

**UTTARAKHAND TECHNICAL UNIVERSITY
DEHRADUN**

SYLLABUS AND ORDINANCES

Wef-2010-11

SYLLABUS

BBA

Degree Course

COURSE STRUCTURE & ORDINANCES FOR

BBA Sixth semester (Three years)

(Department of Business Management, Uttarakhand Technical University Dharwadun)

1. **Three Year Full Time BBA Degree Course:** - There will be one full-time Bachelor's Degree Program in Business Administration (BBA). The duration of the course shall be three years (i.e. three academic sessions). Each year will be divided into two semesters (July-December, Jan-June). There will be about 90 teaching days in a semester, the examinations will be held in around December and May for the first/third/fifth and second/fourth/sixth semesters respectively or as convenient to the University.
2. **Eligibility For Admission:** - The candidates seeking admission to the BBA Degree course must have passed 10+2 of equivalent examination from a recognized Board/University. The procedure for selection of the candidates for admission in the course shall be as such as prescribed by the University from time to time.
3. **Total Number of Seats:** - There will be a maximum of 60 (sixty) seats for each year of the program in the Department of which 30 will be reserved for general category and 30 (thirty) for self-financed category including NRI/NRI sponsored/Industry sponsored. Foreign nationals seeking admissions to the course shall have to produce a Department of Education and shall have to comply with Rules and Regulations in the matter. Where seats reserved for NRIs/ sponsored are vacant until the last date for application/depositing fees, the same shall be filled by candidates in the other self-financed category. But in no case shall seats reserved for self-financed category be filled by general category students. No reservation in self-financed category seats.
4. Reservations in the general category seats will be as per the policy of the Uttarakhand Government.
5. **Course Structure:** - The structure of the course shall consist of 5 (five) papers in each of the Semesters inclusive of Seminar and Viva-voce. There shall be specialization subjects namely- Marketing Management, Human Resource Management, Financial Management, Insurance Business Management, Retail marketing in the fifth and the sixth semesters respectively. A student shall have to exercise his option of opting for any one of the groups as specialization at the end of the fourth semester in such a way that he/she shall have to opt 4 (four) papers in one specialization group-2 (two) each in fifth and sixth semester (respectively).

First Semester (All Papers are Compulsory)

Course code;	Course Name		External Exam.	Internal Exam.
101	Principles and Practice of Management	70 marks		30Marks
102	Computer Applications in Business	70 marks		30Marks
103	Business Communication	70 marks		30Marks
104	Financial Accounting	70 marks		30Marks
105	Business Economics	70 marks		30Marks

Second Semester (All Papers are Compulsory)

Course code;	Course Name		External Exam.	Internal Exam.
201	Marketing Management	70 marks		30Marks
202	Human Resource Management	70 marks		30Marks
203	Business Environment	70 marks		30Marks
204	Production Management	70 marks		30Marks
205	Business Finance	70 marks		30Marks
206	Basic of Environment Science- As per University common syllabus for all degree level courses.			

Third Semester (All Papers are Compulsory)

Course code;	Course Name	External Exam.	Internal Exam.
301	International Business	70 marks	30Marks
302	Organizational Behaviour	70 marks	30Marks
303	Business Laws	70 marks	30Marks
304	Accounting For Management	70 marks	30Marks
305	Quantitative Analysis	70 marks	30Marks

Fourth Semester (All Papers are Compulsory)

Course code;	Course Name	External Exam.	Internal Exam.
401	Company Law	70 marks	30Marks
402	Research Methodology	70 marks	30Marks
403	Logistics Management	70 marks	30Marks
404	Marketing of Services	70 marks	30Marks
405	Consumer Behaviour	70 marks	30Marks

Fifth Semester (Three Papers are Compulsory and Two Electives)

Course code;	Course Name	External Exam.	Internal Exam.
501	Business Policy and Strategy	70 marks	30Marks
502	Entrepreneurship and Small Business	70 marks	30Marks
503	Project and Project Presentation/Seminar	70 marks	30Marks
504	Elective I	70 marks	30Marks
505	Elective II	70 marks	30Marks
506			
507			

Electives (Opt any Two Papers as I and II from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing)

A – Marketing Management Group

M-1- Customers Relations Management

M- 2- Marketing Communication and Advertising

M-03- Sales and Distribution management

B- Human Resource Management Group

H-1- Industrial Relations

H-2- Training and Development

H-3- Wage & Salary Administration

C- Financial Management Group

F-1- Banking and Insurance

F-2- Working Capital Management

F-3- Financial Institutions and Markets

D- Insurance Management Group

IN-1- Principles & Practice of Life Insurance

IN-2- Principles and Practice of General Insurance

IN-3- Insurance Fund Management

E- Retail Marketing Group

RM-1- Fundamentals of Retailing

RM-2- Retail Environment

RM-3- Retail Technology and CRM

Sixth Semester (Three Papers are Compulsory and Two Electives)

601 Management Information System	100 marks
602 Project Management	100 marks
603 Viva-voce	100 marks
604 Elective III	100 marks
605 Elective IV	100 marks
606	

Elective (Opt any two Papers as III and IV from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing)

A – Marketing Management Group

M-1- International Marketing

M-2- Industrial Marketing

M-3- Rural Marketing

B- Human Resource Management Group

H-1- Human Resource Planning and Development

H-2- Business Ethics

H-3- Social Security and Labour Welfare

C- Financial Management Group

F-1- International Financial Management

F-2- Management of Financial Services

F-3- Corporate Tax Planning and Management

D- Insurance Management Group

IN-1- Economic Environment of Insurance Business

IN-2- Fire and Automobile Insurance

IN-3- Legal & Regulatory Aspects of Insurance Business

E- Retail Marketing Group

RM-1- Retail Supply Chain Management

RM-2- Mall Management

RM-3- Retail Store Operations and Management

6. Pattern of Examination: - The maximum marks for each paper, except in case of Project (Paper No. 503) and Viva Voce (Paper No. 603), shall be 100 (one hundred) marks of which 70 (seventy) marks shall be awarded on the basis of External Semester Examination and 30 (Thirty) marks shall be awarded on the basis of Internal Examination. The Project Report (Paper No. 503) and its presentation shall be evaluated by the Internal Expert appointed by the Head of the Department/Director of the Affiliated Institution for their respective students and Viva-Voce shall be conducted jointly by an Internal Expert from the Department/Affiliated Institution and by an External Expert appointed by the University.

Marks for Internal Examination shall be awarded on the basis of the Internal Tests and student's general performance-class participation in various curricular and extra curricular activities and attendance. For that purpose 3 (Three) Internal Tests of 10 (Ten) marks each in each paper, except in Seminar, Viva-voce, Project Report, shall be conducted by the Department/Affiliated Institution, out of which the performance in best 2 (Two) shall be counted for the purpose of the Internal Examination. Accordingly there shall be a maximum of 20 marks for Internal Tests and 10 marks for general performance and behavior of the student in the campus as mentioned above shall be awarded by the Teacher concerned on the basis of class participation and attendance of a student.

In so far as the External Semester Examination is concerned each examination question paper mentioned above, shall be of three hours duration with the maximum marks being 70. The pattern of paper setting for Semester Examination is indicated at Annexure- I. The duration of the Internal Tests and the modalities of the Tests shall be decided by the Teacher concerned in the respective subject in consultation with the Head of the Department/Director of the Affiliated Institution as the case may be. The maximum marks for Internal Examination shall be 30 as indicated above.

The Department/Affiliated Institute shall forward the Internal Examination marks awarded by the Teacher/Internal Expert concerned in the respective Paper to the Registrar before start of the External Semester Examination for being incorporated with the result of the Semester Examination.

In the **Fifth** Semester each student shall undertake a Project based on Research Methodology on the topic assigned to him/her by the Teacher concerned on the issues related to Trade, Commerce,

Industry, Corporate Affairs and Corporate World. The topic shall be assigned **at the beginning of the Fourth Semester** so that the students could utilize time and make proper scheduling of time for the Project. This will also enable students to submit the Project **Report during the period of Fifth Semester.** The Project Report and its presentation shall be evaluated by the Internal Expert appointed by the Department/Affiliated Institute as the case may be. The presentation shall be in the form of class room seminar and the criteria for evaluation may be decided by the Teacher In charge with the approval of the Head of the Department/Director of the Affiliated Institution as the case may be.

7. Eligibility for Passing the Examination:- The minimum marks for passing the examination in each of the semester shall be 50% in aggregate subject to a minimum of 40% in each paper. Theory 30%, theory + sessional = 40%, i.e; 21+19 =40. Further a student who has secured minimum marks to pass in each paper as mentioned above but has not secured the minimum marks to pass in aggregate for the Semester concerned shall be eligible to reappear in two papers in which he/she secured minimum marks in that semester so as to improve the aggregate marks in the concerned semester. A maximum of 5 marks can be awarded as grace marks in case if a student fails in only one paper subject to the condition that such student must have secured 55% or more marks in aggregate in the respective semester Examination in case of grace, position in merit list shall not be included.

8. Provision regarding Back Paper: No student shall be admitted to second year/Third year of the course respectively unless he/she has passed in at least 6/16 papers out of total papers of 10/20 offered by him/her during the First Year/Second Year respectively. In that way a student can be allowed to reappear in 4 examination papers of External Semester Examination in which he/she failed in respective Semester during second and Third Year of the course as back paper/ further, a student will be allowed to reappear in any paper in the respective External Examination subject to the condition that the total number of papers shall be within the total limit of 4 back papers in a year as mentioned in this Para and further that total number of attempts for appear shall not exceed the total span period of programme of six years or as decided by the University for Degree level courses. Further all the students shall have to pass the Degree programme within the span period of the programme which is Six year or the span period as decided by the University for Degree level courses from the date of admission in the programme. In case of those students whose back papers are more than 4 in a year as mentioned above, they shall not be allowed to proceed to Second Year (Third Semester) unless they pass the First year course (First Semester and Second Semester). Same shall be in the case of promotion from Second year to Third year. The students who have thus failed shall be Ex-students and shall repeat the respective Semester. The back paper examinations shall be held with the respective regular External Semester Examination. If a student fails to clear the degree programme during the span period mentioned above from the date of admission then he or she shall not be eligible to be readmitted in the BBA degree programme. The Ex-students shall be exempted from paying Fees and shall be exempted from attending the classes. Back paper facilities shall not be available for internal examination.

It is hereby clarified that promotion from First Semester to Second Semester shall be further subject to the condition that at the end of the First Semester, a Student would be promoted provisionally to the Second Semester provided he/she has appeared in the First Semester examination and his/her continuation to the Second Semester shall be subject to the condition that on declaration of the result of the First Semester examination he/she should not have failed in more than four examination papers. In case the students fail in more than four examination papers, his/her admission to the Second semester shall stand cancelled.

Similarly, promotion from Second Semester to the Third Semester shall be subject to the condition that at the end of the Second Semester, a Student would be promoted provisionally to the Third semester provide he/she has appeared in Second Semester examination and his/her continuation to the Third semester shall be subject to the condition that on declaration of the result of the second semester examination he/she should not have failed in a total of more than four examination papers in first and second semester examination taken together. In case the student fails in a total of more than four examination papers in the first and second semester taken together, his/her admission to the third semester shall stand cancelled.

The promotion to the subsequent semester shall also be subject to the condition that at the end of the previous semester a student would be promoted provisionally to the subsequent semester provide that he/she has appeared in the previous semester examination and his/her continuation in the concerned subsequent semester shall be subject to the condition that on declaration of the result of the previous semester examination and any back papers that the student may have appeared in, he/she should not have a cumulative of more than four back papers.

9. Provision for Attendance: - To constitute a regular course of study a student must attend at least 75% of the lectures in each paper. If the attendance is short than 75% then he or she shall not be eligible to sit in the respective semester examination.

10. Award of Division :- A student who obtains 60% or more marks in aggregate in all the semester taken together shall be awarded First Division, those with 50% or more marks but less than 60% shall be awarded Second Division. In case of those students whose aggregate marks are 75% or more shall be declared passed with distinction and this fact shall be indicated in the mark sheet of Final Semester.

11. Medium of Instruction: - The medium of instruction of study and the examinations shall be English.

12. Admission Fees and other charges: - Admission fee and other charges to be levied from the students shall be as such decided by the University from time to Time.

13. Omnibus Clause: - This Ordinance and the syllabus shall come in to effect from the academic session 2007-2008 with effect from July, 2007. in case of any clarification on any points mentioned in the Ordinances and the syllabus or for any dispute on any points the decision of the University with the approval of the Vice-chancellor would be final and binding on all concerned.

Pattern for Setting-Semester Examinations

Each paper in the semester examination except Project, Seminar & Viva Voce will carry a maximum of 70 marks normally divided equally among the questions and will be for duration of three hours. The question paper will be divided into 2 sections. There will be a compulsory question on some problem seeking solution under section A In section B, there will be 4 questions all of which have to be attempted. First question in section B will ask for short notes (to answer any 4 out of 8). Each of the other three questions will include an alternate choice. A model of the paper is presented below.

Note: All questions have to be attempted

Section A

1. Short practical problem relating to the application of the concept of the subject taught- problem given should not be of more than five hundred words to enable the student to express the knowledge he acquires.

16 marks

Section B

2. Write short notes (up to fifty words) on any four of the following

3 marks each

- a)
- b)
- c)
- d)
- e)
- f)

3. Describe XYZ?

14 marks

or

Describe ABC

4. (Pattern as same in 3)

14 marks

What is a.b.c?

or

What is I.J.K.?

5. (Pattern as same in 3)

14 marks

Discuss U.V.W.

or

Discuss M.N.O.

As indicated above there must be eight (8) questions in the question paper. Further the question must be within the syllabus- copy of which enclosed for reference.

BBA 1st Semester

Principles and Practice of Management Code – 101

Objective

The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to Organizational objectives.

Course Contents

1. Definition, Function, Process, Scope and Significance of Management. Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.
2. Evolution of Management Theory Approaches of Management, Early Evolution of Management, Different Schools of Management Thought.
3. Planning and Organizing: Nature, Scope, Objectives and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing-Principles, Span of Control, Line and staff Relationship, Authority, Delegation and decentralization, Organizational Structures, Formal and Informal organizations, Staffing.
4. Directing: Effective Directing, Supervision, Motivation, Different theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and lawler, Job Satisfaction. Concept of Leadership-Theories and styles. Communication Process, Channels, Barriers of Effective Communication.
5. Controlling and Coordinating- Elements of managerial Control, Designing Control Systems, Management Control Techniques, Effective Control Systems. Coordination-Concept, Importance, Principles and Techniques of Coordination.

Suggested Readings:-

1. Drucker, F. Peter -Management-Tasks, Responsibilities & Practices.
2. Koontz 'O' Donnel Weihrich -Elements of Management
3. Koontz H, 'O' Donnel C -Management-A Book of Reading.
4. Drucker, F. Peter - The Practice of Management
5. Terry and Franklin -Principles of Management
6. Stoner -Principles of Management
7. Willian H. Newman
And E. Kirby Wassen -The Process of Management

Computers Applications in Business Code – 102

Objectives

The objective to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Also to provide them an orientation about the increasing role of computers in corporate, business world.

Course Contents

1. Concept of Computers- Brief History of Computers, Generation and Its Evolution. Characteristics of Computers, (Hardware, Software,) Criteria for Using the Computers, Organizations and Functions of Computers and their Applications.
2. Type of Computers- Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro computers, Mini-Computers, Main-frame Computers, and Super Computers.
3. Operating System and Office Automation: Booting Concept, MS DOS, MS Windows, MS Office, and Introduction to System Management. Overview of Languages, Compilers, Interpreters, Assemblers, LAN, MAN, WAN, Communication Channels.
4. Information Technology: Fundamentals, Perspectives, Applications and Scope, Introduction to Internet, Browsers, Applications and scope.
5. Computer Application in different fields-Basic Information, Data Base Management System: Creating, Modification of Data base files, Commands Study, Expression and functions, Set Commands, Sorting, Indexing.

Suggested Readings:

1. P.K. Sinha -Computer Fundamentals
2. Rajaraman, V -Introduction to Computer Science
3. Bocchino William, A -MIS Tools and Design
4. Scot, George M -Principles of MIS
5. Kanter -Management Information and Control System
6. Grey Perry -Teach Yourself Office 97

Business Communication Code- 103

Objective

The objective of the Course is to acquaint the students with the knowledge of the Communication written as well as oral required in the Corporate World in its day to day functioning.

Course Contents

1. English Grammar: Proper Uses of Verb, Noun, Adverb, Adjective, Punctuation, Para Phrasing in Business Communication, Understanding Direct and Indirect Narration, Skills of Essay Writing and Precis Writing, significance of knowledge of Grammar in Business Communication.
2. Basic Forms of Communication, Communication Models, communication Process, Barriers in Communication, Corporate Communication: Formal and Informal Communication Networks, Grapevine, Non-Verbal Communication. Importance of Communication in Business World.
3. Business Correspondence: Essentials of effective correspondence, Different types of letters, sale letters, goodwill letters, greetings, notices, circulars and orders, Applications for employment, Modern Office techniques Used in Business Communication.
4. Oral Communication, Public Speaking, Body Language, Presentations before the Group, Factors Affecting Presentation, Effective listening, Interviewing Skills, Arranging and Participation in Group Discussion, Seminars and Conferences.
5. Report Writing: Writing Skills, Planning, Drafting, Writing, Re-Writing, Editing, Different Types of Business reports, Structure, Steps toward writing of Different Types of Business reports, Style of report Writings.
6. Fundamentals of computers-Basic knowledge of computers and its operation, application of MS-work, MS-excel MS-PowerPoint, Internet and its uses, Advantages of e-commerce.

Suggested Readings

- | | |
|----------------------|---|
| 1. Sharma | -Business correspondence and report Writing |
| 2. Monipally | -The Craft of Business Letter Writing |
| 3. Lesikan V Raymond | -Basic Business Communications and Pettel E |
| 4. Herta and Murthy | -Effective Business Communications |
| 5. Sinha K.K. | -Business Communication |

Financial Accounting Code – 104

Objectives

To make the students understand the concepts of Financial Accounting, To familiarize students with the mechanics of preparation and Interpretation of financial Statements.

1. Financial Accounting: Nature, Scope and importance of Financial Accounting, Basic Accounting Concepts and conventions, Assumptions and Limitations of Accounting, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book, Cash Book, Petty Cash Book, Trial Balance, Income and Expenditure Account. Posting of Entries in Accounts Books.
2. Financial, Cost and Management Accounting- A Distinction. Preparation of Financial Statements, Preparation of Trial Balance, Trading and Profit and Loss Accounts, Balance Sheet, Rectification of Errors, Bank Reconciliation Statement.
3. Accounting for Depreciation- Significance and Methods Inventory Valuation Methods and Choice of Methods. Different Types of Reserves.
4. Accounting for Partnership Firm-Introduction, Admission of a New Partner, Death and retirement of Partners, Dissolution of Partnership Firm.
5. Analysis of financial statements-Nature and Limitations, Techniques of Analysis and Interpretation of Financial statements, Ratio Analysis.

Suggested Readings

- | | |
|--------------------------------|--------------------------------------|
| 1. R. L. Gupta and V. K. Gupta | -Financial Accounting (Pt-I, Pt-II) |
| 2. Bhattacharya and Dearden | -Accounting For Management |
| 3. Shukla S M | -Advanced Accounting |
| 4. Pandey I M | -Essentials of Management Accounting |
| 5. Shukla M C and Grewal TS | -Advanced Accounting |

Business Economics Code – 105

Objectives

The Objective is to provide the knowledge of Economic Theories and their application for managerial Decisions.

Course Contents

1. Definition, Nature and Scope of Business Economics, Wealth Definition, Scarcity Definition, Growth Definition, Production Possibility Curve, Circular Flow of Economic As Science and As Art, Application of Economic theory to a Firm's Level Business Problems.
2. Demand Analysis and Forecasting: Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Exceptions to the Law of Demand, Reasons For Change in Demand, Elasticity of Demand, Demand Forecasting, Law of Supply, Elasticity of Supply.
3. Cost and Production Analysis: Different Concepts of Costs, Production Function, Cost-Output Relationship, Law of Variable Proportion and Determining the Level of Production Cost. Law of Increasing Returns, Law of Decreasing Returns.
4. Pricing Under Different Market conditions: Nature of markets, Pricing under Perfect, Monopoly and Monopolistic Market Conditions. Pricing in Actual Practice, Cost Plus Pricing, Transfer Pricing.
5. Profit Measurement and Appropriation: Economic us Accounting Profit, Concept of True Profit, Factors in Profit Measurement, Appropriation of Profit Policy, and Capitalization of Profit. Business Cycle: Causes and Effects of Inflation and recession, Measures of Economic Stabilization.

Suggested Readings

- | | |
|-----------------------------------|----------------------------|
| 1. Varshney, R L and Maheshwary | -Managerial Economics |
| 2. Joel Dean | -Managerial Economics |
| 3. Alwxander, K J W and Kemp, A J | -The Economist in Business |
| 4. Norman, N Parish | -Economic Analysis |
| 5. Mankar and Dinkar | -Business Economics |

BBA 2nd Semester

Marketing Management Code – 201

Objective

The objective of the course is to provide basic knowledge of the concept of Marketing and their application in the field of business.

Course Contents

1. Definition, Nature, Scope and Importance of Marketing, Modern marketing Concepts, Marketing Mix and Marketing Environment. Meaning and Dimensions of Market, Market Segmentation. Role of Marketing in Economic development and Its Applicability in Indian Conditions.
2. Consumer Behaviour,: Meaning and Its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Product: Meaning, Role, Product Planning and process, Product Life Cycle, Product-Market Integration, Product-Positioning, Branding, Packaging.
3. Pricing Advertising and Channels of Distribution: Pricing-Meaning, Role, Theory and Practice of Pricing Management. Advertising-Meaning, Role, Profile of Advertising in India, Management of Advertising, Channels of Distribution-Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries.
4. Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution, Physical Distribution Management, Marketing Organization: Organizing for Marketing, Evaluation of Marketing Organization, Principle of Organization Design, Organizational Problems.
5. Overview of Global marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

Suggested Readings

1. Kotler, Philip -Marketing Management: Analysis Planning and Control
2. Stanton W J -Fundamentals of Marketing
3. Cunduff Still and Goiani Cundiff -Fundamentals of Marketing
4. Rusenberg, L J -Marketing
5. Ramaswami and Nama Kumari -Marketing Management

Human Resource Management Code – 202

Objectives

The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

Course Contents

1. Human Resource Management: An Introduction, Personnel Functions and Organizational Goals. Personnel Management: Definition, Objectives, Significance, Qualities of Personnel Managers, Human Resource Planning,; Meaning and nature of Human Resource Planning, Theory and Practice.
2. Recruitment, Selection and Placement, Induction Training, Need and Purposes of Training, Methods of Training, Development and Growth, Work Study: Job Design and Appraisal, Job Description, Job Analysis and Evaluation, Job enrichment, Performance Monitoring and Appraisal methods, Motivation and Productivity.
3. Wage and salary Administration: Wage policy, Concept and Importance, Fringe Benefits, Incentive Compensation and Remuneration, Factors affecting Wages and Wage fixing Machinery.
4. Industrial relations: Concept and Significance of Industrial Relations, Trade Unions, Concept, Objectives and functions of Trade Unions.
5. Collective Bargaining, Dispute Resolution and Grievance settlement, Employee Discipline Regulatory, Mechanism, Suspension, Dismissal, Retrenchment, Industrial Conflicts and resolutions, Role of Trade Unions in Collective Bargaining.

Suggested Readings

1. Flippo, E B -Principles of Personnel Management
2. Yoder Dale -Personnel Management and Industrial Relations
3. Strauses, G and Sayles L R -Personnel-The Human Problems in Mgt.
4. Singh, Chhabra and Taneja -Personnel Management and Industrial Relations
5. Aswathappa, A -Human Resources and Personnel Management

Business Environment Code – 203

Objective

The object is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India.

Course Contents

1. Business Environment and Society Concept, Nature and Significance of Business environment, Social responsibility of Business, Business ethics, Business and Culture, Technological Development and Social Changes.
2. Business and Economy: Economic System, System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public sector, Private sector, Small scale industries: Concept, Significance, Issues and Priorities. Role of Public sector in Indian Economy and its Problems.
3. Business and Government: Role of Government in Economic Planning in India, Introduction to Industrial Policy Resolution 1948, Industrial Policy Resolution, 1956, New Industrial Policy, New economic policy, Privatization, Liberalization and Globalization and their Implications on Indian Economy.
4. Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company, Provisions under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practices, Silent Features of the Consumer Protection Act relating to Consumer protection in India.
5. International Business Environment- An Overview, International Economic Groupings: GATT, W.T.O., UNCTAD, World Bank, IMF, European Union.

Suggested Readings

1. Cherunilam Francis -Business Environment
2. Ghose A N -Indian Economy-Its nature and Problems
3. Agarwal A N -Emerging Dimensions of Indian Management
4. Datta R and Sundharan K P M -Indian Economy
5. Adhikari M -Economic Environment of Business

Production Management Code – 204

Objective

The objective of the course is to give first hand information and knowledge to the students to understand the basics of the production Areas and its management.

Course Contents

1. Nature and Scope of Production Management, Production Analysis and Planning, Production Functions, Responsibilities of the Production Manager, Plant Location and layout, Factors To Be Taken care for Plant Location.
2. Production Planning and Control, Procedure, Objectives and Importance of Production Planning And Production Control, Manufacturing Systems, Materials Management-Its Scope and Importance, Purchasing Function and Procedures, Store Keeping.
3. Inventory Control, Relevant Costs, Economic Lot Size, Inventory Analysis, Sales Forecasting Techniques.
4. Productivity-Concept and factors on which Productivity depends, Measurement of Productivity, Input Output Analysis and Productivity, Product Development and Designing, Stages of New Product Development, Standardization, Simplification and Specialization, Automation.
5. Development of Efficiency Work Method, Material Flow Process Chart, Man flow Process Chart, Principles of Motion Economy, Comparison of Alternative work Methods, Safety and Health Considerations, Maintenance of Production Facilities, Quality Control and Inspection, Sampling Inspection, Quality Control Charts, Attributes and Variables Charts.

Suggested Readings

1. Myers -Production Management
2. Bufa -Modern Production Management
3. Goel and Gupta -Production Management
4. Hegde -Production Management
5. Starr -Operations Management

Business Finance Code – 205

Objective

The objective is to provide conceptual knowledge of the tools of financial and analysis and management and various long term and short term sources of finance, it also aims at helping them to develop skills for making financial decisions in practical business situations.

Course Contents

1. Business Finance- Conceptual Foundation, Finance Function in Business, Corporate Finance, Nature and Scope of Financial Management, Objective of Financial Management, Role of Financial Management and Financial Manager in Business Organizations. Form of Business Organizations, Regulatory Framework: Brief Introduction of Companies Act. Partnership Act. Securities and Exchange Board of India Regulations.
2. Cost of Capital: Meaning and Importance of Cost of Capital, Measurement of Cost of Debt, Preference Share Capital, Equity shares and Retained Earning, Overall cost of capital of the Firm. Capital Rationing.
3. Cost of Debt. Cost of preference shares, Debentures, Convertible Debentures, Relative Merits and Limitations. Financial Securities: Characteristic of Different Securities. Meaning of Capitalization, over and Under Capitalizations-their Cause and Remedies. Capitalization and Capital Structure: Meaning of Capital Structure, Operating Leverage, Financial leverage, Capital Structure Planning, Assessment of Debt. Capacity Guideline for Capital Structure Planning.
4. Short Term Financial Requirement: Working Capital- Its need and Importance, Factors Affecting Working Capital requirements, Estimating Working Capital requirements, Working Capital Financing Policy Sources of Finance.
5. Dividend Policy and Retained Earnings: Dividend- Payout Ratio, Managerial Considerations in Determining Dividend Payout, Factors Affecting Dividend Policy Dividend Stability, Dividend Policy and Share Valuation Traditional Position, Walter Model, M-M Position .

Suggested Readings

1. Khan, M Y -Financial Management
2. Prasana Chandra -Financial Management
3. Pandey, I M -Financial Management
4. Kuchal, S C -Financial Management and Corporate Finance
5. Van Horne -Financial Management

206 Basic of Environment Science – As decided by the University- This is compulsory course for all Degree level courses and syllabus and pattern of the examination shall be as decided by the University and applicable to all such courses. For Syllabus and course curriculum- - Please consult University Guidelines Booklet available from the University Office.