

MATS University

BACHELOR OF BUSINESS ADMINISTRATION

Regulations and Policies



**MATS School
of
Management Studies and Research**

**MATS University
Gullu-Kharora Highway
Aarang
Raipur (C.G)
Tel. No: 0771-4078995**

www.matsuniversity.ac.in

COURSE OBJECTIVES AND DESIGN



Regulation & Policies

1.A. INTRODUCTION TO THE COURSE

The business world today is more complex, dynamic and ever demanding than before. Computers, information-technology, liberalization and globalization all together are shipping our businesses and lives at an inconceivably fast pace. The technologies are heavy, the challenges are many. The MATS School of Management Studies & Research and Research (MSMSR) has designed management programs to suit dynamic and responsive business and management.

The MATS School of Management Studies & Research and Research strives to embody and usher in a new concept in the field of business studies in India. The relevance and usefulness of these programs is underlined by their pragmatic and innovative yoking together of the theories and practices of management with those of information technology. Such an interdisciplinary integration aims at achieving and inculcating in the students a strategic perspective and edge necessary for effective and incisive decision making within an ever-fluid Indian business and industry scenario. The School offers an interactive learning process through spontaneity in teacher-student relationship. The skills imparted here are in conformity with those demanded by the ever-changing corporate expectations. The industrial exposure vitally supports the honing of the budding managers and provides them with the cutting edge know-how, a primary prerequisite of the new age manager.

One of the key foci of the MATS University Bachelors of Business Administration (BBA) is on fostering closer interactions with trade and industry. The school strongly believes in imparting knowledge and training to the students which can be applied in practice and has relevance to the business firms. With this objective in mind, the school invites professionals and practitioners for delivering special lectures to the students.

1.B. OBJECTIVES OF THE COURSE

The Institute proposes to make its students agents of social change, and acting as a catalyst in the economy of the nation, who see their future not primarily as a career for self-enrichment but as a way of contributing their part to the basic evolution in the field of business that is taking place in India today.

In this context, the imparting of knowledge and skills is of vital importance, but even more crucial is the purpose for which this knowledge and these skills are utilized. Will they contribute to justice for the poor and oppressed, more social concern, more honesty and cultural understanding, along with the strong managerial and business skills rather than the

maintenance of the status quo and a lopsided distribution of power and benefits? This will, to a great extent, depend on the values that students carry with them when leaving the Institute.

In order to prepare students for the challenging tasks that await them, the programme equips them with knowledge, skills and values. This can be spelled out as follows:

- 1.B.1 Students are acquainted with the conceptual knowledge of different aspects of management, business, industry, and industrial and social administration. This is done through a broadening of horizons by making available information in the form of books and magazines, research reports and by generating in students the desire to learn more as a lasting inclination for the rest of their professional lives.
- 1.B.2 Students are taught to reflect for themselves. The analytical and logical powers are developed so that they can comprehend problems and their implications. This is done through case studies, industrial visits, foreign visits, exposure camps and seminars.
- 1.B.3 Efforts are made to awaken in the students a scientific interest in management problems and to equip them with a workable knowledge of research principles and techniques.
- 1.B.4. Every effort is taken to transform a student from job seeker to job provider by inculcating their entrepreneurial skills.

By the time a student leaves the Institute, she/he is expected to have acquired a scientific bent of mind and an analytical ability to carry out the complete business and management practices.

Students are therefore asked to submit a project report so that they can be exposed to the current business and management practices.

- 1.B.5. The communication and interpersonal skills of the students are developed, so that they can express themselves clearly and with self-confidence and exert influence on others. Students are also trained to be good listeners, who are sensitized to the expectations of others, especially small people, and who can play an effective role in group situations.

The Institute tries to achieve this objective through courses and practical exercises in communication, mock interviews, role playing, group dynamics, besides classes to enhance skills in both English and Hindi languages.

- 1.B.6. Practical Training assumes, in the light of the objectives of the Institute, great importance and is therefore given considerable institutional support. Industrial visits, placement as an apprentice.
- 1.B.7. Motivational Training: The programme tries to cultivate in the students values, attitudes and a strong understanding of business that make them agents of social change.

1.C. COURSE DESIGN

The subjects in the syllabus of the Under-Graduate course in Business Administration can be classified under three major headings.

- 1.C.1. CORE COURSES
- 1.C.2. GE
- 1.C.3. AECC
- 1.C.4. DSE

The following table indicates the coverage of courses along with the marks they carry.

1.D. Scope and Content:

1.D.1. The user of this document is notified to go through the contents scrupulously. There are certain Regulations and Policies, which would be applicable only for certain, programmes.

As such the applicability of their Regulations and Policies must be understood in the content of the given Course Matrix and Syllabus of each programme.

1.D.2. The Regulations and Policies given here are in addition to the rules and regulation notified at the time of admission.

1.D.3. The authorities of University may modify, add, delete, expand or substantiate any part of the Regulations and Policies without the prior approval of the student.

1.E. Course Matrix

1.E.1. Each semester of the programme will consists of the following subjects:

- 1.E.1.2 CORE COURSES
- 1.E.1.3 GE
- 1.E.1.4 AECC
- 1.E.1.5 DSE

1.E.2. Core Courses

Core courses including electives comprise subjects that form an integral part of a high quality BBA (HR / Finance & Marketing) programme. These courses provide a strong grounding in basic Management discipline. The course matrix for these courses has been developed by Board of Studies, represented by Professionals from Industry as well as Academia.

1.E.3. AECC –Ability enhancement compulsory course. This section enhances the personal skill of the students from different stream.

1. E.4 DSE –Discipline specific electives. It covers the specializations from HR and Finance to give students deep insight.

1.F. Assessment and Examination

1.F.1. Credits

Credit Points will be awarded for all CORE and AECC and GE subjects. One credit is equivalent to 1 classroom contact hours.

1.F.2. Internship

The duration for the internship programme will be four weeks in an industry of repute or in self managed family business. The internship will carry a total of 100 marks. of this, 70 marks are for the report, 30 marks for the presentation and the viva-voce examination which will be conducted by external experts in the relevant disciplines.

1.F.3. Eligibility to appear for the Term-end Exam.

Students, who have put in a minimum of 75% attendance in each subject, shall be eligible to appear for the Term-end examination. Minimum of 40% marks in mid-term examination individually in all papers

1.G Award of Degree:

A student will awarded Degree after successful completion of six semesterssecuring 4 grade in each paper or minimum 40 marks out of 100 as per examination ordinance.

1.H. Classification of successful candidates

1.H.1. GRADE POINT, LETTER GRADE

Grade Pointe is an integer indicating the numerical equivalent of the letter grade.

- a) Two methods – relative grading or absolute grading have been in vogue for awarding grades in a course. The relative grading is based on the distribution (usually normal distribution) of marks obtained by all the students of the course and the grades are awarded based on a cut – off marks or percentile. Under the absolute grading, the marks are converted to grades based on pre- determined class intervals.
- b) MATS University will follow the absolute grading system.

Following Grading system will be applicable for UG courses of BBA

Marks Secured (in %)	Grade Point	Letter Grade
80 and above	10	Outstanding (O)
70 and above but below 80	9	Excellent (A+)
60 and above but below 70	8	Very Good (A)
55 and above but below 60	7	Good (B+)
50 and above but below 55	6	Above Average (B)
45 and above but below 50	5	Average (C)
40 and above but below 45	4	Pass (P)
Below 40	0	Fail (F)
	0	Absent (AB)

1.H.2. Ranks

Only candidates who have passed each of the semester examination at the first appearance shall be eligible for award of Ranks. The first ten ranks shall be notified.

1.J. Academic Integrity and Ethics

A student who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/Course coordinator may use their discretion in terms of disciplinary action to be taken.

Academic dishonesty includes, but is not necessarily limited, to the following

- 1.J.1. Cheating or knowingly assisting another student in committing an act of cheating
- 1.J.2. Unauthorized possession of examination materials, destruction or hiding of relevant materials
- 1.J.3. Act of plagiarism.
- 1.J.4. Unauthorized changing of marks or marking on examination records.

1.I. Attendance

Students are required to attend and participate in all scheduled class sessions, guest lectures, workshops, activities of both academic and non-academic nature.

A student is eligible for the end-term exam, amongst other regulations, only if he/she has a minimum of 75% attendance in each subject individually.

Students may be dropped from the programs due to excessive and non-intimated absences.

Students must notify the program coordinator in writing, the reasons for absence, if any, from class sessions, activities and assessment components.

On notification of absences (including anticipated absences) The Director/Programme coordinator would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences.

1.J. General Guidelines

- 1.J.1. The students are expected to spend a considerable amount of time in research, reading and practice.
- 1.J.2. All students are expected to develop and maintain a positive professional attitude and approach throughout the Programme and in conduct of all other activities.
- 1.J.3. Attendance alone is not sufficient. Students are expected to Participate, to help the class learn and understand the topics under consideration.
- 1.J.4. Food and drinks are not permitted in the classroom / conference hall.
- 1.J.5. All students are expected to dress as per stipulated dress code.

Curriculum Matrix

BBA :2018-21 CBCS PATTERN

BBA :2018-21 CBCS PATTERN								
	SUBJECT CODE	SUBJECTS	CATEGORY	L	T	P	TOTAL	
SEM-I	MSMSR/BBA/101	COMMUNICATIVE- ENGLISH	AECC	2	0	0	2	
	MSMSR/BBA/102	PRINCIPLES OF MANAGEMENT	CORE	5	1	0	6	
	MSMSR/BBA/103	BUSINESS ENVIRONMENT	CORE	5	1	0	6	
	MSMSR/BBA/104	FINANCIAL ACCOUNTING	CORE	6	0	0	6	
	MSMSR/BBA/105	FUNDAMENTALS OF COMPUTERS	GE	5	1	0	6	
		SEMSTER TOTAL CREDIT			23	3	0	26
		TOTAL NO OF WEEKLY HRS						26
SEM-II	MSMSR/BBA/201	ENVIRONMENTAL STUDIES	AECC	2	0	0	2	
	MSMSR/BBA/202	MARKETING MANAGEMENT	CORE	5	1	0	6	
	MSMSR/BBA/203	MANAGERIAL ECONOMICS	CORE	6	0	0	6	
	MSMSR/BBA/204	BUSINESS MATHEMATICS AND STATISTICS	CORE	5	1	0	6	
	MSMSR/BBA/205	BUSINESS COMMUNICATION	GE	5	1	0	6	
		SEMSTER TOTAL CREDIT			23	3	0	26
		TOTAL NO OF WEEKLY HRS						26
SEM-III	MSMSR/BBA/301	TOTAL QUALITY MANAGEMENT	CORE	5	1	0	6	
	MSMSR/BBA/302	COST ACCOUNTING	CORE	5	1	0	6	
	MSMSR/BBA/303	BUSINESS LAW	CORE	5	1	0	6	
	MSMSR/BBA/304	INVESTMENT ANALYSIS	GE	5	1	0	6	
	MSMSR/BBA/305	INTRODUCTION TO ENTREPRENEURSHIP	SEC	2	0	0	2	
		SEMSTER TOTAL CREDIT			22	4		26
		TOTAL NO OF WEEKLY HRS						26

SEM-IV	MSMSR/BBA/401	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	CORE	5	1	0	6
	MSMSR/BBA/402	FINANCIAL MANAGEMENT	CORE	5	1	0	6
	MSMSR/BBA/403	ORGANISATIONAL BEHAVIOUR	CORE	5	1	0	6
	MSMSR/BBA/404	ETHICS & CORPORATE SOCIAL RESPONSIBILITY	GE	5	1	0	6
	MSMSR/BBA/405	RESEARCH METHODOLOGY	SEC	2	0	0	2
		SEMSTER TOTAL CREDIT		22	4		26
		TOTAL NO OF WEEKLY HRS					26
SEM-V	MSMSR/BBA/501	INTERNATIONAL TRADE	CORE	5	1	0	6
	MSMSR/BBA/502	CONSUMER BEHAVIOUR AND ADVERTISEMENT MANAGEMENT	CORE	5	1	0	6
	MSMSR/BBA/503	PROJECT (REPORT & VIVA- VOCE)	DSE	5	1	0	6
	MSMSR/BBA/504(F)	FINANCIAL MARKETS	DSE	5	1	0	6
	MSMSR/BBA/504(H)	INDUSTRIAL RELATION & LABOUR LAWS	DSE	5	1	0	6
		SEMSTER TOTAL CREDIT		20	4		24
		TOTAL NO OF WEEKLY HRS					30
SEM-VI	MSMSR/BBA/601	INCOME TAX	CORE	5	1	0	6
	MSMSR/BBA/602	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	CORE	5	1	0	6
	MSMSR/BBA/603(F)	BANKING SERVICES AND OPERATIONS	DSE	5	1	0	6
	MSMSR/BBA/604(F)	RISK MANGEMENT & INSURANCE	DSE	5	1	0	6
	MSMSR/BBA/603(H)	HUMAN RESOURCE PLANNING AND PROCUREMENT	DSE	5	1	0	6
	MSMSR/BBA/604(H)	DEVELOPING AND UTILIZING HUMAN RESOURCE	DSE	5	1	0	6
		SEMSTER TOTAL CREDIT					24
	TOTAL NO OF WEEKLY HRS					24	
	PROGRAMME TOTAL CREDIT		24	4		152	
	TOTAL NO OF HRS		5	1		152	

Communicative English

MSMSR/BBA/101(AECC)

Course Objective:

- A good communicator is a successful in this world; so our main objective is to enable the students to be a good communicator in the chosen field.

Course contents:

Module – 1: Introduction and types of Communication

- Purpose of Communication
- Process of Communication
- Scopes or functions of communication
- Elements of communication
- Types of communication
- Verbal Communication
- Important advantages of communication

Module – 2: S.L.R. skills

- What is Listening
- Types of Listening
- Active Listening or effective Listening Skills
- Barriers in good listening
- Importance of Reading
- Definition of Reading
- Reading : meaning and process
- Components of Reading Skills
- Improvement of Reading skills
- Importance of Speaking skills
- Pronunciation
- Pause, Tone, Stress

Module – 3 : Writing skills

- General principal of Writing
- Improving Writing skills
- Essentials of good Style
- Grammar and usage
- Writing business letter, importance and difference between personal and business letters
- Circulars, Memos and notices
- Report writing

Module-4: Oral Communication skills

- Oral Presentation
- Objectives of Presentation
- Types of Presentation
- Communication in an organization

- Channels of internal and external Communication
- Communication Network: upward,downward,horizontal,diagonal

Module – 5: Employment Communication

- Resume; content of good Resume, guidelines for writing Resume and different types of Resumes
- Job Interview; importance and factors involving job Interview
- Characteristics and process of Job interview
- Technique of Job Interview
- Manners and Etiquettes to be followed in Job Interview

Reference Books:

- 1.PROFESSIONAL COMMUNICATION:Dr.T.N. CHHABRA (SUN INDIRA PUBLICATION)
- 2.ESSENTIALS OF BUSINESS COMMUNICATION, RAJENDRA PAL AND J.S. KORLHALLI(SULTAN CHAND & SON'S)
3. BUSINESS COMMUNICATION, K.K. SINHA(GALGOTIA PUBLISHING COMPANY)
4. BUSINESS CORRESPONDENCE AND REPORT WRITING R.C. SHARMA & KRISHNA MOHAN (TATA MEGROW HILL PUBLISHING COMPANY LIMITED)
5. COMMUNICATE TO WINRICHARD DENNY (KOGAN PAGE INDIRA)

Text Books:

- 1.ENGLISH ESSENTIAL ENGLISH :E. SURESH KUMAR ,P.SRIHARI
- 2.BUSNISS COMMUNICATION FOR SUCCESS :BY SCOTT MEEAR
STAND UP , SPEEK OUT THE PRACHIS & ETHICS OF PUBLIC SPEAKER BY JASON S.WRENCHANNE GODING COMMUNICATION IN THE REAL WORLD
- 3.AN INTRODUCTION TO COMMUNICATION-STUIES (RECHARD G.JHONES)
ORGANIJATIONAL COMMUNICATION
BY JASON S. WRENCH NAUSSRA PUNYANEENT CARTER

PRINCIPLES OF MANAGEMENT

MSMSR/BBA/102(CORE)

Course Objectives:

- To make the students understand the basic concepts and Principles of Management
- To develop the acumen to extend these concepts to business situations in particular and to life in general

Course Contents:

Module I

Introduction to Management:

Definition, Concept, Nature, Scope, Process and Significance of Management, Managerial Levels, Skills, Functions and Roles; Management vs. Administration, Coordination as Essence of Management, Social Responsibility of Managers.

Theories of Management:

Evolution of Management Thoughts, The Pre-Scientific Management Contribution; Scientific Management School, Human Relations Theory; The Behavioral Approach; The System Approach; The Quantitative Approach; The Contingency Approach.

Module II

Planning:

Meaning; Definition; Nature Scope and Objectives of Planning; Essentials of a Good Plan; Limitation of Planning; Steps in Planning; Types of Plans.

Decision Making:

Meaning; Definition; Characteristics; Importance; Types of Decisions; Techniques of Decision Making

Management by Objectives (MBO):

Meaning; Definition; Process of MBO; Advantages; Limitation; Suggestion for Improving Effectiveness of MBO

Module III

Organizing:

Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization; Line and Staff Relationships.

Staffing:

Concept, Nature and Importance; Factors Affecting Staffing; Selection Process; Techniques & Instruments; Delegation of Authority.

Module IV

Direction:

Meaning; Definition; Scope; Element of Direction; Principles of Direction; Importance of Effective Direction; Direction and Supervision; Effective Supervision.

Motivation:

Meaning; Definition; Importance; Theories of Motivation; Maslow's Theory of Motivation; Herzberg's Theory of Motivation; McClelland's Needs Theory; Theory X and Theory Y of McGregor's; Vroom's Expectancy Theory; Equity Theory; Carrot and Stick Approach Motivation; Theory Z; Methods of Motivation-Financial and Non-financial.

Leadership:

Meaning; Definitions; Importance; Approaches to Leadership; Personal characteristics of Effective Leader; Styles of Leadership.

Communication:

Meaning; Definitions; Characteristics; Communication Process; Importance of Communication; Types of Communications; Barriers to Communication; How to ensure Effective Communication.

Module V**Controlling:**

Meaning; Definitions; Features or Characteristics of Managerial Control; Essential pre-requisites of control system; Objectives and Importance of Control; Steps in Controlling; Types of Control; Controlling and Management by Exemption.

Text Books:

1. Harold Koontz and Heinz Weihrich; "**Management a Global Perspective**"
2. Stoner, Freeman and Gilbert Jr., "**Management**", Prentice Hall of India, New Delhi, 2003.
3. Gupta, C.B., "**Management Concepts and Practices**", Sultan Chand and Sons, New Delhi, 2003.
4. Koontz and O'Donnell "**Essentials of Management**"

Reference Books:

1. O'Donnell, Koontz and Weirich, "**Management**", Tata McGraw Hill publishing Company, New Delhi, 2001.
2. Chopra, R.K. "**Principles & Practices of Management**", Sun India publication, 2005.
3. Tripathi, P.C and Reddy, P.N., "**Principles & Practices of Management**", 2nd edition, Tata McGrawHill, 2003.
4. L M Prasaad "**Principles and Practices of Management**"
5. Peter F Druker "**Essentials of Management**"
6. Business Today, Business World, The Economic Times

Business Environment

MSMSR/BBA/103 (CORE)

Course Objectives:

- Acquainting the students with the nature and dimensions of the evolving business environment in India which influence managerial decisions.
- Making student understand the Macro and Micro Environment of the business.

Course Contents:

Module I

A Glimpse of Business Environment

Nature and significance of environmental analysis for business decisions Dimensions of Business Environment: Economics, Technological, Socio-cultural, Political, Legal-Regulatory, Demography Environment and Societal Environment.

Module II

Economic Environment

Structure of Economics – An overview Changes in Government policies since 1991(2). Impact of liberalization, globalization Import-export policy and its domestic and international implications. Financial sector reforms

Module III

Natural & Technological environment

Innovation, Technological Leadership and Followership; Dynamics of technological environment, Challenge of technology up gradation, Impact of foreign investment and foreign collaboration Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

Module IV

Societal Environment

Business and Society; Objectives and Important of Business, Professionalization Business Ethics, Business and Culture, Religion, Language, Culture and Organization Behavior Other Socio Cultural Factors, Technological Development and Social Change

Module-V

Political environment

Economics Roles of Government in India, New Economic Policy of Government , Functions of States and central Government towards business environments, Government and Legal Environment.

REFERENCE BOOKS

1. Sankaran. S - Business Environment
3. Aswathappa - Business Environment
4. Dasgupta & Sengupta - Government and Business in India
5. Srinivasan. K. - Productivity and Social Environment
6. Ghosh, P.K., —*Business and Government*”, 1998, Sultan Chand, Delhi.

7. Devis, Keith, and Blomstrom, Robert L; —*Business and Society: Environment and Responsibility*”, 1975.
8. Ghosh, P.K. and Kapoor, G.K; —*Business Policy and Environment*” 1998, Sultan Chand, Delhi.
9. Adhikary, M.; —*Economic Environment of Business*” (latest ed.), Sultan Chand, Delhi
5. Jalan, B,—*India’s Economic Crises,1991*”, Oxford Univ. Press, New Delhi.
6. Aswathappa, K.; —*Essentials of Business Environment*”, Himalaya.

Text Books:

1. Sanjay - Business Environment
2. Francis Cherunilam - Business Environment
3. Cherunilam, Francis; —*Business Environment*”, Himalaya Pub. House, 1996.

Financial Accounting
MSMSR/BBA/104(CORE)

Course Objectives:

- To acquaint the students with the basics of financial accounting system which processes transactions and other business through a book – keeping mechanism to prepare and analyzing any financial statements.
- The purpose of this subject is to explain the way in which accounting information can be used by the manager in performing his managerial function of planning and control.

Course Contents:

Module I

Need for Accounting; Learning Objectives; Definition of Accounting; Functions of Accounting; Book Keeping and Accounting; Branches of Accounting: Financial Accounting, Cost Accounting and Management Accounting. Single Entry System: Introduction; Difference between Single Entry and Double Entry

Module II

Meaning of Accounting Principles; Accounting Concepts; Accounting Conventions; Accounting Standards; Systems in Book-Keeping; Journal; Rules Of Debit And Credit; Journal Entries; Ledger Posting; Trial Balance.

Module III

Preparation and Analysis of Financial Statements: Manufacturing Account; Trading Account; Profit & Loss and Balance Sheet with & without adjustments

Module IV

Rectification of Errors: Meaning; Type of Errors; Rectification of the errors; Suspense Accounts

Bank Reconciliation Statement: Advantages of Keeping Bank Account; Causes of Difference; Meaning and Objective of Reconciliation; Technique for Preparation.

Module V

Depreciation Accounting: learning Objectives; Concept of Depreciation; Causes of Depreciation; Meaning of Depreciation Accounting; Fixation of Depreciation Amount; Methods of Recording Depreciation; Provisions & Reserves

Text Book : Financial Accounting – S. M. Shukla

Reference Book : **Company accounts** Hanif Mukherjee, 2nd Edition Vol-2, TATA Mc Graw Hill publishing company Ltd.

FUNDAMENTAL OF COMPUTERS MSMSR/BBA/105(GE)

Course Objectives:

- To provide help in using Computer based analytical and data process useful information for decision making at all management levels.
- To understand Basic architecture of a computer system.
- To help students become familiar with system software, data Communication and networks.

Course Contents:

Module I

Introduction to Computers

Computer System Characteristics and Capabilities: Speed, Accuracy; Reliability; Memory capability; Repeatability. Computer Hardware and Software: Block Diagram of a Computer; Different Types of Software's. Data Processing: Data; Data Processing System; Storing Data; Processing Data. Types of Computers: Analog; Digital; Hybrid General and Special Purpose Computers. Computer Generations: Characteristics of Computer Generations Computer Systems; Micros; Minis & Main-frames. Introduction the Embedded Systems and its application areas, Artificial Intelligence (AI).

Module II

Classification of Computers

Classification as per logic used by computer; Major Component of Computer; Organization of Computer; Memory Types; Communication Paths; Working of CPU; System Software and Application Software. **Operating System:** Concepts; Types of Operating System; Features of Operating System; Objective of Operating System, Layers of Computer system, Operating system Overview, Services provided by the operating system, OS as a resource manager , Mobile OS Preemptive Scheduling and Non-Preemptive Scheduling. Introduction to DBMS.

Module III

Data Representation

Introduction: Decimal Number System; Binary Number System; Octal Number System; Hexa Decimal Number System; Conversion of number from any other number system to decimal number system; Conversion of Octal number to Decimal number; Conversion of Hexa Decimal number to Decimal number; Conversion of Decimal number to any other number system; Conversion of Decimal number to Binary numbers.

Module IV

Network Technologies & Internet

Introduction; Type of Networks: Local Area Network(LAN); Wide Area Network (WAN); Intranet; Extranet; Network Topologies; Network Architecture & Protocols, ITES, Call Centers ,GIS.

Internet: History; Indian Internet History, Application in Internet Environment, uploading and downloading files, internet protocols TCP/IP, URL, IP Addresses, Domain Name System, IP Addresses; World wide web (WWW); browsing and Information retrieval, exploring the WWW, Concept of Website, Web standards Internet Security & Applications. Introduction to HTML,What is HTML, HTML documents/file, Search Engines, E-Commerce, M-Commerce, Online Marketing.

Module V –

Word Processor&Working with Spreadsheet

Word processor, features of word processor,creating & editing word documents, Formatting documents, working with tables, using tools, working with menus, creating flowchart, creating templates, working with Mail – Merge,

Presenting with power point : Creating presentation, working with slides, Different type of slides ,setting page layout, selecting background & applying design, adding Graphics to slide, adding sound & Movie, working with table, creating chart & Graph, playing a slide show, slide transition, advancing slides, setting time, rehearsing timing, animating slide, animating objects, running the show from windows.

Features of spreadsheet,basic terms of spreadsheet, Introducing Excel, Use of Excel sheet, saving, opening & printing workbook, Apply formats in cell & text, Divide worksheet into pages, setting page layout, adding Header & Footer, Using multiple documents, arranging windows i.e. (Cascade, Tiled, and Split), protecting your work, password protection, Working with Functions & Formulas, cell addressing, Working with Excel Graphics, creating chart & graphs. Working with lists & database, sorting a database, Filtering a database, using auto filter, Criteria Range, Calculating total & subtotal, Use of Freeze option.

Text Books:

- | | | |
|---|---|-----------------------------|
| 1. Using IT | - | Williams, Tata McGraw Hills |
| 2. Fundamentals of Information Technology Publication | - | Chetan srivastav, Kalyani |

Reference Books:

- | | |
|-----------------------------------|-----------|
| 1. Fundamental of computers | P.K Sinha |
| 2. Data Communication and Network | Tanunbaum |

ENVIRONMENTAL STUDIES (AECC)

MSMSR/BBA/201

Course objectives

- To acquaint the students with all types of pollution and their causes.
- To introduce them to waste management, causing pollution.
- To make them understand the social problems and solutions related to environment protection.
- To make them aware of legal issues related to environment.
- To familiarize them with their rights, dreadful diseases, family, women ,child welfare and basics of information technology involved in environmental sciences

Course Contents:

Module -I

Environmental Pollution: Definition: Cause, effects and control measure of - Air pollution, water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

Module -II

Solid waste management: Causes, effects and control measures of urban and Industrial waste, Role of an individual in prevention of pollution, Pollution case studies Disaster management: floods, earthquake, cyclone and landslides.

Module - III

Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy, Water conservation, rain water harvesting, watershed management: Re-settlement and rehabilitation of people, its problems and concerns, Case Studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products.

Module - IV

Environment Protection Act: Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wild-life Protection Act. Forest Conservation Act.. Issues involved in enforcement of environmental legislation.

Module - V

Public Awareness: Human Population and the Environment. Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV / AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Field work

Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain

Visit to local polluted site: Urban/rural/industrial/agricultural.

Study of common plants, insects, birds

Study of simple ecosystems-ponds, river, hill slopes, etc.

Text Books

1. Agarwal K.C. 2001 Environmental Biology Nidi Publ. Ltd. Bikaner
2. A Text book of Environmental studies by S .S.Purohit,Shammi,Agrawal.
3. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co.(TB).
4. Odum, E.P. 1971, Fundamentals of Ecology, W.B. Saunders Co.

REFERENCES:

1. Bruinner R.C., 1989, Hazardous Waste Incineration, Mc Graw Hill Inc.
2. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB).
3. Cuningham, W.P. Cooper, T.H. Gorhani, E & Hepworth,
4. Dr A.K. Environmental Chemistry, Wiley Estern Ltd.
5. Down to Earth, Centre for Science and Environment (R)

MARKETING MANAGEMENT

MSMSR/BBA/202(CORE)

Course Objectives:

- The course is aimed at developing basic knowledge, skill and attitude of the students about concept and strategies of marketing management. The customer is the pivot able point in business and all the marketing activities revolves round customer, which is ultimately market. So understanding the concept of marketing management is essential for every management student.

Course Contents:

Module 1

Fundamentals of Marketing

Introduction to Marketing: Meaning, nature and scope of marketing; Marketing philosophies; Marketing management process; Concept of marketing mix.

Module 2

Market Analysis

Understanding marketing environment; Consumer and industrial buyer behavior; Market measurement; Market segmentation, selection and Positioning; Consumer goods and industrial goods.

Module 3

Product Planning and Pricing

Product concept; Types of products; Major product decisions; Brand Management; Product life cycle, New Product Development process; Pricing decisions; Determinants of price; Pricing process; Pricing policies and strategies.

Module 4

Promotion and Distribution decisions

Communication process; Promotion tools – advertising, personal selling, publicity and sales promotion; Distribution channel decisions – types and functions of intermediaries, Selection and management of intermediaries; Logistics decisions – inventory management, warehousing, transportation and insurance.

Module 5

Marketing Organization

Emerging trends and issues in marketing – Consumerism, rural marketing; Social marketing; direct and online marketing; Green marketing.

Text books:

Kotler	–	“Marketing Management”
Cundiff and still	–	“Marketing Management”
Subhas Mehta	–	“Marketing management”
Rajan Nair	–	“Marketing”

**Managerial Economics
MSMSR/BBA/203(CORE)**

Course Objectives:

1. To provide an insight into Managerial Economic analysis which help in evaluating the rationality and optimality of business decision already made or taken.
2. To help students bridge the gap between the pure theories and the day to day decisions that managers face.
3. To help students analyze the economic development in and around the business world with the help of simple economic concepts

Course Contents:

Module I

Definition and Meaning of Managerial Economics: Scope of Managerial Economics; Managerial Economics and its relation with other branch of study like Mathematics; Accounting; Statistics; Operation research and Economics; The gap between theory and practices and the role of Managerial Economics.

Module II

Objectives of the business firms: Introduction; Profit as business objectives; Theories of Profit; Walkers theory of profit; Problems in profit measurements; Profit maximization as business objectives; Controversies; Alternatives objectives of Business Firms; A reasonable profit target; Profit as control measure.

Module III

Analysis of demand and demand forecasting: Introduction; Meaning; The basis of Consumer Demand; The law of Diminishing Marginal Utility; Cardinal and Ordinal concept of utility; Analysis of consumer Behavior; Demand function; Elasticity of Demand; Demand Forecasting.

Module IV

Production and Cost Analysis: Introduction; Production functions; The laws of Production; The laws of return to scale; The theory of cost; Economies and Diseconomies of scale; Linear Programming; Basics concepts used in Linear Programming; Assumptions of LP.

Module V

Market Structure and Pricing Decisions: Introduction; Market Structure and degree of competition; Pricing under pure monopoly; Measures of Monopolistic Power; Pricing and Output decision under oligopoly, The Game theory.

Text Book:

"Managerial Economics Theory and Applications"by Dr D.M. Mithani
"Managerial Economics" by D. N. Dwivedi

Reference books:

"Managerial Economics"	M.L.Jhingan
"Managerial Economics"	Atmanand
"Managerial Economics"	P.L.Mehta
"Managerial Economics"	H. Ceraig Peterson.
"Managerial Economics" –	Bharti Singh
"Managerial Economics"	Varshney and Maheswari.

Business Mathematics and Statistics MSMSR/BBA/204(CORE)

Course Objectives:

- Generate mathematical and analytical ability in the student.
- Be Conversant with calculations and statistics.

Course contents:

Module I

Matrices and determinants: Definition of matrix; Types of matrices; Algebra of matrices; Adjoint of a matrix; Finding inverse of a matrix through adjoint. Solving Simultaneous Equations by Matrix Method and Cramer's Rule.

Module II

Linear programming: formulation of LPP; Graphical method of solution; Problems relating to two variables including the case of mixed constraints.

Module III

Introduction to statistics: Meaning, various definitions, functions, importance and limitations of statistics; various methods to collect primary and secondary data.

Measures of central tendency and dispersion: Definition, objective and characteristics of measure of central tendency, Types of Averages: Arithmetic mean, Geometric mean, median, mode, Measure of dispersions: mean deviation; standard deviation, coefficient of variations.

Module IV

Measures of Relation: Meaning, Definition and use of correlation- Types of correlation: Karlpearson's correlation coefficient, spearman's Rank correlation.

Meaning and utility of regression analysis, comparison between correlation and regression, regression equations.

Module V

Probability & random variable – basic concepts of probability, multiplication and addition theorem of probability; conditional probability.

Index number: Introduction, definition, Interpretation, Relative price indices, aggregative price indices, Quantity indices.

Text Book:

Business Mathematics
Statistical Methods

Dr. S.M Shukla
Dr.S.P.Gupta

References Book:

Mathematics and statistics
Business Mathematics
"Quantitative Methods"
"Fundamentals of statistics"

Suranjan Saha
D.C. Sancheti, V.K Kapoor
D R Agrawal
D N Elhance

BUSINESS COMMUNICATION
MSMSR/BBA/205(GE)

Course Objective:

- To imbue students with high values forming the basis of the profession, so that they can live up to those standards in their professional life.

Course Contents:

Unit-I

Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback

Unit-II

Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication. Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills

Unit-III

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

Unit-IV

Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing

Unit V.

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

Suggested Readings:

Text Book:

1. Business Communication
2. Business Communication
3. Business Communication
4. Business Communication

Vikram Bisen
Namita Gopal
Meenakshi Raman
K.K. Sinha

References Book:

1. Essentials of Business Communication Sangeeta Magan
2. Professional Communication Jain AK & et. Al.
3. Written Communication Piyush Bhatnagar
4. IIMA – Speak With Impact Meenakshi Sharma
5. Know Your Worth: Stop Thinking Start Doing N K Sondhi & Vibha Malhotra

Total Quality Management MSMSR/BBA/301(CORE)

Course Objectives:

- To understand the importance of quality in business and to gain knowledge about various national and international organizations involved in Total Quality management.
- To make students understand the TQM Implementation strategies.

Course Contents:

Module I

PRINCIPLES OF QUALITY MANAGEMENT

Definitions of Quality, Quality Philosophies of Deming, Crosby and Miller, Service vs Product Quality, Customer focus, Quality and Business performance leadership for quality management, Quality planning, Designing for Quality and Manufacturing for Quality, Vision, Mission Statements and Quality Policy.

Module II

TOTAL QUALITY MANAGEMENT

Evolution of TQM, TQM models, Human and System Components, Continuous Improvement Strategies, Deming wheel, Internal External Customer concept, Customer satisfaction Index, Customer retention, Team work and team building, Empowerment, TQM culture, Quality Circle, 5S principle, Top Management commitment and involvement.

Module III

Quality Management tools for Business Applications

Principles and applications of Quality Function Deployment, Failure Mode and Effect Analysis, Taguchi Techniques, Seven old QC tools, Seven New Management tools, (3)Statistical Quality Control techniques, Mistake proofing, Benchmarking, 8D methodology, JIT and Kanban.

Module IV

QUALITY IMPERATIVES FOR BUSINESS IMPROVEMENT

Dimensions of Quality, Reliability prediction analysis, Total productive maintenance, Costs of quality, Business process reengineering, Process Capability analysis, Quality assurance and ISO9000 and QS9000 certification.

Module V

TQM IMPLEMENTATION STRATEGIES

Organisational structure and mindset of individuals, Motivational aspects of TQM, Change Management Strategies, Training for TQM, TQM Road map, Quality improvement Index.

TEXT BOOK

1. Rose J.E., Total Quality Management, Kogan Page India Pvt., Ltd., 1993.

2. Shridhara Bhat, Total quality Management, Himalaya Publishing House.

REFERENCES

1. William J. Kolarik, Creating Quality, McGraw-Hill, Inc., NY, 1995.
2. Jill A. Swift, Joel E. Ross and Vincent K. Omachonu, Principles of Total Quality, St. Lucie Press, US, 1998.
3. Samuel K. Ho, TQM, An Integrated approach, Kogan Page India Pvt Ltd, 2002.
4. Dale H. Besterfield et al, Total Quality Management, Pearson Education Asia, 2001.
5. P. L. Jain, Quality Control and Total Quality Management, Tata McGraw-Hill, 2001.

Cost Accounting
MSMSR/BBA/302(CORE)

Course Objectives:

- The emphasis is laid on costing concepts and its implementation in decision making
- To give an insight about elements of cost
- To differentiate between types of costing

Course Contents:

Module I

Introduction to Cost Accounting:

Learning Objectives, Difference between the Financial and Cost Accounting. Cost Concepts For Control, Cost Concepts Of Decision Making. Elements of Cost.

Module II

Costing and Control:

Material Costing - Control Of Material, Cost Of Inventory And Costing Methods. Labour Costing-Different Remuneration Method & Difference Between Halsey & Rowan Plan and Group Bonus Plan.

Overheads - Cost Allocation, Absorption of Factory Overheads & apportionment of Expenses.

Module III

Job, Order, Process Costing:

Introduction to Job Order Costing, Batch Costing, Contract Costing. Process Cost, Joint Costing and By-product Costing. Practical Problems.

Module IV

Standard Costs:

Introduction, Meaning of Standards, Establishing Cost Standards Components of Standard Cost. Calculation of MV, LV, SOHV.

Module V

Budgets:

Introduction, The Planning Process, Budget Purpose, Preparation Types Of Budgets.

Text Book :

“Cost Accounting” M.L. Agrawal, Jain Narang, Maheshwari

Reference Book :

- "Cost Accounting" M.L. Agrawal, Sahitya Bhawan publication,
"Cost Accounting" Jain Narang, Kalyani Publishers
"Cost Accounting" S.N. Maheshwari,
"Cost Accounting" Saxena and Vashist, Sultan Chand and Sons

Business Law**MSMSR/BBA/303(CORE)****Course Objectives:**

- To impart knowledge of different business laws prevalent in the country.
- To help student Develop the skill to tackle legal complicacies involved in the business.
- To generate awareness about legal environment affecting the business.
- To deliver knowledge to students regarding various rules and regulations of Incorporating any business venture and also various negotiable instruments used in the transactions

Course Contents:**Module I.****Indian Contract Act**

Nature of contract – essential elements of a contract– kind of contract , Offer and acceptance, Consideration, Capacity of parties, Free consent, Discharge of Contract, Breach of contract and remedies.

Module II.**Sale of Goods Act, 1930**

Formation of a contract, Condition and warranties, Transfer of ownership, Performance of the contract, Rights of unpaid seller.

Module III.**Indian Partnership Act, 1932**

Definition and nature of partnership, Rights and duties of partner, Types of partners, Incoming and outgoing and minor as a partner, Dissolution of partnership, Registration of firm.

Module IV.**The Companies Act, 2013**

Nature and types of company, Formation of a company, Memorandum of association, Articles of association, , Share and share capital.

Module V.**Negotiable Instrument Act, 1881**

Definition of Negotiable Instruments, Classification and Kinds, Parties to Negotiable Instruments, Discharge of Negotiable Instruments, Hundis.

RECOMMENDED BOOKS:

1. "Business Law for Managers" by SK Tuteja; Sultan Chand and Sons, New Delhi
2. "Elements of Mercantile Law" by Kapoor ND, Sultan Chand and sons, New Delhi
3. "Mercantile Law" by RC Chawla, KC Garg; Kalyani Publishers, New Delhi
4. Related Bare Acts

MSMSR/BBA/304(GE) Investment Analysis

Course Objectives:

- provide an in-depth introduction to investment analysis

Course Contents:

UNIT-1

Investment Analysis – Need for savings and investment – Role of savings practices – financial intermediaries – linkage between financial and real savings – Importance of household savings – Shifts in Savings and investment. Financial Systems in India – Money Market – Debt Market – Capital Market – Need for correlating them – Bullion Market and Foreign Exchange Market.

UNIT-2

Security Market Analysis – Need for study and research of market data – Factors influencing behaviour of market – Valuation of Shares and securities – Methods of valuation. Investment Avenues – Characteristics of investments – Risk Return relationship – Risk Return Trade off

UNIT-3

Security Pricing – Influencing factors – Valuation – Constant Growth Model – Book value – Intrinsic Value – Market Price – Bond Valuation – Single Period valuation Model – Multi Period Valuation Model – Dividend Payout Models – Valuation of Security in India.

UNIT-4

Technical Analysis of market – meaning and Importance – Timing of investment – Basic Terms – Dow theory – Major trends – Breadth of the markets – Volume of Trading – Principles of Technical Analysis.

UNIT-5

Portfolio Management – Need – Traditional Approach – Efficient Market Hypothesis – Approaches to Portfolio Theory and Practices – Need for costing

Books Recommended –

1. Investment and Securities Markets in India – V. A. Avdhani.
2. Study of Indian Financial System – V. A. Avdhani
3. Financial Management – R. S. Rustogi
4. Indian Securities Market – O. P. Gupta.

Introduction to Entrepreneurship MSMSR/BBA/305(SEC)

Course Objective:

- The objective of this course is to expose the students to the basic understanding of the Entrepreneurship, acquainting them with the different support agency and steps to be taken to start own enterprise.

Course Contents:

Module I

Entrepreneurs and Entrepreneurship Development

Entrepreneur: Evolution and concept of Entrepreneur, Characteristics of Entrepreneur, Distinction between Entrepreneur and Manager, Functions of an Entrepreneur, classification of Entrepreneur, Intrapreneurs, Ultrapreneurs,

Entrepreneurship: Concept of Entrepreneurship, characteristics and scope of entrepreneurship, Barriers to Entrepreneurship

Module II

Entrepreneurial Support System

Govt. Institutions- DIC, SSIDC, SIDBI, NABARD, NSIC, IFCI, IDBI, LIC, Commercial Banks.

Module III

Market Survey and Opportunity Identification

Introduction, Sources of business ideas, identification of opportunity and steps in identification. Purpose and techniques of Market Survey;

Module IV

Selection of Product and Choices of Technology

Criteria for selecting product, barriers to the successful development of new product, Technology introduction, benefits, proper selection of plant and equipment.

Module V

Project Formulation

Introduction, project report, classification of project, content of project report, steps or guidelines in preparation of project report. Common mistakes by entrepreneurs in project formulation,

References.

1. "Entrepreneurship" – New Venture Creations – David H. Holt
2. "Entrepreneurship" – Hisrich Peters
3. "The culture of Entrepreneurship" – Brigitte Berger
4. "Project Management" – K/Nagarajan
5. "Dynamics of Entrepreneurship Development" – Vasant Desai
6. "Entrepreneurship Development" – Dr. P. C. Shejwalkar
7. "Thought Leaders" - Shrinivas Pandit
8. "Entrepreneurship" – Steven Brandt
9. "Management and Entrepreneurship" – Veerabhadrapa Havinal

Principles of Human Resource Management MSMSR/BBA/401(CORE)

Course Objectives:

- To impart knowledge of Human Resource Management to the students
- To imbibe the inseparable competency in students of motivating, utilizing fully the capacities and potential of human resources.

Course Contents:

Module I

Introduction to HRM

Meaning, definition, Philosophy; Nature and scope of HRM, Objectives of HRM; Importance of HRM, Personnel Management Vs. HRM; Problems of HRM, HRM as a profession; HRM practices in Indian Industries;

Module II

Human Resource Planning

Meaning, basis, need and factors affecting Human Resource Planning; Objective of human Resource Planning – short-term and long term; Prerequisites for Human Resource Planning; Human Resource planning process.

Module III.

Job Analysis, Job Description, Job Specification, Evaluation, Design

Meaning, purpose, steps and techniques of Job Analysis; Meaning, purpose, contents, preparation and Characteristics of a good Job description; Meaning, purpose, contents, preparation and Characteristics of a good Job Specification; Meaning, approaches and Guidelines for job Designing Jobs; Job simplification, Job Enlargement, Job Rotation, and Job Enrichment.

Module IV

Recruitment, Selection and Placement

Meaning of Recruitment- Internal and External, Evaluation of sources of Recruitment; Meaning of Selection, factors affecting selection, Selection Policy, steps in selection, techniques of selection; Placement and Induction of Employees.

Module V

Interviews and Test

Meaning, purpose and Importance of Interviews; Employment Interview and importance of Interview in selection of Employees; Essentials of a good Interview, Preparation, conduct

and Evaluation of the Interview, Limitations of Interview, Methods of Interview; Meaning and various methods of Testing.

Reference:

"Personnel: The Management of Human Resources" – Robbins, Stephen, P., Prentice Hall.
"Personnel Management and Industrial relations" – Yodar and Dale, Prentice Hall, India.

**Financial Management
MSMSR/BBA/402(CORE)**

Course Objective:

- To give an understanding of the various basic concepts of decision – making process in financial management.

Course Contents:

Module I

Meaning, Importance and Objectives of Financial Management; Time value of money; Conflicts in profit versus value maximization principle; Financial Planning.

Module II

Tools of Financial Analysis and Planning; Ratio Analysis to evaluate performance and financial health; Application of Ratio analysis in financial decision making; Analysis of cash flow and funds flow statements.

Module III

Management of working capital; Cash and Marketable securities management; Treasury management. Receivables management, Inventory management, Financing of working capital,

Module IV

Investment decisions: Capital Budgeting; Techniques for evaluation like payback method, accounting rate of return, internal rate of return, Net present value and Profitability index – simple problems; Relationship between risk and return.

Module V

Financial Decisions: Cost of capital; Cost of different sources of finance, Weighted average cost of capital, Marginal cost of capital, Concepts of operating and financial leverage; Capital structure patterns; Designing optimum capital structure; Constraints; Various capital structure theories; Different sources of finance: Long, medium, and Short-term finance, Operating and Financial Leverage – their measure, effects on Profits, Analyzing alternate financial plan.

Text Books and References:

1. Financial Management – Khan and Jain
2. Financial Management – I.M.Pandey
3. Financial Management – Prassana Chandra

Organizational Behavior MSMSR/BBA/403(CORE)

Course Objectives:

- To imbibe in the students, understanding of Organizational behavior.
- To make the students understand the leadership theories and group behavior.

Module I

FOCUS AND PURPOSE

Definition; need and importance of Organisational Behaviour; Nature and scope; Framework - Organisational Behaviour Models.

Module II

INDIVIDUAL BEHAVIOUR

Personality; Types; Factors influencing personality; Theories; Learning: Types of Learners; The Learning Process - Learning Theories Organizational Behaviour Modification. Attitudes - Characteristics - Components - formation - measurement. Perception - Importance - Factors influencing perception - Interpersonal perception. Motivation - Importance - Theories - Effects on work behaviour.

Module III

GROUP BEHAVIOUR

Organisation Structure - Formation- Groups in Organisations - Influence - Group Dynamics - Emergence of informal leaders and working norms- Group Decision Making Techniques interpersonal relations - Communication - Control.

Module IV

LEADERSHIP AND POWER

Meaning - Importance- Leadership styles - Theories- Leaders vs Managers - Sources of Power - Power Centers -Power and Politics.

Module V

DYNAMICS OF ORGANISATIONAL BEHAVIOUR

Organisational Climate - Factors affecting Organisational climate - Importance. Job Satisfaction - Determinants - Measurement - Influence on behaviour. Organisational change - Importance - Stability vs. change - Proactive vs. Reactive change - The change process - Resistance to change - Managing change. Organisational Development - Characteristics - Objectives - Team building. Organisational Effectiveness - Perspectives - Effectiveness vs. efficiency - Approaches - The Time Dimension - Achieving organisational effectiveness.

TEXT BOOKS:

1. Stephen P. Robbins, "*Prentice Hall of India*" 9th Edition, 2001.
2. Hellriegel, Slocum and Woodman, "*Organisational Behavior*" South-Western, Thomson Learning, 9th edition, 2001.

REFERENCE BOOKS:

1. Schermerhorn, Hunt and Osborn, "*Organisational Behavior*" John Wiley, 7th edition, 2001.
2. "*Organisational Behavior*", Jit S.Chand, Vikas Publishing House Pvt. Ltd, 2nd edition, 2001.
3. Fred Luthans, "*Organisational Behavior*", McGraw-Hill Book Co., 1998.
4. New Strom and Davis, "*Organisational Behaviour*", McGraw-Hill, 2001.
5. Jeff Harris and Sandra Hartman, "*Organisational Behaviour*", Jaico, 2002.

**Ethics and Corporate Social Responsibility
MSMSR/BBA/404(GE)**

Course Objective:

- Understand how ethics can be incorporated into key business decisions
- Learn to identify common ethical issues in business and become familiar with how firms evaluate social responsibility activities

Module I**Introduction to Business Ethics:**

Definition & nature of Business Ethics; Characteristics; Ethical theories; Causes of unethical behavior; Ethical abuses; Work Ethics; Code of conduct; Public good.

Module II**Ethics in Practice:**

Ethics for managers; Role and function of ethical managers; Code of ethics; Competitiveness; Organizational size, Profitability and ethics; Business and environmental issues in the Indian context and case studies

Module III**Legal Aspects of Ethics:**

Political – legal environment; Provisions of the Indian constitution pertaining to Business – Political set up – major characteristics and their implications for business. Prominent features of MRTP and FERA. Social – Cultural environment and their impact on business operations, salient features of Indian culture and values.

Environmental Ethics:

Economic Environment; Philosophy of economic growth and its implications for business; Main features of economic planning with respect to business; Industrial policy and framework of government contract over business; Role of chamber of commerce and confederation of Indian Industries.

Module IV

Concept of CSR:

Meaning and scope of CSR; Relevance and significance of CSR in contemporary society; Value approaches to CSR

CSR within the organization: Labor relations; Work atmosphere: healthy and productive; Exploitation, atrocities and harassment; Safety standards and environmental concerns; Perquisites and incentives

Module-V

CSR and Society:

Role and responsibility of local community in business; Interventions of business to fulfill social responsibilities; Role of NGOs and international agencies in CSR – integrating CSR into business; CSR measures and indicators: measuring CSR to improve shareholders value and societal value; CSR and sustainable development

Text Books:

1. Ethics in Management, Himalaya Publishing House – S.A.Sherlekar
2. An introduction to Business ethics – Joseph Des Jardins
3. The Theory and Practice of Managerial Ethics – Jayashree Sadri, Sorab Sadri and Dhun Dastoor
4. Discovering and Implementing the value of corporate social responsibility – Buried Treasure

Reference Books:

1. An introduction to ethics – William Lillie
2. The power of ethical management – Kenneth Blanchard and Norman Vincent Peale

3. Indian Management Emerging Responses – R.R. Prasad, S.R.P. Shukla, Ashok Kumar

Research Methodology MSMSR/BBA/405(SEC)

Course Objectives:

- To gain an insight into the basic concepts, tools and techniques
- To develop an independent ability for research.

Course Content

Module I

The Scientific Method and Research: Definition, meaning, significance; Principles and characteristics of scientific method.

Module II

Steps in the Elaboration of a Research Project: Research design and preparing for Scope of Work (SoW), Design Criteria Study Approaches.

Module III

Hypothesis Definition; Sources, kind, characteristics; Formulation; Pre-test and Pilot survey.

Module IV

Survey and census method; Sampling techniques; Techniques of Data Collection: Documentary Method; Observation; Interview; Questionnaire; Questionnaire Design and administration; Reliability and validity.

Module V

Scaling Techniques:

Definition, kinds and its usefulness; Data Tabulation and Analysis of Data; Meaning of Data Analysis; Elementary analysis of data; Coding and tabulation; Statistical analysis of data; Presentation of data; Report Writing ;(Contents of Good Report)

BOOKS RECOMMENDED:

"*Research Methodology*" by C.R.Kothari

International Trade MSMSR/BBA/501(CORE)

Course objectives:

1. The objective of this course is to provide the students with a knowledge and specialized skills, necessary for developing a dedicated understanding in the area of International Trade.
2. To provide an exposure into export and import regulations, procedures and documentations.

Course Contents:

Module I

Introduction to International Trade

Meaning, need for International Trade, Evolution of international trade; distinction between international trade and domestic trade.

Module II

Theories of International Trade

Classical and neo-classical, Gains from international trade. Balance of trade, Balance of payments, Disequilibrium in balance of payments; Causes & Consequences

Module III

Foreign Exchange

Meaning and need; Theories for exchange rate determination Mint parity theory; Purchasing Power parity Theory. Direction and Composition of India's foreign trade, recent trends, export promotion policies.

Module IV

GATT and WTO

GATT, 1947 ,GATT 1994 (Marrakesh Agreement), Agreement establishing the World Trade Organisation, Structure and working of the WTO, Most Favoured Nations Treatment, Tariffs and non-tariff barriers.

Module V.

International Liquidity Problems and Documentation

International Liquidity Problems I.M.F. and W.T.O., Documents used in foreign trade: Foreign bill of exchange, Letter of credit.

BOOKS RECOMMENDED:

1. "Foreign Exchange Problems and Practices": K. K. Andley
2. 'Monetary Economics': M. C. Vaish
3. "International Economics" : Ohlin
4. "Indian Economics" : Dutt and Sundaram

Consumer Behavior and Advertisement Management**MSMSR/BBA/502(CORE)****Course objectives:**

- Marketing and sale personnel are needed to understand the role of consumer behavior and advertising Management.
- Objective of this subject is to familiarize students the basics of consumer behaviour and factors influencing buying decision process.
- The topics of advertising management aims at acquainting students with concepts, techniques of advertising management.

COURSE CONTENTS:**Module I****Introduction:**

Meaning, nature and importance of consumer behavior; model of consumer decision making (Howard and Sheth Model, Nicosia Model, Engle and Blackwell Model).

Module II**Consumer Decision Making process and determinants of buying behavior:**

Input, process and output Needs; Internal determinants of Buying behavior- Motives; perception; learning; attitudes; personality and life style; External Determinants of buying behavior, Family; groups, social class, culture.

Module III**Introduction, uses and abuses of Advertising**

Meaning, scope and importance of advertising, Distinction between advertising & publicity and propaganda; types of advertisement; Benefit of advertising; Advertising and Consumer; Advertising and Society; Objections leveled against advertising; Is advertising a wasteful expenditure; Economic objections; Social objections; Ethical objections.

Module IV**Creating an Advertisement and media selection**

Headline and its various types; illustrations, copy and the type of copy; techniques of layout typography and its importance in advertising; Role and importance of media/advertising agency, types of media, their weaknesses and strengths a) Media planning b) Media schedule

Module V**Preparing advertising budget and Legal aspects of advertising**

Preparing advertising budget; Awareness of laws strictly relating to advertising – general advertising regulations with particular emphasis on patents and trade marks; self regulation in advertising

Text Books

1. Consumer Behaviour by Leon G Schiffman and LL Kanuk
2. Consumer Behaviour by James F Engel and Roger D Blackwell

Reference Books

1. Consumer Behaviour; An Information Processing Perspective by B Strenthal and CS Craig
2. Consumer Behaviour by WL Wilkie
3. International Marketing by Vern Terpstra
4. Global Marketing Management by Warren J Kelgan
5. Mass Commission in India by DS Mehta
6. Advertising by John S Wright, Daniel S, Warner and Wills Winter, Jr
- 7 Advertising – Mass Communication Marketing by Little field and CA Kirkpatrick
8. Advertising – Its Role in Marketing by SW Dunn and AM Barban
9. Advertising Management by Boyd and Newman
10. Introduction to Advertising and Promotion 3rd Ed., Chicogo Irwin, 2002
11. Advertising Management 4th Ed. by Rajeev Balu, Prentice Hall of India, New Delhi, 2002

Project Report and Viva –Voce MSMSR/BBA/503(DSE)

Objectives:

- The four to six weeks practical training is the most important part of the curriculum where the students will be given finishing touch to come out as a successful person from a raw product for self employment/ service.
- During his first four, semesters of study he gets little exposure of industrial environment through industrial visits. He has to undergo exhaustive practical training in some good business organization, which he will opt as per specialization of the course of his interest for developing specific work related competencies.
- Before actually, going to the business organization the student will be given detailed instructions in written about what he will do in the business organization regarding discipline, etiquettes, manners and actual learning. The student will be supervised behaviour skill guided all through the training by a faculty member.
- The teacher will be responsible for chalking out plan, monitoring progress of student and assist him in achieving the desired objectives.

The criteria for selection of company (business organization) would be based upon:

1. Goodwill of the company
2. Strength of manpower for training of HR students
3. Sales turnover of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Chhattisgarh State
8. Suitability of the students with reference to specialization

Training Diary

Each student has to maintain a diary in which he will record/writing the details of work/activity progress, the diary has to be got checked by the concerned officer/section in-charge

Preparation of Training Report

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

Project Work

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP

All the candidates of BBM-IV SEMESTER after there term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

THE GUIDE

The Guide for BBM would be a person From the MATS

A guide cannot guide more than six projects at a given time.

PROJECT TIME / MAN-HOURS

- The BBM Major Projects would be of approximately 4 to 6 weeks and carries total marks of 200 including project report and viva.
- Number of students in a project group will not be more than three for BBM.

PROJECT EVALUATION GUIDELINES

A.) The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 50% of total marks.
Thesis/Project report - 50% of total marks.

B.) To be done at MATS Campus by External Examiner

Presentation and viva - 50% of total marks.
Thesis/Project report - 50% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

SUMMARY/ABSTRACT

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- What contribution would the project make?

TOPIC OF THE PROJECT- This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is

advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

OBJECTIVE AND SCOPE: This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

RESOURCES AND LIMITATIONS: The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

CONCLUSION: The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

The following suggested guidelines must be followed in preparing the Final project Report:

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages should be numbered at the bottom center of the pages.

Normal Body Text: Font Size: 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

Paragraph Heading Font Size: 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

Chapter Heading Font Size: 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

Binding:: The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

Submission of Project Report to the MATS : The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT

- Cover Page as per format
- Acknowledgement
- Certificate of the project guide as at Annexure III
- Certificate of the Company/Organisation
- Synopsis of the Project
- Main Report
 - ◆ Objective & Scope of the Project
 - ◆ Theoretical Background Definition of Problem
 - ◆ Methodology adopted,

Annexure:

1. Brief background of the organisation where the student has developed the project.

3. List of abbreviations, Figures, Tables
4. References
Bibliography
Website
5. Soft copy of the project on CD/Floppy

Formats of various certificates and formatting styles are as:

1) Certificate from the Guide

Guide Name & Designation Full Address

CERTIFICATE

This is to certify that this project entitled " xxxxxx xxxxx xxxxx xxxx xxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms. _____, Roll No. _____ is and is an authentic work carried out by him/her at _____ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

2) Project Report Cover Page Format:

Title of the thesis/report (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide
(Guide Name)

Submitted by:
(Student's name) Roll No.:

Submitted to MATS, RAIPUR
LOGO

3) Self certificate by the students

SELF CERTIFICATE

This is to certify that the dissertation/project report entitled " _____ " is done by me is an authentic work carried out for the partial fulfillment of the requirements for the award of the degree of Bachelor of Business Management under the guidance of _____. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Name of the Student

Roll No

ACKNOWLEDGEMENTS

In the "Acknowledgements" page, the writer recognises his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he also recognise specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

BIBLIOGRAPHY

FINANCIAL MARKETS MSMSR/BBA/504(F)(DSE)

Course objectives:

- The course gives an overview of financial Markets and their operations.
- The course provides an insight into the regulatory framework of the financial markets.

Course contents:

Module I

An overview of financial markets in India; Money markets: Indian money markets structure and compositions: Acceptance houses, Discount house, and call money market, recent trends in Indian money market.

Module II

Capital market: Security market – (a) New issue market (b) Secondary market; functions and role of stock exchange, Listing, Pricing of public issue, Stock exchanges and over the counter exchanges.

Module III

Securities contract and regulation act: Main provisions; Investor's protection: Grievances handling and their removal.

Module IV

Functionaries of stock exchange; brokers, sub brokers, market makers, jobbers, portfolio consultants, institutional investors and NRIs.

Module V

Financial services: Merchant banking- functions and roles, SEBI guidelines; credit rating – concepts, functions, and types.

Text Book:

Financial institutions and Markets : L.M.Bhole

Reference Books:

Indian Securities market : Hooda.R.P
Monetary Economics : Suraj Gupta

INDUSTRIAL RELATIONS&LABOUR LAWS MSMSR/BBA/504(H)(DSE)

Course objective:

- This course provides the students with an exposure to the basic concepts of industrial relations and deals with industrial disputes, collective bargaining & acquaint the participants with legal obligations pertaining to employment conditions, benefits and labor regulatory Mechanisms in business and Industry including exposure to concerned pieces of enactments and connected court decisions.

Course contents:

Module I

Industrial Relations

Meaning & Objectives, Importance, Approaches to Industrial Relations - Unitary, Pluralistic, Marxist. Role of Three Actors to Industrial Relations - State, Employer & Employees, Causes for poor IR, Developing sound IR. Trade Unions - Definition Types of trade unions, Problems of trade unions, Functions of trade unions, Measures to strengthen trade unions.

Module II

Industrial Disputes

Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes. Industrial Dispute Act - Conditions to Strikes, Lock-outs, Lay-off & Retrenchment, Laws relating to standing orders.

Module III

Collective Bargaining

Definition, Importance, Prerequisites of collective bargaining - Union bargaining process - Types of bargaining- Collective bargaining in India. Grievance & Disciplinary procedure
Meaning, Need & procedure

Module IV

Laws in Working Conditions: Factories Act 1948, Mines Act 1952, Contract Labour (Regulation & Abolition) Act 1970,

Industrial Relations Law: Trade Unions Act 1926, Industrial employment standing orders Act 1946.

Module V

Wages of Labour Laws: Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965.

Laws of Labour Welfare, Social Security Act: Workmen's Compensation Act 1923, ESI Act 1948, EPF Act 1952, Payment of gratuity Act 1972, Maternity Act 1961.

Text Books: 1. Industrial Relation-Arun Monappa
2. Aspects of labour welfare & social Security-A.M.Sharma

Reference Books:

1. Managing Human Resource & Industrial Relation-RS.Diwedi
2. Labour and Industrial Law-P.L.Malik

**Income Tax
MSMSR/BBA/601(CORE)**

OBJECTIVE:

- To provide in-depth knowledge of tax laws and their impact on management decision and more particularly to emphasize the role of the tax factors in the use of management accounting techniques.

COURSE CONTENTS

Module I:

Introduction – Assessee, Previous year, AY, Person, Residence and Tax Liability in Case of Individual, Firm, HUF & Company. Exemption from Tax – Specifically for Individual. Income from Salary – Allowance, Perquisite, Provident fund. Retirement Benefits – Pension, Gratuity, Earned Leave, Salary, Compensation.

Module II:

Income from House property – Computation GAV, let out house and Deemed Let out, Self occupied House. Income from Business & profession – Deduction u/s 30 to 37; Disallowed Expenditure section 37 (23) & section 40.; Section 44 AB – Compulsory Audit of Account.

Module III:

Income from Capital Gain – Capital Assets, short term & long term assets, cost in special cases, full value consideration in special cases. Exemption from Gain Income from other sources.

Module IV:

Provision related to set off & carry forward, clubbing of Income, Deduction from Gross Total Income (80 CCC to 80 U).

Module V:

Compute – Total Income, Tax on Total Income. Rebate on Tax, Computation of Individual Income.

Reference Book -

1. Dr. Vinod Singhania and Dr. Kapil Singhania, Taxmann's publication Pvt.
2. Dr. H.C. Mehrotra & Goyal, Sahitya bhawan Publication.

3. Grish Ahuja and Dr. Ravi Gupta, Bharat Law House

LOGISTICS AND SUPPLY CHAIN MANAGEMENT
MSMSR/BBA/602(CORE)

Course Objective:

- To make students understand the importance of supply chain and logistics in the field of marketing and acquaint him with the functioning of logistics, for the a optimum output and better managerial decisions.

Course contents:

Module I:

OVERVIEW OF SUPPLY CHAIN MANAGEMENT

Evolution of Supply Chains as a Management Discipline, Role of Supply Chain Management: Scope and Importance, Value Chain and Value Delivery; Customer Driver Strategies, Formulating Supply Chain Strategies, Logistics and Competitive Strategy: Systems view.

Module II:

CO-ORDINATION AND MANAGEMENT OF TRANSPORTATION

Inventory, Order Processing, Purchasing, Warehousing, Materials Handling, Packaging, Customer Service Management.

Module III:

INTERFACES WITH OTHER AREAS

Functional Interfaces within the Organization; Customer Focus and Profitability in Supply Chain, Finance and Supply Chain Interface, Marketing and Supply Chain Interface.

Module IV:

DISTRIBUTION REQUIREMENT PLANNING

Transportation; Costs and Handling; Economics of Transportation; Warehousing – Storage and Transit Risks, Distribution Network Planning and Warehouse Location, Integrated Supply, Production, distribution Policies and Plans.

Module V:

INTERNATIONAL LOGISTICS and DECISION MODELS

Ocean Carrier Management, Import-Export Logistic Management. Decision support models of supply chain management: Transportation Systems, Warehouse Design, Distribution Inventory Policies, Transshipment, etc.

TEXT BOOKS

1. Donald J. Bowersox & David J. Closs, Logistical Management, Tata McGraw-Hill Editions, New Delhi, 2000.
2. Jeremy F. Shapiro, Modelling and Supply Chain, Thomson Learning, 2001.

3. Martin Christopher, Logistics and supply chain management, Financial times management, 2000.

REFERENCES

1. David Taylor and David Brunt, Manufacturing Operations and Supply Chain Management, Vikas Thomson Learning, 2001.
2. Philippe - Pierre Dornier, Global operations & logistics, John Wiley & sons Inc, New York, 2002.
3. Monczka / Trend / Handfiled, Purchasing and Supply chain management, Thomson south- western college publishing, 2000.
4. B.S. Sahay, Supply chain management for global competitiveness, Macmillan India Ltd, Delhi, 2000.
5. David Hutchins, Just in Time, Jaico Publishing House, Mumbai, 2001
6. David Simchi - Levi & Philip Kaminsk, Designing and Managing the supply chain, McGraw-Hill Companies Inc., 2000.

BANKING SERVICES AND OPERATIONS **MSMSR/BBA/603(F)(DSE)**

Course Objectives:

- To give an insight in to the working and regulation of the banking system in India
- To give an insight into the latest developments in the banking scenario in India

Course contents:

Module I:

Indian banking system; structure and organization. Concept; Classification; Objective & functions of Banks

Module II:

Banking Regulation Act 1949 & main amendments; RBI Act 1934 and its main amendments; Functions & Roles played by RBI & NPA

Module III:

Banking Forms – Corporate Banking; Rural Banking; Retail Banking; International Banking. e-banking reforms in Banking after 1991.

Module IV:

Banking – Customer Relationship: Payment and Collection of cheques; social services rendered by banks.

Module V:

Role of IT in the Banking: Computerization; Internet Banking; Mobile Banking; ATMs; Security Issues. Performance Analysis of Banks.

Text Book:

Fundamentals of Banking Theories and practices by A Mukharjee.

Reference Books:

Banking in India by S.G Panandikar and Mithani

RBI Bulletin

Banking law and practices in India by M.L.Tennan

RISK MANAGEMENT & INSURANCE
MSMSR/BBA/604(F)(DSE)

Course objective:

- **To make the students aware of the various types of risks inherent in the Insurance sector and the techniques to control them.**

Course contents:

Module 1

Risk- an introduction, risk vs. uncertainty, classification of risk, significance of risk, calculation of risk in the light of simple probability. Relationship between risk and other managerial functions.

Module 2

Insurance-Concept, Nature, Classification of Insurance , Functions, Importance and evolution of Insurance sector in India. Principles of Insurance.

Module 3

Life Insurance and General Insurance–Concept; Public & Pvt. Sector players in India – their products, schemes & plans; LIC Act 1956. IRDA Act 1999 – scope, nature and functions

Module 4

Distribution channel in Insurance-Introduction, Individual Agents-Appointment, functions, code of conduct and remuneration; Eligibility, functions. Role of corporate agents and brokers

Module 5

Insurance Underwriting - need for insurance underwriting, factors that affect the activities performed by the underwriter, steps involved in the process of insurance underwriting.

Claims Management: factors affecting the insurance claim management system, types of documents needed in various types of claims, meaning of 'Causa Proxima' in insurance claim settlement.

Insurance Pricing and Marketing - principles of insurance pricing and marketing, tools and techniques used in pricing individual life and health insurance

Insurance Ombudsman: importance of financial management in insurance companies, tools of managing expenses in the insurance companies, modes used by the insurance companies in channelizing their funds. Reinsurance: reinsurance in the insurance sector.

HUMAN RESOURCE PLANNING AND PROCUREMENT MSMSR/BBA/603(H)(DSE)

Course objectives:

- To make students understands the planning skills of human resource inventory and the different sources from where he can procure these valuable resources.
- To make student aware of the strategic issues involved in the Human Resource Planning and procurement

Course contents:

Module I

Strategic Human Resource Management: Meaning, Benefits, Role of HRM in Strategic Management, Strategic Management Process.

Human Resource Planning : Definition , Objectives, Importance, Factors affecting HRP, Process of HRP Employee Forecasting – Trend analysis, Ratio Analysis, Scatter Plot, Computerized Forecasting , Delphi Method, Manager Judgment, Supply Forecasting.

Module II

Job Analysis: Meaning, Purpose, Process, Methods of Collecting Data. Job Description – Contents, Writing Job Description, Job Specification.

Module III

Procurement and selection of Human resource: Recruitment- Meaning and Process; Sources of Recruitment , Internal and External Source, Modern Techniques of Recruitment, Sources- Internet Based, Placement Agencies.

Selection of Human Resource: Meaning, Essentials of Selection Procedure, Selection Hurdles, Selection Procedure - Application Blank; Employment Tests- Utility and Validity. Employment Interviews- Principles and Techniques, Medical Text, Reference Check Appointment- Terms and Conditions.

Module IV

Induction & Placement- Induction –Meaning, Induction Programme –formal or informal, individual or collective, serial or disjunctive, Investiture or Disinvestiture, Requisites of effective programme.

Module V

Changing environment of HRM – Internal and External Factors.

Internal factors – Human Resource of Country, changing demands of employers, employee's organization. External factors – Change in Technology, Legal and Government, Customer Social factors, Economic and Political factors.

Reference Books:

1. Personnel Management by Edwin Flippo.
2. Personnel & Human Resource Management – Text & Cases By P. Subba Rao.
3. Human Resource Management – An Experiential Approach by H. John Bernardin & Joyce E.A.Russell.
4. Human Resource Management – S.S.Khanka (S. Chand & Company Ltd. New Delhi.)
5. Human Resource Management and Personnel Management – Aswathappa (Tata Magraw Hill New Delhi)

**DEVELOPING AND UTILIZING HUMAN RESOURCE
MSMSR/BBA/604(H)(DSE)**

Course Objectives:

- To make student learn the concept and skills of developing and utilizing manpower in the organization in wise and judicious way so that he can gain the optimum utilization of his human ware.
- To make students understand the concept of training in context with the latest practices in the industry.

Course contents:

Module I

Training for Development

Concept of Training and Development, Need for training, Importance of Training, Difference between Training and Development, Principles of Training and areas of training. Assessment of Training Needs, Training Methods - On the Job and Off Job Methods, Electronic Training – Computer Based Training Electronic performance support system (EPSS) , Distance and Internet Based Training – Tele-training , Video conferencing , Training via Internet , Learning portals. Evaluation of Training: Purpose of Evaluation, Evaluation Process

Module II

Management Development

Needs, importance & Methods. Organizational Development through Human Resource Development.

Module III

Learning Organization

Learning Curves and Linkage of Learning with Training and Learning Organization. Organizational Learning, Instruments on Learning Organization, Essentials for Developing a Learning Organization.

Module IV

Performance Appraisal

Definition, Objectives, Need for Appraisal, Essentials of performance appraisals and problems of performance appraisal, Methods of Performance Appraisal- Traditional and Modern Methods- Graphic Rating-Scale, Straight Ranking Method, Paired Comparison Method, Critical Incident Method, Group Appraisal, Confidential Methods, Behavioral Anchored Rating Scale (BARS), Assessment centers.

Module V

Managing Careers- Career Planning, Factors affecting Career Choices; Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions.

Reference : Books:

- 1 Training Manual on Human Resource Management & Organisational Learning – V.N.Srivastava & Girdhar J.Ghyni.
2. Human Resource Management by Gary Dessler.
3. Human Resource Management by Robbins.
4. Human Resource Management – P. Subba Rao.
5. Human Resource Management and Personnel Management – Aswathappa (Tata Magraw Hill New Delhi)