	100
		13030702141	Business Policy & Strategic Management	100
IMBA Year 9th Sem. (600 marks)	Elective & Free Electives (Six papers)		GROUP- A --HRM	
		13030702142	Human Resource Planning and <u>Development</u>	100
		13030702143	Managing employees and related laws	100
		13030702144	Managing Training and Decelopment	100
			GROUP- B --FM	
		13030702145	Financial market and Institution	100
		13030702146	MERCHANT BANKING & FINANCIAL SERVICES	100
		13030702147	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	100
			GROUP- C --MM	
		13030702148	CONSUMER BEHAVIOUR	100
		13030702149	ADVERTISING AND BRAND MANAGEMENT	100
		13030702150	PRODUCT & SALES DISTRIBUTION MANAGEMENT	100
			GROUP- D --POM	
		13030702151	Total Quality Management	100
		13030702152	Purchasing & Material Management	100
		13030702153	Operation Planning Control	100
			GROUP- E --ISM	
13030702154	DBMS & RDBMS	100		
13030702155	Enterprise Resource Planning	100		
13030702156	System Analysis & Design	100		
NB: One has to opt one groups a his/ her specialization group (three papers). Besides one has to choose three papers from any other four groups. (i.e. excluding the specialization/Elective paper group opted). These three papers can also be drawn from a single group.				
IMBA V Year 10th Sem. (600 marks)	Elective & Free Electives (Four papers)		GROUP- A --HRM	
		13030702157	International Humane Resource management	100
		13030702158	Management Change and Strategic Issues	100
			GROUP- B --FM	
		13030702159	International Finance	100
		13030702160	Merger and Acquisitions	100
			GROUP- C --MM	
		13030702161	PBM	100
		13030702162	MR & SERVICES	100
			GROUP- D --POM	
		13030702163	TM	100
13030702164	LM	100		

		GROUP- E --ISM		
		13030702165	Telecom for Business	100
		13030702166	Data Structure	100
	Core	13030702167	Project Viva	200

NB:

- **In 10th Semester one will cover the rest two papers of the elective group opted in the 9th Semester.**
- **One will opt any two papers from any group (other than those opted earlier). These two papers can also be drawn from the same free Elective group opted in the 9th Semester.**
- **Total Mark in BBA-3200 & IMBA- 5400.**

5 - YEAR INTEGRATED MBA PROGRAMME / BBA

DETAILED SYLLABUS

1ST. SEMESTER

Paper- 1 Management Concepts and Practices

- Unit-1 Concept of Management, Functions, Skills of a Manager, Process of Management, Development of management (Scientific Management- Taylor, Modern Approach- Fayol, Human Relations Approach - Mayo)
- Unit-2 Planning: Concept, Process, Type, Importance; Decision making: types of Decision, Process of decision making, Models & Issues.
- Unit-3 Principles of Organisation: structure & Types of Organisation; Departmentation, Decentralisation, Delegation, Span of management. Line & Staff Organisation, Matrix Organisation.
- Unit-4 Coordination and Controlling: Principle of Coordination -Process of Coordination, Control - Tools and Techniques, -MBO.
- Unit-5 Contemporary Issues: -Recent Trends and Challenges, -Role of Managers in Changing environment, -Contemporary Organisational Structure Trends in Management, Challenges in today's global environment and competitiveness.

References

1. Essentials of Management - Koontz, O'Donnel & Weihrich (Tata Mc.Graw)
2. Management - Robbins & Coulter (Pearson)
3. Principles of Management - Stoner & Freeman
4. Principles of Management - Chandra Bose (PHI)

Paper- 2 English-I

- Unit-1 Introduction to Communication: Difference between Verbal and Non-Verbal Communication. Importance of Non-Verbal Communication in Verbal Settings.

- Unit-2. Comprehension. Essential of Reading & Writing Comprehension.
- Unit-3. Writing a Paragraph. Identifying a Topic Sentence. Cohesion and Coherence. Use of Linkers and other devices.
- Unit-4 Public Speaking, How to become a good speaker.
- Unit-5 Doing things with words: To ask for information, help, permission to Instruct, command, request, accept, refuse, prohibit, persuade, promise.

References

1. John Sealy, Oxford Guide to Writing and Speaking , OUP.

Paper- 3 Business Mathematics.

- Unit -1 Profit and Loss, Partnership.
- Unit -2 Simple Interest, Compound Interest.
- Unit - 3 Logarithms, Invoicing.
- Unit -4 Set and Set Operations, Functions.
- Unit -5 Limit, Continuity.

Paper- 4 Psychology.

- Unit – I Psychology: It's nature, scope and methods. Biological Bases of Behaviour: Neurons, Nervous system. It's basic structure and function, The brain, Lateralization of the cerebral centre.
- Unit – II Sensation, Perception and Learning. Sensation : The raw material of understanding, Sensory threshold, Sensory adaptation, Vision, Hearing, Perception: The focus of attention, Perception: Some organising principles and illusions. Learning Classical conditioning, Operant conditioning, Observational learning
- Unit – III Memory and Thinking Human memory: The information processing approach,

Episodic and Semantic, Short - term memory, Long term memory, Forgetting from long - term memory, Basic elements and intelligence of thoughts concepts, propositions, images.

Unit - IV Motivation and Emotion: Motivation: The activation and Persistence of behaviour, Emotion : Their nature, expansion and impact The nature and measurement of human intelligence Human intelligence: The role of heredity and the role of environment

Unit - V Social Thought : How We Think About Others Attribution : Understanding the causes of other's behaviour Social cognition : How we process social information Attitudes : Evaluations of the social world Prejudice and discrimination Social Behaviour Social influence : Changes other behaviour, conformity, compliance, obedience Attraction and love : Interpersonal attraction, prosocial behaviour.

References

- 1.Barron - Introduction to Psychology
- 2.Morgan & King - Introduction to Psychology. Robert A.
- 3.Alkinson & Alkinson - Introduction to Psychology- 5th Edition.

Paper -5 Computer Fundamental

Unit - 1 Introduction to Computer, Characteristics of Computer, Function of Computer, Application of Computer, Generation of Computer, Classification of Computer.

Unit - 2 Basic Computer Organisation, Types of memory, central processing unit and its component, ROM, RAM.

Unit - 3 Number System: Positional and Non-Positional Number System. Binary Number System, Decimal Number System, Octal and Hexadecimal Number System, Conversion of one number system to other number system.

Unit - 4 Hardware and Software, Types of Software, Relation between Hardware and

Software, Computer Virus and Antivirus tools, GIGO.

Unit - 5 MS-DOS (Internal and External Command and File Handling), Internet.

References

- 1.Introduction to Computer Science. ITL Edu - Pearson
- 2.Fundamentals of Computer by P. K. Sinha.

2ND SEMESTER

Paper- 6 Financial Accounting

Unit – 1 Accounting; The Language of Business; Accounting: An Information System; Users of Accounting information; Branches of Accounting; Financial Accounting; Generally Accepted Accounting Principles; Accounting Standards; The Accounting Equations; Financial Statements

Unit - 2 Recording Business Transactions: Classification of Accounts; The Double Entry System; Journal And Ledger; Process of Recording; Cash and Bank; Bank Reconciliation Statement .

Unit - 3 Trial Balance; Measuring Business Income: Revenue from sales, Cost of Goods Sold; Inventory valuation; Fixed Assets; Depreciation, Liabilities & Share holders Equities

Unit - 4 Preparation of Financial Statements: Profit & Loss Account, Balance Sheet, Cash Flow Statement

Unit - 5 'Analysis and Interpretation of Financial Statements, Financial Ratios, Corporate Disclosure, Annual Report.

References

- 1.Narayanaswamy - Financial Accounting: A managerial perspective (2nd Edn) - PHI.
- 2.Bhattacharya - Financial Accounting for Business Managers - PHI.
- 3.Meigs & Meigs :Accounting: The Basic for Business Decisions (McGraw Hill)

4. Bhattacharya & Dearden : Accounting for Management: Text and Cases (Vani)
5. Jawaharlal & Srivastav: Financial Accounting (S.Chand)
6. Ashok Banerjee: Financial Accounting: A Managerial Emphasis (Excel Books)

Paper- 7 Fundamental Of Economics

Unit-1 Introduction to Economics, Basic Concept & Utility Analysis. The analysis of Consumer Behaviour & Consumer Equilibrium: The Demand and Supply Analysis, Elasticity of Demand, Demand Estimation and Managerial Decision.

Unit-2 Production and Market Analysis: Production Function, Laws of returns, Cost Analysis-Short Run and Long Run. Pricing under Perfect Competition. Monopolistic Competition, Monopoly.

Unit-3 Theory of Distribution - Rent, Interest, Wage and Profit..

Unit-4 National Income and Macroeconomic Factors: National Income Accounting. Consumption Function and Investment Function, Demand and Supply of Money, Business and Policy Implications.

Unit-5 Economic Environment: The Basic of Money, Banking and Credit Control, the Basic of Balance of Payment and International Trade, Foreign Exchange and Control.

Reference:

1. Fundamental of Economics, Mehta & Kapoor - HPH
2. Gupta S.B. Monetary Economics, Sultan Chand.

Paper- 8 Business Organisation

Unit - 1 Concepts in Business: Definition of Business, Purpose and mission,
– Objectives, Strategies, Policies, Procedures, Program and Budgets of Business. Structure of Business, Classification of Business & Industries. Commerce- Meaning and Functions.

Unit - 2 Social Responsibility of Business, Features, & Issues, Factors Considering for Study Business, Market Assessment, Product, Raw Material, Manpower etc.

Unit - 3 Formation of Business Enterprises, Pvt. Sector, Meaning, Characteristic, Sole Proprietorship, Partnership, Companies, Co-Operatives, Societies and Trusts.

Unit - 4 Indian Partnership Act: Types of Partners, Roles and Responsibilities of Partners, Profit sharing and other issues in partnership.

Unit - 5 Indian Companies Act: Memorandum and Articles of Association, Registration and Commencement of Business, Roles and Responsibilities of Chairman, Managing Director, Secretary and Board of Directors, Issues in Corporate Governance.

References

1.B.O. & Mgt. by Tulsian & Vishal Panday (Pearson Edu).

Paper- 9 Business Statistics

Unit – 1 Measures of central tendency, Measures of dispersion.

Unit – 2 Introduction to sampling, Random sampling, Types of Sample: Simple Random Sampling , Stratified Random Sampling, Systematic Sampling, Cluster Sampling, Sampling Distributions, Standard Error, Sampling from normal Population.

Unit – 3 Testing of Hypothesis, Definition

Unit – 4 Small Sample tests: Definition (t-test, F-test, z-test).

Unit – 5 Large Sample tests: Definition (Chi- square test, ANOVA)

References

1.Chandran, Jit S., Statistics for Business & Economics, Vikas

2.Statistics of Management - Levin and Rubin, Prentice Hall of India.

3.Fundamentals of statistics (Vol. I & II) - Goon, Gupta, Dasgupta, World Press Pvt. Ltd.

4.A first course in statistics with applications - A.K. P.C. Swain, Kalyani Publishers

5.Quantitative Methods, Saha & Chakrabarty, TMH

Paper-10 Information Technology in Business

Unit - 1 Computer Basics: Characteristic of Computer, Classification of Computers, Computer System as Information Processing, Present Scenario of IT in Banking, Insurance, Hospital Management, Mobile Computing,

Unit - 2 Hardware & Software: Hardware Options - CPU, Input Devices, Out Put Devices, Storage Devices, Memory , Communication Devices, Configuration of Hardware Devices and their Applications, Software, Different types of Software, Programming Language

Unit - 3 Modern Information Technology: Basic Application of LAN, and WAN, Internet, Intranet and Extranet. Internet Technologies, Communication Technologies, Multimedia.

Unit-4 Introduction to Operating System: Evolution of Operating System, Functions of Operating System, Definition and Types of Operating System, Practical Application of Windows Operating System.

Unit-5 (LAB) Working with Text, Menu Commands, Tables, Checking Spelling and Grammar, Mail Merge etc. Working with Worksheet, Working with Power Point

References

- 1.Rajaraman - Introduction to information technology by Rajaraman
- 2.Computer Fundamentals by Pradeep K. Sinha, Priti Sinha BPB Publications.
- 3.Introduction to Information Technology, ITL Education Solutions Limited, PEARSON Education.
- 4.Rajaraman - Fundamentals of Computers by Rajaraman (PHI)

3RD SEMESTER

Paper-11 Organisational Behaviour

Unit – 1 The Study of Organizational Behaviour: Focus and Purpose, Nature, Scope and Development, OB Models and Models of Man.

Unit - 2 Personality: Determinants of Personality, Theories of Personality, Individual Difference, Matching Personality and Jobs, Personality and Organization, Perception: Meaning, Perceptual process, perception and O B

Unit - 3 Learning and Behaviour Modification: Learning process, Theories of Learning, Attitude Characteristics and Components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity

Unit - 4 Motivation: Nature of Motivation, Motivation Process, Theories of motivation; Need Priority Theory, Theory X and Theory Y, Two Factor Theory, E R G Model, Limitations and Criticisms of Motivation Theories.

Unit – 5 Leadership: Importance, Functions, Style, Theories of Leadership, Types. Communication: Importance of communication, communication Process, Barriers to Communication, Steps for improving Communication, Transactional Analysis

References -

- 1.Stephen P Robbins - Organization Behaviour, (PHI)
- 2.L M Prasad - Organizational Behaviour, (Sultan Chand)
- 3.R Aswathappa - Organizational Behaviour, Himalaya Pub House
- 4.Michael, V.P. : Organisational Behaviour & Managerial Effectiveness

(S.Chand)

- 5.S.S.Khanka-Organisational Behaviour (S.Chand).

Paper- 12 Cost Accounting

Unit 1 Overview of cost Accounting Concepts and Practices. Cost Accounting and Financial Accounting, Cost Accounting and Management, Classification of Costs, Cost Centre and Cost Unit.

Unit – 2 Introduction to Management Accounting Scope of Management Accounting, Objects, and Functions and Limitations of Management Accounting, Tools and Techniques of Management Accounting.

Unit – 3 Job and Contract costing, Process Costing, Cost Control, Budgetary Control, Standard Costing, Variance Analysis.

Unit – 4 Decision Making, Marginal Costing and Cost - Volume Profit Analysis.

Unit – 5 Financial Statement Analysis, Ratio Analysis, Liquidity Ratios, Leverage Ratios, Turn – Over Ratios, Profitability Ratios.

Paper-13 Managerial Economics

Unit - 1 Significance and Scope of Managerial Economics: Role of Managers in Business, Economic paradigms applicable to business analysis.

Unit - 2 Market Demand: Determinants of Demand and Supply, Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium, Price, Income and Substitution Effects, Demand Forecasting.

Unit - 3 Production Function: Production decision making, Short Run Long Run Production Functions.

Unit – 4 Market Analysis: Cost Structure, Various Cost Concepts, Cost Estimation, Pricing and Output decisions in Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.

Unit - 5 Profit Analysis: Theories of Profit, Break Even Analysis, Managerial Decisions, Business Cycle.

References

1. Managerial Economic , Dwivedi, Vikas
2. Petersen & Lewis - Managerial Economics (PHI)
3. Maheswari - Managerial Economics (PHI)
4. Gupta G S Managerial Economics, TMH
5. John Gould, Jr , Edward P, Lazear - Microeconomic Theory, Richerd D Irwin, Inc , Publication
6. Robert S Pindyck, Daniel L Rubinfeld - Microeconomics, Prentice Hall of India Publication.

Paper- 14 English-II

Unit 1 Correct the Errors: Nouns, Verbs, Adjectives, Adverbs, Tenses, Articles, Prepositions, Punctuation, Capitalization, Abbreviations, Spellings etc. Here the candidate is expected to correct the errors in the sentences by making changes as required.

Unit-2. Sounds of English: Vowels and Consonants, Stress and Intonation. Rising and Falling, Communication in day-to-day situations.

Unit-3 Communicative Grammar Time, Tense and Aspect. Verbs of states and events. Statements, Questions, Responses. Moods, Emotions and Attitude.

Unit-4 Oral Communication Organizing a meeting :The Chair-person's Job, Preparing an Agenda, Introducing a Guest, Proposing a vote of thanks, Public Speaking, Writing the Minutes, Interpersonal Effectiveness ; Useful expressions in everyday life situations, Introductions, Greetings, Thanks, Apologies, Regret, Saying Good-bye, Suggestions, Invitations, Good wishes, Requests, Asking Permission, Speaking on the Telephone .

Unit-5. Group Discussion.

References

1. Geoffery Leech and Jan Svartvik, A communicative Grammar of English, Longman

Paper- 15 Web Fundamental

Unit-1 Introduction to HTML , Starting with HTML , Adding Images to a web page, Creating Hyperlinks for text and Images , Forms and Tables , Image Maps , Frames , Style Sheets

Unit-2 Introduction to DHTML , Dynamic HTML Object Model , Cascading Style Sheets , Working with Layers , Dynamically Changing Text and Style , Dynamic HTML Events, Dynamic Changing Content.

Unit-3 Frontpage-98 , Web and Web-Pages , Formatting Web Pages , Graphics , Adding Dynamic Content , Automating Sites , Personal Web Server .

Unit-4 Introduction to Visual Interdev , Creating a simple Webpage Using Visual Interdev, ActiveX Controls and Design-Time Controls, Database integration, Managing Your Web Sites , Debugging with VID.

Unit-5 Lab on HTML, DHTML, FRONTPAGE-98, VISUAL INTERDEV

REFERENCE BOOKS:

1.HTML Unleashed [B P B]

2.DHTML Unleashed [B P B]

3.Learning Micro-Soft Front-Page'98 [B P B]

4.Mastering Visual Interdev [B P B]

4TH SEMESTER

Paper-16 Quantitative Methods for Management

Unit -1 Permutation and Combination, Matrices and Determinants, Functions.

Unit-2 Meaning and Classification of Quantitative techniques, Statistics: Meaning, Scope

and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data, Characteristics of Frequency Distributions, Measures of Central Tendency, Partition Values, Measures of Dispersion.

Unit-3 Probability: Concepts, Sample Space, Rules of Probability, Independent Events, Bayes' Rule, Random Variable, Simple-Correlation and Regression analysis.

Unit-4 Time Series: Analysis and its Components, Measurement of Secular Trend, Measurement of Seasonal Variation, Forecasting with Moving Average.

Unit-5 Linear Programming, formulation and Graphical Solution, Transportation problems and Solutions by North-West Corner rule, Least Cost method and Vogel's approximation method, Optimum Solution by MODI method, Assignment Problem and its solution.

References

— Gupta & Khanna -Quantitative Techniques for Decision Making
(Prentice Hall of India) Statistical Methods. S. P. Gupta, (S.Chand & Co.)
Mathematics and Statistics, N.K. Nag, (Kalyani
publishers.)
Quantitative Techniques, C.R. Kothari, (Vikash)
Statistics for Management, Levin & Rubin (Pearson)

Paper- 17 Business and Economic Environment

Unit – 1 Business Environment & Strategic Management, International Environment, External Environment, Political & Business Society, Social Responsibility of Business, Consumerism.

Unit - 2 Economic Roles of Government, Monetary and Fiscal Policy, Industrial Policy, Privatisation, Industrial Sickness.

Unit - 3 MRTP Act. Globalisation and Liberalisation, Labour Welfare and Social Security, GATT & WTO.

Unit – 4 Financial Environment: Financial Institution, RBI, Stock Exchange, Non Banking

Financial Corporation, Capital Market Reform and Development.

- Unit - 5 Industrial Development Strategy and Growth under Indian Planning, Commodity Exchange and its Regulation, Price and Distribution Control, Concentration of Economic Power.

References

1. Francis, Cherunillam : Business Environment and Government (HPH.)
2. Adhikary, M : Economic Environment of Business (Sultan Chand)
3. Agrawal & Diwan : Business Environment (Excel)
4. Daniel: International Business Environment and Operations (Pearson)
5. Michael V.P. : Business Policy and Environment (S.Chand)

Paper- 18 Business Regulatory Frame Work

- Unit-1 Law of contract: Nature of Contract, Classification of Contracts, Offer and Acceptance, Consideration, Special Contract, Indemnity & Guarantee, Bailment and Pledge.
- Unit-2 Sale of Goods Act: Contract of sale, Condition and Warranties, Transfer of Ownership, Performance of the Contract, Unpaid Seller and his rights
- Unit-3 Negotiable instruments: Definition, Types, Parties to the Negotiable Instrument, Dishonour and Discharge of Negotiable Instruments.
- Unit-4 Consumer Protection Act: Definition, Consumer Protection Council, Consumer Dispute Redressal Agencies, Findings of District Forum and Appeals, Environment Protection Act.
- Unit-5 Foreign Exchange Management Act, Information Technology Act.

References

1. Mercantile Law - By N. D. Kapoor
2. Commercial Law - Chawla and Garg
3. Mercantile Law - S.S. Gulsan

4. Business and Corporate Law - Gyna, PPS (S.Chand).

Paper -19 Indian Ethos & Value

- Unit-1 Personal growth and lessons from ancient Indian educational system, Human values, Need for values, Human values in managerial education, reliance of values for managers, spiritual values in management.
- Unit-2 Attitude governing ethical behaviour, relationship between ethics and professional manager.
- Unit-3 Model of management in the Indian socio political environment, work Ethos.
- Unit-4 Indian inside into TQM, Need for values in global changing environment.
- Unit-5 Problems relating to stress in corporate life, proper stress management techniques and practices.

Paper- 20 Management Accounting

- Unit-1 Management Accounting -Concepts, Objectives, Function, Role Of Management Accountant, Management Accounting, Tools And Techniques, Costs.
- Unit-2 Funds Flow Statement and Cash Flow Statement - Their Preparation and Managerial Uses.
- Unit-3 Financial Statement Analysis -Meaning & Objective Of Financial Statement, Techniques Of Financial Statement Analysis, Trend, , Comparative & Ratio Analysis.
- Unit-4 Management Reporting, Essentials, Reporting To Various Levels Of Management, Forms Of Reporting, Principles And Contents Of Reporting System, Process Of Report Writing .
- Unit-5 Strategic Management Accounting, Techniques Of Strategic Management Accounting, Activity Based Management, Management Control System,

Structure,

Function,

Process.

References

Management Accounting, R.K. Sharma & Shashi K. Gupta, Kalyani Publishers.

5TH SEMESTER

Paper- 21 Indian Economics & Macro Economics

- Unit – 1 An overview of macro economics - macro economic issues, key macro economics variables. Goals of Macro economic policy and policy instruments.
- Unit - 2 National Income and Accounting system - Economic Activity : A circular flow. The circular flow of Income. Methods of measuring national income. Practical problems in measuring India's national income . National Income and welfare.
- Unit - 3 Macroeconomic equilibrium in the classical and Keynesian model. Consumption, saving and investment - Determinants of consumption and saving - Consumption function. Determinant of Autonomous investment. The investment function. Aggregate demand - aggregate supply framework, IS-LM model.
- Unit - 4 Money Demand and supply functions - Demand for money, supply of money, Inflation demand pull and cost push. Balance of payment disequilibrium in BOP and measures to solve. Business cycle - Phases, causes, consequences and measures to solve the problems.
- Unit – 5 Macroeconomic Policy - Fiscal policy and stabilization, Fiscal policy and economic growth. Instruments of monetary policy, economic growth and development.

References

1. Shappiro, Edward - Macroeconomics, TMH
2. Gupta, G.S. - Macroeconomics, TMH

3. Dwivedi, D.N. - Macroeconomics, TMH
4. Gupta, S.B. - Monetary Economics, S. Chand.

Paper - 22 Operation Research

- Unit – 1 Linear programming, Simplex methods, revised simplex method, duality in LPP.
- Unit – 2 Post optimality analysis in LPP, Parameter LPP, Linear fractional programming.
- Unit - 3 Transportation problem, Assignment problem, sequencing.
- Unit – 4 Games and strategies, Integer programming and decision analysis.
- Unit – 5 Multi-objective decision - making, interactive and non-interactive methods.

References

1. Operations Research by Anand Sharma HPH
2. Operations Research, by Kalyani, Vikash Publication.
3. Swarup, Gupta and Mohan - Operation Research, Sultan Chand & Sons, ND, 2001.
4. J.K. Sharma, Quantitative techniques, Macmillan, Delhi
5. Vohra, Quantitative Techniques in Management, TMH.

Paper- 23 Written & Oral Communication

- Unit -1 Introduction: Spoken VS Written Communication, Basic Skills of Writing, High Order Writing Skills. Verbal/Non-Verbal Communication & factors affecting each..
- Unit -2 Precision: Summarizing, Précis Writing, Paragraph. Report Writing
- Unit -3 Letters - Formal/Informal,. Applications and Business Letters.
- Unit -4 Resume/Bio-data/CV. Note Taking/Note-Making
- Unit -5 Writing Advertisements, Language of Advertisement. Writing Dissertations and

Academic Articles. Creative Writing.

References:

1. John Sealy, Oxford Guide to Writing and Speaking , OUP

Paper- 24 Contemporary Indian Society & Culture

- Unit-1 Indian society, origin and composition, formation of caste and tribes, major religion, little tradition and great traditions, conflict and threats, to unity, approaches to social integration.
- Unit-2 Process of socio-cultural changes in India; impact of changes in different periods of culture; impact of western culture and modernization; changes due to liberalization and globalization.
- Unit-3 Roots of Indian culture, concept of Bharat Barsa, religion, faith and belief, social systems, characteristics of Indian Culture,
- Unit-4 Cultural Expansion; Overseas Trade and Commerce and its impact on Southeast Asia. External impact on Indian Culture;
- Unit-5 Growth of nationalism in India; Phases of freedom movement in India Moderate, Extremist and Gandhian. Freedom struggle and the role of Mahatma Gandhi, Jawaharlal Nehru,

References

Indian Society and Culture. Mandakini Das, Soma Chand, Kalindi Jena: Kalyani Publisher

Paper- 25 Research Methodology

- Unit-1: Research: Meaning, Objectives & Importance of Research ; Role of research in Functional Areas : Finance, Marketing, HRD ; Research Methodology ; Process of Research .
- Unit-2: Defining Research Problem: Process of formulating Hypothesis; Research

Design ; Sampling Design.

Unit-3: Collection , Processing & Analysis of Data , Design of Questionnaire; Testing of Hypothesis ; Parametric and Non-parametric Tests ; T-test, Z-test and chi-square test.

Unit-4: Multivariate Analysis Techniques; Multiple Regression Analysis; Discriminant Analysis; Factor Analysis, ANOVA.

Unit-5: Interpretation & Report Writing ; Importance & Techniques of Interpretation ; Significance of Report Writing ; Steps in Writing Report ; Lay-out of the Research Report ; Types of Report.

References

1.Panneerselvam - Research Methodology (PHI)

2.Research Methodology : Methods and Techniques, by C R Kothari

3.Quantitative Techniques for Managerial Decisions, Wiley Eastern Ltd , by U K Srivastava

4.Statistics for Management by Levin (PHI)

5.The Foundation of Multivariate Analysis, Wiley Eastern Ltd , by Takeuchi K ; Yanai, H and Mukherjee, B N

6.Statistics, by S P Gupta

6TH SEMESTER

Paper 26 Human Resource Management

Unit-1 Concept, Importance of HRM Emergence of HRM, Feature, Scopes, Relationship with line function, Role and functions of HR Managers, HRM Practices in India,

Unit - 2 Human Resource Planning, Concept, Need, Method and Techniques, Market and HR Planning, Recruitment: Concept, Policy and Procedures, Sources,

Selections, Concept, Policy, Types, Procedures, Induction: Concept, Objective.

Unit - 3 Internal Mobility and Evaluation, Promotion: Purpose, types, Methods, Transfer: Concept Purpose, Types, Separation; Different Schemes and Practices. Performance Appraisal: Concept, Objective, Method. Practice with cases. Potential Appraisal: Practices with cases.

Unit - 4 Compensation Management: Concept, Objectives Wages & Salary and incentives: Types and Practices Impact on Motivation.

Unit - 5 Training & Development - Concept, Objective, Types, Methods and practices. Training Need Assessment & Evaluation Motivational impact, Skill up gradation, Competence building.

Books Recommended:

- 1.Pattanayak - Human Resource Management. (PHI)
- 2.Kandula - Human Resource Management in Practice with 300 models, Techniques & Tools (PHI)
- 3.Personnel Management and Industrial Relations - R.S. Davar: Vikash Publishing House Pvt. Ltd.
- 4.Human Resource Management - Subba Rao: HPH
- 5.Personnel Management:- Arun Monappa and Mirza S. Saiyadain Tata McGraw Hill Publishing Com- pany Ltd; N. Delhi
- 6.A case Study approach to Human Resources Mgt - Sorab Sudri: HPH

Paper- 27 Financial Management

Unit-1 Financial Management :Meaning, nature and scope of finance, Financial goal-Profit vs. wealth maximization, Finance functions- Investment, Financing and Dividend Decisions, Innovative finance functions.

Unit-2 Capital Budgeting : Nature of investment decisions, Investment evaluation

criteria- Net present value, Internal rate of return, Pay back period, Accounting rate of return, Capital rationing, Risk analysis in capital budgeting.

Cost of Capital: Meaning and significance of cost of capital, Calculation of cost of debt, Preference capital, Equity capital and Retained earning, Combined cost of capital (weighted).

Unit-3 Operating and Financial Leverage: Measurement of leverages, Effects of operating and financial leverage on profit, Analyzing alternate financial plans, combined financial and operating leverage.

Capital Structure Theories: Traditional and M.M. hypotheses- Determining capital structure in practice.

Unit-4 Dividend Policies: Issues in dividend decisions, Walter's model, Gordon's model, M-M hypothesis, Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate dividend behaviour.

Requirement of Working Capital & Financing : Meaning, significance and types of working capital, Calculating operating cycle period and estimation of working capital requirements, Financing of working capital, Source of working capital, Spontaneous Source and Negotiated Source,

Unit-5 Management of Working Capital: Dimensions of Working Capital Management, Management of Cash, Management of receivables and Management of Inventory.

References

1. Banerjee: Financial policy and Management Accounting (PHI)
2. Prasanna Chandra - Financial Management, TMH
3. James C Vanhorne - Financial Management & Policy
4. Weston & Brigham - Managerial Finance (Rine Hart Winston Holt)
5. Brigham - fundamentals of Financial Management, C B S International
6. Sahoo, P K - financial Management, Pen Point Communication
7. I M Pandey - Financial Management, Vikash
8. Khan & Jain - financial Management, Tata McGraw - Hill
9. Viswanathan, S R , corporate Finance, Response
10. Chandra Bose: Financial Management (PHI)

Paper- 28 Marketing Management

- Unit – 1 Introduction to Marketing: Meaning, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process, Marketing Environment.
- Unit – 2 Marketing Planning: Identification of market, Market Segmentation, MIS, and M.R. Studying of Consumer Behaviour.
- Unit - 3 Product Pricing Strategy: Product, Product Classifications, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Levelling and Packaging Strategies, Methods of Pricing and Strategy.
- Unit - 4 Promotion and Placement Management: Meaning, importance, scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer.
- Unit – 5 Strategic Marketing: in Practice, Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.

References

- 1.Sherlekar, S.A. Marketing Management, HIMALAYA.
- 2.Philip Kotler - Marketing Management, 12th Edn , PHI
- 3.Rajan Saxena - Marketing Management, Tata - McGraw Hill
- 4.Ramaswarny & Namakumari - Marketing Management, McMillan

Paper-29 Production & Operation Management

- Unit – 1 Introduction to Production and Operation Management, Product & Services Transmission Process. Product & Process Design. Automation, Duties and Responsibilities of Production Manager.
- Unit – 2 Facility Location Planning, Factors Affecting Break Even Analysis for facility location planning, factors and location, Rect. Single Medial Model, Centre of Gravity model, Facility Capacity & Layout Planning - Decision Tree
- Unit – 3 Project Management, Role, Technique (CPM & PERT) Innovation Management and its uses.
- Unit – 4 MRP, JIT, Supply Chain Management. Aggregate Product Planning.
- Unit – 5 Inventory Management.

References

- 1.Bedi - Production Operations Management, McGraw Oxford
- 2.Chary S N - Production Operations Management, Tata - McGraw - Hill
- 3.Mayer R R - Production Operations Management, McGraw - Hill
- 4.Riggs J L - Production Systems, John Wiley & Sons
- 5.Buffa & Sarin - Modern Production/Operations Management , John Wiley & Sons
- 6.Aswathappa & Shridhara Bhatt - Production Operations Management, Himalaya.

Paper-30 Management Information System

- Unit – 1 Information System - Rules, Components, Types, Definition of MIS, MIS

Model, Characteristics, Subsystem and up Growth in Organisation.

- Unit – 2 Information System Development - Life Cycle, Security and Control Issues in Information System.
- Unit – 3 Information System in Business - Marketing , HR, FM, Production and its importance in Decision Making.
- Unit - 4 Analysis and Design of Information System:- Fundamental Concept of System, System development Life Cycle, Fact finding technique, DFD, Flow Chart.
- Unit – 5 Data base Management System. Levels of Data, Objection, Types, DBMS, functions, Benefits, Designing of Data base, Data & Mapping.

References

- 1.MIS, Anam Jindal -K.pub
- 2.Sadagopan-Management Information System (PHI)
- 3.Laudon & Laudon - Management Information Systems (PHI)
- 4.Murdick & Ross - Information System for Modern Management
- 5.C S Parker - Management Information System - Strategy and Action
- 6.Rajaraman: Analysis of Design of Information System (PHI).