

B B A

MAHARISHI MAHESH YOGI VEDIC VISHWAVIDYALAYA

BBA 1st SEMESTER

Transformation Composite Transformation, 3D Display Methods- Parallel Projection Perspective 3D Viewing & Clipping.

UNIT-V

Segment, Segment Table, Segment Creation, Deletion, Closing, Renaming, Curve Generation, B-Spline Curves, Bezier Curves, Hidden Surface, Z-Buffer Algorithm, Scan Line Algorithm, Painters Algorithm, Depth Comparisons.

TEXT & REFERENCE BOOKS:

- COMPUTER GRAPHICS: A PROGRAMMING, APPROACH- STEVEN HARRINGLOM (MGH)
- COMPUTER GRAPHICS: SCHAUM'S OUTLINE SERIES
- COMPUTER GRAPHICS: DONALD HEAON & M. PAULIVE BAKER (PHI)

Maharishi Vedic Management

Unit I

- Introduction of Vedic Science
- Meaning & Importance of Guru Pujan.
- Meaning of Meditation, Mann, Intelligence, Chitta, Ego, Thought erstraint.

Unit II

- Name of forty areas of Vedic Science and their expression in Human Physiology and characteristics of Consciousness
- Consciousness and types of consciousness and types of consciousness, common characteristics of higher stages of consciousness

Unit III

- Maharishi's Yoga
- Transcendental Meditation- A general Introduction
- Type of speech
- TM- Siddhi Programme
- Principal of Yog Asanas and their concepts
- Video Tapes.

Unit IV

Introduction of Maharishi Vedic Management

Fundamental elements of Vedic Management-totality.

- Management-Science and Art.

Unit V

Vedic Management and Leadership

- The ideal leadership is based upon the totality of employee's life style.

Suggested Readings:

- Chetna-His Holiness Maharishi Mahesh Yogi jee.
- Maharishi Sandesh- 1 and 2, II-His Holiness Maharishi Mahesh Yogi jee.
- Scientific Yog Ashanas- Dr. Satpal
 - Maharishi University of Management.

Introduction to Modern Business

Objective: This paper provides the knowledge of basic function and importance of management.

UNIT I

The Indian Business System

- Characteristics of Mixed Economy of Business Organisation and Ownership.

Non Corporate Organization: -

- Sole Proprietorship: Characteristics, Kind of Partnership, Kinds of Partner, Merits & Demerits.

Introduction to joint Hindu Family System.

UNIT II

Corporate Organisations : -

Joint Stock Companies : Characteristics, Kinds of Companies, Merits, Demerits, Introduction to Concept of Memorandum of Association & Articles of Association.

Co-operative Societies: Characteristics, Types of Cooperatives, Merits & Demerits.

Public Enterprises: -

Departmental Undertakings, Public Corporations, Govt. Company Characteristics, Merits & Demerits

The Nature of Management Theory

Classical School: F.W Taylor Scientific Management Theory.

Classical Organisation Theory : Fayols Principles Management, Max Wabers Bureaucratic Model.

Work of Early Contributors Babbage : Henry Gantt & Galbreth's Behavioral School.

Work of Early Contributors : Rebert Owen, Hugh Munsterberg, Walter D. Scott, Mary Parker, Pollet Cheater, Bernard Hawthorne Studies.

UNIT III

Other Approaches to Management

Quantitative Approach, System Approach Contingency Approach, co-operative approach, Social approach, Mc Kinsey's, S.

Framework. Social Responsibilities and Managerial ethics.

Management and internal & external environment.

Characteristics of Ideal Types of Organizations: American & Japanese Style of Management Theory.

Planning:

Meaning and Importance

Stages in the Planning Process

Goal, Domain & Hybrid Planning

Types of Plans : Hierarchical Plans: Strategic Administrative, Operating Plans, Standing Policies;

Rules & Procedures: Single Use Plans Program, Projects, Budgets, Contingency Plan.

Goals : Functions & Dysfunction's of Goals; Goal Hierarchy; Management by objectives a Special

Case : (4 Step Process) Element in Effective MBO System, Strengths & Weaknesses of MBO. Making MBO Effective Barriers to Effective Planning & Overcoming the Barriers.

UNIT IV

Organizing and Coordinating Work

Nature & Meaning: Organisation as a Structure & Process; Formal & Informal Organisation Chart; Orgnizing Principles;

Span of Management; Factors to Determine Effective Span.

Organizing Jobs: Classical Approach; Behavioural Approach: Job Characteristic Model; Job Enrichment & Job Enlargement;

Contingency Approach; Self Managing Work Group Approach.

Departmentalization:

Traditional Approach: Departmentalization by functions. Common Product/Service, Geographical Territories, Customer/Client Group;

Common Process/Equipment. Departmentalization by projects: Matrix Organisation Hybrid Approach to Departmentalization.

The Interdependence Approach: Pooled, Reciprocal, Sequential & Term Interdependence. Coordinating Organizational Activities

Vertical Coordination: Direct Supervision, Standardization Goal Statement.

Horizontal Coordination: Fayol's Gang Plank Principle, Liaison Roles, Task Force, Integrators, Managerial Linking Notes multiple

Command System.

UNIT V

Authority, Delegation & Decentralization & Introduction to Decision Making

Managerial Influence: Power & Authority, Source of Power.

Authority: Classical Authority Theory: Acceptance View of Authority, Situational View of Authority, Authority Relationships & Staff.

Delegation of Authority:

Meaning & Importance: Factors Influencing Delegation of Authority.

Delegation Process: Barriers of Effective Delegation & Overcoming

Barriers; Principles of Effective Delegation.

Decentralization of Authority: Determinants of Effective Decentralization: Controls on Decentralization

Introduction to Decision Making

Types of Problems:

Programmed & Non-Programmed Decisions

Process of Decision Making

Suggested Reading:

Essentials of Management: Koontz & O'Donnell, Mc Graw Hill Publications.

Management: Stoner & Wankel, Prentice Hall India Publications.

Management: Stephen P.Robin's Prentice Hall India Publications.

Business Organisation & Management: Singh & Chhabra.

Business Statistics

Objective : To Presentation of Data including Diagrammatic Presentation.

UNIT I

Measures of Central Tendency: Mean, Mode, Median, Geometric & Harmonic Mean.

Measures of Dispersion:

Range,

Quartile Deviation,

Average & Standard Deviation.

UNIT II

Types of Sampling:

Probability Vs Non-Probability Sampling,

Random,

Non-Random Sampling,

Size of Sample.

UNIT III

Probability Theory:

Bayesian Probability

Probability Distributions & Their Characteristics:

UNIT IV

Simple Bivariate.

Correlation & Regression. Only Concept of Partial & Multivariate Correlation & Regression

Index Numbers:

Aggregate & Average of Price Relative Methods

UNIT V

Time Series Analysis:

Trend Analysis using Moving Averages & Regression Analysis Seasonal, Cyclical & Irregular Factors, Statistical Elimination of Cyclical of

Actors.

Suggested Reading:

Business Statistics: Gupta & M.P. Gupta, Sultan Chand & Company.

Statistics for Management: Levis Richard & Devid Rubbin, Prentice Hall India Publications.

Statistical Analysis for Managerial Decisions: Boot & Cox, Tata McGraw Hill Publications.

Business Communication

Objective: This paper develops communication abilities of students.

UNIT I

Introducing Business Communication:

- Basic form of Communicating,
 - Communication Models,
 - Process, Effective Communication.
- Self Development and Communication:
- Developing Positive Personal Attitude.
 - SWOT Analysis Covey's Model of Interdependence Whole Communication.

UNIT II

Corporate Communication:

- Formal and Informal Communication Networks,
- Grapevine,
- Miscommunication,(Barriers) Improving Communication.
- Principles of Effective Communication

PENDING UNIT III, IV, V

Computing Tools for Business Management

UNIT I

Basic Components of Computer System:

- Functional Units and their Interrelation
- Types of Computer Systems:
- Computer Categories & Classification Criteria

UNIT II

Corporate Communication:

- Formal and Informal Communication Networks,
- Grapevine,
- Miscommunication,(Barriers) Improving Communication.
- Principles of Effective Communication

PENDING UNIT III, IV, V

Computing Tools for Business Management

UNIT I

Basic Components of Computer System:

- Functional Units and their Interrelation
- Types of Computer Systems:
- Computer Categories & Classification Criteria
- MS-DOS

Function of an Operating System: Concept of Files and Directories: Basic DOS Command; Filter and Batch Files, Auto

EXE.BAT File; Configuring DOS Role of CONFIG.SYS Files, FDISK Command, Concept of Insatiable Device.

UNIT II

Basic components of computer system- Control unit, ALU, Input-Output functions and characteristics.

Keyboard, Mouse, Trackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICRO, OCR, Bar-code Reader, Voice Recognition, Light Pen,

Touch Screen, Monitors-characteristics and types of monitor-Digital, Analog, Size, Resolution, Refresh Rate. Interfaced Non-interfaced, Dot

Pitch, Video Standard-VGA,SVGA, XGA etc. Printers-Disk wheel, Dot Matrix, Inkjet Laser Line Printer, Plotter, Sound Card and Speakers.

Storage Fundamentals. Primary Vs Secondary Data Storage and Retrieval methods, Sequential Direct and Index Sequential, Various Storage

Optical Disks CD, VCD, CD-R, CDRW, Zip Drive

UNIT III

Need Types of Software- System Software, Application software, System Software- Operating System, Utility

Program, Programming languages, Assemblers, Compilers and Interpreter, Operating System. Functions types- Batch Single,

Multiprogramming, Multiprocessing, Programming languages- Machine, Assembly, High level, 4 GL their merits and demerits. Application

Management Software characteristics, Uses and examples and area.

UNIT IV

Analog and Digital Signals, Modulators-Amplitude Modulation(AM). Frequency Modulation(PM). Communication Process. Direction of

Transmissions Flow-Simplex, Half Duplex Full Duplex Communication Software, Communication PROTOCOLS Communication Channels-

Twisted Coaxial Fiber Optic Serial and Parallel Communication Modem- Working and characteristics.

UNIT V

Types of Connections- Dialup, Leased Line, ISDN, Types of Network- LAN, WAN, MAN etc. Topologies of LAN-Ring Bus Star Mesh and Tree

Topologies Components of LAN- Media, NIC, NOS, Bridges, HUB Routers, Repeater and Gateways, Use of Communication in daily life.

Suggested Reading

S.K. Basandra, "Computer Today"- Galgotia Publications.

Anurag Seetha. " Introduction to Computers and Information Technology" Ram Prasad & Sons Bhopal

SEMESTER II

Organisation Behavior

Objective : To acquaint students with the basic processes and principles that underline human behavior.

UNIT I

Introduction:

- What is O.B.?, Its relevance in today's business environment & its understanding. Perception:
- Nature and importance, Perceptual selectivity social, Perception, Stereotyping, Halo effect sensation.
Personality
- Meaning, Self-concept, Self-esteem and self-efficacy, Major determinants of personality job attitude satisfaction and commitment.

UNIT II

- Management of motivation
- Types of motivation: Primary, General and secondary
- Theories of work motivation: Content theories of work motivation.
- Maslow's Hierarchy of needs, Herzbergs two factor theory, Alderfers ERG theory
Process theories:
- Vrooms expectancy theory, Porter-Lawler Model

UNIT III

- Enquity theory of work motivation
- Learning: Reinforcement and its application in behavior modification. Group dynamics: Types of Groups, Group norms and roles group
- Think, Cohesiveness, Group development & facilitation
- Dynamics of managerial leadership:
- Trait approaches to leadership
- Behavioral approaches to leadership: Ohio university study.
- Michigan Leadership study, Likerts 4 system of management

UNIT IV

- Managerial grid
- Introduction to situation approaches to leadership:
- Emerging theoretical framework for leadership.
- Charismatic leadership, Transformational leadership.

UNIT V

- Interactive behavior:
- Conflict: Transitional, Human relation & interactionists view of conflict.
- Conflict process: Source of conflict, functional and dysfunctional conflict, Conflict styles
- Transactional analysis: Ego states, Interrelationship of Ego states: Transactions between people and life positions.
Brief introduction to power & polities
Organizational change:
Major force of change: Types of change, Reactions to change: Developing support for change
Suggested readings:
- Organizational Behavior-Fred Luthans
- Organizational Behavior- Robins
- Organizational and Management- Agrawal
Financial Accounting

Objective: To Familiarize students with the mechanism of preparation of financial Statement and their analysis.

UNIT I

- Introduction, Importance and scope.
- Concept & Conservation: Generally accepted accounting principles- Double entry framework, The accounting equations, journals.

UNIT II

- Ledgers, Purchase book, Cashbook, Petty cash book.
- Preparation of trail balance with help of ledgers

UNIT III

- Preparation of bank reconciliation statement. Preparation of subsidiary books. Definition & classification of revenue & expenses.

UNIT IV

Preparation of financial statements;

- Profit/loss accounts
- Balance sheet-Schedule VI-form of presentation company final accounts.

UNIT V

Analysis and interpretation of financial statement

- Ration analysis funds flow statement and cash flow statement.

Suggested readings :

Accounting for Management-Bhattacharya & Dearden
Financial Accounting part I and II Gupta & V.K. Gupta.
Principles of Marketing

Objective : To acquaint students with the fundamentals of marketing planning and elements of marketing mix

UNIT I

- Nature & scope of marketing-The marketing concept
- Marketing environment
- Introduction to marketing of services

UNIT II

Introduction and basis of market segmentation

Production decisions:

- Product life cycle.
- Product mix positioning branding and packaging decisions

UNIT III

Pricing decision

- Objective and strategies

UNIT IV

Product promotion

- Promotion mix advertising.
- Sales promotion
- Personal selling and publicity

UNIT V

Market Study/Project

Suggested readings:

Marketing Management Analysis, Planning and Control-Philip Kotler
Micro & Macro Economics and their Applications

Objective : Purpose of this course is to familiarize students with the applications of micro & macro economic concepts in business

Decisions.

UNIT I**Demand Analysis:**

- Nature of demand for a product individual demand Market demand
- Determinants of demand
- Concept of Income elasticity of demand
- Price elasticity of demand and cross price elasticity of demand.

UNIT II**Nationals income:**

- Concepts and aggregates
- Keynesian theory of income determination

Theory of consumer behavior:

- Marginal utility theory: Indifference curve theory:

UNIT III

Theory of production and costs:

- Production with one variable input
- Production and optimal input proportions

UNIT IV

Two variable input theory of costs in short run and long run theory of firm and market organization

UNIT V

- Pricing under perfect competition
- Pricing under monopoly

Suggested readings:

Macroeconomics- R. Dornbousch & S. Fisher

Macro Economic Theory and Policy- PWH Branson

Macroeconomics Analysis- Edward Shaipro

Browning and Browning- Gould and Lazear

Micro Economics- Koutsoyannis

Computer Algorithm & Problem Solving

Objective: This paper provides knowledge and concepts of C programming used in computers.

UNIT I

Data Storage device

- Primary storage concepts and types of memory
- Secondary storage device like magnetic tapes magnetic disk etc.

UNIT II

Input/Output device

- Punch card, printer, Keyboard, VDU, OCR, MICR, Light pen etc.
- Coding data in storage: BCD, ASCII & EBCDIC

UNIT III

Algorithm Development

- Techniques of problem solving flowcharting
- Stepwise refinement, Algorithm for searching, Sorting, merging etc

UNIT IV

Structured programming concepts

- Control Structure
- Top down programming
- Structure, Union

Suggested readings:

Computer in Business-Sandesh D.H.

Computer Data Processing- Gorged & Devis

How to solve it by "C "- Balaguru Swami

Computing system fundamentals- danbot, J.K. Smith

Semester III

Public Relations and Corporate Image

Objective: This paper provides fair idea of public relation and its importance in corporate sector.

UNIT I

Development of Public Relations

- Meaning, Nature & Scope of public relations, four elements of public relation.
 - History of public relation and present status.
 - Development of public relation in Indian context.
 - Open system model of public relation
- Public relations:
- Designing PR problems, planning & programming, Taking action & communications.

UNIT II

Public opinion:

- Meaning, Factors influencing formation of attitudes.
- Governors of opinion change, Generators of opinion change
- Principles of public, Opinion leaders, Principles of persuasion
- Organizing a company's PR department:
- Place in the organizational chart, Working with other department

UNIT III

Tools & media

Oral Communication : Speeches, Round table conference, Questions & answer discussion, Demonstrations, Public speaking

Programs.

Newspapers, Magazines, Radio & T.V. , Articles & Publicity, Advertising

Periodicals: Internal & external periodicals, Audio-visual media

Special events in PR, Propaganda's campaigns, Fairs & festivals

UNIT IV

Principles of practical PR:

- Public relation for government.
- Public relation for private sector, public relation for public sector
- Interaction between management and employee internal communication media PR for general public Role for mass media, Marketing,

Advertising & public relation

UNIT V

Acting as an information source: Corporate politics

- PR and media press relation, Financial PR, International PR
- Dealing with parliamentary, committees
- PR in crisis management, PR & social marketing, Distributor-dealer relation
- Supplier relation, Community relation, Government relation, Consumer relations

Ethics in PR:

- codes of professional conduct & ethics, Role of professional Organisation
- Legal consideration of Public relation:

Suggested readings:

Handbook of PR in India- D.S. Mehta.

Effective PR-Cutlip & Center.

Making PR Work-Sushil Bhal

Production & Operation Management

Objective: To understand the production operation functions and familiarizes students with the techniques for planning and control.

UNIT I

- Production & operations functions overview, Types of production systems.
- Manufacturing, Planning & control-forecasting, Planning, Scheduling, Assembly line balancing.

UNIT II**Layout decisions:**

- Production & process layout
- Capacity planning for manufacturing systems

UNIT III**Productivity management:**

- Problems of measurement, Work-study & work simplification.
 - Productivity linked incentives
- Design of service system:
- Location & capacity planning

UNIT IV**Maintenance management**

- Statistical quality control & acceptance sampling.

UNIT V**Latest techniques:**

- JIT, Flexible manufacturing system
- Computer integrated manufacturing.

TQM

- As special seminar

Suggested readings:

Modern Production & Operations Management- E.S. Buff & R.K. Sarin

Operations Management- K.N. Dervitsiotis

Production & operation management- EE. Adam & R.J. Ebert

Decision Making in Operations Function- R.G. Shorder.

Market Research

Objective: To introduce students with the use of research and its tools for marketing decision-making.

UNIT I**Market research**

- Nature, Scope and market research applications
- Process and problem formulation.

Research designs:

- Exploratory, Descriptive, Experimental.

UNIT II**Process of data collection:**

- Primary data, Secondary data
- Questionnaire formulation & survey administration
- Qualitative techniques of data collection, Projective techniques, Focus introduction to perceptual mapping

UNIT III

● Scaling techniques:

- Linkert scale, Semantic differential, Itemized rating, Staple scale.

● Sampling

● Types of samples:

- Probability & non-probability sampling.

● Sampling procedures.

UNIT IV**Data analysis:**

- Test of significance(mean Difference of means, Difference of proportions, Z-test, T-test, Paired T-test, X2-test).

UNIT V

- Introduction to basic concept of ANOVA, Factor analysis, Discrement analysis, Conjoint analysis (Mathematical Treatment not expected at this stage)
- Introduction to simple computer packages (Purchase of packages & training of teachers required)

Suggested readings :

Research for marketing Decision - P.E. Green & D.S. Tull,
marketing Research Johnwily & Sons - D.A. Aaker & G.U. Day,
Marketing Research- B.J. Luck, H.G. Wales & others

Cost Accounting

Objective : To familiarizes students with the techniques of analysis and interpretation of cost account.

UNIT I

Cost accounting

- Concept, objective, Significance,
- Types of costing, Elements of cost and classification, recruits stores and its control,
- Issue of store materials and their pricing methods, labors costing, overhead,
- Methods of allocation, apportionment, absorption

UNIT II

Output costing:

- Cost Sheet, Statement of cost
- Preparation of tender
- Project account

UNIT III

Contract costing:

- Valuation of WIP
- Determination of profit complete and incomplete contracts,
- Preparation of balance sheet.

UNIT IV

Process costing :

- Treatment of normal and abnormal wastage, joint & by product costing, inter procures transfers.
- Reconciliation of profits as show by cost books,

UNIT V

- Financial accounts, break-even analysis, PV ratios and their application for business.

Suggested readings:

Cost Accounting- Horn & Green

Cost Accounting- Prassana & Chandra

Cost Accounting - o Shukla

Information Technology in Management

Objective: To acquaint students with the means of information technology and its application in management.

UNIT I

Introduction to communication:

- Development of modern mode of Tele-communication, their role in business organization.
- Introduction to communication software-role of data communication software,
- Communication software feature and uses, choosing best communication software for use.

UNIT II

Introduction computer network:

- LAN and WAN, their characteristics, Features and users,
- Network goals and applications,
- Operating system and network operating system, DOS-single user.
- UNIX-multi-user, Inter networking aspect of video conferencing Imaging and Multimedia.
- Distributed processing and distributed system:
- Effect of distributed computing of efficiency and productivity of an organization.

UNIT III

- Study and design of Tele-processing:

- Real time and message control systems,

- Teleconferencing, Fax Tele Fax, Electronic mail

UNIT IV

- Communication carrier facilities:

- Telephone network coaxial cable, Microwave, Radio, Satellite communication, Telex/TWX network, Video text, Public message switching

Systems, Data transmission facilities.

UNIT V

- Exposure of the above Tele-communication means should be given by associating with the Institution/Organisation Implementing them.

Suggested readings:

Data Communication and Teleprocessing Systems- Trevor Houseley

Data Communication and Distributed Networks- Uyless D.Black

SEMESTER IV

Human Resources Management

Objective: This paper provides basic knowledge and application of human resource management.

UNIT I

- Organizational behavior and managing human resources
- A brief review of OB, Managers in organizations. The management process(functions),
- Managerial skills and competencies.

UNIT II

Human resources management of work :

- What is WRM? Why is it important for all managers? The changing environment of H.R.M.
- Human resource planning.
- Employee recruitment.
- Selections and induction.

UNIT III

- Orientation and technical training.
- Management development today.
- Compensating employees.
- Performance development systems

UNIT IV

- Carrier management
- Legal environment of H.R.M.

UNIT V

- Basics of labor legislation, Collective bargaining and dismissals.
- Employees safety and healthy.
- Strategic issue in H.R.M.

Suggested readings:

Personal Management- Arun Monappa & Mirza S.Saiyadain

Human Resources Management- Mirza S. Saiyadain

Personal/Human Resource Management- Garry Dessler

Managing Organizational Behavior- Hohn R. Chermerhorn.

Personal Management- C.B. Memoria.

Designing & Managing Human Resources Systems- Udai Pareek, T. Venkateshwara Rao.

Financial Management

Objective: This paper acquaints students with the techniques of financial management

UNIT I

Objective & function:

- Role and responsibilities of financial managers.
- Profit maximization vs. Wealth maximization.
- Scope of financial management:
- Traditional approach, Modern approach
- Decisions: Finance decisions, Investment decisions, Dividend decisions.
- Dividend decision, Objectives of financial management
- Profit maximization vs. Wealth maximization

UNIT II

Meaning of capital budgeting, Accounting rate of return.

- Pan back method, Net present value, Internal rate of return, Net terminal values.
- Profitability index method.
- Measurement of cost of capital, Cost of debt, Cost of preferential shares.
- Cost of equity shares,
- Calculation of overall cost of capital based on historical and market weight.
- Generating and financial leverage, Indifference point.

UNIT III

Capital structure decisions:

NI approach, NOI approach, Traditional approach

UNIT IV

Working capital management:

- Cash management, Cash budgets

UNIT V

- Cash management techniques:
- Concentration banking, Lock-box system, Accounts receivable
- Objectives, Collection Costs, Capital costs, Default cost, Delinquency cost
- Inventory management (briefly)
- ABC analysis, Minimum, Maximum, Recorder levels, EOQ, Determination of working capital

Dividend : Theories: MM Theory, Walter's Model, Gordon's Model

Suggested readings

Financial Management- Khan & Jain

Financial Management- I.M. Pandey

Financial Management- Ven Home

Quantitative Techniques for Management

Objective: To acquaint students with the construction of mathematical models for managerial decision.

UNIT I

Introduction:

- The process of quantitative analysis
- Linear programming
- Formulation of LP solutions, Graphic Solution, Simplex method & duality, Emphasis will be on formulation and interpretation, Sensitivity analysis on computers only

UNIT II

- Integer programming, Goal programming
- Formulation, Solution of computers only
- Elementary transportation
- N.W. Corner Rule, Vogel's approximation method (VAM), Modified distribution method, Computer solution & interpretation.

UNIT III

- Elementary assignment & transshipment
- Hungarian assignment method, Computer solution and interpretation.
- Decision theory
- Pay off table, Opportunity loss table, Decision trees for sequential decisions, Expected monetary value, Expected opportunity loss,
- Expected value of perfect information and sample information.

UNIT IV

- Network analysis.
- Rules for networking, Critical path, PERT, Project planning & control, Computer solution.
- Inventory control.
- Classical E.O.Q. model, E.O.Q. with price break, ABC analysis

UNIT V

- Elementary queuing theory
- Poisson- Exponential single server model with infinity population, Multiple server solution on computer only.

Markov chains:

- Predicting future market shares, Equilibrium conditions.

Suggested readings:

Operational research- Gupta & Kumar

Operational Research- Klemersen

Legal Aspects of Indian Business

Objective: To provide a brief idea of the Indian business law.

UNIT I

Law of contract

- Nature of contract, classification, Offer and acceptance, Capacity of contract, Free consent, Consideration, Legality of object, Agreement **Special contracts:** Indemnity, Guarantee, Bailment and pledge, Agency

UNIT II

Sale of goods act.(1930)

- Formation of contract of sale, Goods and their classification, Price, Conditions & warranties, Parting of property in goods, performance of. The contract of sale, Unpaid seller & his rights, Sale by action, Hire purchase agreement.

UNIT III

Negotiable instruments act 1881

Definition of negotiable instruments, Features, Promissory note, Bill of exchange & cheque, holder in due course, Crossing of a

Cheque, Types of crossing, negotiation, Dishonor on grounds of insufficiency of funds.

UNIT IV

Indian companies act (1956)

- Meaning & nature of company: Advantages & disadvantages, Lifting of corporate veil, Company is not a citizen.

Registration & incorporation: Procedure of registration, Certificate of incorporation, Pre-incorporation, Contact, Commencement of business.

- Memorandum and articles of association: Contents, Main misrepresentation- Remedies for misrepresentation (sec. 56 and 61)

UNIT V

Promotions: Definition, Importance Duties and liabilities of promoters.

Directors: As agents, Trustees, Power & duties, Managing Director-Appointment, Disqualification & termination.

Meetings: Statutory, Annual general & extra ordinary general meeting, Power of company law board to call meeting, Requisitions of a valid

Meeting, Voting, Resolutions & minutes

Audit of companies: Power and duties of auditor, Role of company secretary.

Latest amendments to be incorporated.

Suggested readings:

Company Law- Avtar Singh,

Business Law- Gulshan & Kapoor,

Mercantile Law- Avtar Singh,

Mercantile Law- Meheshwari & Maheshwari.

Introduction to Data base Management System

Objective: This paper imparts the basis of Data Base management System and computer organization.

UNIT I

- Database management systems:
- Need, overview of database,
- Sharing of data by diverse application programs, Specific problems of data independence, Data reliability, Adaptability, Integrity.

UNIT II

- Recovery Procedure, Data auditing, Security & privacy, Procedural & non-procedural language

UNIT III

- User data models, Hierarchical network, Relational, Role of database administrator.

UNIT IV

- Non traditional database
- Knowledge base system
- Emerging public information utilities.

UNIT V

- Use of database management package with an emphasis on the used for report generation etc.

Suggested readings:

An Introduction to Database Systems:- Data, C.J.

Database- Structured Technique for Design-Atre. S

Introduction to Database Systems- Kronkac

Computer Database organization- Janes Martin

Database Technology and Management- Robert C. Goldstin

Semester V

BUSSINESS ENVIRONMENT

WILL BE DECLARED ON STARTING OF SEM

Entrepreneurship and small Business

Objective: This paper introduces student to the fundamental aspects of entrepreneurial qualities of a manager.

UNIT I

Definition of entrepreneurship:

- Characteristics of entrepreneur concept of entrepreneurship-
- A conceptual model of entrepreneurship-views of schumpeter, Walker and Drucker- Entrepreneurship culture - traits of a true Entrepreneur-entrepreneur & manager.

UNIT II

Definition of small business:

- The benefits & opportunities of small business ownership. The potential drawbacks of entrepreneurship. Strategic planning for small Business- Steps in strategic planning- Why strategic planning fails in small business? Forms of ownership- Sole proprietorship- Partnership-corporations advantages and disadvantages.

UNIT III

Entrepreneurial motivation :

- Motivation factors-

Entrepreneurial ambitions compelling factors facilitating factors- The achievement motivation theory- The Kakinda experiment.

- Establishing idea:

Source of ideas, Idea processing - Selection of idea- Input requirement personnel, Finance information and intelligence- Role of

Industrial fairs.

Start your own business or buy and existing one advantages and disadvantages- Evaluating the existing business.

UNIT IV

Financial analysis:

- Relevant costs for project estimation of project capital cost and operating costs - Operating revenue estimates- Techniques of financial

Analysis - Fund flow analysis-cash flow analysis - Break- even analysis - Budget and budgetary control.

- Role of financial institution-

IFCI, ICICI, IDBI, EXIM Bank of India, UTI, LIC, GIC, SIDBI, National Small Scale Industrial Corporation. State Financial Corporation,

Commercial Bank, Commercial Bank's, Methods of sanctioning term loans-Approaching institution for assistance. Policy incentive for

Entrepreneurial growth, Small-scale industrial policy - Meaning of incentives and subsidies. Need for incentives and subsidies - Institutions

Assisting entrepreneurs -Role of district industry centers. Directorate of industries of stated govt. : State small industrial corporation.

Entrepreneurial guidance bureau: Small industry extension training institutes Technical consultancy organization: Commercial banks steps for

Starting a small industry.

UNIT V

Selection of product:

form of ownership- Preparation of project report- Registration as SSI - power connection- Obtaining licenses- Compliance under

Factories act-

- Arrangement of finances: Presentation of a project report.

Suggested readings:

Effective Small Business Management - Normal M Scarborough and Thomas W.Z

Entrepreneurial Development- CB Gupta.

Small Business Management- Hall B Pickle & Royce L Abrahamson

Specialization paper

International Marketing Management

Objective: The purpose of this course is to introduce the student to the aspects of marketing in global perspective.

UNIT I

- Why exports? Frame work of the international marketing.
- Intarfirm and environmental factor,
- Difference between domestic marketing.

UNIT II

- International marketing,
- Definition and concept
- Policy frame work: India's trade policy, Recent trend in India's Foreign trade.

UNIT III

- Basic steps in starting an export business: An overview of licensing regulation & procedure.

UNIT IV

- Product planning for export: Manufacturing firms & export houses.
- Identifying foreign market, Market research overseas, Market entry
- Distribution logistics for expert, Foreign sales agent selection & appointment
- Promotion of products/Services a broad overview, Merchandising, Trade fairs/exhibitions, Institutional infrastructure for expert in India,
- Export assistance, marketing plan for export, Export pricing- International terms, Payment terms.
- Introduction to export documentation and procedures, Framework, International terms, Pre shipment & Post shipment documents, Export Finance.

UNIT V

Case studies:

- Role of ITPO in export promotion,
- Quality control & pre shipment inspection,
- Labeling/Packing
- Marketing of consignments,
- Marine/cargo insurance (quest speaker from industry)

Sales Management- Text: Cases & Readings: Vacoaro.

Specialization Paper

Advertising & sales Promotions Management

Objective: This paper gives an overview about the promotional aspects of marketing mix and different techniques to promote sales.

UNIT I

- Marketing communication models.
- Advertising-its place in marketing- Different kinds of advertising.

UNIT II

- Advertisements art & layout.
- Brand strategy & campaign planning: TV & radio commercials.

UNIT III

- Creative copy strategies

UNIT IV

- Media planning & scheduling
- Management of sales promotion at the consumer, Trade & sales force levels.

UNIT V

- Sales display & merchandising
- Legal & ethical aspects of advertising

Suggested readings:

Advertising management: Aaker, David A and Maere John G

Advertising "Border, W.H.

Semester VI

Business Policy & Strategy

Objective: This course aims at acquainting students with the top management level decisions and their effective contribution in

Organisation.

UNIT I

Nature and importance of business policy/strategy

UNIT II

Strategy formulation: Missions, Goals & objective, Social responsibilities & managerial & organizational styles.

- Environmental analysis and internal analysis

UNIT III

Evaluation & choice of strategy- Factors influencing choices, Tools & techniques for strategic analysis- BCG, Strategic gap, GE

Business search strategy, Directional policy Mix. ADZ portfolios planning & their limitations.

UNIT IV

- Implementing policy/strategy- Organisation structures & processes & behavioral considerations.

UNIT V

- Strategy evaluation & control

Suggested readings:

Management Strategy & Policy- G.A. Struiner,

Strategic Management & Business Policy- Donald Harvey.

Strategic Management- J.A. Pearce & RB Robinson

Concept of Corporate Planning- Ackoff Russel

Implanting Strategic Management- Ansoff Igor

Business Policy Strategic Planning & Management:- P.K. Ghosh

Design & Management of Information Systems

Objective: the introduction of MIS enables the students to acquaint with the best use of information to back all-important decision making.

UNIT I

Introduction to information and business information system, need of having IS, Introduction to business systems:

Payroll, Inventory control, Financial accounting, Sales order processing, Supermarkets, Banks and manufacturing plants etc.

Evolution of IS, Key components of IS, Management of information resources.

UNIT II

Process of decision-making and value of information, Characterization of effective IS on different view of management.

UNIT III

Design methodologies & techniques:

- System development life cycle, Various phases & user involvement-
- Preliminary survey feasibility study,

UNIT IV

- System analysis, Conceptual & detailed system design, Implementation & evaluation.
- System approach management- use of tools like DED, DD etc.
- Integrated information system in an organization, Use of database for integration.
- Integration across functional areas
- Introduction to decision support system, Expert systems and artificial intelligence, robotics.

UNIT V

- Top management and MIS, Corporate planning for MIS.
- The MIS strategic grid, Growth of MIS in an organization,
- CSF theory for information need analysis,
- Issues Related to Centralization and Decentralization of MIS; Charge-out System for MIS Services.

Suggested readings:

Information Systems for Modern Management: Murdick, Robert G, Ross, Joel E and Claggert.
Management information system: Conceptual Foundations, Structure & Development: Davis, Gordon B and Olson

Applied Decision Support; Davis, Michal W

Information System Theory & Practice: Durch, John & Grundnitski, Gary

Computer Bases information Systems: A Management Approach: Kraber; Donald W and Watson, Thigh J

Information system concepts for management: Lucas Henry C

Specialization Paper

Security Analysis & portfolio Management

(Capital Markets & Portfolio Management)

Objective: The objective of this paper is to acquaint students with the essential techniques of portfolio construction and the analytical

Instruments of security evaluation.

Futures & Options:

Options: Rationale of futures & options, Put & call, Option value determination, Pricing, Strategies, Black scales model

Warrants & convertible Futures: stock index futures, Portfolio strategies, Fixed income securities, Long term securities.

Technical analysis & the efficient market theory:

Suggested readings:

International marketing management- Varshney Bhattacharys.

Export marketing- S. Jain

Multinational Marketing Management- W.J. Keegan

International Marketing- Terpstrs, Vern,

International Marketing- Philip,

International Marketing- Simon Majaro.

Specialization Paper

Sales and Distribution Management

Objective : The objective of this paper is to acquaint the students with the different selling techniques and the management of Distribution channel.

UNIT I

- Growing challenge of sales & distribution in marketing indispensability of personal selling & buyer-Seller relationships.
- Approaches to territory coverage & administration.

UNIT II

- Planning, Profiling, Organizing, Recruiting, Training & development and control of sales force.

UNIT III

- The channel system
- Relation for intermediaries: Need & importance.
- Dealer selection, Development, Motivation, Relations & appraisal

UNIT IV

Manufacture- Dealer conflicts and resolutions.

- Distribution programming

UNIT V

- Managing the distribution logistics.
- Distributions & sales audit.

Suggested readings:

Sales Management: Richard R Still

Sales Management: Smith. R

A-Z of Sales Management- Fenton J, Hineann**UNIT I****Technical analysis-**

- Market indicators, Forecasting individual stock performance, chart.

UNIT II

Efficient market theory

- Ransom walk and efficient market hypothesis.

UNIT III**Portfolio analysis**

- Traditional markowitz optimization, Diversification.
- Portfolio selection risk & preferences,
- Simple sharp portfolio optimization, Significance of data
- Traditional portfolio selection.

UNIT IV**Capital market theory**

- CAPM, Arbitrage pricing theory,
- Managed portfolios & their evaluation:
- Type of mutual funds, Advantage of managed portfolios.
- SEBI guidelines Relating to PMS.

UNIT V

The effect of taxes on investment strategy

- The tax structure, Capital gains & losses, After tax returns, Effect of locks,
- Effect of taxes on computerized portfolios analysis and options analysis.
- Stock exchange games

Suggested readings:

Security Analysis & Portfolio Management: Donald E Fisher & Ronald J, Jord.

Modern Investment theory: Robert Haugen.

Financial Management: I. M. Panday

Fundamentals of Investments: Alexander Gordon & Sharpe.

World Economy in 90s-A Portfolios Approach: V.K. Bhalla.

Specialization Paper.

Elements of Consumer Behavior

Objective: This paper gives the idea of pre & post purchase behavior of the consumer.

UNIT I**Consumer behavior:**

- Nature & application.

Consumer as an individual:

Consumer needs & motivations

Influence of personality, Psychographics & attitude on consumer behavior.

UNIT II

Consumer as a perceiver & learner.

Individual differences in behavior personality, Values, Life style

Consumer behavior & external influences:

Group dynamics & consumer reference groups

Social class & status, Culture & ethnic values.

UNIT III

Family & household influences.

Situational influences.

UNIT IV

Consumer decision process and behavior

Personal influence & leadership process

UNIT V

Diffusion of innovation

Consumer decision making process.

Post purchase behavior.

Suggested readings:

Consumer Behavior: J.F. Engel. R. Blackwell, F.W. Mirlard

Consumer Behavior: L.G. Schipman, L.L. Kanuk,

Specialization Paper

Corporate Taxation

Objective: This paper aims at the introduce in the corporate taxation structure and the implications of tax planning under

Different circumstances.

UNIT I

Introduction to income tax concepts.
Nature & scope of tax management & tax planning

UNIT II

Residential status.
Location of business

UNIT III

Computation of income under different heads of income.

- Set of and carry forward of losses.

UNIT IV

- Deductions
- Concession and exemptions.
- Computation of tax liability, Tax consideration regarding dividend policy, bonus share issue.
- Tax planning relating to mergers and amalgamation,

UNIT V

- Tax planning in make or buy
- Own or lease, exports,
- Managerial remuneration & tax planning,
- Foreign collaboration & joint

Suggested readings:

Students Guide to Income Tax: Taxman.
Handbook of Corporate Tax planning: E.A. Srinivas.
Corporate Tax Planning: D.A. Upponi.
Specialization Paper

Creative Selling

Objective: This paper acquaints students with concepts of methods & process of selling

UNIT I

- Introduction to sales management, Personal selling
- Salesman ship
- His function, Role in Society,
- Qualities of a successful sales executive

UNIT II

- Methods of persuasion- Psychology of selling-Theories of selling
- Selling process
- Identifying
- Qualifying Prospects

UNIT III

- Preparing for the sales presentation
- Sale presentation & demonstration

UNIT IV

- Handling objections
- Closing a sale.

UNIT V

- Introduction to the basic concept of retail and industrial selling.

Suggested readings:

Selling: Principles & Practice: Russell Beach Buskrick
Effective Selling: Kripatrik & Russ
Creative Selling: Johnson & Faria
Retail Selling: Len Roger
Retail Selling: Bolen
Conceptual Selling: Miller + Others