

# Bachelor of Business Administration - 3 Continent

## 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.

# TERM PAPER

**Course Code: MGC2131**

**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:**

<b>Organisation and relevance of content</b>	<b>Literature Review</b>	<b>Bibliography</b>	<b>Presentation &amp; Viva</b>	<b>Total</b>
30	30	20	20	100

# PROJECT

Course code: MGC2132

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:**

<b>Project Report</b>	<b>Power Point Presentation &amp; Viva</b>	<b>Total</b>
75 marks	25 marks	100

**Declaration**

I .....hereby 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: MGC2133**

**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:**

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

## **BUSINESS STATISTICS**

**Course Code: MGC2202**

**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: MGC2203**

**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:**

<b>Components</b>	<b>HA</b>	<b>CT</b>	<b>C</b>	<b>A</b>	<b>EE</b>
<b>Weightage (%)</b>	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, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> 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: MGC2204**

**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:**

<b>Components</b>	<b>CT</b>	<b>HA</b>	<b>C</b>	<b>V</b>	<b>A</b>	<b>EE</b>
<b>Weightage (%)</b>	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: MGC2205

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: MGC2206

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: MGC2230**

**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:**

<b>Report on the Book in 3000 words</b>	<b>Written Test</b>
50 marks	50 marks

# TERM PAPER

**Course Code: MGC2231**

**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:**

<b>Organisation and relevance of content</b>	<b>Literature Review</b>	<b>Bibliography</b>	<b>Presentation &amp; Viva</b>	<b>Total</b>
30	30	20	20	100

# PROJECT

Course code: MGC2232

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
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Chapter 5: Bibliography	– 05 marks

## Components of a Project Report

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**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:**

<b>Project Report</b>	<b>Power Point Presentation &amp; Viva</b>	<b>Total</b>
75 marks	25 marks	100

**Declaration**

I .....hereby 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: MGC2233**

**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:**

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

## COST ACCOUNTING

**Course Code: MGC2303**

**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, 5<sup>th</sup> 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: MGC2304

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.

# MERGERS AND ACQUISITIONS

Course Code: ECO2304

Credit Units: 03

## Course Objective:

The main objective of this course is to familiarize the students with the basic aspects of mergers and acquisitions.

## Course Contents:

### Module I: Mergers and Acquisitions – Overview

Introduction – Forms of Corporate Restructuring, Expansion, Mergers and Acquisitions, Tender Offers, Joint Ventures, Sell Offs, Spin Offs, Split Offs, Split Ups, Divestitures, Equity Carve outs, Corporate Control, Premium Buy Backs, Standstill Agreements, Anti Takeover Amendments, Proxy Contests, Changes in Ownership Structures, Share Repurchases, Exchange Offers, Leveraged Buy, out, Going Private, Issue Raised by Restructuring, History of Merger Movements.

### Module II: Mergers and Acquisitions

Economic Rationale for Major Types of Mergers, Horizontal Mergers, Vertical Mergers, Conglomerate Mergers, Concentric Mergers.

### Module III: Theories of Mergers

Efficiency Theories, Differential Efficiency, Inefficient Management, Operating Synergy, Pure Diversification, Financial Synergy, Strategic Realignment to Changing Environments, Undervaluation, Information and Signaling, Agency Problems and Managerialism , Takeovers as a Solution to Agency Problems

### Module IV: Divestment of Public Sector Undertakings and Leveraged Buy-outs

General Economic and Financial Factors illustration of an LBO

#### Takeover Defenses

Anti-Takeover Amendments, Any case study

## Examination Scheme:

Components	CT	C	HA	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:

- Timothy J Galpin and Mark Herndon, (2007), The Complete Guide to Mergers and Acquisitions: Process Tools to Support M & A Integration at Every Level.
- Patrick A Gaughan (Wiley Finance), Mergers – What Can Go Wrong and How to Prevent it.

### References:

- Mergers and Acquisitions – Fred Weston
- M & A and Corporate Restructuring - Patrick A Gaughan (Wiley Finance Series)

# INDUSTRIAL PSYCHOLOGY

**Course Code: MGC2305**

**Credit Units: 03**

## **Course Objective:**

This course is designed to provide an overview of I/O Psychology including individual, group, and organizational issues resulting in enhanced understanding of the world of business and related career concerns. The main aim is to create awareness about the role and importance of Psychological factors and processes in the world of work

## **Course Contents:**

### **Module I: Introduction**

Nature and scope of organizational Psychology, History and development of field, Major problems of Industrial Psychology, Current trends in organizational Psychology

### **Module II: Types of Psychology**

Mental psychology, Male & Female psychology, Impact on behavior and efficiency

### **Module III: Test of Psychology**

Types of Tests, Effectiveness of these tests, Measures to control the tests steps to improve the psychology

### **Module IV: Individual and group behavior**

Interaction and psychology involved in individuals, Improving psychology, Group Dynamics, Characteristics of group behavior, Attitude measurement, Methods of measuring attitudes, Leadership and supervision, Theories of Leadership.

### **Module IV: Performance Management**

Performance appraisal- Introduction, types, importance, Training and development- Introduction, significance and categories/types.

## **Examination Scheme:**

<b>Components</b>	<b>C</b>	<b>HA/P</b>	<b>CT</b>	<b>V</b>	<b>A</b>	<b>EE</b>
<b>Weightage (%)</b>	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:**

- Miner J.B. (1992) Industrial/Organizational Psychology. N Y : McGraw Hill.
- Blum & Naylor (2004) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.

## **References:**

- Aamodt, M.G. (2012) Industrial/Organizational Psychology : An Applied Approach (7<sup>th</sup> edition) Wadsworth/Thompson : Belmont, C.A.
- Aswathappa K. (2008). Human Resource Management (fifth edition) New Delhi : Tata McGraw Hill.

# TERM PAPER

**Course Code: MGC2331**

**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:**

<b>Organisation and relevance of content</b>	<b>Literature Review</b>	<b>Bibliography</b>	<b>Presentation &amp; Viva</b>	<b>Total</b>
30	30	20	20	100

# PROJECT

Course code: MGC2332

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) 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:**

<b>Project Report</b>	<b>Power Point Presentation &amp; Viva</b>	<b>Total</b>
75 marks	25 marks	100

**Declaration**

I .....hereby 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: MGC2333**

**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:**

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

## BUSINESS ENVIRONMENT

**Course Code: MGC2451**

**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, 11<sup>th</sup> 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, 2<sup>nd</sup> 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, 4<sup>th</sup> Edition, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi

# RESEARCH METHODOLOGY AND REPORT PREPARATION

Course Code: MGC2402

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, 5<sup>th</sup> 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 4<sup>th</sup> Edition, Willey.

# MANAGEMENT ACCOUNTING

Course Code: MGC2403

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, 1<sup>st</sup> 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: MGC2404

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, 9<sup>th</sup> 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: MGC2431**

**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:**

<b>Organization and relevance of content</b>	<b>Literature Review</b>	<b>Bibliography</b>	<b>Presentation &amp; Viva</b>	<b>Total</b>
30	30	20	20	100

# PROJECT

Course code: MGC2432

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:**

<b>Project Report</b>	<b>Power Point Presentation &amp; Viva</b>	<b>Total</b>
75 marks	25 marks	100

**Declaration**

I .....hereby 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: MGC2433**

**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:**

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

## OPERATIONS RESEARCH

**Course Code: MGC2551**

**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: MGC2502

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: MGC2535

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

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

**Evaluation Scheme:**

<b>SIP Report</b>	<b>Power Point Presentation &amp; Viva</b>
75 marks	25 marks

# CONSUMER BEHAVIOUR

Course Code: MGC2503

Credit Units: 03

## Course Objective:

To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

## Course Contents:

### Module I: Introduction

Consumer Behaviour: Definition and significance, Understanding consumer and market, Difference in individual buyer behaviour and organizational buyer behaviour, Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation, Product positioning.

### Module II: Environmental influences

Culture: Meaning and Characteristics, Cross Cultural understanding of Consumer Behaviour, Subculture, Social Groups: Meaning and formation of a group, Reference groups, Influence of reference groups on consumer behaviour, Family: Lifecycle and it's significance on consumer behaviour, Family purchase decision process.

### Module III: Personal influence and Diffusion of Innovation

Concept, nature and significance of personal influence, Opinion leadership and its role in consumer behaviour, Concept of product adoption and adoption process, Diffusion of innovation and process of diffusion.

### Module IV: Individual determinants of Consumer Behaviour

Personality and self concept and it's relevance in consumer behaviour, Motivation: Nature and role of motives and their significance in marketing, Information processing: Concept and Process, Attitudes: Characteristics, functions and it's importance in buyer behaviour.

### Module V: Consumer Decision process

Consumer decision process model, Problem Recognition, Search and Evaluation, Purchasing Process, Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

### Module VI: Organizational Buyer Behaviour

Nature of Organizational Buying Behaviour, Factors influencing organizational buyer behaviour, Types of decision situations, Organizational buyers decision 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:

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

### References:

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill.



# INTERNATIONAL MARKETING

## TERM PAPER

**Course Code: MGC2531**

**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:**

<b>Organisation and relevance of content</b>	<b>Literature Review</b>	<b>Bibliography</b>	<b>Presentation &amp; Viva</b>	<b>Total</b>
30	30	20	20	100

# PROJECT

Course code: MGC2532

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:**

<b>Project Report</b>	<b>Power Point Presentation &amp; Viva</b>	<b>Total</b>
75 marks	25 marks	100

**Declaration**

I .....hereby 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: MGC2533**

**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:**

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



# FINANCIAL DERIVATIVES

Course Code: MGC2508

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: MGC2510

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 21<sup>st</sup> 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: MGC2512

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: MGC2513

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: MGC2514

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

## DISSERTATION

Course Code: MGC2637

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:**

<b>Dissertation</b>	<b>Power Point Presentation &amp; Viva</b>
75 marks	25 marks

# BRAND MANAGEMENT

Course Code: MGC2602

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 Edition, Printice Hall.

### References:

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

# ADVERTISING AND SALES PROMOTION

Course Code: MGC2603

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

# RETAIL MANAGEMENT

Course Code: MGC2604

Credit Units: 03

## Course Objective:

Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

## Course Contents:

### Module I: Introduction

Nature, Scope and Importance of retailing, Retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

### Module II: Consumer Behavior in Retailing

Consumer Behavior in retailing, Buying decision process in retailing, Types of buying decision, Market segmentation for retailing, Generational cohorts.

### Module III: Retail Marketing Strategy & Customer Service

Types of retailers, Multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, Global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

### Module IV: Merchandise Management

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, Developing an assortment plan, Allocating merchandise to stores meeting vendors and establishing strategic relations with them, Branding strategies for retail (e.g., private labels).

### Module V: Store Management & Visual Merchandising

Store layout & space planning, Atmospheric, Choosing store location, Visual merchandising, Recruitment, Selection, Training, Motivation, Compensation and Control of store employees.

### Module VI: Rural Retailing

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

## 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:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

### References:

- Retailing management, Swapna Pradhan, 3<sup>rd</sup> edition Tata McGrawhill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

# TERM PAPER

**Course Code: MGC2631**

**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:**

<b>Organisation and relevance of content</b>	<b>Literature Review</b>	<b>Bibliography</b>	<b>Presentation &amp; Viva</b>	<b>Total</b>
30	30	20	20	100

# PROJECT

Course code: MGC2632

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:**

<b>Project Report</b>	<b>Power Point Presentation &amp; Viva</b>	<b>Total</b>
75 marks	25 marks	100

**Declaration**

I .....hereby 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: MGC2633**

**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:**

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

# • OBJECT ORIENTED PROGRAMMING WITH JAVA

Course Code: MGC2611

Credit Units: 03

## Course Objective:

The objective of the course is to give knowledge of the Object Oriented approach to development of software using Java Language, It is expected that a student at the end of the course would attain a good conceptual understanding and logical approach of software development

## Course Contents:

### Module I: Basics of OOPS

Object, Class, Abstraction & Encapsulation, Inheritance, Polymorphism Genesis and overview of Java The creation of Java, Java's importance to the Internet, Lexical issues (White space, Identifiers, Literals, Comments, Separators, Keywords), The Java Class Libraries.

### Module II: Data types, Variables and Arrays

Integer Data Type, Floating Data Type, Characters, Booleans, Literals, Variables, Type Conversion & Casting, Arrays & Strings Operators Arithmetic Operators, Bitwise Operators, Relational Operators, Boolean Logical Operators, the Assignment Operator, Operator.

### Module III: The Control Statements

Selection Statements, Iteration Statements, Jump Statements Classes, Class Fundamentals, Declaration of Object, Methods, Constructors, A Stack Class, Overloading Methods and Constructors, Argument Passing, Objects as Parameters, Returning Objects, Introducing Final & Understanding Static

### Module IV: Inheritance

Inheritance Basics, Using Super, Multilevel Hierarchy, Method Overriding, Dynamic Method Dispatch, using Abstract Classes, Exception handling Fundamentals of Exception Handling, Exception Types, using Try and Catch, Throw and Throws, nested Try statements.

### Module V: I/O Applets

I/O basics, Reading console inputs and outputs, The Print Writer Class, Applet fundamentals, the Transient and Volatile modifiers, native methods and their problems, The Java Libraries String Handling, Exploring Java.lang, the collections framework with java.util, managing Input/ Output by exploring java.io.

### Module VI: The Applet Class

Applet architecture, an applet skeleton, Applet display methods, passing parameters to Applets, Applet context and show Document, Networking, Java and the net, InetAddress, TCP/IP Client and Server Socket, URL Connections.

## 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:

- Herbert Schildt: The Complete Reference – Java 2, Fourth Edition. Tata McGraw-Hill.

### References:

- C. Thomas Wu - An introduction to Object Oriented Programming with Java 2<sup>nd</sup> Edition. Tata Mc-Graw Hill
- Cay S. Horstmann, Gary Cornell – Core Java. Pearson Education Asia
- Deitel & Deitel – Java, How to Program, 3<sup>rd</sup> Edition. Pearson Education Asia

# WEB DATABASE PROGRAMMING WITH ASP

Course Code: MGC2613

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

# HUMAN RIGHTS

Course Code: MGC2615

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).

