

**GOVERNMENT COLLEGE (AUTONOMOUS),
BHAWANIPATNA**

(College with potential for excellence)



COURSES OF STUDIES

FOR THREE YEAR DEGREE COURSE

In

**BACHELOR IN BUSINESS ADMINISTRATION
(BBA)**

Under PPP Mode

[Semester pattern]

Semester-I	2017	Semester-II	2018
Semester-III	2018	Semester-IV	2019
Semester-V	2019	Semester-VI	2020

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COURSE STRUCTURE

BBA Course shall consist of twenty-four papers of three hours duration of 100 marks out of which 20% shall be earmarked for internal Assessment, project carrying 100 marks at the end of 4th Semester and Viva and Presentation on Dissertation carrying 100 Marks out of which 30 Mark Viva.

	Paper Name		Marks	Page No.
SEMESTER-I	1.1	Business Organization	80+20	03
	1.2	Principles of Management	80+20	03
	1.3	Financial Accounting	80+20	04
	1.4	Business Statistics	80+20	04
SEMESTER-II	2.1	Business Economics	80+20	05
	2.2	Marketing Management-I	80+20	06
	2.3	Business Communication Skills	80+20	06
	2.4	Financial Management-I	80+20	07
SEMESTER-III	3.1	Business Law	80+20	08
	3.2	Organisational Behaviour	80+20	08
	3.3	Cost and Management Accounting	80+20	09
	3.4	Quantitative Methods	80+20	09
SEMESTER-IV	4.1	Advanced Accounts	80+20	10
	4.2	Computer for Management	80+20	10
	4.3	Marketing Management-II	80+20	11
	4.4	Human Resource Management	80+20	12
SEMESTER-V	5.1	Insurance and Risk Management	80+20	13
	5.2	Financial Management-II	80+20	13
	5.3	Production & Operation Management	80+20	14
	5.4	Financial Institutions & Markets	80+20	14
	5.5	Project Report	100	15
SEMESTER-VI	6.1	Income Tax	80+20	15
	6.2	Management of Financial Services	80+20	16
	6.3	Indian Society & Culture	80+20	16
	6.4	Research Methodology	80+20	17
	6.5	Viva & Presentation of Dissertation	100	17
	Total Marks		2600	

SEMESTER-I**1.1 : BUSINESS ORGANIZATION****(Full Mark= 100, Internal=20, Term End=80)**

UNIT-I: Introduction to business: Meaning of business; nature of business; objectives of business; essentials of a successful business, qualities of a successful businessman, Classification of industries; nature of commerce; components of commerce.

UNIT-II: Forms of business organization: Meaning; characteristics of an ideal form of business organization. Sole Trader: meaning; features; merits and demerits. Partnership: Meaning; characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization, dissolution of partnership firms.

UNIT-III: Joint Stock Company: Meaning and definition; characteristics; kinds of companies; distinction between private and public company; merits and demerits of company form of business organization.

UNIT-IV: Promotion of a Company: Introduction, stages of promotion; promoters; memorandum of association; alteration of memorandum of association; articles of association; alternation of articles of association; distinction between memorandum and articles of association; prospectus and its contents.

UNIT-V: Capital of a Company: Share capital; shares and kinds of shares; procedure for issue and allotment of shares; transfer and forfeiture of shares; debentures: meaning and types of debentures; shares and stock; under writing of shares.

RECOMMENDED BOOKS:

1. Business Studies : Sharma Gupta (Kalyani)
 2. Business Organization & Management : D.P. Jain (Vrinda)
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1.2 : PRINCIPLES OF MANAGEMENT**(Full Mark= 100, Internal=20, Term End=80)**

UNIT-I: Introduction: Management Concept; Managerial Roles; Functions of Managers; Levels of Management; Managerial skills. Management process; Characteristics and Importance of management

UNIT-II: Planning: Nature; Significance; Process and Types; Management By Objectives; Advantages and Disadvantage. Decision making: Process; Group decision making.

UNIT-III: Organizing: Nature; Significance; Principles of Organizing; Centralizaion and Decentralizaton; Organization structure Formal, Informal; Line structure; Line and staff structure, Staffing: Importance and Process of staffing.

UNIT-IV: Motivation: Concept; Need theory of motivation Leading: Concept and leadership styles; Effective Communication.

UNIT-V: Controlling: Concept and process; Management of Change : Concept, nature and process of planned change, Resistance of change, overcoming resistance to change.

RECOMMENDED BOOKS:

1. Principles of Management: R.K. Sharma & S.K. Gupta (Kalyani)
2. Principles of Management: L.M. Prasad (S. Chand & Co.)

3. Principles of management: K. Aswathpa
4. Principle and practice of Management: VSP Rao

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1.3 : FINANCIAL ACCOUNTING

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Introduction to Accounting : Meaning of Accounting: Book Keeping - The Basis of Accounting, Evolution of Accounting; Sub field of Accounting; Users of Accounting information.

Accounting Cycle, Journal and Ledger: Accounting Cycle; Identification of Transactions; Recording of transactions in Journal; The Ledger. Accounting Concepts.

UNIT-II: Subsidiary Books of Account: Subdivision of Journal; Cash Book; Purchase Day Book; Sales Day Book; Purchase Returns Book; Sales Return Book; Bills Receivable and payable Book; Journal Proper.

The Trial Balance : Introduction; Objectives in Drawing up a Trial Balance; Construction of a Trial Balance; Errors disclosed and not disclosed by a Trial Balance; rectification of errors.

UNIT-III: Reconciliation Statement

.....& Revenue : Introduction; Capital and Revenue Expenditures; Deferred Revenue Expenditure; Capital and Revenue Receipts; Capital and Revenue Profits; Capital and Revenue Losses.

UNIT-IV: Final Account: Preparation of Trading and Profit and Loss Account and Balance Sheet of Non-Corporate entities with important adjustments.

UNIT-V: Accounting for Nonprofit Organization : Non-Profit Entities; Characteristics of nonprofit organization; Preparation of Receipts and Payment Account, Income and Expenditure Account and Balance Sheet with Important adjustments.

RECOMMENDED BOOKS:

1. Modern Accountancy: Hanif and Mukherjee Volume i (TMH)
2. Higher Secondary Accounting : Hanif, Mukherjee, Biswal and Sharma
3. Financial Accounting: P.C. Tulsian (Pearson)
4. An Introduction to Accountancy : S.N. Maheshwari, S.K. Maheshwari (vikas)
5. Double Book Keeping-Kalyani Publishers

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1.4 : BUSINESS STATISTICS

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Introduction : Meaning and definitions of statistics, importance of statistics in business limitations of statistics, classification and tabulation of data, graphic and diagrammatic presentation of data.

UNIT-II: Measures of Central Tendency: Introduction, mean, median, mode, comparison between mean, median and mode, GM, HM.

Measures of Dispersion : Introduction, Range, quartile deviation, mean deviation, standard deviation, coefficient of variation.

UNIT-III: Skewness, Moments and Kurtosis

Index Number: Introduction, uses of index number, problems in index number construction, types of price index number, time reversal & factor reversal test, chain base index number, Base shifting, Splicing and Deflating index numbers.

UNIT-IV: Correlation Analysis: Concept, importance, types of correlation, methods of studying correlation, rank correlation

Regression Analysis: Introduction, Uses of regression analysis, difference between correlation & regression analysis, Regression lines and equations.

UNIT-V: Probability: Introduction, basic terminology in probability, Bayes Theorem.

Time Series Analysis: Introduction, components of a time series, trend, seasonal variation, cyclical variation, irregular variation, forecasting, importance of time series of business & economics.

RECOMMENDED BOOKS:

1. Business of Statistical: D.Patri
2. Statistical Methods: S.P. Gupta (Sultan Chand)
3. Fundamentals of Statistics: S.C. Gupta

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SEMESTER-II

2.1 : BUSINESS ECONOMICS

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Introduction to Economies: Concept of utility and its types, Laws of demand, Diminishing, marginal utility, Equimarginal utility, Determinates of elasticity of demand, Concept of elasticity and types.

UNIT-II: Production and Market Analysis : Concept of production function. Law of variable proportion, Concept and types of cost, Types of markets (perfect market, monopoly, oligopoly, duopoly) and price determination under perfect competition and its features.

UNIT-III: Theory of Distribution: Meaning of Rent, Interest, Wages and Profit, Recardian theory of rent, Supply & Demand theory of interest and wages, Meaning, types and theory of profit, Gross & Net profit.

UNIT-IV: National Income & Macroeconomics factors: Meaning of National income, GNP, NNP, Importance of National Income, Meaning and function of money. Quantitative and Qualitative credit control.

UNIT-IV: National income & Macroeconomics factors: Meaning of National Income, GNP, NNP, Importance of National Income, Meaning and functions of money, Quantitative and Qualitative credit control.

UNIT-V: Economies Environment: Concept of inflation and its effects types Basics of balance of payment & Balance of trade, Meaning of International trade & Distinction between internal & external trade.

RECOMMENDED BOOKS:

1. Business Economics by : Ahuja
2. Business Economics by : Dwivedi

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2.2 : MARKETING MANAGEMENT-I**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Introduction: Marketing concepts; selling vs. Marketing; Marketing mix; Importance of Marketing, Marketing & Marketers.

Marketing Segmentation: Concept; Importance; Bases for market segmentation.

UNIT-II: Product: Concept; Product planning and development; Product life cycle concept; product line and product mix.

Brand: Concept of Branding; Types of Brand & Their challenges, Advantages of branding.

UNIT-III: Price: Methods of pricing; Factors affecting pricing decision; Importance of pricing.

Place: Functions of channel intermediaries; Types of distribution channels; Factors affecting choice of distribution channel.

UNIT-IV: Promotion: Types of communication; Various promotional tools; Advertising objective; sales promotion various tools; public relation functions; Personal selling - managing the sales force.

UNIT-V: Marketing Environment in micro environment Macro, Environment & Demograph Environment.

Competitive Marketing attacking strategies - frontal attack; flanking attack; encirclement attack; bypass attack; guerilla attack.

RECOMMENDED BOOKS :

1. Marketing management - Philip Kotler (PHI) Keller
2. Marketing Management - C.N. Sontaki (Kalyani)
3. Marketing Management-Namkumari (Mc Millan)
4. Marketing Management-Rajan Saxena
5. Marketing Management-By Meenakshi (Vikash Publication)

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2.3: BUSINESS COMMUNICATION SKILLS**(Full Mark: 100, Internal=20, Term End=80)**

In this paper, the written and oral communication skills of the students will be tested. They shall have to answer five essay type questions, one from each of the five **UNITs**. There will be alternative questions in all the **UNITs**. Each question will carry 14 marks. The duration of written examination will be 3 hours. Further, there will be 10 Marks for oral presentation. An examinee has to make an oral presentation which will be assessed by two Internal Examiners. There will be 20 marks for sessional examination. The paper shall comprise the following:

UNIT-I: ■ Foundations of Business Communication; ■ Achieving success through effective business communication.; ■ Communication in terms & mastering listening and non-verbal communication skills.

UNIT-II: ■ Applying the three-step writing process.; ■ Planning business messages.; ■ Writing business messages.; ■ Completing business messages.

UNIT-III: ■ Writing Letters, Memos, E-mail.; ■ Writing routines, good-news & goodwill messages.; ■ Writing bad news messages.

UNIT-IV: ■ Designing & Delivering Oral Presentations.; ■ Planning, Writing and completing oral presentations.; ■ Enhancing oral presentations with electronic slide shows and overhead transparencies.

UNIT-V: ■ Writing employment messages and interviewing for jobs.; ■ Writing resumes and application letters.; ■ Interview for employment and following up.

RECOMMENDED BOOKS:

1. Business Communication Today - Soave Thill Schatzman.
2. Lesiker's Business Communication (TMH)
3. Balasubramanyam, Business Communication (Kalyani)

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2.4 : FINANCIAL MANAGEMENT

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Financial Management : An Overview, Evolution of Financial Management; Financial Decisions in a firm; Goal of Financial Management; Risk- Return Trade off Emerging Role of The Finance Manager in India.

The Time value of Money: Time lines and Notation; Future value of a single amount: Present value of a single amount; Future value of Annuity; Present Value of an Annuity; Intra Year compounding and discounting.

UNIT-II: Valuation of Bond and Stock: Bond Valuation; Bond Yields, Bond Market; Stock Valuation; Relationship Between Earning - Price, Expected Return and Growth.

Risk and Return: Risk and Return of a Single Asset; Risk and Return of a Portfolio; Measurement of Risk; Relationship between risk and return.

UNIT-III: Technique of Capital Budgeting : Capital Budgeting Process; Project Classification; Investment Criteria; Net Present Value; Benefit Cost Ratio; Internal Rate of Return, Pay Back Period; Accounting Rate of Return, Investment Appraisal in Practice.

UNIT-IV: Working Capital Policy : Characteristics of Current Assets; Factors influencing Working Capital Requirements, Level of Current Assets; Current Assets Financing Policies; Profit Criterion for Working Capital; Operating Cycle and Cash Cycle; Cash Requirement for Working Capital.

Working Capital Financing : Accruals; Trade Credit; Working Capital Advance By Commercial Banks; Public Deposits; Intra Co-operate Deposits; Shorts term Loans From Financial Institutions; Rights Debentures for working capital; Commercial papers.

UNIT-V: Mergers, Acquisitions and Reconstitutions: Reasons for Mergers; Mechanics of a Merger; Cost and Benefits of a merger, Terms of Merger; Takeovers. Joint Ventures; Managing an Acquisitions; Portfolio Restructuring; Financial Restructuring; Organizational Restructuring; Dynamics of restructuring.

RECOMMENDED BOOKS:

1. Financial Management: Prasanna Chandra
2. Financial Management: I.M. Pandey.
3. Financial Management: Sharma & Gupta

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SEMESTER-III**3.1: BUSINESS LAW****(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Law of Contract (1872) : Nature of contract; Classification; offer and acceptance; Capacity of Parties to contract; Free consent; Consideration; Legality of object; Discharge of contract; Agreement declared void; Performance of Contract; Remedies for breach of contract.

UNIT-II: Special Contracts: Indemnity and Guarantee; Bailment and Pledge; Agency

UNIT-III: Sales of Goods Act 1930: Formation of contracts of sale; Goods and their Classification; Price; Conditions and warranties; Transfer of property in goods; Performance of the Contract of sales; unpaid seller and his rights; Sale by auction; Hire purchase agreement.

UNIT-IV: Negotiable Instrument Act 1881: Definition of Negotiable Instruments; Features; Promissory note; Bill of exchange and cheque; holder and holder in due course; crossing of a cheque; types of crossing; Negotiations; Dishonor and discharge of Negotiable Instrument.

UNIT-V: Company Law : Promotion and incorporation of companies; Memorandum of Association; Article of Association; Prospectus; Company meetings; kinds of meetings; Quorum; Voting; Resolutions; Minutes.

RECOMMENDED BOOKS:

1. Mercantile Law-S.C. Kuchhal
2. Mercantile Law - N.D. Kapoor
3. Business Law for Managers-Sultan Chand (Tuteja SK)
4. Business Law Including Company Law-Newage (Gulsnan SS)
5. Element of Business & Economic Laws (Sultan Chand) (Kapoor ND)

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3.2 : ORGANISATIONAL BEHAVIOUR**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Introduction : Meaning & Definition; Importance of OB; Various schools of thought; Approaches of OB.

UNIT-II: Perception : Meaning; Factors affecting; Application of perception concepts to OB Managing the perception; Shortcuts used in judging others.

Attitudes : Concept; Types;; Attitude and Behaviour; Factors in attitude formation.

UNIT-III: Motivation : Concept; Cognitive theory; Behavioral theory; Personality : Determinants; Theories-Psychoanalytical.

UNIT-IV: Learning: Concept & Theories, Leadership : Meaning : Theories - Behavioral theory, Contingency theories, Transformational theory.

UNIT-V: Conflict: Nature; Sources; Conflict resolution techniques; Transactional Analysis: Ego states, Types of Analysis, Power & Politics: Types, Sources, Group Dynamics: Types of groups.

RECOMMENDED BOOKS:

1. Organisational Behaviour: Stephen Robbins (PHI)
2. Organisational Behaviour: L.M. Prasad
3. Organisational Behaviour: K Aswathappa (HPH)
4. Organisational Behaviour: Gangadhar Rao
5. Organiastional Behaviour: Sareen
6. Organiastional Behaviour: Suba Rao

3.3 : COST AND MANAGEMENT ACCOUNTING**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Nature and scope of cost accounting, objectives, importance, advantages and limitations of cost accounting, Financial Accounting Vs. Cost Accounting. Cost Analysis and Classification : Elements of Cost, Classification of Cost, Cost Sheet.

UNIT-II: Nature and Scope of Management Accounting: Functions, Objective of Management Accounting, Advantages and Limitations of Management Accounting, Management Accounting Vs. Financial Accounting, Management Accounting Vs. Cost Accounting, Role of Management Accountant. Financial Statement: Meaning, nature, essentials of good Financial statement, Importance and limitations of financial statements.

UNIT-III: Financial Statement Analysis: Meaning, Types and Procedure of Analysis and Interpretation, Objectives, Importance and Techniques of Analysis, Limitations of Financial Statement Analysis.

Ratio Analysis: Meaning and Utility of ratios, significance of ratio analysis, Limitations of ratios analysis, classification of ratios, significance of ratios and inter firm comparison.

UNIT-IV: Funds Flow Statement: Meaning and utility of Funds Flow Statement, Preparation, Limitations of Funds Flow statement.

UNIT-V: Cash Flow Statement: Meaning and utility of Cash Flow statement, Cash flow form operating, Investment and Financial activity, Limitations of Cash Flow statement, Difference between Funds flow and Cash Flow statement.

RECOMMENDED BOOKS:

1. Management Accounting : Sharma Gupta, Kalyani Publisher
2. Cost Accounting: Jain and Narang, Kalyani Publisher

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3.4 : QUANTITATIVE METHODS**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Theory of Sets: Concept of a Set, Types of set, Operation of sets, Union, Intersection, Symmetric difference, Demorgan's law, Venn Diagram, Cartesian product of sets.

Functions: Meanings; Definition & Characteristics, Different types of functions, Domain, Range of function.

UNIT-II: Limit: Limit of a function, Definition, Left hand limit, Right hand limit, Infinite limit and limit at infinity, Algebra of limits, Evaluation of limits (excluding trigonometric functions)

Differentiation: Derivatives and Rules of Differentiation

Integration: Indefinite integration, Fundamental integration formulae, algebra of integrals.

UNIT-III: Linear Programming Problems : Mathematical formulation, Graphical solution methods. General LPP. Simplex method : Computational procedure.

UNIT-IV: Network Analysis : Meaning Network diagram, Techniques of Network analysis CPM & PERT, Concept of event, Times, Float, Slack etc.

UNIT-V: Permutation and Combination: Counting principles, permutations and combinations (with and without repetition), restricted permutations and combinations.)

Theory of Probability: Distribution curve, Binomial, Poission and normal distribution.

RECOMMENDED BOOKS:

1. Statistical Methods and Quantitative Techniques: Digambar Patri (KP)
2. Higher Secondary Mathematics (Part-1 &2)
3. Quantitative Techniques - Theory and Problems : Tulsian and Pandey (Pearson)
4. Statistical Methods-SP Gupta
5. Quantitative Techniques-Kothari –Vikash Publication

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SEMESTER-IV

4.1 : ADVANCED ACCOUNTS

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Consignment: Meaning, Books of the consignor and Books of the consignee with cost and invoice price method. Treatment of normal and abnormal loss.

UNIT-II: Branch Account: Dependent branch - Debtor system (Cost and invoice price). Independent branch-Incorporation of branch result in head office books (Excluding Foreign Branch).

UNIT-III: Partnership-1: Admission of a partner-Calculation of new profit sharing ratio, Revaluation of assets and liabilities, Treatment of goodwill, Treatment of accumulated profit and loss. Adjustment of capital according to profit sharing ratio.

UNIT-IV: Partnership-II : Retirement- Calculation of new profit sharing ratio, Revaluation of assets and liabilities, Treatment of goodwill, Treatment of accumulated profit and loss. Dissolution-All partners solvent, One partner insolvent (Garner Vs Murray), All partner insolvent.

UNIT-V: Company Account: Issue of shares- At par, premium discount, allotment of over subscribed shares. Forfeiture and reissue of forfeited shares (including pro rata allotment)

RECOMMENDED BOOKS:

1. Advanced accounts by R. L. Gupta - S. Chand & Co.
2. Advanced accounts by Jain and Narang-Kalyani Publishers.

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4.2 : COMPUTER FOR MANAGEMENT

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Introduction to Computer: Characteristics of computer, types and classification of computers; Computer hardware and software; computer organization.

UNIT-II: Operating system : Meaning; types and functions

UNIT-III: Computer Device and Languages: Input and output devices; Storage devices : primary and secondary; Computer language; high-level language, assembly language, machine language, Compiler and interpreter; number systems.

UNIT-IV: Computer Network : Different types of networks- LAN, MAN, WAN, Network environments: Topology, protocol.

UNIT-V: Introduction to Internet: Internet; extranet; Internet service provider; Internet access; web fundamentals; e-mail; e-Commerce; Security and privacy issue.

PRACTICAL: DOS Commands-Internal, External; Using windows; Ms-word, Ms-Excel, Ms-Access; MS Power Point; Using Internet.

RECOMMENDED BOOKS:

1. RK. Sinha-Fundamental of Computer
 2. R. P. Jain - Fundamental of Computer
 3. Leon and Leon - Introduction to Computer
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4.3 : MARKETING MANAGEMENT-II

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Definition and Concept of Marketing: Definition nature of market, needs, wants and demand, evolution of market, market myopia, company orientations towards market place.

UNIT-II: Market Segmentation: Meaning and concept, procedure, need for segmentation, requirement for effective segmentation, major segmentation, variables for industrial market evaluating market segmentation, Additional consideration in evaluation of selecting segmentation.

UNIT-III: Marketing Strategy & Product: Definition and Meaning, Steps for formation of Marketing Strategy. Concepts of Marketing mix. Element of Marketing Mix. Product: Meaning and Definition, Feature of Product, Product Personality, Product Classification, Limitation of Product classification model.

UNIT-IV: Pricing, Promotion & Advertising; Pricing: Definition, Importance and objective of Pricing; Types of Product pricing, Steps in price determination; Promotion: Concepts and Meaning, Elements of Promotion.

Advertisement: Objective and necessity of Advertisement. Function of Advertisement. Selecting of media of Advertisement. Different types of Sales advertisement.

UNIT-V: Market Research: Definition, Objective, Importance and classification of market research, Process and steps in market research.

New Product Development: About new product, challenges in new product development, Organising the product development process, stages of new product development.

RECOMMENDED BOOKS:

1. Phiis & Kotler- Markeing Management
 2. C.N. Sontaki- Marketing Management
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4.4 : HUMAN RESOURCE MANAGEMENT**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Nature and scope of Human Resource Management: Meaning and Definition, scope, functions and objective, Evolution of Human resource; Management in India. Human Resource Planning.

Meaning and Definition, Importance of Human Resource Planning, Factors Affecting Human Resource Planning, Human Resource Planning Process, Requisites for Successful Human Resource Planning, Barriers to Human Resource Planning.

UNIT-II: Job Analysis: Meaning, Process, Methods of Collecting Job data, Problems with Job Analysis.; Job Design: concept, factors Affecting process, constraints, sources; Selection: Meaning, Role, Process, Barriers to Selection

UNIT-III: Performance Appraisal / Merit Rating: Concept, Meaning, Definition, Objectives, Process, Methods, Merits & Problems of performance Appraisal / Merit Rating.; Job Evaluation: Concept, Scope, Process Job; Evaluation, Methods, Advantages and Limitations of Job Evaluations.

UNIT-IV: Wage and Salary Administration: Concept, Principles, Objectives, Theories of Wages - Iron Law, Wages Fund, Residual Claimant, Marginal Productivity, Bargaining Theory, Modern Theory, Types of Wages - Time Wage & Piece Wage System.

Incentive Payment : Meaning & Definition, Merits, Demerits, Pre-Requisites for an effective Incentives system, Pre-Requisites for an effective Incentives system, Scope, Types of Incentives, Schemes, Incentives, Schemes in India Industries, Non-Financial Incentive.

UNIT-V: Industrial Relations: Concept, Nature, Importance, Approaches, Parties to IR, IR Strategy, Role of HRM.

Trade Union: Concept, Nature, Why do employees join Union ? Strategic Choices, Before Unions, Trade Union Movement in India.

Disputes and Their Resolution: Nature of Disputes, cause, settlement of disputes - Collective Bargaining, Code of Discipline, Grievance Procedure.

RECOMMENDED BOOKS:

1. HRM: K. Aswathapa
2. HRM: P. Subba Rao
3. Personnel Management: CB Manuria

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SEMESTER-V**5.1 : INSURANCE AND RISK MANAGEMENT****(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Introduction to risk, risk vs Uncertainty, types of risk, subjective risk, objective risk, peril and hazard.; Categories of Risk: Pure and speculative risk, fundamental and particular risk.

UNIT-II: Risk Management: Objectives, types of particular risk, burden of risk on society, methods of handling risk.

UNIT-III: Insurance: Meaning, cost and benefits of insurance, principles of insurance.; Kinds of Insurance: Life and non life (health and fire insurance).

UNIT-IV: Reason for insurance regulation, regulation of insurance business in India, legal frame work of insurance business.

UNIT-V: Globalization of Insurance: Need for globalization, global picture of insurance, globalization and its impact on India, liberalization of Indian insurance market,

RECOMMENDED BOOKS:

P.K.Gupta : Insurance and risk management. Himalaya Publications.

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5.2 : FINANCIAL MANAGEMENT-II**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Financial Management: Meaning, nature and scope of financial Statement analysis: cash flow statement & funds flow statement

UNIT-II: Capital Budgeting : Techniques of capital budgeting; determining cash flow for investment.

Cost of Capital: Meaning and significance of cost of capital, calculation of cost of capital, calculation of cost of debt, preference shares, equity shares and retained earnings.

UNIT-III: Long Term Financing : Market efficiency and Financing Decisions; Random Walk and search for theory; Efficient Market; Empirical evidence; The Behavioral Finance View: Implication for corporate finance.

Source of Long Term Finance: Equity Capital, Internal accuarts, Preference capital, Term loans, Debentures etc.

Raising Long Term Finance: Venture capital, Initial Public offer, Secondary public offer, Rights issue, Private placement, Preferential allotment, Dilution, Obtaining a term loan.

UNIT-IV: Financial and Operation Leverage: Meaning and measures: Combining financial and operating leverage, Financial leverage and share holder's risk; Capital structure theory and policy.

UNIT-V: Dividend Policies: Issues of dividend decision, Walters 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.

RECOMMENDED BOOKS:

1. Financial Management: Prasanna Chandra
2. Financial Management: I.M. Pandey

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5.3 : PRODUCTION AND OPERATION MANAGEMENT**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Nature of Production and Management: Nature of Production, Production as a system, Production as an Organization Function, Importance of Production Function, Characteristics of Modern Production Operations Functions.

UNIT-II: Product design : Factors influencing product design, Approaches to product design legal, Ethical and environmental issues in product design.

Process Design: Process planning and process design, What is a process ? Process planning, Process selection, Process strategy, Process management, Major process decisions, Make or buy decisions.

UNIT-III: Plant Location : Introduction, Location Theories, Freedom of location, Errors in selection, Steps in location selection-relative importance of location factors. Plant Layout: Introduction-meaning, Definition and scope, Factors influencing facility layout, Principles of layout, Importance of facility layout, Layout planning.

UNIT-IV: Resource requirement planning: Resource requirement planning system, MRP-I objectives, Purpose, Advantages & Disadvantages.

MRK General overview of MRP, MRP system inputs, MRP system outputs, Benefits, Implementations of MRP, Problem in using MRP, ERP

UNIT-V: Projects management Introduction, Nature of projects, Project life cycle, importance of project management, Project organization, Roles & skills of project manager

Quality management: Inspection & Quality control, Objectives, Scope of quality control, benefits of QC, Organization for QC, Ensuring Quality, quality control, Total Quality Management

RECOMMENDED BOOKS:

1. Production and Operation Management: K.Aswhatha (HPH)
2. Production and Operations Management: R.Paneerselvam (PVH)

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5.4 : FINANCIAL INSTITUTIONS AND MARKETS**(Full Mark: 100, Internal=20, Term End=80)**

Objective: This course aims at providing students" with an understanding of the structure, organization and working of financial markets and institutions in India.

UNIT-I: Introduction: nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system-an overview.

Financial Markets: Money and capital markets; constituents, functions; and instruments; Recent trends, in Indian money market, Capital market-primary and secondary markets; Government security markets; Role of SEBI - an overview, Recent development.

UNIT-II: Reserve Bank of India: Organisation, management and functions; Commercial Banks: Functions, management and investment policies of Commercial Banks; Recent development in Commercial Banking.

UNIT-III: Development Banks: concept, objectives, and functions of Development Banks; Operation and promotional activities of development banks.

Insurance Sector: Objective, role, investment practices. Insurance Regulatory and Development Authority-role and functions.

UNIT-IV: Non-Banking Financial Institution: Concept and role of non-Banking financial institutions; Sources of finance; Functions, investment policies of non-banking financial institutions in India.

Mutual Funds: Concept, performance appraisal, and regulation of mutual funds (with special reference to SEBI guidelines); Designing and marketing of mutual funds schemes; Latest mutual fund schemes in India an overview:

UNIT-V: Unit trust of India: Objective, functions and various & scheme; Role of UTI in industrial finance.

Foreign investments: Types, trends and implication; Regulatory framework for foreign investments in India.

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5.5: PROJECT REPORT

(Full Mark: 100)

Project: Each student has to undergo a summer placement training of four weeks at the end of their fourth semester course in an Industry / Business Organisation to gain first hand experience and knowledge of Practice and prepare a project report at his own cost and has to submit a report within four weeks from the completion of such training to the principal of the concerned institution. The Report shall be examined jointly by an internal and an external examiner in which the minimum pass marks shall be 50%.

RECOMMENDED BOOKS:

1. Prasanna Chandra, Project Management (Tata Mc Graw Hill)
2. Any other from Himalaya/Pearson/S.Chand

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SEMESTER-VI

6.1: INCOME TAX

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Basic concepts: Assessee, Assessment year, Previous year, Income, Person, Agricultural income and its integration in total income.

UNIT-II: Residential status of an individual, Exempted income U/ S 10 of Income Tax Act.

UNIT-III: Income from salary & House Property.

UNIT-IV: Profit and gains of business or profession.

UNIT-V: Capital gains, Income from other sources, Computation of taxable income of an individual assessee taking into account deductions from gross total income U/S 80.

RECOMMENDED BOOKS:

1. Gaur Narang: Kalyani Publisher (Income Tax law and practice)
2. V.K. Singhania & Kapil Singhania (Taxmann's Direct Taxes Law and Practice)
3. B.B.Lal (Pearson)
4. J.N.N.Narang (Kalyani)

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6.2 : MANAGEMENT OF FINANCIAL SERVICES**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Introduction to financial services: Meaning and concept, Characteristic, kinds of financial services (asset based, fee based)

UNIT-II: Development Bank: IFCI, IDBI; Merchant Banking: Meaning and concept, evolution, function, recent development, code of conduct, regulations, merchant banking scenario in India.

Venture Capital: Meaning, features, types, modes of finance, selection of venture capitalist, procedure followed by venture capital, in India.

UNIT-III: Financial Market: Meaning and concept, Money market (function, constituents, institutions in money market, Indian money market); Capital Market: Objectives and importance, components, new issue market, stock market, function of stock market, factors influencing prices of stock market.; Distinction between capital market and money market, marketing of securities, method of marketing securities.

UNIT-IV: Consumer Finance: Meaning and concept, parties to transaction, modes of consumer finance (Hire purchase, O/ D, credit, installment) procedure of granting finance, benefits of consumer finance, terms of financing credit.

Lease Financing: Meaning, features, types leasing, Advantages and Disadvantages of leasing, financial evaluation of leasing, method of computing of lease rentals.

UNIT-V: Mutual Funds: Meaning and concept, types, advantages, problem of mutual funds in India, management of mutual funds in India. Designing and marketing of mutual funds schemes.

RECOMMENDED BOOKS:

1. Gupta & Agarwal: Financial institutions and market Kalyani Publishers.
2. L.M. Bhole: Financial institutions and market.

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6.3 : INDIAN SOCIETY AND CULTURE**(Full Mark: 100, Internal=20, Term End=80)**

UNIT-I: Florescence of Indian Culture:

Chapter -I: Harappan Culture - Town planning, Social religious and economic life.

Chapter - II: Vedic Culture - (Early vedic and later vedic)

- i) Political Organization
- ii) Spiritual and ethical thought
- iii) Socio - economic life

UNIT-II: Protestant Movements in India:

Chapter-I:

- i) Impact of Jainism on Indian Society & Culture.
- ii) Impact of Buddhism on Indian Society & Culture.

Chapter - II:

- i) Rise growth and impact of Bhakti Movement on Indian Society and Culture. (Kabir, Nanak & Chaitanya)

UNIT-III: Reformist Movements :

Chapter -1: British impact on Indian society and social reform movement.

Chapter - II: Religious and social reforms initiated by Indians during 19th century (Raja Ram Mohan Roy, Iswara Chandra Vidyasagar, Dayananda Saraswati & Vivekandanda).

UNIT-IV: Society and Culture during medieval and modern period:

Chapter -I:

- i) Social stratification during medieval times.
- ii) Position of women in medieval times.

Chapter -II:

- i) Growth and impact of educated middle class on Indian Society.

UNIT-V: Hindu Cultural Expansion:

Chapter -1

- i) Indian maritime activities (From Harappan to Gupta Period).
- ii) Colonization of South - East Asia.

RECOMMENDED BOOKS:

1. B.N. Luniya- Life and Culture in Ancient India
2. Om Prakash - Social and Cultural History of India.
3. Sociology/History/Political Science books available, if any

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6.4 : RESEARCH METHODOLOGY

(Full Mark: 100, Internal=20, Term End=80)

UNIT-I: Basic Concepts: Research and its objectives, types research, importance of research; Research Process: Steps, research problem, techniques involved in defining a problem, meaning, features, need of research design, types of research designs.

UNIT-II: Sampling Design: Meaning and implications of sampling design, steps, types of sampling design, types of sampling, collection of data through questionnaire and preparation of questioners of different types.

UNIT-III: TESTING OF HYPOTHESIS: Meaning of hypothesis, basic concept of testing hypothesis, testing of means, chi-square test as a test for comparing variance.

UNIT-IV: Processing Operations : Editing, coding, concept of standard error, estimating the population mean, proportion, sample size and its determination.

UNIT-V: Analysis of Variance: Meaning and principles of ANOVA, ANOVA Techniques : Setting up analysis of variance table:-Meaning and techniques of interpretation, meaning and types of report writing and their mechanics.

RECOMMENDED BOOKS:

1. Research Methodology by C.R. Kothari
2. Research Methodology (Vrinda Publication)
3. Business Research Methods by Cooper (Mc Graw Hills)

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6.5 : VIVA & PRESENTATION OF DISSERTATION

(Full Mark: 100)

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