



Since 1916

KLE Society's
College of Business Administration
B B A

SYLLABUS OF BBA

(I to VI Semester)

2007 -10

Near Sakhare English Medium School,
BVB CET Campus, Vidyanagar,
Hubli.

Phone: 91-836-2371301
Web: www.klecbahubli.org

FAX : 91-836-2272228

Ordinance for Governing

BBA Course

The below mentioned ordinances will come into effect from the academic year 2001 onwards.

1. Objective:

The undergraduate course Bachelor of Business Administration (BBA) is designed to make it employment oriented.

It is also designed to help graduates start their own ventures or be business consultants and not be dependent on jobs.

The BBA course is spread over six semesters over a period of three years.

Graduates are prepared to pursue post graduation course like MBA, MCA, MIEB, MCOM, etc and other professions like chartered accounts, certified financial analysts, company secretaries and cost and works accountants.

The course also encourages graduates to become entrepreneurs.

2. Eligibility for admission:

Any student who has secured a minimum of 35% in PUC (or equivalent like job oriented diploma course etc) examinations conducted by state boards is eligible for admission to the BBA course.

In addition the colleges may hold entrance examinations, if necessary to assess the aptitude of the student.

The permitted intake of the BBA student is 40 per college to facilitate personalized attention and care.

3. Course And Evaluation:

Course:

The BBA is a fulltime three-year course spread over six semesters.

Each semester is of 16 week duration.

Each semester consists of five subjects carrying 100 marks requiring at least 4 contact hours per week. Subjects which have practical component carry a total of 150 marks (100 for theory and 50 for practicals).

There would be two compulsory in-plant training of 30 days duration each the first at the third semester and the second at the end of the fifth semester. Admission to the fourth and sixth semester will be subject to the completion of the first and second in plant training respectively.

The student should have a minimum of 80% attendance to appear for the semester examination. However the university may condone the absence up to 10% in exceptional circumstances.

Internal Assessment:

The student will be examined for total of 100 marks in each of the subjects prescribed for the respective semesters. The 100 marks consists of 25 marks for internal assessment and 75 marks for external assessment. The internal assessment marks are awarded by the concerned teacher and the external assessment is based on a common examination to be conducted by the university. Subjects having practical components carry a total of 150 marks consisting of 100 marks for theory component (25 marks for internal assessment and 75 marks for external assessment) and 50 marks for practical component (10 marks internal assessment on journals and 40 marks for external practical examination).

3.7 The break up of the internal marks for the theory is:

A. Announced class tests (2 out of 3)	5 marks
B. Unannounced class tests	2.5 marks
C. Seminar	2.5 marks
D. Case presentation	2.5 marks
E. Case analysis	2.5 marks
F. Role play	2.5 marks
G. Event management	2.5 marks
H. Field study	5 marks
Total	<hr/> 25 marks

The internal marks for practical component is awarded by the concerned teacher on the basis of journal of the student over the entire semester.

Please note: Each class teacher should maintain respective records for internal assessment which may be examined by registrar (evaluation) or his nominee any time.

- 3.8 There is no minimum for internal assessment marks.
- 3.9 The minimum for external assessment is 30 out of 75 marks for theory papers and 20 out of 40 marks for practical examination.
- 3.10 To pass a student must secure at least 50% in each subject (both theory and practicals, including internal and external marks) and 40% in in-plant training project report evaluation and viva.

Eligibility for admission to next class:

- 3.11 A student can seek admission to third semester only after clearing 8 out of 10 subjects in the first year.
- 3.12 A student is eligible for admission to the fifth semester only after clearing all the 20 subjects of the first four semesters.

In Plant Training:

- 3.13 Each student is required to undergo two separate 30 days in-plant training (iii and v semester) one teacher of the concerned college will act as internal guide for the in-plant training.
- 3.14 At the end of the first in plant training a student is required to submit his report to the principal before the commencement of the fourth semester examination.
- 3.15 At the end of the second in plant training a student is required to submit his report to the university before the commencement of the sixth semester.
- 3.16 There will be common evaluation of the both the in plant report. The reports will be evaluated out of 50 marks and the viva will be for 50 marks.
- 3.17 The viva will be conducted by a examination committee constituted by the university consisting of :
1. One local industrialist/business men/consultant
 2. Head of the institution
 3. Internal guide

The committee will submit a comprehensive viva and report marks list to the university.

Degree and award of classes:

- 3.18 To pass in each subject a student should obtain minimum of 50 percent. To pass in in-plant training and project viva, a student must obtain a minimum of 40 % however to be eligible for pass and award of the BBA degree, a student should obtain a minimum of 50% in aggregate (i.e. 1675 out of 3350 marks for students choosing information system as specialization and 1600 marks out of 3200 marks for students specializing in other area) of all subjects and in plant training and project viva.
- 3.19 All successful candidates will be awarded the degree of bachelor of business administration (BBA) with specialization (to be mentioned in the degree certificate) in any of the areas offered by the colleges and as permitted by the

university.

3.20 A student has to clear all the thirty subjects and two in plant training programs successfully within five years from the date of admission to be eligible for the award of the degree of BBA.

3.21 The award of classes to the BBA degree will be based on the aggregate marks obtained in all the semesters including project report and viva (3100 marks).

3.22 The award of classes is as follows:

Aggregate marks	
Above 50% and less than 60%	second class
Above 60% and less than 70%	first class
Above 70%	first class with distinction

3.23 Keeping in view the current trend no ranks will be awarded.

4. Course Flexibility:

4.1 All colleges have to compulsorily offer entrepreneurship development as one specialization to the students.

4.2 In addition to entrepreneurship development as specialization any college can offer only two more specializations.

4.3 There should be a minimum of 10 students to offer any specialization.

4.4 Any college can introduce any specialization keeping in view the local needs, but only with the prior permission of the university.

4.5 The board of studies may make minor modifications in the syllabus to reflect the latest trends in the subject.

Karnatak University, Dharwad.
Syllabus for B.B.A degree course with effect from the academic year 2001 - 2002

Course Structure

Semesters	Theory			Practicals			Total		
	Int	Ext	Tot	Int	Ext	Tot	Int	Ext	Tot
I semester									
1.1 Business Communication-I	25	75	100	---	---	---	25	75	100
1.2 Quantitative Techniques-I	25	75	100	---	---	---	25	75	100
1.3 Financial Accounting-I	25	75	100	---	---	---	25	75	100
1.4 Managerial Economics.	25	75	100	---	---	---	25	75	100
1.5 Elements of Management	25	75	100	---	---	---	25	75	100
1.6 Kannada Kali/Business Kannada	25	75	100	---	---	---	25	75	100
II semester									
2.1 Business Communication-II	25	75	100	---	---	---	25	75	100
2.2 Organizational Behaviour	25	75	100	---	---	---	25	75	100
2.3 Quantitative Techniques-II	25	75	100	---	---	---	25	75	100
2.4 Financial Accounting-II	25	75	100	---	---	---	25	75	100
2.5 Indian Business Environment	25	75	100	---	---	---	25	75	100
2.6 Kannada Kali/Business Kannada	25	75	100	---	---	---	25	75	100
III semester									
3.1 Principles of Marketing-I	25	75	100	---	---	---	25	75	100
3.2 Entrepreneurship Development-I	25	75	100	---	---	---	25	75	100
3.3 Costing Fundamentals	25	75	100	---	---	---	25	75	100
3.4 Fundamentals of Computers Programming Language	25	75	100	10	40	50	35	115	150
3.5 Human Resource Management	25	75	100	---	---	---	25	75	100
3.6 Indian Constitution	25	75	100	---	---	---	25	75	100
IV semester									
4.1 Computer-II	25	75	100	10	40	50	35	115	150
4.2 Marketing Management-II	25	75	100	---	---	---	25	75	100
4.3 Entrepreneurship Development-II	25	75	100	---	---	---	25	75	100
4.4 Financial Management	25	75	100	---	---	---	25	75	100
4.5 Quantitative Techniques-III	25	75	100	---	---	---	25	75	100
V semester									
5.1 Business Law	25	75	100	---	---	---	25	75	100
5.2 Business Taxation	25	75	100	---	---	---	25	75	100
5.3 International Business Management	25	75	100	---	---	---	25	75	100
5.4 Elective-I	25	75	100	---	---	---	25	75	100
5.5 Elective-II	25	75	100	---	---	---	25	75	100

Semesters	Theory			Practicals			Total		
	Int	Ext	Tot	Int	Ext	Tot	Int	Ext	Tot
VI semester									
6.1 Small Enterprise Management	25	75	100	---	---	---	25	75	100
6.2 Production Management	25	75	100	---	---	---	25	75	100
6.3 E-Commerce	25	75	100	---	---	---	25	75	100
6.4 Elective-III	25	75	100	---	---	---	25	75	100
6.5 Elective-IV	25	75	100	---	---	---	25	75	100
Specialization Subjects (Elective)									
A) Finance									
A.1 Financial Management-I : Corporate Finance	25	75	100	---	---	---	25	75	100
A.2 Financial Management-II : Working Capital Management	25	75	100	---	---	---	25	75	100
A.3 Financial Market & Services.	25	75	100	---	---	---	25	75	100
A.4 Investment Decision & Project Management	25	75	100	---	---	---	25	75	100
B) Marketing:									
B.1 Marketing Research	25	75	100	---	---	---	25	75	100
B.2 Sales Management	25	75	100	---	---	---	25	75	100
B.3 Service Marketing	25	75	100	---	---	---	25	75	100
B.4 Advertising Management	25	75	100	---	---	---	25	75	100
C) Information Systems:									
C.1 Internet Concepts and Web Programming	25	75	100	10	40	50	35	115	150
C.2 Programming in C++ and Java	25	75	100	10	40	50	35	115	150
C.3 System Analysis and Design	25	75	100	---	---	---	25	75	100
C.4 DBMS with Oracle.	25	75	100	10	40	50	35	115	150
D) Human Resource Development									
D.1 HRD Paper I	25	75	100	---	---	---	25	75	100
D.2 HRD Paper II	25	75	100	---	---	---	25	75	100
D.3 HRD Paper III	25	75	100	---	---	---	25	75	100
D.4 HRD Paper IV	25	75	100	---	---	---	25	75	100
E) Entrepreneurship Development									
E.1 Entrepreneurship Development-I	25	75	100	---	---	---	25	75	100
E.2 Entrepreneurship Development-II	25	75	100	---	---	---	25	75	100
E.3 Entrepreneurship Development-III	25	75	100	---	---	---	25	75	100
E.4 Entrepreneurship Development-IV	25	75	100	---	---	---	25	75	100

1.1 BUSINESS COMMUNICATION –I

Objective: To expose the student to communication theory and practice.

Module 1:

Business Correspondence: Business letter for all occasions, memorandum and circular special time saving message media: telephone, telex, fax, etc. 15 Hrs

Module 2:

Business Writing Principles: 7 C's and 4 S's of communication completeness, conciseness, correctness, consideration, concreteness, clarity and courtesy. Exercises, on each of these on computers. 15 Hrs

Module 3:

Oral Communication: The characteristics of face-to-face communication exchange of oral statements, preparation delivery. Making effective presentation. Forms of group Communication. 15 Hrs

Module 4:

Oral Communication: Planning and conducting of interviews, candidates preparation for interviews. Talking to groups at work, effective listening skills. Exercises in oral communication. 15 Hrs

Suggested Books:

1. Commercial Correspondence & Office Management- by R S N Pillai & Bhagawan S.Chand & Co.
2. Communication Today- by Ray Rubeen, Himalaya Publishing House, Mumbai.
3. Business Communication- by Lesikar & Pettit, AITBS Publishers, Delhi.
4. Business Communication Today- by Sushil Bahl, Response Books, Sage, Sage Publications, New Delhi.
5. The Essence of Effective Communication- by Ludlow & Panton PHI, New Delhi.
6. Business Communication- by Pradhan Bhende & Thakur, Himalaya Publishing House, Mumbai.
7. Business communication- by R.C. Sharma
8. Business communication- by R.amesh Chand Publication.

1.2 QUANTITATIVE TECHNIQUES-I

Objective: To make the students understand the statistical tools for business decisions.

Module 1:

Introduction to statistics.

Scope of statistics in business and industry.

Primary and secondary sources of business data, classification, sample investigation and questionnaire design.

Presentation and Analysis: Tabulation, frequency distribution, diagrammatic and graphical representations of the data. 13 Hrs

Module 2:

Measures of central tendency and dispersion

Mean median, mode geometri mean, harmonic mean, range, quartile deviation,

Mean deviation, standard deviation, and respective relative measures. Karl Pearson and bow ley's coefficient of skew ness, an idea about

20 Hrs

Module 3:

Index Number: Constructions and uses, lasperre's, pasche's and fisher's index number, Time and factor tests, consumer price and indices.

Time Service Analysis: Different components, determination of trend by different methods, graphical, least square and moving average. 20

Hrs

Module 4:

Business based on above theory

10 Hrs

(Problems based on above modules).

Suggested Books:

1.Statistics for Management-by Levin R. I and Rubin D. S, Prentice Hall of India Pvt.Ltd.

2.Quantitative Techniques for Managerial Decision- by U K. Srivastava, G Y. Shenoy and S C. Shanna, Wiley Easter Ltd.

3. Business Statistics- by S C. Gupta and Indra Gupta, H.P.H.

4. Statistical Package- by Mini Tab, Systat Or Spass

1.3 FINANCIAL ACCOUNTING -I

Objective: To create awareness into the minds of the students to understand the basic principles of financial accounting.

Module 1:

Introduction: Evolution of accounting, definition of accounting, scope and functions of accounting, users of accounting information, accounting terms, accounting concepts, conventions, standard and international. Accounting standard, India and accounting Standard. 8 Hrs

Module 2:

The process of accounting, the account debit and credit, the journal, the ledger, trial balance, closing entries, adjustment entries, preparation of final account, trading account, profit & loss account, balance sheet. Adjustments - closing stock, outstanding income and expense, prepaid expenses/income, R D D, interest on capital, depreciation and appreciation of assets only. 26 Hrs

Module 3:

Subsidiary Books: Purchase book, purchase return book, sales book, sales return book, cash book: with single column, double column and three column petty cash book, bank reconciliation statement. 14 Hrs

Module 4:

Partnership account, capital accounts, fixed and fluctuating system, profit and loss appropriation account, final account – trading account, profit and loss account, balance sheet. Adjustment - closing stock, outstanding income and expenditure, prepaid income & expenditure, r d d, interest on capital and drawings, depreciation and appreciation of assets only. Depreciation – fixed percentage method, reducing balance method. 16 Hrs

Suggested Reading:

1. Advanced Account- By Gupta R. C and M Radhaswamy, S C. Chand & Sons, New Delhi.
2. Advanced Account- By Shukla M. C and Grewal T. S, S C. Chand & Sons, New Delhi.
3. Financial Accounting- By Arulanandam and Raman, Himalaya Publication House, Mumbai.
4. Financial Accounting- By Fess Warner, South Western Publishing, Cootio.
5. Accountancy- By B S Raman, United Publishers, Mangalore.

1.4 MANAGERIAL ECONOMICS

Objective: To make the students aware, the basics of managerial economics

Module 1:

Definition, nature and scope of managerial economics.

Micro and Macroeconomics: Definitions, role and responsibilities of managerial economist. 10 Hrs

Module 2:

Demand and Supply Analysis:

Demand: Meaning, factors determining demand, law of demand.

Elasticity of demand: Meaning, Types: price elasticity, income elasticity and cross.

Problem Elasticity of demand, five role, classification of price elasticity of demand.

Demand Forecasting: Meaning, methods and linear method

Supply: Definition, law of supply problem

15 Hrs

Module 3:

Production and Cost Analysis:

Factors of Production: Land, labor, capital and organization, their meaning, law of variable proportions, economies and dis -economies of scale cost concepts, classification, cost curves during short and long periods, cost control and cost reduction problems.

15

Hrs

Module 4:

Pricing Theory and Practices:

Pricing Policies, Skimming and penetration pricing, pricing under different market conditions, discriminating monopoly, price discrimination, monopolistic competition and oligopoly.

Profit Management: Meaning and nature of profit economic and accounting profit planning profit theories

Break-Even Analysis: Definition, graphical representation problems 20 Hrs

Suggested Books:

1. Managerial Economics- by Peterson & Lewis, Pill Pvt Ltd, New Delhi.
2. Managerial Economics- by P N. Mishra, Pragat Prakashan, Meerut.
3. Managerial Economics- by D M. Mithani, Himalaya Publishing House.
4. Managerial Economics- by Varshney & Maheshwari.
5. Managerial Economics- by A.B.Kalkundrikar.
6. Managerial Economics- by Dwivedi

1.5 ELEMENTS OF MANAGEMENT

Objectives: To facilitate with the basic concepts of the management.

Module : 1

Introduction to Management: Meaning, definition, features, management: science or art and profession, levels of management, social responsibilities of management.

6 Hrs.

Module 2:

Business and Forms of Organization:

Objectives Of Learning: To acquit with the term business, forms, working of individual proprietorship, firms, functioning of a company, commission operatives and their suitability.

- a. Business: Meaning and characteristics
- b. Sole Trading Concern: Meaning, features, merits, de- merits and suitability.
- c. Partnership: Definition, types of partners, deed, dissolution, merits, de-merits and suitability.
- d. Co-Operative Societies: Formation types and distinction form companies
- e. Joint Stock Company- Meaning, definition, features, types, distinction between public & private company formation, memorandum of association, articles of association, prospectus, share capital, bonus share, forfeiture, company management, director, MD, auditor, appointment & qualifications, company meetings, notice, quorum, chairman, resolutions & general meetings.

24 Hrs.

Module 3:

Definition of management, objective of learning: To acquaint with basic meaning and utility of function in management:

- a. Objectives MBO policies, premises, merits and de merits
- b. Organizing elements, principles of exception, departmentation, delegation of authority internal organization- line, function line and staff (in brief)
- c. Decision making: meaning and steps.
- d. Motivation: Meaning, theory X & Y, hierarchy of needs.
- e. Controlling: Meaning and steps.
- f. Leadership: Meaning and types.

30 Hrs.

Suggested Books:

1. Management Process- By R. S. Davar, Progressive Publication.
2. Management Theory & Practice- by J. S. Chandan, Vikas Publications.
3. Business Studies- By C. B. Gupta, Tata Mc. Graw Hill Publication.
4. Business Studies- By Ashwatappa & Shivarudrappa, Cambridge Publication, and Bangalore.
5. Principles & Practice of Management- by V. S. P Rao & P. S. Narayan, Konark Publications.

6. Principles of practice of Management- by L.M.Prasad, Chand Publication, New Delhi.

2.1 BUSINESS COMMUNICATION –II

Objective: To expose the students for the preparation of various types of reports.

Module 1:

Precise writing of commercial exercise on the same meeting and conferences conduct of meeting duties of chairman and secretary: notices and agenda minutes: writing, organization and conduct of conferences and conduct of discussion groups candidates participation in group discussion.

20 Hrs.

Module 2:

Report Writing: Types of reports, structure of reports, visual aids for effective report writing: charts, tables and diagrams, overhead projector and slide projector, qualities of well-written reports.

20 Hrs.

Module 3:

Short Report: Checklist for short reports, analytical memorandum reports and informational report.

10 Hrs.

Module 4:

Exercises in each of the above modules.

10 Hrs.

Suggested Books:

1. More Effective Communication- by J. V. Vilanilam, Sage Publication Pvt. Ltd.
2. Effective Documentation & Presentation- by Rai & Rai Himalaya Publishing House, Mumbai.
3. Commercial Correspondence & Office Management- by R. S. N Pillai & Bhagawati Chand & Co.
4. Communication Today- by Ray Rubeen Himalaya Publishing House, Mumbai.
5. Business Communication- by Lesikar & Pettit, AITBS Publishers Delhi.
6. Business Communication Today- by Sushil Bahl, Response Books Sage Publications, New Delhi.
7. The Essence of Effective Communication- by Ludlow and Panton Pill, New Delhi.
8. Business Communication- by Pradhan Bhende and Thakur, Himalaya Publishing House, Mumbai.
9. Business Communication- by R.C.Sharma.
10. Business Communication- by Ramesh Rchand Publication.

2.2 ORGANIZATIONAL BEHAVIOR

Objective: To acquaint the students with the dynamics of different aspects of organizational behavior.

Module 1:

An Introduction to the Subject: Definition, meaning, scope and challenges in the new millennium.

Models: Optimizing decision making model- alternative decision making. Evolution of organizational behavior. Models of organizational behavior.

15 Hrs.

Module 2:

Associationism, elementism, evolutionism, experimentation and individualism.

Personality: Definition, theories, shaping, traits, trends and stages, sensing perceiving and classifying, reality, ambiguity, distortion.

Practical lessons from illusions.

Values, attitudes and job satisfaction, definitions of values, loyalty and ethical behavior, cognitive dissonance theory.

Measuring job satisfaction, retirement and effects.

20 Hrs.

Module 3:

Definition and classifying groups

Group development five stages and punctuated equilibrium model, external conditions, organizational culture, definition, and cultural typologies: creating and sustaining cultures, rituals, material symbols and languages.

15 Hrs.

Module 4:

Leadership: Definition, theories, traits, behavior, contingency contemporary, issues in leadership, Successful Business Leaders in India: J. R. D. Tata, G. D. Birla, Gujarmal Modi, Sri. Ram, M. S. Oberoi.

10 Hrs.

Suggested Books:

1. Organizational Behavior- by Stephen Robbins, P.H.I, New Delhi
2. Corporate Leadership in India- by M. M. Hegde, Millennium Publication.
3. Human Relations and Organizational Behavior- by Dwivedi, Macmillan India Ltd.
4. Organizational Behavior- by K. Aswathappa, Himalaya Publication House,

Mumbai.

5. Organizational Behavior- by S.S.Khanaka, S. Chand Publication.

2.3 QUANTITATIVE TECHNIQUES -II

Objectives: To prepare the students for the application of quantitative technique for making business decisions.

Module 1:

Permutation and Combination.

Probability- Concept of probability, classical frequency and subjective approaches, concept of mutually exclusive events, independent conditional probability. (12 Hrs)

Module 2:

Probability Distributions - Concept of probability distribution, expectation and variants binominal distribution, poisson distribution, geometric distribution exponential distribution, normal distribution and its standardization (only definitions, properties and applications, no derivations) (16 Hrs)

Module 3:

Introduction to sampling and sampling distribution, determination of sample size, testing of hypothesis, different types of hypothesis, decision table, type i and type ii errors, level of significance, power of test, testing of means. (8 Hrs)

Module 4:

Proportions and variance that is usage Z, t, X and F tests (for small and large samples) one sample and two sample set up X - goodness of fit and independence of attributes, analysis of bi-variants data, scattered diagram, simple correlation and regression. Business decisions based on above concepts. (30 Hrs)

Suggested Books:

1. Statistics For Management- by Levin R.L. And Rubin D, Prentice Hall Of India Pvt. Ltd.
2. Quantitative Techniques for Managerial Decision- by K. Srivastava, G. V. Shenoy and S. C. Sharma, Wiley Easter Ltd.
3. Statistical Packages- by Mini Tab, Systat and SPSS.

2.4 FINANCIAL ACCOUNTING --II

Objective: To interpret accounting information for making business decisions.

Module 1:

Analysis and interpretation of financial statements, ratio analysis, classification of ratios, interpretation of ratios, limitations of ratios. 12

Hrs.

Module 2:

Company accounts, share capital, types of shares, issue of shares, methods of issuing shares, call-on shares, forfeiture of shares, re-issue of shares, journal entries and recoding shares capital collections, final accounts: trading, profit and loss account and balance sheet, profit and loss appropriation account, adjustments, interpretation of company account.

Inventory valuation: meaning, reasons for holding inventory, inventory management, valuation of inventory, factors affecting valuation of inventory, accounting standards relating to stock valuation. 20

Hrs.

Module 3:

Hire purchase transaction and decision there of, calculation of interest, entries in the books of higher vendor and purchases, hire purchase, installment system entries.

10

Hrs.

Module 4:

Valuation of goodwill - Factors affecting goodwill - circumstances necessitating Valuation of goodwill, methods of valuation of goodwill - average profits method, super profits method, capitalization methods and annuity methods.

Valuation of shares: Need of valuation circumstances, factors affecting the valuation of shares, methods of valuation of shares, asset backing methods (net assets, balance sheet, intrinsic value) yield method (dividend yield method), earning capacity method.

12

Hrs.

Suggested Books:

1. Advanced Accounting- by R. S. Pillai And Bhagavathi, Konarak Publishers Pvt. Ltd., Delhi.
2. Managerial Accounting- by Jawaharlal, Himalaya Publishing House, Mumbai.

3. Advanced Accounting- by J. Madegouda, Himalaya Publishing House, Mumbai.
4. Advanced Accounting- by M. C. Shukla and Grewal T. S, S. Chand And Co. Delhi.
5. Financial Accounting- by B S Raman, United Publishers, Mangalore.
6. Advanced Accountancy- by Arulanandam and Raman, Himalaya Publishing House, Mumbai.

2.5 INDIAN BUSINESS ENVIRONMENT

Objective: To create awareness into the minds of the students regarding problems of the economy.

Module 1:

Nature and scope of business environment:

- a. Business meaning and characteristics.
- b. Objectives of modern business.
- c. Business environment: Meaning, types, social, economic political and legal environment.

10 Hrs.

Module 2:

Business, society and government linkages and inter dependence.

5 Hrs.

Module 3:

Indian economy characteristics, objectives of Indian planning, India's economic development during plan period.

5 Hrs.

Module 4:

National income meaning, GNP, NNP, per capita income, Sectoral composition, growth trend and distribution of national income.

10

Hrs.

Module 5:

Small scale industries: Definition, significance, problems, remedial measures taken up by the government.

10

Hrs.

Module 6:

Industrial Sickness: Meaning, magnitude of problem, causes remedies.

10

Hrs.

Module 7:

New economic policy, industrial policy 1991, and new economic policy of 1991 and its

after effects. 10
Hrs.

Module 8:
Physical environment, pollution control and environment protection. 10 Hrs.

Suggested Books:

1. Essentials of Business Environment- by K. Ashwatappa, Himalaya Publishing House, Mumbai.
2. Business Environment- by Francis Cherunilam, Himalaya Publishing House, Mumbai.
3. Indian Economy- by K. P. M Sundaram And Ruddar Datt, S Chand And Company, New Delhi
4. Indian Economy- by S. K. Mishra and V. K. Purl, Himalaya Publishing House, Mumbai.

3.1 PRINCIPLES OF MARKETING-I

Objective: To provide inputs on the major decisions that marketing managers and top management face in their efforts to harmonize the objectives and resources of the organizations, with the needs and opportunities in the market place.

Module 1:

Introduction to Marketing: Core concepts of marketing: needs, wants, demands, products, value satisfaction, quality, exchange transactions, relationships and market, marketing management, company orientation towards the market place, production, product, selling, marketing and societal marketing concepts, marketing process, marketing mix.

12 Hrs.

Module 2:

Marketing environment, microenvironment, controllable, uncontrollable and partially controllable factors.

6 Hrs.

Module 3:

Buying behavior, customer market, factors affecting consumer buying behavior, model of consumer behavior, buyer decision process, buyer adoption process, types of buying decision behavior, industrial market- distinction from consumer market. Buying situation, new task, modify rebuy and straight rebuy, buying process, industrial buying behavior, institutional and govt markets, measuring and forecasting demand, measuring current demand, forecasting future demand (survey or buyers intentions, composite of sales force options, expert opinion, test marketing and time series analysis)

20 Hrs.

Module 4:

Market Segmentation: Concept of market segmentation, basis of segmentation consumer and industrial markets, requirement for effective segmentation, evaluating market segments and selection of market segments, choosing and implementing positioning strategies.

12 Hrs.

Module 5:

Product Related Strategies, Product and product mix, product line, new product development -brief idea, branching - brief idea, packaging and labeling.

6 Hrs.

Module 6:

Product Life Cycle Concepts: Introduction stage, growth stage, decline, marketing strategies in all the stages.

8 Hrs.

Suggested Books:

1. Principles of Marketing- by Kotler and Armstrong, PHI.
2. Marketing Management- by Kotler, PHI.
3. Marketing Management- by V.S.Ramaswamy & S.Namakumari, Macmillan.

3.2 ENTREPRENEURSHIP DEVELOPMENT-I

Objective: To create awareness about competencies of outstanding entrepreneurs, types of enterprises developing an appreciation for becoming creative and innovative.

Module 1:

Importance of entrepreneurship and its relevance in career growth, scope of entrepreneurship development.

Entrepreneur, entrepreneurship and enterprise, concept and role in development, characteristics and developing entrepreneurial competencies.

15 Hrs.

Module 2:

Types of enterprises and ownership, manufacturing, service and franchise, large, medium, SSI, tiny and cottage industries limited, public limited, private limited, partnership, sole proprietorship, advantages and disadvantages of types of ownership, employment, self-employment and entrepreneurship.

20 Hrs.

Module 3:

Entrepreneurship for career growth: choosing a career path, charms of becoming an entrepreneur, being own boss, taking initiatives and personal responsibilities, becoming independent, rewards.

10 Hrs.

Module 4:

Creativity and innovation, definition of creativity and innovation, exercises on creativity, how to develop creativity and innovation?

Problem solving: definition of problem solving, exercises on creativity. Problem solving process.

15 Hrs.

Suggested Books:

1. Entrepreneurship- by New Venture Creation, PHI, 1997.
2. Business Environment- by Parag Diwn, Excel, 1997.

3. Hand Book On New Entrepreneurs- by P.C Jain {Ed}, Oxford University Press, 1998.
4. You Can Win- by Shiv Khera, Macmillan India, 1998.
5. Business Policy- by Azhar Kazmi, Tata McGraw Hill, 1997.

3.3 COSTING FUNDAMENTALS

Objective: To develop a preliminary understanding of the fundamental aspects of concepts & practical aspects of cost accounting for business administration.

Module 1:

Introduction, nature and scope of cost accounting, distinction between cost and financial accounting.

5 Hrs.

Module 2:

Elements of cost, classification of cost, cost sheet (problems on output costing, tenders & estimate)

5 Hrs.

Module 3:

Materials classification - Level setting (problems), valuation of bought out materials, storage of materials, functions of store department.

10 Hrs.

Module 4:

Overheads - Collection & classification of overheads, allocation and apportionment of service department, cost to production department (problems on simultaneous equation method only), absorption of overhead, methods, percentage of direct material equation, direct labor cost, prime cost, labor hour rate, machine hour rate, (problems on m/s hour rate only).

10 Hrs.

Module 5:

Methods of Costing: Job costing, contract costing, process costing, abnormal gain (problems), operating costing (problems) on goods & passenger transports.

15 Hrs.

Module 6:

Marginal Costing - Meaning, contribution, PV ratio, margin of safety, BEP (no detail analysis), application of marginal costing for decision making, problems on profit making, make or buy, key factor.

10 Hrs.

Module 7:

Reconciliation of cost & financial accounting, reasons for non-agreement, reconciliation statement.

5 Hrs.

Suggested Books:

1. Cost Accounting- by Jain & Narang, Kalyani Publication.
2. Cost Accounting- by Nigam & Sharma, Himalaya Publishing House, New Delhi.
3. Cost Accounting- by Pattanshetti & Palekar, S Chand & Co, Delhi.
4. Practical Costing- by M.N.Arora, S Chand & Co. Delhi.

3.4 FUNDAMENTALS OF COMPUTER PROGRAMMING LANGUAGE

Objective: To acquaint the students about computers fundamentals and programming language concepts.

Module 1:

Computer Fundamentals - Evolution of computers, history, generation of computers, types of computers, classification of computers, characteristics and uses of computers, basic structure of computer, input devices, output devices, processing unit and memory, data representation - integers, character, binary, octal, hexadecimal and conversions.

8 Hrs.

Module 2:

Computer Memory - Primary & secondary memory, diagram of floppy disk, CD-ROM, introduction to operating system, functions of operating system, types of operating system.

8 Hrs.

Module 3:

Programming Language - Introduction to programming, types of languages: HLL, MLL, All, translators, compilers, interpreters, assemblers, definition of system program and application, program with examples, algorithm & flowchart-meaning and their definition, characteristics of algorithm, different symbols used in drawing the flow chart (examples for algorithm and flowchart).

Introduction to structure of c language, logical elements of c language, C character set, constants & identifiers, reserve words, variables, data types, variable declaration expressions, operators and hierarchy of operators, use of parenthesis.

16 Hrs.

Module 4:

Input and output statement in C, input function “scanf()”, output function “printf()”, formatted input and output, conversion specifiers, control structure in c, unconditional

go to statement, if-else statements, multi directional control statements – e.g.: switch statement, loop control, for statement, while and do while statement, break and continue statement, programming exercise, arrays & strings - one dimensional arrays, array declaration & initialization, multi- dimensional arrays, operation on arrays, string and string operations, programming exercises, functions- lib functions, UDF's arguments & parameters function, declaration, return statement, advantages of functions.

29 Hrs.

Suggested Books:

1. Programming & Computer Organizations- by Manjunath, Gundurao & Madan, HPH, Delhi.
2. Computer concepts & C Programming- by P.B.Kotur, Sapna Book House.
3. Let us C- by Yashwant Kanitkar.

3.5 HUMAN RESOURCE MANAGEMENT

Objective: To interpret managerial information for human resource.

Module 1:

Introduction, concept, characteristics & assumptions, components & functions of HRM, HRM v/s personnel management, reactive HRM, HR planning, definition, who does HRP, need, strategies, objectives, process functions & problems.

12 Hrs.

Module 2:

Recruitment, introduction, importance, sources of recruitment, and techniques of recruitment.

Selection: Introduction, process, and barriers to effective selection.

Induction: Importance & purpose.

18 Hrs.

Module 3:

Job Design - Job analysis and role analysis, job design, job rotation, job enlargement, job reengineering enrichment, twining and redesigning.

Remuneration - Introduction, factors influencing pay determination: Time rate and piece rate system, components of salary, meaning of incentives and types of incentives (without problems) & MIS.

14 Hrs.

Module 4:

Human Integration- Job satisfaction, quality of work life, quality circles, TQM relations to HRM, time management.

HR Maintenance- Employee counseling, employee moral and MIS.

16 Hrs.

Suggested Books:

1. Human Resource Mgmt- by Dr Saini & S .A .Khan, Sage Publication Ltd.
2. Human Resource Mgmt- by P Subbaroa, Himalaya Publishing Co, Mumbai.
3. Human Resource Mgmt- by C V Subramaniam, S C.
4. Human Resource Mgmt- by Subhash Garg & S .C .Jain, Arihant Publication, Jaipur.
5. Human Resource Management- by Ian Beardwell & Len Holden, Mac Millan Publishers.

INDIAN CONSTITUTION

[Mandatory Paper for All Degree Courses (Other Than Law)]

Object of the course:

To create awareness of Fundamental Law of the land and generate common civic sense.

Module 1:

Meaning of the term 'constitution'- making of the constitution 1946-1949. the role of Dr. Ambedkar, Sri. B. N. Rao, Jawaharlal Nehru, in the making of the constitution, salient features of the constitution, preamble. 8 Hrs

Module 2:

The democratic institutions created by the constitution- bicameral system of legislature at the center and in the states. 3 Hrs

Module 3:

Fundamental rights and duties- their content and significance. 20 Hrs

Module 4:

Directive principles of state policies- the need to balance fundamental rights and Directive Principles. 5 Hrs

Module 5:

Doctrine of separation of powers- legislative, executive and judicial and their functioning in India. 15 Hrs

Module 6:

Center-State Relations: Legislative, financial and administrative, devolution of powers to panchayat raj institutions.	10 Hrs
Module 7: The election commission and state public service commission.	2 Hrs
Module 8: Methods of amending the constitution: emergency powers.	5 Hrs
Module 9: Enforcing right through writs. 10 Hrs	
Module 10: Constitution and sustainable development in India.	2 Hrs

Suggested Books:

1. Constitutional Law of India- by Pandey J. N, Central Law Agency, Allahabad.
2. The Constitution of India-A Politico- Legal Study- by Johari J. C, Sterling Publication Pvt Ltd, New Delhi.
3. The Indian Constitution Cornerstone of Nation- by Granville Austin, Oxford, New Delhi.
4. An Introduction to the Constitution of India- by Pylee. M. V, Vikas Publishers, New Delhi, (2000).
5. Indian Constitution and Constitutional Law- by Suhhas. C. Kashyap, National Book Trust Publication, New Delhi, (2000).

4.1 COMPUTER II

Objective: - To acquaint the students with popular application software & MIS.

Module 1:

Management Information System - MIS

Information system for decision making, evolution of an information system. Decision information system & MIS, MIS as a technique for making programmed decision, define the problem set system, objectives, establish system constraint, determine information needs, sources, develop alternative conceptual system.

30 Hrs.

Module 2:

Popular software in business application.

MS- Word - meaning of word processing.

10 Hrs.

Module 3:

Various types of word processing software, opening, saving the document & non-document files, protection of files.

Functions of screens, mail-merging, table creation.

MS- Excel - spread sheet software.

10 Hrs.

Module 4:

Basic features of spreadsheet, rows, columns, formulas, graphic representations, calculation in applied areas like marketing, finance, production etc.

Internet - necessity of Internet in today's world, creating address on net,

Sending e-mail etc.

10 Hrs.

Suggested Books:

1. Management Information System- by A. K. Gupta, S .Chand And Co., New Delhi.
2. Management Information System-by P.Mohan, Himalaya Publication House, Mumbai.
3. Manuals Office 2000.
4. Management Information System- by W.S.Jawdekar.
5. MS-Office 2003- by Sanjay Saxena.

4.2 MARKETING MANAGEMENT II

Objectives: To provide inputs in major decision that marketing managers and top management face in their efforts to harmonize the objective and resource of the organization with the needs and opportunities in the market place.

Module 1:

PRICING

Internal & external factors affecting pricing decisions selecting pricing objectives, selecting pricing method: cost based and competition based, pricing strategies, new product pricing strategies, product mix

Pricing, price adjustment strategies, initiating and responding to price changes.

12 Hrs.

Module 2:

PROMOTION mix, advertising sales promotion, public relations and personal selling.

Advertising: meaning, types in media,

Sales promotion: meaning, purpose and tools

Public relations: meaning and tools.

Personal selling: meaning and process.

10 Hrs.

Module 3:

DISTRIBUTION

Channels of distribution: meaning and types

Wholesale channel, retail channel and direct selling, selling through agents,

Functions of each intermediators.

Channel design decisions: channel conflicts, reasons and remedies, VMS, HMS and

multiple marketing system.	10 Hrs.
Module 4: Direct marketing: meaning and important methods of direct marketing. Face-to-face selling, direct mail, catalogue marketing, tele marketing and online marketing.	10
Hrs.	
Module 5: Service Marketing: Characteristics of service and their marketing implications, Service mix, marketing strategies for service firms. Managing product- support services.	14 Hrs

Suggested Books:

1. Principles of Marketing- by Philip Kotler and Garry Armstrong.
2. Marketing Management Analysis, Planning Implementation and Control- by Philip Kotler.

4.3 ENTREPRENEURSHIP DEVELOPMENT-II

Objective: To make students understand various steps involved for setting up small-scale enterprise preparation of preliminary project report.

Module 1: Small Scale Industry (SSI) and its role in economic development and small-scale industries sector. Economic development through SSI, role and contribution of SSI in domestic as well as international markets.	10 Hrs.
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Module 2: Schemes and Assistance of support agencies banks, DIC, SFC, TCO, KVIC representatives in improving the quality of entrepreneurs. Preparing preliminary project report (PPR) Contents of and importance of PPR, how to prepare PPR Expectations of financial institutions. Selecting the most feasible business opportunity.	15
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Hrs.	
Module 3: Achievement motivation and training. Knowing the self, importance of achievement motivation. How to develop N.Ach? Preparing achievement action plan.	10
Hrs.	

Module 4:

Visit the small-scale industries.

Process of becoming an entrepreneurs and problems faced by the entrepreneurs. Interaction with entrepreneurs, presentation of the problems faced by the entrepreneurs while starting an enterprise.

15

Hrs.

Suggested Books:

1. Managing Accounting- by I. M. Pandey, 1998, Vikas Publication, New Delhi.
2. Production and Operation Management- by Everette Adam, PHI, 1997.
3. Handbook of New Entrepreneurs- by P. C. Jain, Oxford University Press, 1998.
4. Small Scale Industries: Handbook- by Jay Narayan, Vyas Granthavitran, 1994.
5. Project Planning Analysis, Selection Implementation & Review- by Prasanna Chandra.

4.4 FINANCIAL MANAGEMENT

Objective: To get the students acquainted with fundamental aspects of finance in the business.

Module 1:

Introduction- meaning of business finance, scope of financial management and objectives, profit v/s wealth maximization, role of finance management organization for finance function.

Financial planning.

Financial budgets and budgetary control.

Production -sales - master budget.

10 Hrs.

Module 2:

Cost of capital: Meaning cost of different sources and computation of total cost of capital.

Capital Structure: Meaning, policies, capital gearing and leverage.

Trading on equity (no theories of capital structure)

10 Hrs.

Module 3:

Long-Term Funds: Concept, needs, sources (shares, debentures, bonds term bonds and lease financial venture).

Capital and its financing agencies, supplying of long term funds at central and state levels.

IFC, IDBI, ICICI, SIDBI, USFCS, KSIIDC, LIC, GIC (lending and schemes and not the criteria and history).

Short term capital: concept, need, sources estimation of working capital, cash management debtors, accounts receivables and inventory management.

16

Hrs.

Module 4:

Fund flow and cash flow statements, concept need and preparation of statements.

12

Hrs.

Suggested Books:

1. Financial Management- by R.M Shrivastav, Pragati Prakashan Market.
2. Business Finance- by Reddy and Appaniah, Himalaya Publication House Mumbai.
3. Financial Management- by I. M..Pandey, Vikas Publication.
4. Financial Managment- by P. V. Kulkarni. And B. G. Satyaprasad, Himalaya Publication House, Mumbai.
5. Financial Management- by Khan & Jain TMH.

4.5 QUANTITATIVE TECHNIQUES - III

Objective: To train the students in the areas of applying statistical techniques for business decisions.

Module 1:

Differentiation and integration of algebraic functions:(applications, maxim-minim average, marginal, total)

Application of differentiation and integration to cost, business problem.

Introduction to vectors, matrices, linear and quadratic equations, solutions of linear Equation by using matrices.

18 Hrs

Module 2:

Operations research: introduction, linear programming, problem formulation, solution by graphical and simplex methods, big m and two phase methods.

Transportation Problem: Meaning, solution by north - west corner rule, column minimum, row minima, matrix minima and Vogel's approximation methods, testing for optimality.

24 Hrs

Module 3:

Assignment Problems: Introduction and solution concept of waiting line.

Queuing Systems: Different types of queue discipline, Kendall's notation of representation of a queue. 11 hrs

Module 4:

Game Theory: Pure strategy mixed strategy, saddle point, solution of game by graphical method.

Statistical quality control introduction, control charts X, R, P and C charts, n p Chart

14

Hrs

Suggested Books:

1. Mathematics Of Management- by M Raghavachari, Tata Mc Graw Hill Publishing Co.Ltd.
2. Operations Research- by H. A. Taha, Macmillan Publishing Company.
3. Operation Research- by Hira & Gupta Chand Publication.

5.1 BUSINESS LAW

Objectives: To acquaint the students with basic principles of contract laws and to apply basic principles to solve practical problems.

Indian Contract Act 1872 Sections: 1 To 75.

Module 1:

Valid Contract: Definition and essentials

Offer and Acceptance

Capacity and Contract

Consideration.

Free Consent.

15 Hrs.

Module 2:

Legality of Object:
Contingent Contract.
Discharge of Contract.
Quasi Contract.
Breach of Contract and Remedies.

15 Hrs.

Module 3:
Specific Contract:
Contract of Indemnity.
Contract of Guarantee.

10 Hrs.

Module 4:
Specific Contract:
Contract of Bailment.
Contract of Pledges.
Contract of Agency.

20 Hrs.

Note: Advocates to be invited to talk students on practical aspects of contract laws and to discuss the decided cases at lower courts, bench court and supreme courts.

Suggested Books:

1. Indian Contract Act- by Bare Act, Government Of India
2. Mercantile Law- by N. D. Kapoor, Sultan Chand & Co. New Delhi.
3. Mercantile Law- by Avatar Singh, Vikas Publication.
4. Indian Contract Act- by Pollock and Mulla, Students Edition. 1872.

5.2 BUSINESS TAXATION

Objectives: To introduce to the students the basic concepts of taxation in business undertakings. It is also to acquaint him with computation of income for taxation purposes and to expose him to the basics of excise, customs and sales tax laws.

Module 1:
Basic Concept: Meaning of income, agricultural income, previous year, assessment year, and assessment assesses.

8 Hrs.

Module 2:
Residential Status and Tax Liability.

8 Hrs.

Module 3:
Tax-Free Incomes, Section 10: Sub Sections: 1.2, 2A, 3.10, 10A, 11, 12, 13, 13A and 15.

4 Hrs.

Module 4:
Computation of Income Under Various Heads:
a. Income from salary (simple problems)
b. Income from house property.
c. Profit and gains of business and profession.
d. Capital claim.

e. Income from other sources (depreciation in brief)	20 Hrs.
Module 5: Deduction from gross total income: Under Section 80, 80D, 80DD, 80G, 80GGA, 80L, 80U.	6 Hrs.
Module 6: Assessment of individuals and assessment of partnership firms. Indirect taxes.	10
Hrs.	
Module 7: 1. Nature of indirect taxes. 2. Features of central exercise act 3. Concept of manufacture 4. Excisable goods. 5. Valuation rules.	10
Hrs.	
Module 8: 1. Feature of customs act. 2. Valuation rules. 3. Salient features of CST and KST (no problems)	10
Hrs.	
Suggested Books: 1. Direct Tax Laws- by Dr. Vinod K.Singhania - Taxmann Publications – Mumbai. 2. Income-Tax Law & Practice by Dr.H.C.Mehrotra-Sahitya Mahal Prakashan-Agra 3. Indirect Taxes- by V.S.Datey - Taxmann Publications Pvt. Ltd., - New Delhi 4. Indirect Taxes- by Dinkar Pagre - Sultan Chand & Sons New Delhi. 5. Central Sales tax Act & Karnataka Sales Tax Act - Bare Acts.	

5.3 INTERNATIONAL BUSINESS MANAGEMENT

Objective: To acquaint the student with basic procedure of import and export. Procedures in the international trade and to have basic idea on international organization.

Module 1: 1. International trade: meaning, significance. 2. Balance of payment: meaning, causes for dis-equilibrium, remedial measures. 3. Foreign exchange: meaning, type, factors determining exchange rate.	12
Hrs.	
Module 2: Indian forex market: convertibility of Indian rupee, methods of exchange control forex dealers in India.	10
Hrs.	

Module 3:

Financing of exports and imports: commercial banks, ECGC, and EXIM banks, export promotion councils.

10

Hrs.

Module 4:

IMPEX procedure and documents.

12

Hrs.

Module 5:

WTO and India, trade blocks.

5 Hrs.

Module 6:

Recent EXIM policy and India - Export promotion measures, devaluation, incentives to accelerate exports.

12

Hrs.

Suggested Books:

1. Foreign Exchange: Practice, Concepts And Control- By: C. Jeevananndan, Sultan Chand & Sons.
2. Export Management- By: T. S. Balagopal. Himalaya Publishing House.
3. Indian Economy- By: K P M Sundaram & Rudradatta. - S Chand & Co, New Delhi.

A-I CORPORATE FINANCE

Objective: To develop preliminary understanding of the fundamental concepts, theories underlying the important financial decision.

Module 1:

Finance functions and goals, what is finance? What are finance functions financial goals profit v/s wealth - time value of money, compound value present value.

5 Hrs.

Module 2:

Basics of capital budgeting

Principles - Investment evaluation criteria - pay back period. Internal rate of return - accounting rate of return.

20

Hrs.

Module 3:

Cost capital and capital structure: Concept of cost of capital - determination of component cost of capital - determination of proportions, weighted average cost of capital.

10

Hrs.

Module 4:

Capital Structure: Definition, leverage, financial leverage, operating leverage, combining financial and operating leverages -. Capital structure decisions - EBIT- EPS analysis.

10

Hrs.

Module 5:

Dividend decision

What does dividend decision involve?

Dividend decisions, practical considerations, procedural concept.

15

Hrs.

Suggested Books:

1. Prasanna Chandra - " Fundamentals Of Financial Management, 3rd Edition, Tata Mcgraw Hill Co
2. I.M.Pandeyessentials Of Financial Management", Vikas Publishing House 1998.
3. S.C.Kucchal- Vikas Publishing House – 1998.

Note: Importance should be given to practical knowledge and application.

A-II WORKING CAPITAL MANAGEMENT

Objective of this course is to develop preliminary understanding of the fundamental concepts theories underlying important financial decisions.

Module 1:

Working capital decision:

Concept of working capital-why working capital is needed? Determinants of working capital - working capital forecasting- appraisal of working capital - investment and financing policies.

15

Hrs.

Module 2:

Components of working capital.

1. Cash management: why do companies need cash? Cash planning
2. Receivables management- establishing optimum credit policy-credit policy variables.
3. Inventory management: nature of inventories- need to hold inventories, objective of inventory management.

15

Hrs.

Module 3:

Working capital finance

Trade credit- accrued expenses deferred income- bank finance for working capital commercial papers- other sources.

15

Hrs.

Module 4:

Factoring: Feature of factoring, factoring vis bills discounting- forfeiting.

10

Hrs.

Module 5:

Mergers, acquisitions and amalgamations.

5 Hrs.

Suggested Books:

1. Fundamentals of Financial Management - By Prasanna Chandra Latest Ed. TMH 1999.
2. Essential of Financial Management- By: I.M.Pandey, Vikas Publishing House. 1999.
3. Financial Management- By: S.C.Kucchal, Vikas Publishing House. 1998.

Note: Importance Should Be Given To Practical Knowledge & Applications.

B-I MARKETING RESEARCH

Objectives: To teach the students fundamentals of marketing research and to introduce to applied research techniques.

Module 1:

Introduction: what is marketing research? Marketing research and market research application and limitations, marketing research department, the research industry (Indian scenario) careers in marketing research.

6 Hrs.

Module 2:

The research process and research design, steps in research design process, potential errors affecting research design.

6 Hrs.

Module 3:

Sources of Research Data:

- a. Primary data v/s, secondary data sources of secondary data, providing secondary data in India, validation of secondary data.
- b. Survey research the nature of survey research, criteria for selection of survey method
- c. Experimentation, experimental designs, laboratory experiments. Field experiments test marketing.

12 Hrs.

Module 4:

Measurement Techniques:

- a. Questionnaire design, steps in construction of a questionnaire, with illustration.
- b. Attitude scales, rating scales, attitudes scales, which scale to use? Measuring emotions perceptual mapping.
- c. Qualitative Research: depth interview, projective techniques, observation and physiological measures.

16

Hrs.

Module 5:

Sampling Process; census v/s sample, characteristics of a good sample, the sampling process, sample size determination. Methods of determining sample size problems.

12

Hrs.

Module 6:

Data reduction and univariate analysis: coding, elimination of incomplete responses, null and alternate hypothesis, type i and type ii error, need for testing hypothesis.

10

Hrs.

Module 7:

Marketing research reports: preparing the written report.

2 Hrs.

Suggested Books:

1. Marketing Research Measurement and Method- by Donald and Hawkins Prentice Hall India 1998.
2. Marketing Research- by G.C.Beri, Prentice Hall India.2000.
3. Research Methodology by Kothari.

B-II SALES MANAGEMENT

Objective: This is one of the most important courses for students specializing in marketing. The student is expected to have the basics of marketing management before he takes up this course, in this course the student learns all the techniques for effective and efficient management of sales force including recruitment training and compensation of sales force. In the second half of the course he also learns all about channel management.

Module 1:

Introduction to sales management

1. Objectives, function and qualities of sales executive.
2. Theories of selling, personal selling process.
3. Sales force management.

8 Hrs.

Module 2:

Recruitment and selection of sales personnel, sources of sales force recruits, recruitment and process, selection process.

8 Hrs.

Module 3:

Training and compensation of sales personnel

1. Deciding on training arms and contents. Selecting training method organization and evaluation of sales training programme.
2. Devising a sales compensation plan, types of compensation plan, fringe benefits.

12

Hrs.

Module 4:

Sales budget quota and territories:

1. Sales budget, form and content budgetary procedure
2. Types of quotas, quota setting procedures
3. Sales territory concept, procedure for setting up sales territories, deciding assignment of sales personnel of territories.
4. Sales control and cost analysis.

20

Hrs.

Module 5:

Managing retailing wholesaling and market logistics:

1. Types of retailers, retail marketing designs, trends in retailing.

2. The growth and types of wholesaling, wholesales marketing decisions. Trends in wholesaling.
3. Market logistics objectives, market logistics decisions, organizational lessons about market logistics.

16

Hrs.

Suggested Books:

1. Sales Management, Decisions, Strategies and Cases- by Richard R Still, Edward Cundiff Norman, A.P. Govani.
2. Marketing Management- by Philip Kotler, Prentice Hall India.

Note: There should be guest lectures by sales executive of various companies to get practical exposures interactive discussions through role plays, games etc., wherever applicable

C-I INTERNET CONCEPTS AND WEB PROGRAMMING

Objectives: This course is designed for students specializing information systems. The four courses under this stream exposes him to the current topics so that he can easily take to jobs in the field, this course is designed to acquaint all the students about Internet. Concept and how to use Internet and also about web page design. In part-ii HTM is introduced so that the students can design a web page.

Practicals:

This course has practicals as an essential component of the evaluation system, while the theory carries 100 marks (internal/assignments: 25 marks and external examination 75 marks). The practicals carry 50 marks (10 marks for the internal and 40 marks for the practical examination) the practical examination, will be conducted by university at the end of the semester having one external examiner appointed by KUD and one internal examiner of the same college.

1. E-Mail Activities- getting started with internet, creating e-mail address, browsing e-mails, sending e-mails along with attachments like word files program files etc"
2. Creating web pages using HTML, (minimum of 20 web page design)

Part -I

- | | |
|--|-------|
| 1. Introduction- what is Internet using Internet | 4 Hrs |
| 2. Understanding Internet | 5 Hrs |
| 3. Connecting to Internet | 6 Hrs |
| 4. Communicating the Internet | 6 Hrs |
| 5. How the world wide web (www) works | 6 Hrs |
| 6. Common Internet tools | 6 Hrs |
| 7. Intranets and shopping on the Internet | 5 Hrs |
| 8. Safe-Guarding the Internet | 4 Hrs |

Part –II

Internet mailing system and e-mail sites

- a. Web publishing with HTML getting started, introduction to HTML basics of HTML text formats with HTML

- b. Tables, frames and linked windows, writing & designing web pages, designing forms.
- c. Examples of good and bad web design.

Suggested Books:

1. The Internet Complete Reference- 2nd Edition By: Harley Hahn, Tata Mc Graw Hill.1999
2. How The Internet Works: Millennium Edition- By Preston GraMa Tecmedia, 2000
3. Sam's Teach Yourself Web Publishing With HRML-4

C-II PROGRAMMING IN C++ AND JAVA

Objectives: This course is designed keeping in mind that the java is one of the powerful tools with which sophisticated web pages, web sites can be designed. C++ is introduced because it is necessary to work with java programming.

Practicals:

This course has practicals as an essential component of the evaluation system while the theory carries 100 marks (internal assignments: 25 marks and external examination: 75 marks). The practicals carry 50 marks (10marks for the internal and 40 marks for the practical examination). University will conduct the practical examination at the end of the semester having one external examiner appointed by KUD and one internal examiner of the same college.

Part I

- | | |
|---|-------|
| 1. Introduction to C++, introductory object-orientation | 2 Hrs |
| 2. C++ syntax, data types, arithmetic operators, arrays, strings, functions | 8 Hrs |
| 3. Classes and objects constructors and destructors | 3 Hrs |
| 4. Inheritance and multiple inheritances | 3 Hrs |

Part II

- | | |
|--|-------|
| 1. Java evolution. Overview of java language | 4 Hrs |
| 2. Constant variables and data types, operators & expression | 4 Hrs |
| 3. Decision makings, branching and looping | 6 Hrs |
| 4. Classes, objects and methods | 4 Hrs |
| 5. Arrays, strings and vectors | 4 Hrs |
| 6. Interfaces- multiple inheritance | 5 Hrs |
| 7. Packages- putting classes together | 5 Hrs |
| 8. Multithreaded programming | 4 Hrs |
| 9. Managing errors and exceptions | 4 Hrs |
| 10. Applet programming | 4 Hrs |

Suggested Books:

1. Object oriented Programming With C++ By: E. Balaguruswamy TMH, 1998.
2. Object Oriented Programming With C++ By: David Parsons, BPB, 1998.
3. Programming With Java A Printer 2nd Ed- By: E. Balaguruswamy TMH, 1998

Practicals:

Practical examination (10+40=50 marks) will be conducted by university at the end of the semester having one external examiner appointed by KUD and one internal examiner of the same college.

1. Simple programs on C++ to understand classes, constructions, de-structures, operator overloading inheritance and polymorphism.
2. Java programming on each chapter.
3. Creating your own applet and interfacing it with HTML.

D-I HUMAN RESOURCE DEVELOPMENT PAPER I

Objective: To create awareness among the students about the fundamental concepts of human resource development.

Module 1:

Meaning, definition, need and importance of HRD, characteristics of HRD.

10

Hrs.

Module 2:

Difference between HRD and personnel management, HRD processes, HRD and its mechanisms, outcome of HRD.

10

Hrs.

Module 3:

Planning HRD systems, organizing HRD system, attributes of an HRD manager, HRD as in Indian industries (revolution and development)

10

Hrs.

Module 4:

Personality and individuality: meaning and development of personality, perception attitudes, types of personality development, factors influencing personality.

10

Hrs.

Module 5:

Meaning of the role: role conflict, role stress goal and conflict frustration.

10

Hrs.

Module 6:

Meaning of group dynamic: meaning of the group, distractions between group and team, why do groups form stages of group development, group cohesiveness, inter group, informal group, formal v/s informal group, diagnosis of group behavior.

10

Hrs.

Suggested Books:

1. Personal Management- by C.B Memoria, Himalaya Publishing House, Mumbai.
2. Dynamics of Personal Administration Management of Human Resource- by M. N. Rudrabasavara, Himalaya Publishing House, Mumbai.
3. Human Resource Development- by T.V.Subbarao and K.K.Venna, Rawat Publication Chennai.
4. Dynamics of Industrial Relations- by Memoria and Gankar Himalaya Publishing House, Mumbai.

D-II HUMAN RESOURCE DEVELOPMENT PAPER II

Objective: To acquaint with the functions of HRD manager.

Module 1:

Acquisition of human resources. Functions of HRD manager, objective of man power planning, man power planning, recruitment selection, interview (meaning and methods) tests selection techniques.

6 Hrs.

Module 2:

Meaning of placement, procedure for placement induction.

6 Hrs.

Module 3:

Job analysis, job description, job specification, job enrichment, job enlargement, job evaluation wage and salary administration.

6 Hrs.

Module 4:

Performance appraisal: meaning, purpose of appraisal, factors affecting appraised, distinction between performance and potential appraisal, performance appraisal methods, post appraisal interview, evaluation of good appraisal system performance appraisal and its practice in Indian industries.

8 Hrs.

Module 5:

Training and development: meaning and distinction between training and education, principles of learning, responsibilities of training, need and objectives of training selection of the trainees, training methods, evaluation of training and development, training practices in Indian industries.

8

Hrs.

Module 6:

Motivation, job satisfaction and quality of work life, meaning of motivation, approaches to motivation, motivation theories, job satisfaction, relationship between job satisfaction and productivity.

Module 7:

Quality of work life, career planning promotion, demotion, transfer, retrenchment

6 Hrs.

Module 8:

Quality circle: employees' participation in management work teams.

10 Hrs.

Suggested Books:

1. Human Resource Management And Human Relations- by V. P. Michael: Himalaya Publishing House, Mumbai.
2. Human Resources Management: Text, Cases and Games- by P. Subba Rao, V S P Rao, Konark Publishing Houses, Mumbai.
3. Essentials Of Human Resource Management And Industrial Relations- by P. Subbarao, Himalaya Publishing House. Mumbai.

E-I ENTREPRENEURSHIP DEVELOPMENT - PAPER I

Objective: To enable the students to understand the main mechanism of project management of the enterprise.

Module 1:

Perceiving a business opportunity, idea, selection product. Product planning, development strategy environment scanning micro and macro environment, selection of location. 15

Hrs

Module 2:

The concept of project, meaning characteristics, classification of project proposed identification, criteria for selecting project, importance of project identification.

10 Hrs

Module 3:

Project formulation, meaning steps in project formulation.

10 Hrs

Module 4:

The concept of project feasibility: meaning, importance and criteria for assessing feasibility of project. 15 Hrs

(The course will be supported by discussion with the entrepreneurs with a view to learning how they selected business opportunities) 10 Hrs

Suggested Books:

1. A Manual of business Opportunity, Identification and Selection- by J.B.Patel and S. S Modi, E.D.I 1995.
2. Business Environment- by Parag Diwan , Excel 1997
3. Entrepreneurship, I New Venture Creation- by Holt P.H. 1997
4. Dynamics Of Entrepreneurial Development And Management- by Vasant Desai, Himalaya Publishing House, Mumbai
5. Entrepreneurial Development- by S. S. Khanka. S.Chand And Company 1999

E-II ENTREPRENEURSHIP DEVELOPMENT - PAPER II

Objective: To understand the qualities of entrepreneur and the areas associated with the management of enterprise.

Module 1:

The concept of entrepreneurship: definition of an entrepreneur, attitudes or distinguishing qualities, role distinction between an entrepreneur and a manager.

10 Hrs

Module 2:

Production planning and control: meaning, objectives, significance, techniques, pre-requisites for effective planning and control.

10 Hrs

Module 3:

Marketing management: the concept of marketing, responsibilities marketing strategies market survey, meaning, assessment of demand and supply, preparation of survey questionnaire.

15 Hrs

Module 4:

Financial management, significance and determinants of working capital, operating cycle of working capital, financial ratios, working capital ratios, profitability ratios, return on investment (ROI)

15 Hrs

Module :5

Entrepreneurial competencies: meaning, major entrepreneur of entrepreneurial competencies: development of entrepreneurial competencies.

10 Hrs

Suggested Books:

1. Dynamics Entrepreneurial Development And Management- by Vasant Desai, Himalaya Publishing House, Mumbai 1998
2. Management accounting- by J.M.Pandey: Vikas Publishing House, 1998
3. Entrepreneurial Development- by S.S.Khanka: S.Chand And Company New Delhi 1999
4. Modern Business Organization And Management- by S.A.Sherlekar, Himlaya Publishing House, Mumbai 1982
5. Marketing Management- by Philip Kotler: P.H.I 1997.

6.1 SMALL ENTERPRISE MANAGEMENT

Objective: The course has been designed to prepare the student to set up and manage the small- scale industries of their own instead of searching for jobs.

Module 1:

Small scale industries: meaning, definition and significance in Indian national economy
Problems and the steps taken up by the government to tackle their problem. The role of SSI international business.

Module 2:

SSI project formulation project identification and selection, formulation project report writing location for SSI, industrial estates and the role or KIADB, TEKSOC registration with DIC.

Module 3:

Financial management: fixed capital and working capital estimation, sources of finance, subsidies and incentives, venture capital

Module 4:

Production management: product design, product mix, and inventory control quality standards.

Module 5:

Marketing management: pricing policy methods, avenues for marketing, sales promotion, role of KSIMA.

Module 6:

Personnel management: selection, training.

Module 7

Role of SIDO, SSIDC, SIS, DIC.

Suggested Books:

1. Management of SSI- by Vasant Desai, Himalay Publishing House, Delhi 1998
2. Entrepreneurial Development - by S. S. Khanka, Sultan Chand And Co. Ltd. New Delhi 1999.

6.2 PRODUCTION MANAGEMENT

Objective: To teach the students the basics elements of production management

Module 1:

Production and operations management: role of production and operations manager, purpose and objectives of production management, definition of production management historical developments, handicraft era, industrial revolution, scientific management era, operations and computerized system era.

Module 2:

Location and layout: plant location and factors affecting, types of layout, product layout, process, mixed and fixed position layout, behavioral aspects of layouts to be solved, advantages and disadvantages of layouts.

Module 3:

Work study: nature history and applications

Factors affecting working condition, I occupations safety and health, fire prevention lighting.

Climatic conditions, noise and vibrations etc, ergonomics factors flow process chart [Only man ... type] symbols and two-handed chart for simple operations.

Module 4:

Production planning and control

Productivity: introduction and indices, capacity planning, production planning and control objectives and function, process sequencing, scheduling and loading principles considerations and purposes problems on sequencing to be solved for N jobs and 2 machines and N jobs and 3 machines.

Module 5:

Inventory management and quality control

Inventory control needs and functions, ABC analysis, quality control, introduction and definition control charts X R P C NP (problems on control charts to be solved}

Suggested Books:

1. Operations Management: Theory And Problem- by V, Joseph Monks: McGraw Hill
2. Production And Operations Management's- by Everett Elbeet, PHI Publication

3. Introduction to Work Study- by ILO Publications.
4. Advanced Accountancy- by Jain And Narang, Kalyani Publications.

6.3 E-COMMERCE

Objectives: This is designed keeping in mind today's need of the market. The BBA students are expected to have the basics of e-commerce even though they may not be pursuing a career in information system. Further the future of business would be in the commerce arena. Hence this is only an introductory course E-commerce. This has been made compulsory to all the students irrespective of their specialization

Module 1:

Introduction to E-commerce: defining E-commerce, interacting with the customer application and session objects in E-commerce application.

Module 2:

Working with files in E-Commerce application, building product catalog database, displaying products, searching for products.

Module 3:

Building the transaction database, building the shopping cart, checking out working with credit.

Letting customers track their address.

Module 4:

Creating a subscription based site, customizing the shopping experience securing.

Module 5:

Debugging E-commerce application, administering store remotely with asp's using mail nom active serve pages, generating store reports, promoting site & managing banner adverting.

Suggested Books:

1. E-Commerce Programming With Asp by Walther and Levine Techmedra Publication 2000
2. Frontiers of Electronics Commerce- by Ravi Kalakota and Andrew Winston. International Students Edition, Addison Wesley 1999.

A-III FINANCIAL MARKETS AND SERVICES

Objectives: To provide an understanding of the working of financial markets and the role of emerging financial services.

Module 1:

Overview of financial markets

Capital markets and capital Market instrument

Money markets and money market instruments – govt. securities market.

Foreign exchange markets.

Module 2:

Public issue management, prospectus, pricing of new issues- sebi guidelines.

Functions of under writers and merchant bankers, issue managers, registrar to issue credit rating agencies

Mutual funds - working of mutual funds -. Determination of NAV.

Module 3:

Organizations and functions of stock exchange in India

Operations of stock markets, listing requirements regulation and controlled

Stock exchanges

Nation stock exchange (NSE)

BSE and OTCEL

Investor protection.

Module 4:

Financial, legal and tax aspect of leasing

Lease evaluation: types of lease, lease structuring and funding of leases.

Import leasing and cross border leasing.

Hire purchase agreements - evaluation of hire purchase agreements.

Module 5:

Credit cards - consumer finance- financial schemes for consumer durables-recent development in Indian context- venture capital financing.

Module 6:

Valuation of features - options bonds- SWAPS- heading.

Suggested Books:

1. Financial Services- By Khan & Jain, TMH 1999
2. Financial Services- By Machiraju, Vikas Publishing House, 1998
3. Indian Capital Market- By V.A.Avadhani, Himalaya Publishing, 1999

Note: Importance should be given to practical knowledge & applications.

A-IV INVESTMENT DECISION AND PROJECT MANAGEMENT

Objective: To give an introductory idea about project management

Module 1:

Planning project management:

Meaning, scope and objectives, peculiarities, types of projects.

Capital Budgeting Decision:

Importance and difficulties, phases of capital budgeting, objective of capital budgeting - steps in capital budgeting

Generation and screening of ideas, monitoring the environment corporate appraisal-preliminary screening.

Module 2:

Analyses of Project Proposal

Markets and demand analyses situational analyses collection of secondary information conduct of market survey characterization of markets demands forecasting-different method of demand forecasting.

Technical analyses material input manufacturing process technological product mix location and equipment project chart layout.

Financial analyses - cost of project means of finance estimation of sales and production.

Working capital requirement and its financing profitability projects breakeven point projected cash flows statement. Project balance sheet.

Module 3:

Basic concepts of appraisal criteria:

Net present value, internal rate of return, pay back period, and accounting rate of return - benefit cost ratio - Indian practices in India appraisal.

Module 4:

Implementation: firms project organization, project planning- project control.

Module 5:

Human aspects of project management, pre-requisites for successful project implementation.

Suggested Books:

1. Prasanna Chandra: Project Planning Analyses, Selection, Implementation And Review - Tata Mc Graw Hill Publishing Co.
2. Indian Capital Market- By V.Aavadhani Himalaya Publishing.

Note: Importance should be given to practical knowledge & applications.

B-III SERVICE MARKETING

Objective: In the new millennium the biggest sector is going to be the service sector. Therefore the course has been designed to prepare students to take in to marketing of the service sector. He is exposed to the importance of marketing of services and how to manage and market them effectively.

Module 1

Service Marketing: The traditional and emerging views. Services v/s goods the nature of demand for services. Frame work for service marketing management.

Module 2

Organization for service marketing, marketing planning for services, relationship marketing.

Module 3

The services marketing mix 4 P'S of service marketing, pricing promotion and communication, service distribution planning, place and people.

Module 4

Special aspects of service marketing, insurance service, financial services marketing the importance of after sales services, industrial and consumer markets the, internationalization of services.

Module 5

Listening to the customers, methods of listening to the customers. Complaint management.

Module 6

The future of service marketing. The implication of technology.

The above modules should be taught by using cases and field assignments to provide practical exposure to budding managers.

Suggested Books:

1. Service Marketing- by Ronald, Anthony Jimety First ISE Reprint, Eastern Press (Bangalore) Pvt Ltd
2. Service Marketing- by Hellen Wood Ruffe Macmillan India Ltd, 1998
3. Text book of marketing of servicing the Indian experience- by Nimit Chowdhary & Monika Chowdhary

B-IV ADVERTISING MANAGEMENT

Objective: To help students learn the basics of advertising and also to introduce the students to the working of an advertising agency along with the knowledge to make good advertising decisions.

Module 1:

Introduction; nature of advertising: definition, evolution of advertising in India. Its role in the economic development of India, consumer protection act. The decision, process external environment, types of purchase decisions. Models of buyers Behaviours. Howard and sheth model DAGMAR, AIDA and other models.

Module 2:

Types of advertising, Product, service institutional public services, financial and industrial. The agency, its departments and functions.

Module 3:

Types of media- electronic, print outdoors and transit media cable, Internet etc

Module 4:

Message design and development, message positioning, presentation, visualization different effective styles, advertisement copy, types of copy and appeals, copy writing and layout.

Module 5:

The media plan development selecting, the plan counting exposures, segmentation, effect repetition media, the copy discussion: advertisement effectiveness PACT types of evaluations pretesting and post testing of advertisements.

Module 6:

Advertising budget: plans, process, different methods sales objectives and task all you can afford comparative parity and incremental concept: budgeting decisions rules ethical and social dimension of advertising. Role of computers in advertising.

Suggested Books:

1. Foundations of Advertising: Theory and Practice- by S.A.Chunwall And K.C.Shetia. Himalaya Publishing House. Mumbai.
2. Advertising Management- by Ravia A Aaker, John G Myers, Prentice Hall India 1996.

Note: The students are required to submit a set of three advertising copies of some products.

C-III SYSTEM ANALYSIS AND DESIGN

Objective: Basically the subject deals with the software management concepts related to business environment.

Practicals:

This course has practicals as an essential component of the evaluation system while the theory carries 100 marks (internal assignments: 25 marks and external examination 75 marks). The practicals carry 50 marks (10 marks for the internal and 40 marks for the practical examination) the practical examination, will be conducted by university at the end of the semester having one external examiner appointed by KUD and one internal examiner of the same college.

Module 1:

System concepts and information system environment.

The system life cycle.

Module 2:

System analysis

System planning and the initial investigation

Information gathering

The tools of structured analysis

Feasibility study

Cost/benefit analysis

Module 3:

System design

The process and stages of system design

Input and output, forms design

File organization & data base design

Module 4:

Software testing fundamentals: white box testing, black box basis

Testing, loop testing.

Software maintenance: configuration management, maintenance cost, maintenance side effects, maintenance issues.

Suggested Books:

1. System Analysis And Design By - Elias M Awad, Galgotia Publication
2. Software Engineering By - R Pressman
3. Software Engineering By- Ian Sommerville.

C-IV DATA BASE MANAGEMENT SYSTEM

Objective: This is the fourth paper in the specialization in the stream in information system. This course has practical component on database management system. The student is firstly exposed all the concepts related to the DBMS followed by application. With respect to a popular software namely ORACLE. To provide an overview of database system, which is the requirement of the day.

Practicals: This course has practical examination as an essential component of the evaluation system. While the theory carries 100 marks (internal/assignments 25 marks and external examinations 75 marks). The practicals carry 50 marks (10marks for the internal and 40 marks for the practical examination). University will conduct the practical examination, at the end of the semester having one external examiner appointed by, KUD and one internal examiner of the same college.

Module 1: Introduction to database systems concept, an overview of database systems, basic database systems, technology terminology, a model of the real world and data models.

Module 2: Physical data organization: hashed files, indexed files, b- trees, files with dense index, files with variable length records.

Module 3: The network model and DBTG proposal. The DBTG data function language implementation of networks. The program environment navigation within the database insertion, deletion and modification.

Module 4: Hierarchical model, implementation of hierarchical database, a hierarchical data manipulation language.

Relation model: storage organization for relations, relational algebra, relational calculus, comparison of the models.

Relational query languages, general comments regarding relational query languages, ISBLS, QU, ARE SEQUEL, QUEL, and query languages examples.

Module 5:

Design theory for relational database, what constitute the bad database design, functional tendencies, decomposition of relation schemes, normal forms of relation schemes, multi valued dependencies, other kind of dependencies.

Practicals:

Practical examination (10 internals + 40 externals = 50marks) will be conducted by university at the end of the semester having one external examiner appointed by KUD and one internal examiner of the same college, personal oracle overview ORACLE navigator, working with projects, database utilities, SQL: SQL basics, tables, users privileges and roles, database sessions, creating database objects applications and forms.

Suggested Books:

1. Principles Of Database Systems- By Jeffrey O Ullman
2. Learn Personal Oracle 8.0 Power Objects 2.0- By Jose A Ramalho BPB

D-III HUMAN RESOURCE DEVELOPMENT- III

Objective: To create awareness about relationship between human resource management and trade union movement.

Module 1:

Growth of industrial labor force, types of labor force, employment in public private and co-operative sector. Organized labor, unorganized labor.

Module 2:

Characteristics of Indian labor movement in India (post independence) center trade union organizations, problems of trade unions, functions of trade unions.

Module 3:

Industrial relations: concept, evolution of industrial relation in Indian industries, transitional state in industrial relations, and industrial to human relation to emotional relation.

Module 4:

Employees discipline grievances, procedure.

Module 5:

Collective bargaining, concept negotiation, skill Indian labor conference and its functions, ILO recommendations and conventions.

Suggested Books:

1. Personnel Management- by C.B Memoria, Himalaya Publication House Mumbai.
2. Personnel Management and Industrial Relations- by R S Davar, Vikas Publishing House Pvt Ltd.
3. Human Resource Development- by C. R. Gupta, Sultan Chand and Sons.
4. Personnel Management- by Edwin J. Flippe, Mc Graw Hill International.

D IV HUMAN RESOURCE DEVELOPMENT - IV

Objective: To introduce important labor legislation in India to the students

Module 1:

The factories act 1948, salient features.

Module 2:

The industrial disputes act 1947, salient features.

Module 3:

The industrial employment standing order act 1946.

Module 4:

Employees state insurance act 1948 features.

Module 5:

Payment of bonus act 1951 features.

Module 6:

Employees provident fund act i 932, features.

Module 7:

Employees provident fund act 1932 features.

Module 8:

Shops and commercial establishment act, features.

Suggested Books:

1. Bare Acts: Government Of India
2. Trade Unions and Industrial Relation- by Ponekar Shankar and Shridhar, Himalaya Publishing House, Mumbai.

E-III ENTREPRENEUR DEVELOPMENT - III

Objective: To prepare the student in the realm of disciplining finance and sales promotion.

Module 1:

Business plan- importance, cannons, how to prepare a business plan. 10 Hrs

Module 2:

Financial management - significance and importance, techniques of managing the finance books of account- importance of accounting assessment, operating mechanism, financial statements, importance and interpretation of profit and loss account, balance sheet, cash flow or funds flow. 20 Hrs

Module 3:

Marketing management- marketing for small business, strategies for sales promotion export management- basic principles of export management, procedures and formalities do's and don'ts for exports. 20 Hrs

Module 4:

Sales promotion and pricing - sales promotion, tools and techniques, pricing policy and its implication on sale. 15 Hrs

Suggested Books:

1. Management Accounting- By I. M. Pandey, Vikas Publication
2. Investment Analyses And Portfolio Management- By V.A.Avadhani, HPH 97
3. Principles Of Management Accounting- By Sukla & Grewal HPH, 97
4. Marketing Management- By Philip Kotler, PHI, 97

E-IV ENTREPRENEURSHIP DEVELOPMENT- IV

Objective: To help student understand concept or materials management TQM, and formulation of project for his enterprise.

Module 1:

Material management, concepts of inventory control, objectives, importance, control system, FIFO. LIFO, simple average method, weighted average method. 15 Hrs

Module 2:

Quality standards, concepts of quality, meaning, significance, TQM, quality bench marks, ISO certification.
15 Hrs

Module 3:

Legal awareness- income tax, sales tax, excise, labor laws, factories act, pollution control.
15 Hrs

Module 4:

Project formulation- meaning, significance and contents of project report, project formulation - guidelines, specimen of a project report, preparation of project report with assumed figures. 20 Hrs

Suggested Books:

1. Modern Business Organization and Management- By S. A. Sherlekar HPH, 1982.
2. Business Policy- By Azari Khazmi, S.Chand & Co., 1999.
3. Entrepreneurial Development- By S. S. Khanka, S.Chand & Co., 1999.
4. Cost Accounting: A Managerial Emphasis- By Charles Hongre, PHL, 1997.

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Guest Blog

Capt G R Gopinath

Captain Gorur Ramaswamy Gopinath is considered the father of low-cost airlines in India. He was born in a village in Hassan district of Karnataka. He finished his schooling from Sainik School Bijapur and graduated from the National Defence Academy and Indian Military Academy, he served in the Indian Army for 8 years. He started commercial helicopter service in 1996. Understanding the needs of this segment, Capt Gopinath decided to start Air Deccan, the first low-cost, no-frills airline of India in August 2003. The French government has bestowed the award of Chevalier de la Legion d'Honneur (Knight of the Legion of Honour) on Capt G.R Gopinath. He is also the recipient of several awards such as the 'Rajyotsava Award' by the Government of Karnataka, 'Personality of the Decade Award' instituted by KG Foundation, 'Editors Choice Award' by the Indian Express Trade and Tourism Awards and "Sir M Visvesvaraya Memorial Award" by the Federation of Karnataka Chambers of Commerce & Industry.