

BBA

1ST SEMESTER:

1. Language

- a) Hindi or
- b) English

102. Financial Account

103. Business Law

104. Business Economics.

105. Basics of Computer

BBA

2nd SEMESTER:

201.Environmental Studies.

202.Business Communication

203.Business Mathematics

204.Economic Environment

205.Principle of Management

3rd SEMESTER

301.Organizational Behaviour

302. Entrepreneurship Development

303. Cost Accounting

304. Quantitative Techniques

305. Computer Application.

4th SEMESTER

401. Management of Small Enterprises.

402. Material and Production Management.

403. Human Resource Management

404. Financial Management

405. Marketing Management

5th SEMESTER:

501. International Business

502. Management Accounting

503. E-Commerce

504. Personality Development.

505. Research Methodology

6th SEMESTER

601. Strategic Management

602. Business Taxation

603. Human resource Management I (Human Resource Development)

Marketing Management I (Advertising and
Distributions Management)
Financial Management 1 (Banking and
Insurance)

604. Human Resource Management II (Industrial
Relation)
Marketing Management II (Marketing Research)
Financial Management II (Capital Market)

605. Project report / Comprehensive Viva-Voice.

Marketing Management

Unit1

Meaning, nature and scope of marketing management ,, marketing concept, marketing environment, economic and non economic.

Unit2

Buyer behavior– influencing factors, buying decision process, market segmentation –basic of segmentation, targeting and positioning , product life cycle, marketing information system.

Unit 3

Product placing and development – product mix product classification, product pricing - Techniques of pricing.

Unit4

Product promotion-Advertising, personal selling and sales promotion.

Unit5-

Channels of Distribution-functions, selection of channel.

Marketing Research –process and need.

Strategic Management

Unit - I

Strategic management – concept and meaning need of strategic management, strategic planning, strategic management process – mission, objectives, goals.

Unit - II

Environmental Analysis- External environment – Economics social, technological, legal, internal environment product and operation management Marketing distribution, finance and Accounting, Human Resource capability, competitive Advantage

UNIT-III

Strategies planning- Nature, Developing alternating Stability, Growth, Diversification, Retrenchment, combination strategies.

UNIT – IV

Choice of Strategy – Concept of Choice, Choice process, Evaluation of strategy alternating, factor effecting choice of strategy,

UNIT- V

Implementation of Strategy – Elements of Strategy implementation, Role of Top management, Process of implementation, Planning and control system for implementing strategy.

Advertising Distribution Management

UNIT – I

Advertising- Meaning, objectives, function, social and economics aspects, communication mix, advertising medium selection.

UNIT- II

Advertising copy- layout, advertising budget.

UNIT-III

Advertising agency- Functions and selection of agency, measuring advertising effectiveness

UNIT- IV

Concept and nature of retailing, retail organizations retailing in changing environment.

UNIT- V

Distribution management- Meaning, nature, objectives and constraint, channel management, channel design, channel conflict and its resolution.

Marketing Research

UNIT- I

Marketing research - Nature, scope, importance and limitations, marketing and market research, marketing research process.

UNIT- II

Marketing research and decision making, research design, types of research design exploratory, descriptive, and experimental.

UNIT-III

Data collection – primary and secondary data, methods of data collection- questionnaire- constructions and administration interviewing methods, mail survey, observational methods.

UNIT- IV

Sampling – design, types, techniques and sampling problems.

UNIT-V

Report preparation- Types, factors in organizing a research report, report preparation and report present.

Cost Accounting

UNIT-I

Nature and scope of cost accounting ,features, difference between cost and financial accounting, objectives, advantages and limitations of cost accounting system, difficulties in installing a costing system.

UNIT- II

Organization of material purchase, purchase procedure ,storage of material-classification and codification ,issue of material, pricing of material, inventory control ,methods of inventory control, material houses, accounting treatment of waste, scrape , defectives and spoilage,

UNIT- III

Labour cost, labour cost control procedure, methods of wage payment, classification of overhead, methods of absorption of overhead,

UNIT- IV

Simple unit costing, tender price determination ,operating cost, transport costing, hotel costing, practical problems, process costing

UNIT- V

Process cost account,-normal and abnormal wastage ,apportionment of joint expenses ,contract costing, work in process account ,incomplete contracts, reconciliation of cost and financial accounts, practical problems.

Business Taxation

UNIT-I

Income tax- important definition,

Residence of assesses, exemption from tax, income tax authority and their powers,

UNIT- II

Income from salary, income from house property, profit, and gains from business and profession,

UNIT- III

Capital gains, income from other sources, computation of total income of individual, deduction in computing total income of individual,.

UNIT -IV

Service tax- concepts and principles, charge on service tax, taxable service and valuation, payment of service tax and filing of returns,

UNIT -V

Value added tax- meaning cascading effect of tax, advantages and disadvantages, variation of VAT, input tax credit, methods of computation.

Financial Management

Unit – I

Scope and objective of financial Management: What is financial Anyway, Fundamental principles of finance, Role of computers in finance.

Finance Decisions : Cost classification, Cost Volume Profit Analysis, sensitivity Analysis, Advantage of Cost Volume Profit Analysis, Do you know this ?

Unit – II

Dividend Decisions : Dividend Theories, Other effecting dividend policies, Buyback of shares. Capital Structure Planning : Debt or equity, capital structure theories Modigliani – Miller Approach, Tax perspective, Factors influencing capital structure, some conclusions on capital structure decisions.

Unit – III

Capital Budgeting – Nature of long term Financial Decisions, investment decisions and importance of investment decisions, Time value of money, Valuing securities, Investment appraisal methods, Non-discounting methods, Discounting Methods of appraisal, what IRR Mean ? Risk The Capital Asset Pricing Model (CAPM)

Management of Earning : Cash Management, What is a Float ?

Unit – IV

Financial Analysis : Making sense of Financial statements, Ratio analysis.

Operating and financial Leverage : Operating leverage, How much financial leverage is enough ?

Unit – V

Working Capital Management : Importance of short term funds management, components of working capital, The size of the company's investment is current assets, Factors influencing working capital, the working capital cycle, receivables management, establishing credit limits, debit collection, cost of credit control, cash discount, payables management, cost of trade credit, inventory management, pattern of procurement and stockholding, modified ordering system integrated short term funds planning.

Personality Development

Unit – I

Vocabulary, Written English, Spoken English, verbal communication Non verbal communication body language, Presentation skills.

Unit – II

Self esteem / Self confidence , Analytical skills, positive attitude, Leadership, Decision making skills self motivation / initiatives , creative thinking , Business etiquettes , Time management

Unit - III

Self Analysis, Career Counseling, Resume preparation, Group Discussion, interview preparation , Job search.

Unit – IV

Yoga and Meditation

Unit –V

Team of self esteem symptoms advantages Do's and don'ts to develop positive - positive self esteem and negative self esteem.

Capital Market

Unit – I

Introduction to investment and securities : Meaning of investment and speculation, investment and gambling . Investment objectives. The investment process, Investment

alternatives- Negotiable securities, Equity shares, preference shares, debentures, Bonds, government securities, money market securities – Bank deposits Post Office deposits, NBFC, Deposits, Tax sheltered schemes, PPF, NSS, NSC, LIC, UTI, Mutual Funds, Real assets, real estate, art and antiques.

Unit – II

Primary Market and Secondary Market : Relationship between primary and secondary market. Functions of primary market. Parties involved in new issues- manager, Registrars, Underwriters , Bankers, statutory agencies. Private, Placement bought out deals. Book building. Functions of stock exchanges. Share groups group A, B and settlement cycle , carry forward system . Over the counter exchange of India (OTECI). Listing of securities.

Unit - III

Regulatory framework: Securities and Exchange Board of India origin, functions, organization and activities. Dematerialization process and re-materialization process. National securities Depository LTD. (NSDL) and central Depository Services LTD. (CDSL) stock Market indices- BSE sensx, NSE 50 (NIFTY). SLP CNX 50

Unit – IV

Risk: Definition. Types- Systematic- market risk, interest rate risk, purchasing power risk.

Unsystematic risk- Business risk, financial risk. Measurement of risk.

Unit – V

Valuation of securities: The three step process of valuation economic analysis, industry analysis, company analysis. General framework of valuation. Valuation of preference shares and valuation of equity shares.

Banking and Insurance

Unit 1:

Indian Banking system: Structure and organization of banks. Reserve Bank of India ; Apex Banking institution; Commercial banks Development banks, state bank of India; Brief history, objectives, Functions, structure and organization, working and progress.

Unit 2:

Banking Regulation Act 1949: History; Social control; Banking regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co- operative Banks, Reserve Bank of India: Objectives; Organization; functions and working; Monetary policy; credit control measures and their effectiveness. Regional Rural and Co- operative Banks in India; Function; Role of regional rural and cooperative banks in rural India; Progress and performance.

Unit 3:

Insurance management: Introducing; Savings and investment schemes like share, units, capitals, markets, mutual funds etc. vis-à-vis insurance; Tax benefits under insurance policies; life cycle needs- including solutions, matching of the customer needs and requirement to available products; Comparison between different products afford vis-à-vis chargeable premium and coverage.

Unit 4:

Computation of Premiums/Bonuses: premium calculation- including rebates, mode rebate, large- sum assured policies rebate; Extra premium ; under premiums; Computation of benefits: Surrender value; Paid- up value, Insurance document; insurance documents, including proposal forms and other relevant forms. First premium receipt/ renewal premium receipt; policy contract Endorsement; Renewal notice/ bonus notices; other insurance documents related to receipt.

Unit 5:

Life Insurance Products: Traditional unit linked policies; Individual and group policies; with- prayojit policies; Different types of insurance products-whole life products, interest sensitive products, terms assurance annuities; Endowment; Assurance, options and guarantee. Group insurance and pension plans, Health related insurance.

Basics of Computer

Unit –I

Basic of Computer System:- Characteristics of Computer, the evolution of computers, computer generation, Types of computer, Structure of Computer, Input Unit, Output unit ,storage unit, Central Processing Unit(CPU),Arithmetic Logic Unit(ALU),Control Unit(CU).

Unit-II

Number System:- Concept and use of number system in computer , types of number system, Binary number system, decimal number system, octal number system, hexa decimal number system,

Computer codes:-BCD code, EBCDIC, ASCII, Gray Code, Unicode

Computer Arithmetic:- Binary arithmetic(addition, subtraction, multiplication, division), 1's complement and 2's complement method,

Boolean Algebra and Logic Circuit:- Concept of Boolean algebra, postulates of Boolean algebra ,overview of Logic Gates, Logic Circuits.

Unit –III

Computer Memory:- Concept and Needs of memory, types of memory Register, Cache memory, Main Memory, RAM, ROM, PROM, EPROM, EEPROM, Secondary memory, magnetic tape, magnetic disk, optical disk, virtual memory.

Computer Software:- concept of software, classification of software, system software, Application software, Drivers, Language translator, Firmware.

Unit-IV

Concept of Operating System- Definition and needs of Operating System, Function of operating system, Types of operation system, Example of operating system.

Overview of some popular OS- MS-DOS, Windows, Macintosh, UNIX, Linux and Sun Solaris operating system.

Unit-V

Overview of Computer Network- Definition and needs of computer network, Benefits, Types of computer network, LAN, MAN, WAN, Internet , Intranet , Extranet , VLAN, VPN, Wireless Network.

Networking Device: HUB, Modem, Bridge, Gate way, Router, Brouter.

Data Transmission Media: - Twisted pair, coaxial , fiber optics , microwave ,communication satellite.

Network Topology:- Concept of topology, Types of topology- BUS, Ring, Star, Tree, Mesh, Hybrid

TEXT & REFERENCE BOOKS:

1. Anurag Seetha, “Introduction to Computers and Information Technology”, Ram Prasad & Sons, Bhopal.
2. S.K.Basandra, “Computers Today “, Galgotia Publications.

Computer Application

Unit-I

Introduction of MS- Office, File Manager, Clip Board, OLE

Introduction of MS-word- Features, component, creating, saving, and printing the document file, cut, copy ,paste, find , replace, Formatting the file , Insert picture and word art, header and footer, spelling and grammer checking , mail merge , macro, working with table.

Unit-II

Introduction of MS- Excel: - Features, component, worksheet, workbook, Insert delete row and column, formatting the cell and sheet, Working with formula , creating graph and chart, using various types of function, Filter.

Unit-III

Introduction of MS- PowerPoint: - Features, component and uses, creating the presentation, Inserting slide, various view of slide, slide master, slide show , creating animation and effect in slide, custom animation, slide transition.

Unit-IV

DTP and Multimedia software- Concept of multimedia, elements of multimedia, overview of DTP. Overview of various multimedia software - Web Browser, Flash, Photoshop, CorelDraw, and FrontPage express.

Unit-V

Database Software- Concept of DBMS, Attribute, table, primary key, foreign key, candidate key, super key, various constraints.

Overview of various Database software- MS-Accesses, Oracle, My SQL, Sybase, SQL Server. Working with MS Access:- object in MS-Access, data types , creating table , creating key ,apply various constraints,

Text & Reference Books:

1. MS Office XP complete BPB publication

E-Commerce

Unit-I

Internet , Intranet and Extranet , Tools and uses of Internet, FTP, telnet, Search engine, Portals, Email- concept, creating email id, sending email, Chatting- concept, types of chat. Internet Service Provider (ISP), Creating Internet Connection, Domain Name System (DNS) and web hosting, creates free web site.

Unit-II

E-Mail: Concepts, POP and WEB Based E-mail, merits, address, Basics of Sending & Receiving, E-mail Protocols, Mailing List, Free E-mail services, e-mail servers and e-mail clients programs.

Overview of web page technology - concept of web page, home page, web site, static and dynamic web page. Web server, overview of various web page development technology- HTML, DHTML, XML, JML, ASP, ASP.NET, JSP, PHP, Scripting language.

Unit-III

HTML- crating web page, tag, types of tag, Various tag- formatting tag, inserting picture , hyperlink tag , creating list tag , crating table and frame, multimedia tag.

JavaScript:- overview of JavaScript, data types, control statement, array, function ,creating animation.

UNIT-IV

E - Commerce An introductions, Concepts, Advantages and disadvantages, Technology in E- Commerce, Internet & E-business, Applications, Feasibility & various constraints. E-transition challenges for Indian corporate, the Information Technology Act 2000 and its highlights related to e-commerce.

UNIT-V

Electronic Payment Systems: Introduction, Types of Electronic Payment Systems, Digital Token-Based Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Credit Card-Based Electronic Payment Systems, Risk and Electronic Payment Systems.

E-security – Security on the internet, network and web site risks for e-business, use of firewalls, secure physical infrastructure.

TEXT & REFERENCE BOOKS :

1. Frontiers of Electronic Commerce, By- Kalakota, Ravi ; Stone, Tom ; Whinston, Andrew B, Addison Wesley Publishing Co , ISBN 8178080575

2. E-Commerce An Indian Perspective (Second Edition) – by P.T. Joseph, S.J.
Prentice-Hall of India .

Business Economics

Unit I

Definition and Scope of Business Economics – Role of business Economics in Decision making, Business Economics-Role and Responsibilities

Unit II

Utility Analysis – Law of Diminishing Marginal Utility, Equi- Marginal Utility
Consumer's surplus, Indifference curve Analysis, Law of Demand, Demand
Forecasting

Unit III

Laws of Returns : Production Function in Short Run and Long Run

Unit IV

Market: Price Determination under Different Market condition.

Unit V

Distribution: Theory of distribution, Theory of Rent, Wage, Interest and Profit,
National Income- Concepts and measurement.

Book recommends

1. D.M. Mithani: Business Economics. Himalya Publishers House, Bombay
2. M.L. Tulsian: Business Economics, S. Chand, New Delhi
3. D.N. Divedi: Managerial Economics, Vikash New Delhi

4. M.L. Seth: Principles of Economics, Laxmi Marian & Sons, Agra
5. V.C. Sinha: Business Economics, Shaitya Bhaawan, Agra.

Financial Accounts

Unit I

Meaning & Scope of Accounting, Accounting Concepts & Correlation Book Keeping & Accounting, Objectives of Accounting, Accounting transactions.

Unit II

Journal, entries cash book, Journal Ledger, Trial Balance.

Unit III

Trading a/c, Profit and loss a/c & Balance Sheet

Unit IV

Rectifications of error, Depreciation, & reserve

Unit V

Installment payment system hire purchase system, Annuity Method, Branch a/c, Foreign branch a/c Departmental Branch a/c.

Books

Financial a/c. SM. shukla SBPD. Agra

Financial a/c. Jagdish prakash

Economic Environment**Unit I**

Basics of Indian business environment- Definition of business environment- Fundamentals, Right, and direction of state policy, economic system- Capital, mixed, socialistic & Micro economy, Parallel economy.

Unit II

Industrial environment- Industrial policy 1948, 1956, New Industrial policy 1991, Economic disparity need for rationalization in Indian, Government policy

regarding rationalisation & modernisation, Balanced regional development
Industrial Sickness

Unit III

Regulatory Environment – Monetary policy, fiscal policy, MRTP Act 1969, Fema, Finance commission, & Budget

Unit IV

Technological Environment – Introduction, definition technology & its features, Technology transfer, Technology Selection, Mechanisms of technology transfer, Quality assurance Technology transfer, Technology policy of the government, Technology & Human resource .

Unit V

Global Environment – EXIM Policy, Trade in world trade and the problem of developing countries, FDI, Forcing trade and economic growth, GAT, WTO, UNCTAD, World Bank, IMF, GSP,

Unit I

Analytical Geometry: Introduction, Rectangular Coordinates, Straight Line, Straight Line and Economics, Parabola, Parabola in Economics, Rectangular Anaerobia, Rectangular Hyperbola in Economics Circle in Economics, Matrix algebra, Matrix, Algebra of Economic, Transport – Matrix Representation of Liners Equation System, Determinates & Non Singularity, Inverse of Matrix, Solute of System Equation

Unit II

Function and Limits of continuity sets, Relations, functions, Limits, continuity of Functions Derivatives

Unit III

Maxima And Minima: Maxima on Minima of a Function, Economic Application, Function of More Than one Variables and their Derivation

Unit IV

Maxima and Minima of Function of More than One Variable: Necessity and Sufficient Conditions, Economic Applications
APGP and Mathematics of Finance

Unit V

Integration: Basic Rules of Integration Linear Programming, Minimization Problem in Standard Form,

Books Recommended

1. N.P. Agrawal: Business Mathematics RBSA Publishers, Jaipur
2. R.S. Agrawal: Use of Mathematics in Economics, RBSA Publishers, Jaipur

बी.बी.ए. (सामान्य हिन्दी)

पाठ्य विषय –

इकाई 1: पल्लवन संक्षेपण व्यवसायिक पत्र एवं प्रशासनिक पत्र, व्यवसायिक व बैंकिंग शब्दावली

इकाई 2: शब्द शुद्धि, वाक्य शुद्धि, पर्यायवाची, विलोम, प्रत्यय उपसर्ग।

इकाई 3: हिन्दी अपठित, सामाजिक विषयों पर निबन्ध।

इकाई 4: साहित्य की ओर— मोहनलाल तिवारी, हिन्दी प्रचारक संस्थान, पिषाचमोचन, वाराणसी

इकाई 5: पाठ्य निबन्ध और कहानियाँ –

निबन्ध : 1 बुद्धि की शिक्षा, 2. कछुआ धर्म, 3. भाषा और राष्ट्रीय एकता, 4 राजसत्ता का अन्त

कहानियाँ : 1. कफन, 2. पुरस्कार, 3. मुगलों ने सल्तनत बख्श दी, 4. कर्मनाषा की हार

सहायक ग्रन्थ –

1. सामान्य हिन्दी—डॉ. विजयपाल सिंह, हिन्दी प्रचारक संस्थान, वाराणसी
2. मानक हिन्दी व्याकरण—एन.सी.ई.आर.टी., नई दिल्ली
3. हिन्दी संरचना—डॉ. मोहन लाल तिवारी—आदर्ष भंडार—कलकत्ता

Management Accounting

Unit-I

Meaning, scope and limitation of management accounting, distinction between financial and management accounting. Role of Management accountant in decision making. Cost analysis: cost absorption and variable costing, understanding about cost behaviour, fixed cost, variable. semi-variable-cost.

Unit- II

Cost-volume profit analysis, concept of break-even point, profit-volume relation, margin of safety. BEP chart.

Unit- III

Business budget: concept and use of budget in planning and control, type of budget, capital-expenditure budgeting and cash budget - forecasting profit and loss account and balance sheet,. Management reporting, qualities of report, reporting for top management.

Unit -IV

Standard costing and variance analysis. Advantage and Disadvantages of Standard Costing. Analysis of variance : Material, Labour

Unit -V

Analysis of financial statement-Ratio Analysis, Fund Flow Statement and Cash Flow Statement. Management reporting, qualities of report, reporting for top management.

Book Recommended

1. Management Accounting : M.Y. Khan and P.K. Jain

Material and Production Management

Unit-I

Material Management - Management of Material Resources, Definition of Material Management, scope of material management, goals and objective of material management. The importance of material management to business management. Material management as profit as profit centre. Functions of Material Management and other allied functions. Integrated Material Management Functions.

Unit -II

Inventory Control - Inventory control Defined, characteristics of Inventory, Inventory control fundamentals, Basic concepts of Inventory Related Costs, Perpetual Inventory System, Economic Order Quantity. Selective Inventory Control.

Unit-III

Production - Basic concept, production defined, production management function, objective of production management, scope of production management, decision making in production management, production organization.

Design and control of Production System : Technology of Life Cycle (TLC) and Product Design, Categories of Process technologies, Mechanism and automation, Impact of computer on process innovation, flexible manufacturing system.

Unit- IV

Production Life and Design : Product Design, Modular design and standardization, definition, generation of new product opportunities, Product life cycle.

Unit-V

Product Planning and Development - Product Development, Research and Development.

Book Recommended

1. Aswasthapa & Bhatt : Production and Operation Management, Himalya Publishing House, Bombay
2. S.A. Chunawala : Matherail and Purchase Management, Himalya Publishing House, Bombay
3. Bhatt : Production and Material Management, Himalya Publishing House, Bombay.

Research Methodology

Unit- I

Introduction to Research : Social science research in society. Pure Vs Applied Research. Traditional Vs Modern Approach of Research.

Unit- II

Technology Part of Research : Selecting research problems, formulation of Hypothesis. Sources of Information in social research. Tools of data collection, Survey research techniques. Sampling and Measurement.

Unit -III

Projecting Method of Analysis. statistical variance, Co-relation. Regression, Chi square Test.

Unit IV

Writing Part of Research - The writing process, method of writing. Editing and effective statistical presentation. Report mechanics in written Case Analysis. Preparation of Bibliography.

Unit -V

Publication and Drafting of Research Proposal- Agencies conducting social science research, Scheme of research introduced of a research proposals. General guidelines of research aid agencies for preparation of research proposals.

Book Recommended

K.J. Kumar : Methodology of Research in Social Science. Himalya Publishing House, Bombay

C.R. Kothari : Research Methodology, Vikas, New Delhi.

Organisation Behaviour

Unit I:

Introduction to Organizational Behaviour (OB) Definition, Nature and Scope of OB, Contributing Disciplines to OB, Model of OB, Evolution of OB, Development of OB, Research in OB

Unit II:

Individual Perspective -I Foundation of Individual Behaviour Personality Perception Attitudes Values Transactional Analysis

Unit III:

Individual Perspective – II Emotions and Moods Job Satisfaction Learning Organizational Citizenship Behaviour Motivation Morale

Unit IV:

Group Dynamics Foundation of Group Behaviour Team Building Organizational Conflicts Job Stress Communication Leadership Power and Politics

Unit V:

Dynamics of Organization Organizational Structure Organizational Culture Organizational Effectiveness Organizational Change Organizational Change and Development

Books / References

S.P. Robbins: Organisational Behaviour, PHI Learning Private Ltd., New Delhi, 2003.

Fred, Luthans: Organisational Behaviour, tat McGraw Hill Publishing Company, New Delhi, 2004

Devis & Newstorm: Human Behaviour at Work, Tata McGraw Hill Publishing Company Pvt. Ltd., New Delhi, 2002.

S.S. Khanka: Organisational Behaviour (Text and Cases), S. Chand & Company Pvt. Ltd., New Delhi, 2010.

Udai Pareek : Understanding Organisational Behaviour, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2003

Human Resource Management (HRM)

Unit I:

Perspective Meaning and Definition of HRM Objectives and Scope Difference between Personnel Management and HRM Evolution and Development of HRM Benefits of HRM Strategic Human Resource Management

Unit II

Acquisition and Absorption Human Resource Planning Job analysis and Design Recruitment Selection Placement, Induction and Socialization

Unit III:

Development Career Planning and Development Employee Training Executive Development Organization Development Internal Mobility and Separation

Unit IV:

Maintenance and Retention Job Evaluation Wage and Salary Administration Motivation Workers' Participation in Management Employee Discipline Employee Grievance Trade Union Performance and Potential Appraisal

Unit V:

Control Personnel Research and Audit Human Resource Accounting Human Resource Information System HRM in Changing Environment International Human Resource Management

Books / References

Gary Dessler: Human Resource Management, PHI Learning Pvt. Ltd., New Delhi 2003.

G. Bohlander, S. Snell & A. Sherman: Managing Human Resources, Thomson Asia Pvt. Ltd., Singapore, 2002

Biswajit Pattnayak: Human Resource Management, PHI Learning Pvt. Ltd., New Delhi, 2003

S.S. Khanka: Human Resource Management, S. Chand & Company Pvt. Ltd., 2010.

Entrepreneurship Development

Unit I:

Perspective Entrepreneur and Entrepreneurship Women Entrepreneurship Factors Affecting Entrepreneurial Growth Entrepreneurial Motivation Entrepreneurial Competencies Entrepreneurship Development Programmes

Unit II:

Start-Up an Introduction to Small Enterprises Project identification and Selection Project Formulation Project Appraisal Ownership Structure

Unit III:

Support Institutional Finance to Entrepreneurs Institutional Support to Entrepreneurs Taxation Benefits to Small-Scale Industry

Unit IV:

Development – I Government Policy for Small-Scale Industries Accounting for Small Enterprises Growth Strategies in Small Business Sickness in Small Enterprises

Unit V:

Development – II Small Enterprises in International Business Export Documents and Procedure for Small Enterprises Electronic Commerce and Small Enterprises Franchising

Books / References

S.S. Khanka: Entrepreneurial Development, S.Chand & Company Pvt. Ltd., New Delhi, 2010.

Vasanta Desai: Dynamics of Entrepreneurship, Himalaya Publishing House, Bombay, 2000.

C. B. Gupta & S.S. Khanka : Entrepreneurship & Small Development Business Management, Sultan Chand & Sons, New Delhi, 2010.

Devid H. Holt: Entrepreneurship, PHI Learning Private Ltd., New Delhi.1999.

Small Business Management

Unit I:

Introduction Small Business: Meaning and Salient Characteristics, Importance of Small Business in the National Economy, Policy initiatives for Small Business Ownership Structure Preparation of Project Report Feasibility Analysis of Project Report Tax benefits Incentives and Concessions

Unit II:

Financial Management Financial Planning Long-term Finance Working Capital Management Cash management Role of Financial Institutions

Unit III:

Marketing Management Marketing Mix Market Segmentation Product Life Cycle Pricing Distribution Channels Export Promotion Institutional Support for Marketing and Export

Unit IV:

Human Resource Management Human Resource Planning Recruitment
Selection Training and Development Compensation Employee Motivation.

Unit V

Production Management Production Strategy Location Strategy Plant Design and Lay-out
Quality Assurance and Control Sickness in Small-Scale Industries Growth Strategies for
Small Business.

Books Suggested:

Malhotra & Gupta: Management of Small-Scale Industries, Galgotia Publishing Company, New Delhi, 2008. Vasant Desai: Management of Small-Scale industries, Himalaya Publishing House, Mumbai, 2009. Francis Cherunilam: Business and Government, Himalaya Publishing house, Mumbai, 2009.

International Business

Unit I:

Introduction International Business: An Overview International Business Theories
Liberalization: Trade and tariff, Regional Blocks and World Trade Organization

Unit II:

Environment – I Foreign Exchange and National Economy Registration on International
Competitions The Competitive and Technological Environment

Unit III:

Environment – II Multinational Enterprises and National institutions The Foreign Sector of the Developing Economies Multi-Cultural Management

Unit IV:

Investment . World Monetary and financial system Foreign Investment Management

Unit V

: Growth Strategy Inter-governmental Agreements on Trade and Investment
Restraints on International Competitions New Economic Policy and Foreign Investment in India.

Books recommended:

1. V. K. Bhalla and s. Shiva Ramu: International Business, Anmol Publications, new Delhi, 2008.
2. Vernon: Economic Environment of International Business, Raymond and Wells, Luis

T., 2007.

3. Francis Cherunilam: International Business : Text and Cases, Prentice Hall of India Private Ltd., New Delhi, 2003.

4. Justin Paul: International Business, Prentice Hall of India Private Ltd., New Delhi, 2004.

Human Resource Development

Unit I:

HRD Perspective Concepts Goals Challenges

Unit II

HRD Climate Practices Staffing Function

Unit II:

Development System Design Principles Administration of Select Principles

Unit IV

: Interventions HRD for Workers HRD Interventions HRD Approaches for Coping with Organizational Changes

Unit V

: Case Studies on HRD of Indian Organizations.

Books recommended:

Ishwar Dayal: Successful Applications of HRD, Concept Publishing company, New Delhi, 1996.

B. L. Maheshwari & Dharni P. Sinha: Management of Change Through HRD, ISTD, New Delhi, 1995.

Udai Pareek: Managing Transitions: The HRD Response, Tata McGraw-Hill, New Delhi, 1992.

T. V. Rao: Alternative approaches and Strategies of Human Resource Development, Rawat Publications, Jaipur, 1992.

D. N. Silvera; HRD: The Indian Experience, New India, Delhi, 1991.

T.V. Rao: Human Resource Development Audit, Response Books, New Delhi, 1999

Industrial Relations

Unit I:

Perspective labor Force in India: Its Structure and Components Meaning and Scope of Industrial Relations The System Framework Theoretical Perspective Substance of a Sound Industrial Relations System

Unit II

Trade Unions Theories of Trade Unions Trade Unions in India Legal Framework Trade Union Recognition Multiple Unionism

Unit III:

Collective Bargaining Concept and Nature Legal Framework Levels of Bargaining and Agreements Stakeholders in Collective Bargaining Negotiating Techniques and Skills

Unit IV:

The Role of Government in Industrial Relations Divergent Perspective Types of Government Interventions the Means of State Interventions the Role of State in Industrial Relations at the State Level

Unit V:

Grievance and Discipline Handling Meaning of Employee Grievance The Nature and Causes of Grievance The Grievance Reprisal Causes of Employee Indiscipline Managing Discipline

Books recommended:

1. C. S. Venkat Ratnam: Industrial Relations, Oxford University Press, New Delhi, 2006.
2. C. B. Mamoria: Industrial Relations, Himalaya Publishing House, Bombay, 2003.
3. Arun Monappa: Industrial Relations, Tata McGraw Hill Company, New Delhi, 2004.
4. Jerome Joseph: Industrial Relations, Response Books, New Delhi, 2003.s

Quantitative Techniques

Unit I:

Introduction Statistics as a subject; Descriptive Statistics-Compared to Inferential Statistics; Types of data; Summation operation; Rules of Sigma operations.

Unit II:

Analysis of Univariate Data, Construction of a frequency distribution; Concept of central tendency and dispersion – and their measures; Partition values; Moments; Skewness and measures; Kurtosis and measures.

Unit III:

Analysis of Univariate Data Linear regression and correlation

Unit IV:

Index Number, Meaning, types, and uses; Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain-base index numbers; Base shifting, splicing, and deflating; Problems in constructing index numbers; Consumer price index.

Unit V:

Analysis of Time Series, Causes of variations in time series data; Components of a time series; Decomposition – Additive and multiplicative models; Determination of trends – Moving averages method and method of least squares (including linear, second degree. Parabolic, and exponential trend); Computation of seasonal indices by simple averages, ratio-to-trend, ratio-to-moving average, and link relative methods.

Suggested Readings

1. Hooda, R. P.: Statistics for Business and Economics, Macmillan, New Delhi.
2. Lewin and Rubin: Statistics for Management, Printice-hall of India, New Delhi.
3. Vohra, N. D.: Quantitative Techniques in Management, Tata MacGraw-hill Publishing Company, New Delhi.
4. Gupta, S. P. and M. P. Gupta: Business Statistics, Sultan Chand and Sons, new Delhi.

