

Bachelor of Business Administration

COMPUTERS IN MANAGEMENT

Course Code: MGT2101

Credit Units: 03

Course Objective:

The objective of this subject is to provide conceptual knowledge of the information technology to the future Managers. This subject highlights the topics like Database Management, Networking, Internet, E-commerce etc., which can help managers to take routine decisions very efficiently.

Course Contents:

Module I: World of Computers

Introduction to world of Computers, Computers in Home (Reference, Education & Communications, Entertainment and Digital Media Delivery, Smart Appliances, Home Computers), Computers in Education, Computers in workplace (productivity and decision making, customer services, communications), Computers on the move (Portable and Hand held computers, Self-Service kiosks, GPS Applications), Computer Peripherals, Memory Management.

Module II: Computer Networks

Introduction to Computer Networks, Networking Components, Classification and Types of Networks, Network Topologies – Overview with Advantages and Disadvantages, Communication Channels, Client Server Architecture, LAN concepts.

Module III: Internet Technology & World Wide Web

Introduction to Internet Intranet and Extranet, Myths about the Internet, Basic Concepts of Internet, Domain Name Service, Internet Protocols and Addressing, Services of internet, Internet and support Technologies, Censorship and Privacy issues.

Module IV: E-commerce

Introduction, E-Commerce Vs E-Business, Advantages & Disadvantages, E-Commerce Business Models, E-Commerce Technologies, Hosting E-Commerce Site – Planning and constructing web services, E-Commerce Applications, E-Core Values – Ethical, Legal, Taxation and International issues, E-Commerce Security Issues, Internet based Payment System.

Module V: Enterprise Resource Planning

Introduction, Scope and Benefit, ERP and related technologies (BPR, MIS, DSS, EIS, SCM, OLAP, etc), ERP implementation methodology – implementation life cycle, ERP and its success factors, Pitfalls and management concerns, ERP Market – renowned vendors and the packages.

Module VI: Database Management System

Introduction, Need for DBMS, Components of DBMS, Benefits of DBMS over Tradition File System, classification and types of Database Models, Database Approach – Its benefits and Disadvantages.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

Text & References:

Text:

- Deborah Morley (2007), Understanding Computers: Today & Tomorrow, Eleventh Edition, Thomson

References:

- Rajaraman, V. (1998), An Introduction to Computers, Prentice Hall of India.
- Nagpal, (1999), Computer Fundamentals, Wheeler Publishing, New Delhi.
- Bhatnagar, S.C. and Ramani, K.V., Computers and Information Management.
- Hunt and Shelly. (1994), Computers and Commonsense, Prentice Hall of India.

FINANCIAL ACCOUNTING

Course Code: MGT2102

Credit Units: 03

Course Objective:

To understand the basics of accounting and concepts of double entry system. The students will be given a detailed grounding on recording of transactions and preparation of final accounting statements for business organizations.

Course Contents:

Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP

Module II: Recording of Transactions and Subsidiary Books

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the Same. Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same), Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Module III: Reconciliation of Bank Accounts

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

Module IV: Financial Statements

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (and numerical on the same) and non-profit making organizations an overview. AS-1, AS-21 (no numerical)

Module V: Accounting For Partnership

Introduction to Partnership Accounts, Partnership Deed. **Admission of a new partner**- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. **Retirement and Death of a partner**: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. **Dissolution of the firm**: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

Examination Scheme:

Components	CT	HA	C	P	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT - Class Test; P - Project A - Attendance; EE - End Semester Examination)

Text & References:

Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

References:

- Grewal, T. S., Shukla, M. C., Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2nd Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

E-COMMERCE

Course Code: COM2103

Credit Units: 03

Course Objective:

In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

Course Contents:

Module I: E-Commerce Concept

Meaning, Definition, Concept, Features, Function of E-Commerce, E-Commerce Practices v/s Traditional Practices, Scope and basic models of E-Commerce, Limitations of E-Commerce, Precaution for secure E-Commerce, proxy services. Concept of EDI, Difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control.

Module II: Types of E-Commerce

Meaning of B2C, B2B, C2C, P2P, Applications in B2C- E-Banking, E-Trading. E-Auction - Introduction and overview of these concepts, Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery, Consumer to consumer and peer to peer business model introduction and basic concepts.

Module III: E-Marketing

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets, Marketing issue in E-Marketing, Promoting your E-Business, Direct marketing, one to one marketing.

Module IV: E-Finance

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking, E-Trading- Stock marketing, Trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

Module V: E-Payment

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, Cyber cash Internet Cheques, Instant Paid payment system- Debit card, Direct Debit, Prepaid payment system- Electronic cash, Digicash, Netcash, Cybercash, Smart Cards.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

Text & References:

Text:

- Elias M Awad, Electronic Commerce from Vision to fulfilment, Third Edition, Pearson Education

References:

- Ravi Kalakota & Andrew B. Shinston, Electronic Commerce – A manager's Guide, Pearson Education.
- Bhaskar Bharat, Electronic Commerce - Technologies & Applications, Tata McGraw Hill.
- J. Christopher & T.H.K. Clerk, Global E-Commerce, University Press.

READINGS IN MANAGEMENT

Course Code: MGT2130

Credit Units: 02

Course Objective:

The objective of this concentration elective is to inculcate reading habit along with value addition to the existing understanding of the subject. The book would be a kind of knowledge enhancer that would envision the student about some current thoughts related to the discipline. The book reading and its critical analysis would help broaden the intellectual horizon of the student. The selection of the book will be department specific so that it can be discipline specific.

Guidelines:

The student is expected to thoroughly go through the discipline related prescribed book with the objective of critically reviewing each aspect and character of the book. The student is supposed to have a detailed insight into the following:

1. Content
2. Writing style
3. Information/learning
4. Content handling
5. Characters (if any)
6. Thematic Clarity

The report is to be submitted in about 3000 words on A4 size sheets, Font 12pt., Times New Roman, 1.5 spacing. Headings in Font Size16

Evaluation Scheme:

Report on the Book in 3000 words	Written Test
50 marks	50 marks

TERM PAPER

Course Code: MGT2131

Credit Units: 02

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.
4. Examples of a few broad areas for Term Paper (List is indicative, not exhaustive)
 - Management practices
 - Talent management
 - HR cases from any Indian industry
 - Employee motivation
 - Managerial competencies
 - Employability skills
 - Industrial relations
 - Knowledge management
 - Social media
 - Green marketing
 - Six Sigma
 - Sustainable branding practices
 - Training and development
 - Relationship management
 - CSR
 - Performance management system
 - Balanced Score Card
 - Corporate Governance
 - Employee retention
 - NGOs.

Evaluation Scheme:

Organisation and relevance of content	Literature Review	Bibliography	Presentation & Viva	Total
30	30	20	20	100

PROJECT

Course code: MGT2132

Credit Units: 03

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	– 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	– 25 marks
Chapter 3: Presentation, Analysis & Findings	– 25 marks
Chapter 4: Conclusion & Recommendations	– 10 marks
Chapter 5: Bibliography	– 05 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- a) *Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- b) *Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- c) *Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- d) *Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

The Steps of a Project Report

Step I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and analysis of the same.

Step IV: Writing the report dividing it into suitable chapters, viz.,

Chapter 1: Introduction,

Chapter 2: Conceptual Framework / National & International Scenario,

Chapter 3: Analysis & Findings

Chapter 4: Conclusion and Recommendations.

Step V: The following documents are to be attached with the Final Project Report.

1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)

3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for Evaluation:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Evaluation Scheme:

Project Report	Power Point Presentation & Viva	Total
75 marks	25 marks	100

Declaration

Ihereby declare that the Project Work with the title (in block letters).....
submitted by me for the partial fulfilment of the degree of BBA is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of supervisor:

Signature of the student

Name:

Registration No

Place:

Date:

WORKSHOP

Course Code: MGT2133

Credit Units: 01

Course Objective:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of faculties.

Major Themes for Workshop:

The workshop may be conducted on any of the following major themes:

- Accounting
- Finance
- Human Resources
- Marketing
- Economics
- Operations
- Supply Chain Management

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions to be held.
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Evaluation Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

BUSINESS STATISTICS

Course Code: MGT2202

Credit Units: 03

Course Objective:

The objective of this course is to familiarize the students with various statistical tools which can help them in analysis and interpretation of business data. This course will provide students with hands-on experience to promote the use of statistical thinking and techniques to apply them to make educated decisions whenever there is variation in business data. Therefore, it is a course in statistical thinking via a data-oriented approach.

Course Contents:

Module I: Introduction to Statistics

Definitions, Functions of Statistics, Statistics and Computers, Limitation of Statistics, Application of Statistics.

Module II: Data Collection and Analysis

Methods of Data Collection, Primary and Secondary Data, Graphic Representation of Data, Measures of Dispersion-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.(Absolute & Relative Measure of Dispersion), Skewness-Karl-Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Kurtosis.

Module III: Correlation Analysis and Regression Analysis

Introduction-Importance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson's coefficient of Correlation (Grouped and Ungrouped). Spearman's Coefficient of Rank Correlation, Rank Correlation for Tied Ranks, Regression Analysis- Concepts of Regression, Difference b/w Correlation and Regression, Regression Lines.

Module IV: Time Series Analysis

Meaning and Significance, Components of Time Series, Trend Measurement, Moving Average Method, Least Square Method (Fitting of Straight Line Only).

Module V: Probability

Introduction, Terminology used in Probability, Definitions of Probability, Mathematical, Statistical and Axiomatic Approach to Probability, Probability Rules-Addition Rule, Multiplication Rule of Probability, Conditional Probability- Bayes Theorem, Problems on Bayes Theorem.

Module VI: Probability Distribution

Discrete Probability Distributions-Binomial Probability Distribution, Poisson Probability Distribution, Properties, Applications, Continuous Probability Distributions-Normal Probability distribution, Properties of the Normal Curve, Applications, Relation b/w distributions.

Examination Scheme:

Components	CT	HA	Q	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

Text:

- Aditham B Rao, Quantitative Techniques in Business, Second Edition, Jaico Publications

References:

- Gupta S P, Statistical Methods, S. Chand & Co. New Delhi.
- Kapoor & Sancheti, Business Statistics, Sultan Chand & Sons, New Delhi.
- Khanna K K, Prof. Jagjit Singh & Dr. Chandan J S, Business Statistics, Second edition, Vikas Publishing House
- Anderson Sweeney Williams, Statistics for Business and Economics, Eighth edition, Thomson
- Kothari C R, Quantitative Techniques, Third edition, Vikas Publishing House
- Aggarwal B M, Business Statistics, S. Chand & Co.
- Hooda R P, (2002), Introduction to Statistics, Macmillan
- Rubin & Levin, Statistics for Management, Seventh edition, Pearson, Prentice Hall of India.

CORPORATE ACCOUNTING

Course Code: MGT2203

Credit Units: 03

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course Contents:

Module I

Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

Module II

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

Module III

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

Module IV

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

Module V

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

Module VI

Valuation of goodwill and shares

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

Module VII

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/surplus statement, Calculation of pro rata treatment of uncalled capital.

Examination Scheme:

Components	HA	CT	C	A	EE
Weightage (%)	5	10	10	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2nd Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1st Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

ANALYSIS AND DESIGN OF BUSINESS SYSTEM

Course Code: MGT2204

Credit Units: 03

Course Objective:

The course aims at preparing students conceptualize and define scope and domain of system analysis and design. It also focuses on system development life cycle using conventional and structural look.

Course Contents:

Module I: Systems Development Environment. (Information system development life cycle)

System & its parts, Types of Systems, Characteristics of a System, System Analyst in system Development, Developing Systems- SDLC, Approaches to System Development (Prototyping, Joint Application Design (JAD), Participatory Design (PD)), System Development Models (Waterfall model & Spiral Model), System Planning & Selection (Identifying, Selecting, Initiating & Planning System Development Project).

Module II: System Planning and Selection (Graphic technology modeling tool)

Identifying and Selecting Projects (Identifying potential development projects, classifying and ranking projects, and selecting projects for development), Methods for project identification and selection, Evaluation criteria for classifying and ranking projects, Initiating and Planning System Development Projects (Process & performed Activities, Deliverables & Outcomes), Assessing Project Feasibility (Economic, Operational, Technical, Schedule, Legal & Contractual, Political Feasibility)

Module III: System & Data Analysis (Data Analyzing Modeling)

Determining System Requirements (Traditional Methods, Modern & Radical Methods), Structuring System Requirements (Process Modeling – DFD, Logic Modeling – Structured English & Decision Tables, Conceptual Modeling – ER Model), Data Analysis & Techniques (Interpretive, Coding, Recursive Abstraction and Mechanical Technique), Types of Analysis (Descriptive, Exploratory, Confirmatory and Predictive), Modeling Methodologies (Bottom Up method & Top Down Method), Generic and Schematic Data Modeling.

Module IV: System & Database Design

System Design (Design Objectives, Phases in Designing, Purpose of System Design), System Design Goals, Type of Design, Design Strategy, System Decomposition (Modeling, Connection and Coupling of a System), System Design Methodologies, Database Design, Database Management System – an introduction, Overview of Data Models, Relational Database Model – Well structured relations, Keys, Schema & Subschema, Structure, Facilities & Users, Constraints, Anomalies, Functional Dependency, Normalization, Roles & Duties of System Administration.

Module V: System Implementation & Operation (System Management)

Activities in implementing (Coding, Testing & Installation, Documentation, Training, Support, Maintenance), Types of testing, planning installation, approaches to installation, Documenting a system, Training and Supporting users, Types & Frequencies of Training Methods, Reasons of System Implementation Failures, Project Closedown, Conducting System Maintenance – Types of Maintenance (Corrective, Adaptive and Perfective Maintenance), effective maintenance, Evaluation of System's Success, System Enhancement, Quality Assurance in System Cycle.

Module VI: System Security and Auditing

System Security: Data Security, Backup & Recovery during System & Database failure, Ethical Issues in System Development, Threat and Risk Analysis, Audit, System Audit, System Audit Standards (Planning, Implantation and Reporting Standards), System Analysis and Programming (Overview, Role & Duties of System Experts as Analyst and Programmer).

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:**Text:**

- Valacich George Hoffer, Essentials of System Analysis & Design, Second Edition, Prentice-Hall India.

References:

- James A. Senn, Analysis and Design of information systems.
- Kroeber, Donald W. and Watron, Hugh J., Computer Based Information Systems.
- E. M. Awad, Systems Analysis & Design.
- Dennis Wixom and Wiley, Systems Analysis and Design – An Applied Approach.

INNOVATION & CREATIVITY MANAGEMENT

Course Code: MGT2205

Credit Units: 03

Course Objective:

To develop an appreciation for new ideas and out of the box thinking so that students can successfully imbibe the habit of innovative and creative thinking in situations.

Course Contents:

Module I

Innovation Management- Introduction, Characteristics, Components, Types, Models of Innovation process, Innovation Environment-Originators of Innovation, Key Drivers of Innovation, Factors influencing innovation, Nurturing innovation in e-business.

Module II

Organizing for Innovation- Organizational theories and structures, Traits of innovative organizations, Current trends, Factors influencing organizational design and size decisions, Need & Characteristics for creative organization, 7S framework, Creativity crushers, Fostering innovation climate and culture, The creativity Hit List.

Module III

Research and Development management- Significance, Prerequisites, Process, Technology development approaches, Management of R &D, In source to open source environment, R&D in small industry, Managing Creative employees, Significance and challenges of managing creative employees, Traits of a creative person, Motivation to creativity, Strategies for unblocking creativity, Factors influencing group creativity, Promoting group creativity, Left and right thinking, Linear and non-linear thinking process, Creative thinking, Traditional vs Creative thinking.

Module IV

Individual creativity techniques- Inner and Directed creativity techniques, Group Creativity Techniques-creativity methods, Writing techniques, Techniques based on pictures, maps and networks, Product innovation-types of new products, Target markets for Disruptive Innovation, Technology strategies for innovation, New product development, Packaging and Positioning innovations, Beyond product innovation, New product failures.

Module V

Innovation Diffusion- Concept of diffusion and adaptation, diffusion types, Innovation diffusion theory, Innovation adoption by organizations, Innovation adoption across countries, Marketing strategy and the diffusion process.

Module VI

Legal aspects of innovation- IPR, Indian Patents Act, Trademark, Copyrights, Trade secrets, Towards Innovative Society-Innovation for social development, Spirit of innovation in India, Favourable and Unfavourable factors.

Examination Scheme:

Components	CT	HA	V	A	EE
Weightage (%)	10	10	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:***Text:***

- Krishnamacharyulu and Lalitha, (2007), Innovation Management, Himalaya Publishing House, New Delhi- 2007

References:

- Plsek, (2003) Creativity, Innovation and Quality, Prentice Hall of India, New Delhi.

Salient Pedagogical Features-

1. Classroom teaching to focus on enhancing out of the box thinking.
2. Assignments: Practical tasks emphasising on honing up creative thinking.
3. Case study analysis: To enable students to appreciate the application of concepts in real life environment.
4. Active student participation in class discussions.
5. Role plays to boost spontaneity.

HUMAN VALUES AND PROFESSIONAL ETHICS

Course Code: MGT2206

Credit Units: 03

Course Objective:

The aim of this course is to facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of value based living in a natural way. Recognize the need for lifelong learning and have the knowledge and skills that prepare them to identify the Moral issues involved in Management areas and to provide an understanding of the interface between Social, Technological and Natural environments.

Course Contents:

Module I: Human Values

Morals, Values, Types of values, Evolution of human values, Ethics, Integrity, Work Ethic, Honesty, Courage, Empathy, Self-Confidence, Character, Challenges at Work place

Module II: Values in Management

Relevance of values in Management, Need for values in global change, Values for managers, Holistic approach for managers in decision making, Problems related to stress in corporate management.

Module III

Workplace Rights and Responsibilities: Organizational complaint procedures. Government agencies, Resolving Employee concerns, Limits on acceptable behavior in large corporation.

Work environment: Ethical and legal considerations, Organizational responses to offensive behavior and harassment, Ethics in a Global Context.

Module IV: Industrial Integrity

The epitome of industrial success, Integrity and organization, Exploring learning process of integrity, Consequences of lack of integrity.

Examination Scheme:

Components	C	V	HA	A	ME	EE
Weightage (%)	5	5	5	5	10	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text &References:

- R R Gaur, R Sangal, G P Bagaria, (2010), A Foundation Course in Human Values and Professional Ethics, Excel Books

References:

- Ivan Illich, (2000), Energy & Equity, Marion Boyers Publishing Ltd.
- E.F. Schumacher, (1973), Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
- A Nagraj, (1998), Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.
- Sussan George, (1976), How the Other Half Dies, Penguin Press.
- PL Dhar, RR Gaur, (1990), Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, (2003), Human Values, New Age International Publishers.
- Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.

READINGS IN MANAGEMENT

Course Code: MGT2230

Credit Units: 02

Course Objective:

The objective of this concentration elective is to inculcate reading habit along with value addition to the existing understanding of the subject. The book would be a kind of knowledge enhancer that would envision the student about some current thoughts related to the discipline. The book reading and its critical analysis would help broaden the intellectual horizon of the student. The selection of the book will be department specific so that it can be discipline specific.

Guidelines:

The student is expected to thoroughly go through the discipline related prescribed book with the objective of critically reviewing each aspect and character of the book. The student is supposed to have a detailed insight into the following:

1. Content
2. Writing style
3. Information/learning
4. Content handling
5. Characters(if any)
6. Thematic Clarity

The report is to be submitted in about 3000 words on A4 size sheets, Font 12pt., Times New Roman, 1.5 spacing. Headings in Font Size 16

Evaluation:

Report on the Book in 3000 words	Written Test
50 marks	50 marks

TERM PAPER

Course Code: MGT2231

Credit Units: 02

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.
4. Examples of a few broad areas for Term Paper (List is indicative, not exhaustive)
 - Management practices
 - Talent management
 - HR cases from any Indian industry
 - Employee motivation
 - Managerial competencies
 - Employability skills
 - Industrial relations
 - Knowledge management
 - Social media
 - Green marketing
 - Six Sigma
 - Sustainable branding practices
 - Training and development
 - Relationship management
 - CSR
 - Performance management system
 - Balanced Score Card
 - Corporate Governance
 - Employee retention
 - NGOs.

Evaluation Scheme:

Organisation and relevance of content	Literature Review	Bibliography	Presentation & Viva	Total
30	30	20	20	100

PROJECT

Course code: MGT2232

Credit Units: 03

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	– 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	– 25 marks
Chapter 3: Presentation, Analysis & Findings	– 25 marks
Chapter 4: Conclusion & Recommendations	– 10 marks
Chapter 5: Bibliography	– 05 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

a) Introduction: This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.

b) Conceptual Framework / National and International Scenario: (relating to the topic of the Project).

c) Presentation of Data, Analysis and Findings: (using the tools and techniques mentioned in the methodology).

d) Conclusion and Recommendations: In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

The Steps of a Project Report

Step I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and analysis of the same.

Step IV: Writing the report dividing it into suitable chapters, viz.,

Chapter 1: Introduction,

Chapter 2: Conceptual Framework / National & International Scenario,

Chapter 3: Analysis & Findings

Chapter 4: Conclusion and Recommendations.

Step V: The following documents are to be attached with the Final Project Report.

1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)

3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Evaluation Scheme:

Project Report	Power Point Presentation & Viva	Total
75 marks	25 marks	100

Declaration

Ihereby declare that the Project Work with the title (in block letters).....
submitted by me for the partial fulfilment of the degree of BBA is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of supervisor:

Signature of the student

Name:

Registration No

Place:

Date:

WORKSHOP

Course Code: MGT2233

Credit Units: 01

Course Objective:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes for Workshop:

The workshop may be conducted on any of the following major themes:

- Accounting
- Finance
- Human Resources
- Marketing
- Economics
- Operations
- Supply Chain Management

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of atleast 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Evaluation Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

ORGANISATIONAL BEHAVIOUR

Course Code: MGT2351

Credit Units: 03

Course Objective:

The objective of this course is to familiarize the students with the behavioural patterns of Human beings at individual and group levels.

Course Contents:

Module I: Understanding Human Behaviour

Concept, Nature and Significance of Human Behaviour, Factors Affecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB.

Module II: Individual Behaviour

Individual Differences; Personality and Theories of Personality; Perception; Learning and Behaviour reinforcement, Values.

Module III: Motivation & Attitude

Concept, Significance and Theories of Motivation, Motivation and Behaviour, Motivation at Work, Attitudes, Meaning and nature, Formation and change in attitudes, Job related attitudes.

Module IV: Interpersonal Behaviour, Power & Politics

Interpersonal Dimensions of Behaviour; Transactional Analysis Implications of TA, Organizational communication, making communication effective, Power: Concept, determinants, types; Organizational Politics: Tactics, Impression Management.

Module V: Group Behaviour and Leadership

Group Behaviour; Types, Functions, Determinants of Group Behaviour, Inter Group Problems, Leadership: Nature and Significance of Leadership, Leadership Styles, Theories of Leadership; Trait Theory, Behavioural Theory, Managerial Grid.

Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development, Definition, Need for organization development, Organization development process.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Stephen Robbins, Organisational Behaviour, 15th Edition PHI.

References:

- K. Ashwathappa, (2005) Organisational Behaviour, Tata McGrae Hill
- Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill
- Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

COST ACCOUNTING

Course Code: MGT2303

Credit Units: 03

Course Objective:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

Course Contents:

Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting, Comparison between Financial Accounts and Cost Accounts, Application of Cost Accounting, Designing and installing a Cost Accounting system, Cost concepts and Classification of Costs, Cost Module, Cost Center, Elements of Cost, Preparation of cost sheet, Tenders and Quotations, Problems.

Module II: Material Costing

Classification of materials, Material Control, Purchasing procedure, store keeping, techniques of Inventory control, Setting of stock levels, EOQ, Methods of pricing materials issues, LIFO, FIFO, Weighted Average Method, Simple Average Method, Problems.

Module III: Labour Costing

Control of labour cost, Labour Turn Turnover, Causes and effects of labour turnover, Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking, Idle time, causes and treatment, Overtime, Methods of Wage Payment, Time rate and Piece Rate, Incentive Schemes.

Module IV: Overhead Costing

Definition, Classification of overheads, Procedure for accounting and control of overheads, Allocation of overheads, Apportionment of overheads, Apportionment of Service department costs to production departments, Repeated Distribution method, Simultaneous equation method, absorption of OH's, Methods of Absorption, Percentage of direct material cost, Direct Labour Cost, Prime Cost, Direct Labour hour rate and Machine Hour Rate, Problems.

Module V

Costing Methods Introduction, Job Costing, Batch Costing, Contract Costing, Process Costing, principles, distinction between Process and Job, Preparation of process accounts, treatment of normal loss, abnormal loss, abnormal gain, Joint and By-products, Service costing.

Module VI

Reconciliation of Cost and Financial Accounts, Need for reconciliation, Reasons for difference in profits, Problems on preparation of Reconciliation statements including Memorandum Reconciliation account.

Examination Scheme:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

Text:

- N.K. Prasad, Cost Accounting
- Nigam & Sharma, Advanced Cost Accounting, 5th edition, Himalaya Publishing House

References:

- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal, (2010), Cost Accounting, Sahitya Bhawan.
- Jain & Narang, Cost Accounting, Kalyani Publishers.
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- M. N. Arora: Cost Accounting

ANALYTICAL DECISION MAKING

Course Code: MGT2304

Credit Units: 02

Course Objective:

To develop in students skills of analytical and logical reasoning this will be a great asset for them in their future careers.

Course Contents:

Module I: Quantitative Reasoning

Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning

Ratio, Proportion, Mixtures & Alligations, Set Theory, Co-ordinate Geometry (2-D only), Mensuration

Module III: Data Interpretation

Bar Graph, Line Graph, Pie Chart, Table, Table Three Dimensional or Triangular Bar Diagram, Misc. (Radar, Area, Network), Caselets.

Module IV: Data Sufficiency & Logical reasoning

Mathematical, reasoning based, Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak/ Strong, Pictorial Analysis

Module V: Verbal Ability, Reasoning & Reading Comprehension

Vocabulary based questions, English Usage, Grammar Types of statements and their relationship / Reversibility of idea, Re-arranging sentences of a paragraph, Paraphrasing, Fact, Inference, Judgment & deductions. Four types of Passages: The social science passage, The Science passage, the business passage & the entertainment passage.

Module VI: General Awareness and Current Affairs

Economic, Political, Financial & Social Affairs based on International & Indian Issues.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

- This course is aimed at enhancing students' skills in the area of English, General knowledge and Quantitative aptitude. No textbooks or reference books are required as the course is carried out in the form of classroom exercises, which are circulated by the faculty himself.

Term Paper

Course Code: MGT2331

Credit Units: 02

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.
4. Examples of a few broad areas for Term Paper (List is indicative, not exhaustive)
 - Management practices
 - Talent management
 - HR cases from Indian any industry
 - Employee motivation
 - Managerial competencies
 - Employability skills
 - Industrial relations
 - Knowledge management
 - Social media
 - Green marketing
 - Six Sigma
 - Sustainable branding practices
 - Training and development
 - Relationship management
 - CSR
 - Performance management system
 - Balanced Score Card
 - Corporate Governance
 - Employee retention
 - NGOs.

Evaluation Scheme:

Organisation and relevance of content	Literature Review	Bibliography	Presentation & Viva	Total
30	30	20	20	100

PROJECT

Course code: MGT2332

Credit Units:03

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	– 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	– 25 marks
Chapter 3: Presentation, Analysis & Findings	-- 25 marks
Chapter 4: Conclusion & Recommendations	-- 10 marks
Chapter 5: Bibliography	-- 05 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- a. *Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- b. *Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- c. *Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- d. *Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexure: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

Steps of a Project Report

Step I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.

- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and analysis of the same.

Step IV: Writing the report dividing it into suitable chapters, viz.,

Chapter 1: Introduction,

Chapter 2: Conceptual Framework / National & International Scenario,

Chapter 3: Analysis & Findings

Chapter 4: Conclusion and Recommendations.

Step V: The following documents are to be attached with the Final Project Report.

1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)

3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Evaluation Scheme:

Project Report	Power Point Presentation & Viva	Total
75 marks	25 marks	100

Declaration

Ihereby declare that the Project Work with the title (in block letters).....
submitted by me for the partial fulfilment of the degree of BBA is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of supervisor:

Signature of the student

Name:

Registration No

Place:

Date:

WORKSHOP

Course Code: MGT2333

Credit Units: 01

Course Objective:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of faculties.

Major Themes for Workshop:

The workshop may be conducted on any of the following major themes:

- Accounting
- Finance
- Human Resources
- Marketing
- Economics
- Operations
- Supply Chain Management

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions to be held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of atleast 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Evaluation Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

BUSINESS ENVIRONMENT

Course Code: MGT2451

Credit Units: 03

Course Objective:

The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.

Course Contents:

Module I: Overview of Business Environment

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

Module II: Indian Industrial environment

Industrial policy up to 1991, New industrial policy, Liberalization, Privatization and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

Module III: Financial Environment

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

Module IV: Labour Environment

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

Module V: Economic Planning and Development

Planning in India- needs and objectives, five year plans, planning commission, 11th five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2009, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

Module VI: Global Environment

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Francis Cherunillum, (2007), Business Environment Text and Cases, Himalaya Publications.

References:

- Bedi Suresh, (2004), Business Environment, Excel Books, N. Delhi.
- Shaikh Saleem, (2010), Business Environment, 2nd Edition, Pearson Education.
- Bhatia H.L, International Economics, Vikas Publications.
- Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House.
- Gupta, C B, (2008), Business Environment, 4th Edition, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi

RESEARCH METHODOLOGY AND REPORT PREPARATION

Course Code: MGT2402

Credit Units: 03

Course Objective:

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research. To train the students in evaluating and developing the marketing information system.

Course Contents:

Module I: Introduction

Nature and scope of marketing research, Marketing research as input in decision making process, Marketing research and marketing information system. Applications of marketing research, Planning a research project, Problem identification and formulation of Research Design, introduction to Research Design, Market research on the Internet.

Module II: Data collection methods

Attitudes measurement and scaling techniques, Ratio, Interval, Ordinal and Nominal scales, Likert's scale, Thurstone scale, Semantic differentiation method, Observation methods and questionnaire method, Questionnaire design, Steps in constructing a questionnaire, Types of questions, introduction to Projective techniques and perceptual mapping.

Module III: Sampling

Sampling decisions, Sampling frame, Sample selection methods - Probability and non probability, Sample size, sampling error, Application of sampling methods to marketing problems.

Module IV: Data Collection Field Force

Data collection field force, Fieldwork procedure, common sources of error in the fieldwork, minimizing fieldwork errors, Tabulation of collected data.

Module V: Data Analysis

Data analysis-I, Test of significance Z, t, F and chi-square, Data analysis-II, Correlation and Regression techniques, Data analysis – III – Cluster Analysis, Introduction to Statistical Package

Module VI: Report Writing

Research presentation and research process examination; Report writing - Types of research report. Examination of the research procedure, Selected applications of marketing research, identifying market segments, Product research, Advertising research.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Malhotra, Naresh, (2008), Marketing Research, 5th Edition, Pearson Education.
- Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall of India

References:

- Aaker, David A; Kumar V and George S., Marketing Research, Sixth edition, John Wiley & Sons
- Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research – Text & Cases, Richard D. Irwin Inc. Homewood, Illinois.
- Sekaran, Uma (2003), Research Methods for Business 4th Edition, Willey.

MANAGEMENT ACCOUNTING

Course Code: MGT2403

Credit Units: 03

Course Objective:

To provide the students knowledge about the use of costing data for planning, control and decision making.

Course Contents:

Module I: Management Accounting

Meaning and Definition, Nature & Scope: Objectives of Management Accounting, Management Accounting and Financial Accounting, Management Accounting and Cost Accounting, Utility of Management Accounting, Limitations of Management Accounting, Position of Management Accountant in the Organization.

Module II: Cash Flow Analysis

Distinction of Cash from Funds, Utility of Cash Flow Statement, Construction of Cash Flow Statement

Module III: Budgets and Budgetary Control

Concept of Budgets and Budgetary Control, Nature and Objectives of Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a system of Budgetary Control, Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget, Flexible Budgets and Master Budgets.

Module IV: Responsibility Accounting

Concept of Responsibility Accounting, Cost Centers and Profit Centers, Contribution by Segments

Module V: Marginal Costing

Meaning, assumptions, cost- volume profit analysis, Break- Even analysis, Decision making areas- product mix, make/ buy, pricing decision.

Examination Scheme:

Components	A	CT	C	H	EE
Weightage (%)	5	10	10	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Maheswari, S.N., (2009) Principles of Management Accounting, Sultan Chand & Sons
- Sexana, Management Accounting

References:

- Made Gowda, Management Accounting
- S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting, 1st Edition, Kalyani Publisher
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting
- Saxena, V.K. and Vashist, Cost Accounting, Sultan Chand & Sons, new Dwlhi

BUSINESS INFORMATION AND DATABASE SYSTEM

Course Code: MGT2404

Credit Units: 03

Course Objective:

The aim of this course is to introduce the students to the managerial issues relating to information systems, its role in organization and how information technology can be leveraged to provide business value.

Course Contents:

Module I:

MIS need and concepts, characteristics, Typology of MIS, Structure of MIS. Planning for MIS, System Development Methodologies, Conceptual and detailed designs of MIS, System Implementation strategies and process, System Evaluation and Maintenance.

Module II:

Introduction to data base management system- Data versus information, record, file; data dictionary, database administrator, functions and responsibilities, file-oriented system versus databases system.

Module III:

Advanced Concepts in Information Systems: Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Data, Warehousing and Data Mining.

Module IV:

Database system architecture- Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, data models, types of database systems.

Module V:

Data base security- Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

Examination Scheme:

Components	C	H	CT	V	A	EE
Weightage (%)	5	5	10	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- James, A. O'Brien, Introduction to Information Systems, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2005.
- Kenneth C. Laudon and Jane P. Laudon, Management Information Systems, Prentice-Hall of India, New Delhi, 9th Edition, (2006).

References:

- Navathe, Data Base System Concepts 3rd, McGraw Hill.
- Date, C.J., An Introduction to Data Base System 7ed, Addison Wesley.
- Singh, C.S., Data Base System, New Age Publications, New Delhi.

TERM PAPER

Course Code: MGT2431

Credit Units: 02

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.
4. Examples of a few broad areas for Term Paper (List is indicative, not exhaustive)
 - Management practices
 - Talent management
 - HR cases from any Indian industry
 - Employee motivation
 - Managerial competencies
 - Employability skills
 - Industrial relations
 - Knowledge management
 - Social media
 - Green marketing
 - Six Sigma
 - Sustainable branding practices
 - Training and development
 - Relationship management
 - CSR
 - Performance management system
 - Balanced Score Card
 - Corporate Governance
 - Employee retention
 - NGOs.

Evaluation Scheme:

Organization and relevance of content	Literature Review	Bibliography	Presentation & Viva	Total
30	30	20	20	100

PROJECT

Course code: MGT2432

Credit Units: 03

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	– 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	– 25 marks
Chapter 3: Presentation, Analysis & Findings	-- 25 marks
Chapter 4: Conclusion & Recommendations	-- 10 marks
Chapter 5: Bibliography	-- 05 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

Steps of a Project Report

Step I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.

- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and analysis of the same.

Step IV: Writing the report dividing it into suitable chapters, viz.,

Chapter 1: Introduction,

Chapter 2: Conceptual Framework / National & International Scenario,

Chapter 3: Analysis & Findings

Chapter 4: Conclusion and Recommendations.

Step V: The following documents are to be attached with the Final Project Report.

1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)

3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Evaluation Scheme:

Project Report	Power Point Presentation & Viva	Total
75 marks	25 marks	100

Declaration

Ihereby declare that the Project Work with the title (in block letters).....
submitted by me for the partial fulfilment of the degree of BBA is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of supervisor:

Signature of the student

Name:

Registration No

Place:

Date:

WORKSHOP

Course Code: MGT2433

Credit Units: 01

Course Objective:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of faculties.

Major Themes for Workshop:

The workshop may be conducted on any of the following major themes:

- Accounting
- Finance
- Human Resources
- Marketing
- Economics
- Operations
- Supply Chain Management

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions to be held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Evaluation Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

OPERATIONS RESEARCH

Course Code: MGT2551

Credit Units: 03

Course Objective:

The objective of this paper is to make students familiar with basic concepts and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.

Course Contents:

Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North - West corner rule, Vogels approximation method), Test for optimality (Modified Distribution (MODI) method)

Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

Module V: Game Theory

Game Theory - Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

Text:

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

ENTREPRENEURSHIP DEVELOPMENT

Course Code: MGT2502

Credit Units: 03

Course Objective:

The objective of the course is to provide students an understanding of entrepreneurship & the process of creating and growing a new venture. The course also focuses on giving the students the concept of an entrepreneur who is willing to accept all the risks & put forth the effort necessary to create a new venture.

Course Contents:

Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act and SMERA Overview.

Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance, Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages

Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal, Sources of finance from different banks, Proposal with IDBI etc.

Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.

Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction, Project management problems. SEZ, Cluster Development.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
- Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad

References:

- A Practical Guide to Industrial Entrepreneurs; Srivastave, S.B., Sultan Chand & Sons
- Entrepreneurship Development; Bhanussali, Himalaya Publishing, Bombay

SUMMER INTERNSHIP EVALUATION

Course Code: MGT2535

Credit Units: 06

Objectives:

The basic objective of a summer internship is to provide first hand practical exposure of the corporate functioning and to acquaint students with the culture of corporate. The summer training will also provide an opportunity to the students to apply their theoretical understanding while working on the concerned project in the industry. Thus, this summer internship programme is an attempt to bridge the gap between theory and practice. This will also enhance the students' intellectual ability and attributes related to data handling, decision making, report writing, oral presentation and imbibing an interdisciplinary approach.

General Guidelines:

Every student of under graduate courses will be required to undergo a practical training in a corporate organization approved by the Institute for eight weeks, normally in the Summer Vacation, after the end of the fourth semester examinations. The candidates shall be required to undergo training in the various areas of the organization concerned. The organization may assign a specific project to the candidate, which will be completed by him/her during the period of training. The work done by the candidate during the training period shall be submitted in the form of a report as per the guidelines provided by the Department.

Chapter Scheme for the SIP Report:

Chapter I: Introduction	- 20 marks
Chapter II: Conceptual Framework/National/International Scenario	- 5 marks
Chapter III: Presentation, Analysis and Findings	- 35 marks
Chapter IV: Conclusion and Recommendations	- 15 marks

The report has to be written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise of a maximum of 70 pages and has to be submitted in two copies.

THE COMPONENTS OF A SIP REPORT

The outcome of Summer Internship is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- a. *Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- b. *Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- c. *Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- d. *Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexure: Questionnaires (if any), relevant reports, etc.

Evaluation Scheme:

SIP Report	Power Point Presentation & Viva
75 marks	25 marks

TERM PAPER

Course Code: MGT2531

Credit Units: 02

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.
4. Examples of a few broad areas for Term Paper (List is indicative, not exhaustive)
 - Management practices
 - Talent management
 - HR cases from any Indian industry
 - Employee motivation
 - Managerial competencies
 - Employability skills
 - Industrial relations
 - Knowledge management
 - Social media
 - Green marketing
 - Six Sigma
 - Sustainable branding practices
 - Training and development
 - Relationship management
 - CSR
 - Performance management system
 - Balanced Score Card
 - Corporate Governance
 - Employee retention
 - NGOs.

Evaluation Scheme:

Organisation and relevance of content	Literature Review	Bibliography	Presentation & Viva	Total
30	30	20	20	100

PROJECT

Course code: MGT2532

Credit Units: 03

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	– 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	– 25 marks
Chapter 3: Presentation, Analysis & Findings	-- 25 marks
Chapter 4: Conclusion & Recommendations	-- 10 marks
Chapter 5: Bibliography	-- 05 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- e. *Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- f. *Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- g. *Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- h. *Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

Steps of a Project Report

Step I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.

- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and analysis of the same.

Step IV: Writing the report dividing it into suitable chapters, viz.,

Chapter 1: Introduction,

Chapter 2: Conceptual Framework / National & International Scenario,

Chapter 3: Analysis & Findings

Chapter 4: Conclusion and Recommendations.

Step V: The following documents are to be attached with the Final Project Report.

1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)

3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for Evaluation:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Evaluation Scheme:

Project Report	Power Point Presentation & Viva	Total
75 marks	25 marks	100

Declaration

Ihereby declare that the Project Work with the title (in block letters).....
submitted by me for the partial fulfilment of the degree of BBA is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of supervisor:

Signature of the student
Name:
Registration No

Place:
Date:

WORKSHOP

Course Code: MGT2533

Credit Units: 01

Course Objective:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes for Workshop:

The workshop may be conducted on any of the following major themes:

- Accounting
- Finance
- Human Resources
- Marketing
- Economics
- Operations
- Supply Chain Management

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions to be held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of atleast 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Evaluation Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

FINANCIAL SERVICES

Course Code: MGT2506

Credit Units: 03

Course Objective:

The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

Course Contents:

Module I: Financial Services

Role of Financial Services in economic development, Evolution of Financial Services Sector in India, Marketing of Financial Services (Introduction)

Module II: Venture Capital

Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be avoided, Preparation & evaluation of Business Plan

Module III: Factoring & Forfaiting

Factoring Services - Features Merits and Demerits, Cost Benefit Analysis, Forfaiting: Features, merits & Limitations

Module IV: Leasing and Hire Purchase

Development of Leasing and Hire Purchase, Types of Leasing, Pricing Methodology and Financial analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies

Module V: Mutual Funds

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & constituent, Selecting the right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.

Module VI: Credit Rating & other Financial Services

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. Custodial Services, Credit Cards

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Khan, M. Y. Indian Financial System, Tata McGraw Hill
- Khan, M.Y. Financial Services, Tata McGraw Hill

References:

- Bhole L.M, Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Pnadey,I.M., Financial Management, Ninth Edition, Vikas Publishing House Pvt. Ltd.

FINANCIAL DERIVATIVES

Course Code: MGT2508

Credit Units: 03

Course Objective:

This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study

Course Contents:

Module I: Introduction to financial derivatives

Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs), Evolution of Derivative markets in India

Module II: Forwards & Futures

Forward contracts: Limitations of forward markets, Differences between forwards and futures, Futures terminology, Pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, Commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

Module III: Options: Fundamentals

Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, Futures options vs Spot options, Options on stock Indices, Currencies & futures, Warrants & Executive stock options, Exotic options

Module IV: Principles of trading & Hedging with Options

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

Module V: Swaps

Terminology: LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

Module VI: Recent Developments

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives etc, Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Barrings Bank disaster, The Sumitomo Corporation Scandal, the Swiss Bank Scam

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	10	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

References:

- Gupta, S .L., Financial Derivatives Theory, Concepts and Problem, Prentice - Hall, India

TRAINING AND DEVELOPMENT

Course Code: MGT2510

Credit Units: 03

Course Objective:

The objective of the course is to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations.

Course Contents:

Module I: Introduction

Meaning and definition of training, Training vs Education, Culture and Context, Introduction to training Strategy.

Module II: Process of Training

Establishing objectives, Training need assessment, Designing the programs, Training methods, Trainers and training styles, Introduction to Management Development program.

Module III: Evaluation of Training & Development

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

Module IV: Training Systems

Action Research for better training, Knowledge management, Career development, Succession planning, Diversity training, Orientation training.

Module V: Changes in Training Needs for Modern Organizations

Concept and Need for Learning Organizations, Training for Trainers, Leadership, Team Playing and Group Dynamics, Basics of Sensitivity Training, Computer Based Training.

Module VI: Development

Executive Development – significance & nature, Identifying development needs and setting objectives. Techniques of development and advantages, Role of HRD in 21st Century.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

Text:

- Lynton R.P and Pareek U, Training for Development, Vistaar Publications, New Delhi

References:

- Goldstein, Training in Organizations, Thomson Learning
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall.

RELATIONAL DATABASE MANAGEMENT SYSTEM

Course Code: MGT2512

Credit Units: 03

Course Objective:

The objective of the course is to give knowledge of the Relational Database Management Software, in particular ORACLE. It is expected that a student at the end of the course would attain a good conceptual and practical understanding of databases.

Course Contents:

Module I: Introduction to RDBMS

RDBMS: Introduction, Relational Model concept and Relational data structure, Relational Model constraints as domain constraints, Key constraints, Entity integrity constraints, Referential Integrity constraints.

Module II: Introduction to Oracle

Tools of Oracle, Features of oracle.

Module III: SQL

Overview of SQL, Component of SQL (DDL, DML, DCL), Advantage of SQL, Basics of syntax writing, Data Definition Language, Create command, Data type, Constraints, ALTER & DROP, UPDATE & DELETE Commands, Substitutions variables, Run time Environments variables, SELECT Commands Basic Constructs, Functions, Nested Queries, Correlated queries, Views, Sequence, User Management Commands.

Module IV: PL/SQL

Basic features, Block Structure of a PL/SQL Programs, Control Structures, Exception Handling, Cursor, Procedure, Functions and Triggers, Internet features of Oracle.

Module V: Database Technologies

Client/Server Databases, Distributed Databases, Web Databases

Module VI: Administration of Oracle databases

Examination Scheme:

Components	CT	HA	Q	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

- Oracle8i: The Complete Reference, McGraw Hill

SOFTWARE PROJECT DESIGN AND ANALYSIS

Course Code: MGT2513

Credit Units: 03

Course Objective:

This module will introduce and develop concepts that are seen as central to the effective management of software projects. You will be expected to develop an appreciation of key, generic project management concepts and techniques as well as those techniques and approaches that are specific to the management of software projects. As well as knowing the core techniques, you will be expected to apply them across a limited range of software project management scenarios.

Course Contents:

Module I: An Introduction to Software Project Management

Management Spectrum, People, Product, Process, Project the W5HH Principle, The Profile of a Project, Project start-up, Development, Completion Operation, Role of SDLC models (such as the waterfall model, incremental model, spiral model) and Structured methods (such as SSADM)

Module II: Project Metrics

Measures, Metrics & Indicators, Metrics in the process & Project domain, Metrics for software quality.

Module III: Software Project Planning

Discussion of network diagrams and critical path analysis (CPA), Planning aids, Simple manual techniques such as Gantt Charts through to more complex and sophisticated planning tools, Estimation tools (Delphi technique, CoCoMo)

Module IV: Risk Analysis & Management

Risks Risk Identification, Risk Projection, Risk Refinement, Mitigation, Monitoring & Management.

Session V: Scheduling and Resourcing

Concepts of lateness, Defining task set for software project, Defining a Task Network, Scheduling, Earned value analysis, Error tracking, Project plan

Module VI: Software Configuration Management

Baselines, SCM Process, Identification of objects in s/w configuration, Version control, Change control, Configuration audit, Status reporting, Hands on MS-Project.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

- Software Engineering by Pressmann.
- Structured System Analysis & Design by Whitten

PROGRAMMING WITH MICROSOFT VISUAL BASIC

Course Code: MGT2514

Credit Units: 03

Course Objective:

The objective of the course is to offer the students all key concepts and capabilities to be bound in Microsoft Visual Basic. This course seeks to provide very clear and straightforward implementation of key features of Visual Basic with explanations of each work. The student should walk away with an in-depth understanding of how to utilize all of Visual Basic's capabilities for building industrial strength enterprise application and understand the process of software development. The course will make the students learn real world context.

Course Contents:

Module I: Visual Basic Overview

Opening, writing and running Visual Basic Program, Working with controls and defining their properties, Working with menus and dialog boxes.

Module II: Programming Fundamentals

Visual Basic Variables and Operators, Using Decision Structure, Using Iterations and Timers.

Module III: Creating the Perfect User Interface

Working with Forms, Printers and Error Handling, Adding Artwork and Special Effects

Module IV: Managing Corporate Data

Using Modules and Procedures, Working with Arrays, Exploring text files and string processing, Managing access databases.

Module V: Professional Edition Tools and Techniques

Word Processing with the Rich Text box control, Displaying progress and status information, Integrating music and video with the multimedia MCI control, Using the windows API.

Module VI: Advanced Database Programming

Managing data with the Flex Grid Control, Exploring database handling using DAO, RDO and ADO, Handling the Recordset.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Michael Halvorson: Microsoft Visual Basic 6.0 – Prentice Hall of India P Ltd.

References:

- Noel Jerke: The Complete Reference Visual Basic 6.0 – Tata Mc-Graw Hill
- Smith & Amundsen: Database Programming with Visual Basic 6 – Techmedia
- Rob Thayer: Visual Basic 6 Unleashed – Techmedia

Syllabus - Sixth Semester

BUSINESS LAWS

Course Code: MGT2651

Credit Units: 03

Course Objective:

The objective of the course is to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business.

Course Contents:

Module I: Legal Environment of Business

Importance of Law, Legal environment of business, Sources of law, Function of law.

Module II: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

Module III: Indian Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase, Pledge, Mortgage, Hypothecation Lease, Goods, Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module IV: Negotiable Instruments Act, 1881

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection, Meaning of Consumer, Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints, Meaning of tort, Application of Tortious Liability in Business Situations.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- N.D. Kapoor, Mercantile Law
- P.K Goel, Business Law for managers Biztantra.

References:

- Shukla, S.M. and Gupta, O P, Mercantile Law.
- S. S. Gulshan Mercantile Law, Excel Book.
- Maheshwari & Maheshwari Business Law.

DISSERTATION

Course Code: MGT2637

Credit Units: 09

Objectives:

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree. The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	- 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	- 5 marks
Chapter 3: Presentation, Analysis & Findings	- 25 marks
Chapter 4: Conclusion & Recommendations	- 10 marks

THE COMPONENTS OF A PROJECT REPORT

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

THE STEPS OF PROJECT WORK

STEP I : Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.

- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

STEP III : Collection of information and data relating to the topic and analysis of the same.

STEP IV : Writing the report dividing it into suitable chapters, viz.,
 Chapter 1: Introduction,
 Chapter 2: Conceptual Framework / National & International Scenario,
 Chapter 3: Analysis & Findings
 Chapter 4: Conclusion and Recommendations.

STEP V : The following documents are to be attached with the Final Project Report.

- 1) Approval letter from the supervisor (Annexure-IA)
- 2) Student's declaration (Annexure-IB)
- 3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Annexures,

References / Bibliography

Guidelines for Evaluation:

- Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.
- A candidate has to qualify in the Project Work separately, obtaining minimum marks of 40 (Project Report and Viva-Voce taken together).

Evaluation Scheme:

Dissertation	Power Point Presentation & Viva
75 marks	25 marks

BRAND MANAGEMENT

Course Code: MGT2602

Credit Units: 03

Course Objective:

The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

Course Contents:

Module I: Introduction

Meaning and importance of brands, Brands v/s products, Challenges and opportunities of branding, Concept of Brand Equity, Brand management process, Role of CRM in building brands.

Module II: Brand Positioning and value

Sources of brand equity, Brand Building, Implications of brand building, Brand positioning: Brand value, Internal branding.

Module III: Brand Marketing

Criteria for choosing Brand elements, Building brand equity: Product strategy, pricing strategy, Integrated marketing communication, Celebrity endorsements, Concept of co-branding

Module IV: Brand Performance and Branding strategies

Brand value chain, Brand equity management system, Brand hierarchy, Designing branding strategy, Brand extension: Concept, Advantages and disadvantages, Evaluating opportunities of brand extension, Branding strategy over PLC.

Module V: Managing Brands

Reinforcing Brands, Brands revitalization Managing brands internationally, Advantages and disadvantages of global marketing, Standardization v/s customization, Global Brand strategy.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edititon, Printice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Cowley D., Understanding Brands.

ADVERTISING AND SALES PROMOTION

Course Code: MGT2603

Credit Units: 03

Course Objective:

The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

Course Contents:

Module I: Introduction

Role of Promotion in Marketing Mix, Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion, Concept of integrated marketing communication.

Module II: Advertising

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

Module III: Advertising Campaign Planning

Setting advertising goals and objectives- The DAGMAR Approach, Message strategies and tactics- Creative approaches, Copywriting and testing, Advertising copy design, Copy layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

Module IV: Advertising Media and Agencies

Types of media, media planning and scheduling, Advertising budgets, Approaches to advertising budgeting, Measuring advertising effectiveness, Advertising business in India, Rural advertising, Legal and ethical aspects of advertising, Advertising in international perspective.

Module V: Sales Promotion

Need, Scope, Objectives and Importance of sales promotion, Management of sales Promotion at the consumer, Trade and sales force levels, Strengths and weaknesses of Sales Promotion.

Module VI: Sales Promotion Strategy

Planning and designing sales promotion programme with specific reference to sales contest, Trade in discount coupons etc. Sales display and merchandising, Latest trends in sales promotion.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

TERM PAPER

Course Code: MGT2631

Credit Units: 02

Course Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.
4. Examples of a few broad areas for Term Paper (List is indicative, not exhaustive)
 - Management practices
 - Talent management
 - HR cases from Indian any industry
 - Employee motivation
 - Managerial competencies
 - Employability skills
 - Industrial relations
 - Knowledge management
 - Social media
 - Green marketing
 - Six Sigma
 - Sustainable branding practices
 - Training and development
 - Relationship management
 - CSR
 - Performance management system
 - Balanced Score Card
 - Corporate Governance
 - Employee retention
 - NGOs.

Evaluation Scheme:

Organisation and relevance of content	Literature Review	Bibliography	Presentation & Viva	Total
30	30	20	20	100

PROJECT

Course code: MGT2632

Credit Units:03

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Chapter Scheme and distribution of marks:

Chapter 1: Introduction	– 10 marks
Chapter 2: Conceptual Framework/ National/International Scenario	– 25 marks
Chapter 3: Presentation, Analysis & Findings	-- 25 marks
Chapter 4: Conclusion & Recommendations	-- 10 marks
Chapter 5: Bibliography	-- 05 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

1) Cover Page: This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) Body of the Report: The body of the report should have these four logical divisions

- Introduction:* This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
- Conceptual Framework / National and International Scenario:* (relating to the topic of the Project).
- Presentation of Data, Analysis and Findings:* (using the tools and techniques mentioned in the methodology).
- Conclusion and Recommendations:* In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 5000 words. However, there may be annexure in addition to the main text)

The Steps of a Project Report

Step I: Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.

- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and analysis of the same.

Step IV: Writing the report dividing it into suitable chapters, viz.,

Chapter 1: Introduction,

Chapter 2: Conceptual Framework / National & International Scenario,

Chapter 3: Analysis & Findings

Chapter 4: Conclusion and Recommendations.

Step V: The following documents are to be attached with the Final Project Report.

1) Approval letter from the supervisor (Annexure-IA)

2) Student's declaration (Annexure-IB)

3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below:

- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Evaluation Scheme:

Project Report	Power Point Presentation & Viva	Total
75 marks	25 marks	100

Declaration

Ihereby declare that the Project Work with the title (in block letters).....
submitted by me for the partial fulfilment of the degree of BBA is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of supervisor:

Signature of the student

Name:

Registration No

Place:

Date:

WORKSHOP

Course Code: MGT2633

Credit Units: 01

Course Objective:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes for Workshop:

The workshop may be conducted on any of the following major themes:

- Accounting
- Finance
- Human Resources
- Marketing
- Economics
- Operations
- Supply Chain Management

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions to be held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of atleast 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Evaluation Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

CORPORATE TAX PLANNING

Course Code: MGT2605

Credit Units: 03

Course Objective:

To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT

Course Contents:

Module I: Introduction to Tax Management

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

Module II Income from Business

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts).

Module III: Deductions Allowed Under Business and Profession

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost⁴³(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

Module IV: International Accounting and Taxation

Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

Module V: Indirect Tax - Concepts and General Principles

Service tax - Charge of service tax and taxable services, Valuation of taxable services, Payment of service tax and filing of returns.

VAT – Introduction, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures, Central Sales Tax.

Module VI: Tax Planning and Financial Management Decisions

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & Reference:

Text:

- Lal & Vashisht, Direct Taxes, 29th Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39th Edition, Taxmann

ADVANCED CORPORATE FINANCE

Course Code: MGT2607

Credit Units: 03

Course Objective:

The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance

Course Contents:

Module I: Introduction

Objectives of Corporate finance, Shareholder wealth maximization, Agency Problems, Management Compensation & measurement of Performance

Module II: Valuation Concepts

Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

Module III: Corporate restructuring

Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

Module IV: Corporate Governance & Business Ethics

Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, Corporate Responsibility, Social Audit and Ethical Investing.

Module V: Behavioural Finance

Introduction and Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

Module VI: Strategic Cost management

Financial aspects of Supply Chain Management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and Product pricing at Different stages of product's life cycle.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.

References:

- Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
- Quiry, P., Dallocochio, M., YannLE Fur, Antonio Salvi, Seventh Edition, John Wiley and Sons

INDUSTRIAL RELATIONS AND LABOUR LAW

Course Code: MGT2608

Credit Units: 03

Course Objective:

The objective of the course is to acquaint students with the origin and importance of Labour laws governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.

Course Contents:

Module I: Basic Concepts

Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline

Module II: Laws Relating to Industry

The Factories Act, 1948, Definition, Approval licencing and registration of factories, Notice by occupier, Health, and welfare measures, weekly holidays, Leave with wages, Employment of women and young person, Penalties and returns, The Industrial Disputes Act, 1947 – Definition, Conciliation, Court of enquiry and Voluntary process for the settlement of industrial disputes, Power of the Govt. under ID Act, Instrument of economic coercion, Strike & lock out, Lay off Retrenchment, Transfer and closures, Discharge and Dismissal, Managements prerogative during pendency of proceeding, Work Committee, arbitration and adjudication.

Module III: Laws Relating to Remuneration

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage, The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage, Concept of living wages, Fair wage and minimum wage, The Employees State Insurance Act 1948 – Definition, Applicability of the Act, Insurable workmen, Contribution Benefit, Penalties, The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme – definition, Coverage of the organization and employees under the Act, Employees Provident Fund and pension fund scheme, Calculation of contribution withdrawal of Provident Fund amount, Penalties for offence, The Payment of Gratuity Act, 1972 – Definition, Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination, The Payment of Bonus Act 1965 - Applicability of Act, Coverage of employee, Calculation of bonus Rate of Payable bonus, Available surplus, Allocable surplus.

Module IV: Laws Relating to Trade Union

The Trade Union Act 1926, Statutory Definition - Registration of TU, Immoduley granted to Registered Trade Union, Recognition of TU.

Module V: Compensation and Insurance

The workmen's compensation Act 1923 – Definition, Rules regarding workmen's compensation, Defense available to employer and employees, The Maternity Benefit Act 1961.

Module VI: Miscellaneous Acts

The Industrial Employment (standing order) Act 1946 - Scope and coverage of the Act - Concept of standing order, its Certification process - Modification - Interpretation and Enforcement of standing orders.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- P L Malik, Handbook of Labour and Industrial Law, 9th Edition, Eastern Book Publication

References:

- R. C. Chawla and K.C. Garg, “Industrial Law”, Ludhiana, Kalyani Publishers.
- P.L. Malik, “Industrial Law”, Lucknow, 19th edition reprinted, Eastern Book Co.
- J.K. Bareja, “Industrial Law”, New Delhi, Galgotia Publishing Co.
- M.Y. Pylee and George Simon, “Industrial Relations and Personnel Management”, New Delhi, Vikas Publishing House.
- P. Subba Rao, (2013), “Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games”, Mumbai, Himalaya Publishing House.
- S.C. Shrivastava, (2012), “Industrial Relations and Labour Laws”, New Delhi, Fourth revised Edition, Vikas Publishing House.

WEB DATABASE PROGRAMMING WITH ASP

Course Code: MGT2613

Credit Units: 03

Course Objective:

The objective of the course is to capacitate students to build and deploy dynamic web applications that interact with a powerful database. The modules provide background on subjects such as HTML, client side scripting and relational databases. At the end of the course, the students will be able to set up their own personal dynamic web site using a Microsoft web server to illustrate web site creation and administration principles. The curriculum will make the students learn real world context.

Course Contents:

Module I: ASP Fundamentals

Software requirements, Installing personal web server, Installing IIS, IIS service features, Hardware requirement, ASP connection with IIS, Built in objects. Understanding request and response objects, The ASP request object, Requesting information from forms, QueryString collection & Server variables, cookies, ASP response object, response object methods and properties.

Module II: Understanding VB Script Language

Scripting, VB Scripting, Understanding variables, Integrating Script with HTML, Client side and server side scripting, Converting variable types, Operators, Message Box, Accessing objects, Using built in functions and statements, Program control statements.

Error Handling: Error Handling, ASP.

Module III:

Understanding Procedures and Classes

Understanding procedures, Sub-procedures, Functions, Classes, Methods, Events.

Session and Application Objects

The Session Object and collection of Session Object, Methods, properties and events, The Application object collections and methods, Using session and application objects.

Module IV: The ADO connect Object

Data Access components, Universal data access architecture, ADO, DAO, RDO architectures, OLE DB and ODBC, The ADO connection object, Creating and opening connection object, Creating DSN, connection with ODBC, connecting with OLE DB, using ADO connection and SQL statements.

Module V: ADO Record set Object

Creating and opening a record set object, Moving through a record set, The fields collection, using ADO record set, Bookmarks, Filtering Record sets, Searching for records, Modifying Records, The Get String method.

The ADO command object: Creating a command object, using a stored procedure, using stored procedure with parameters, return values, Output parameters and the command object.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Joline Morrison, Mike Morrison: Database Driven Web Sites, Second Edition - Thomson.

References:

- Bhanu Pratap: Understanding Active Server Pages – Cyber Tech Publication
- Patrick Carey: New Perspective on HTML, XHTML, and Dynamic HTML, Comprehensive, Third Edition - Thomson
- Keith Morneau, Jill Batistick: Active Server Pages – Thomson

INTELLECTUAL PROPERTY RIGHTS

Course Code: MGT2614

Credit Units: 03

Course Objective:

The objective of this course is to acquaint the students with basics of intellectual property rights with special reference to Indian law and practice.

Course Contents:

Module I: Introduction

Types of Intellectual Property Rights, Inventions vs. Discoveries, Conventions .

Module II: Copyright

Nature and Meaning, Scope of protection, Procedure for protection, Enforcement and Remedies.

Module III: Patents

Nature and Meaning, Scope of protection, Procedure for protection, Enforcement and Remedies .

Module IV: Trademarks

Nature and Meaning, Scope of protection, Procedure for protection, Enforcement and Remedies .

Module V: Designs

Nature and Meaning, Scope of protection, Procedure for protection, Enforcement and Remedies.

Module VI: Current Scenario:

Role of WTO and essential elements under TRIPS.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:

Compulsory Readings (Latest editions only)

Text:

- Paris Convention for the Protection of Industrial Property, 1883
- Berne Convention for the Protection of Literary and Artistic Works, 1886
- Indian Copyright Act, 1957
- Indian Patents Act, 1970
- Agreement on Trade-Related Aspects of Intellectual Property Rights, 1994 (the TRIPS Agreement)
- Indian Trademarks Act, 1999
- Indian Designs Act, 2000
- Patents Amendment Ordinance, 2004.

References:

- Nair and Kumar, eds., Intellectual Property Rights (N. Delhi: Allied, 1994)
- Narayanan, P., Patent Law, Kolkata: Eastern Law House, 1998)

HUMAN RIGHTS

Course Code: MGT2615

Credit Units: 03

Course objective:

The objective of this course is to lay the foundation of the Human Rights Law and acquaint the students with basic human rights institutions.

Course Contents:

Module I: Introduction

Concept & Development of Human Rights.

Module II: UN Charter and Human Rights

Contribution of United Nations in the Development & Implementation of Human Rights, Universal Declaration of Human Rights, International Covenants

Module III: Human Rights and the Indian Constitution

Fundamental Rights & Directive principles of State Policy.

Module IV: Protection of Human Rights Act 1993

Meaning & scope, Nature of Human Rights violations Role of National Human Rights Commission.

Module V: Group Rights

Rights of Marginalised Groups

Women

Children

Refugees

Refugees

Prisoners

Disabled

Module VI: Protection of Human Rights

Role of National Human Rights Commission, role of NGO's, the role of Judiciary, Recent developments in Human Rights.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text: (Compulsory Readings)

- UN Charter
- Constitution of India
- Human Rights Act 1993
- Sinha, M.K. – Implementation of Non-Derogation Human Rights (Delhi 1999)

References:

- D.D. Basu – Human Rights
- Upender Baxi – Human Rights
- Thomas Buergenthal – Human Rights
- Henry Steiner & Philip Alston – International Human Rights Law
- B.G. Ramcharan – International Human Rights (Oxford, 1998)
- Y.K. Tyagi – British Yearbook (2001).

- Law, 9th Edition, Eastern Book Publication

References:

- R. C. Chawla and K.C. Garg, “Industrial Law”, Ludhiana, Kalyani Publishers.
- P.L. Malik, “Industrial Law”, Lucknow, 19th edition reprinted, Eastern Book Co.
- J.K. Bareja, “Industrial Law”, New Delhi, Galgotia Publishing Co.
- M.Y. Pylee and George Simon, “Industrial Relations and Personnel Management”, New Delhi, Vikas Publishing House.
- P. Subba Rao, (2013), “Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games”, Mumbai, Himalaya Publishing House.
- S.C. Shrivastava, (2012), “Industrial Relations and Labour Laws”, New Delhi, Fourth revised Edition, Vikas Publishing House.