

MATS University
BACHELOR OF BUSINESS ADMINISTRATION

Regulations and Policies

(2022-23)



MATS School
of
Management Studies and Research

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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 through 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 : 2021 - 2022 CBCS PATTERN											
BBA SEMESTER I											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/101	Communicative English	AEC	2	0	0	35	15	50	2
2	MGMT	MSMSR/BBA/102	Principles of Management	DSC	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/103	Business Environment	DSC	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/104	Financial Accounting	DSC	4	1	0	70	30	100	5
5	MGMT	MSMSR/BBA/105	Fundamentals of Computers	SEC	3	1	0	70	30	100	4
Total credits Semester I											21

BBA SEMESTER II											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/201	Environmental Studies	AEC	2	0	0	35	15	50	2
2	MGMT	MSMSR/BBA/202	Marketing Management	DSC	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/203	Managerial Economics	DSC	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/204	Business Mathematics	AEC	4	1	0	70	30	100	5
5	MGMT	MSMSR/BBA/205	Business Communication	SEC	3	1	0	70	30	100	4
Total credits Semester II											21

BBA SEMESTER III											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/301	Human Resource Management	DSC	4	1	0	70	30	100	5
2	MGMT	MSMSR/BBA/302	Cost Accounting	DSC	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/303	Business Statistics	AEC	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/304	Production and Operations Management	DSC	3	1	0	70	30	100	4
5	MGMT	MSMSR/BBA/305	Introduction to Entrepreneurship	SEC	2	0	0	35	15	50	2
Total credits Semester III											21

BBA SEMESTER IV											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGM T	MSMSR/BBA/401	Research Methodology	DSC	4	1	0	70	30	100	5
2	MGM T	MSMSR/BBA/402	Income Tax	DSC	4	1	0	70	30	100	5
3	MGM T	MSMSR/BBA/403	Organizational Behaviour	DSC	4	1	0	70	30	100	5
4	MGM T	MSMSR/BBA/404	Business Law	DSC	3	1	0	70	30	100	4
5	MGM T	MSMSR/BBA/405	Management Information System	SEC	2	0	0	35	15	50	2
Total credits Semester IV											21

BBA SEMESTER V											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	MTE	ESE		
1	MGMT	MSMSR/BBA/501	International Business	DSC	4	1	0	70	30	100	5
2	MGMT	MSMSR/BBA/502	Consumer Behaviour	DSC	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/503	Project (Report & Viva-Voce)	VT				70	30	100	6
4	MGMT		Elective I (M,F,H)	DSE	3	1	0	70	30	100	4
5	MGMT		Elective II (M,F,H)	DSE	3	1	0	70	30	100	4
Total credits Semester V											24

Specialization	MGMT	MSMSR/BBA/504 (M)	Services Marketing
	MGMT	MSMSR/BBA/505 (M)	Advertising & Sales Promotion
	MGMT	MSMSR/BBA/504 (F)	Financial Management
	MGMT	MSMSR/BBA/505 (F)	Banking & Insurance
	MGMT	MSMSR/BBA/504 (H)	Human Resource Development
	MGMT	MSMSR/BBA/505 (H)	Training and Development

BBA SEMESTER VI											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/601	Strategic Management	DSC	4	1	0	70	30	100	5
2	MGMT	MSMSR/BBA/602	Business Ethics and CSR	DSC	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/603	E-commerce	AEC	4	1	0	70	30	100	5
4	MGMT		Elective III (M,F,H)	DSE	3	1	0	70	30	100	4
5	MGMT		Elective IV (M,F,H)	DSE	3	1	0	70	30	100	4
Total credits Semester VI											23

Specialization Semester VI											
Specialization	MGMT	MSMSR/BBA/604 (M)	Product & Brand Management								
	MGMT	MSMSR/BBA/605 (M)	Rural Marketing								
	MGMT	MSMSR/BBA/604 (F)	Security Analysis And Portfolio Management								
	MGMT	MSMSR/BBA/605 (F)	Financial Market								
	MGMT	MSMSR/BBA/604 (H)	Organisation Change and Development								
	MGMT	MSMSR/BBA/605 (H)	Industrial Relation and Labour Law								
Total Credits at the end of BBA Final Semester											131

COMMUNICATIVE ENGLISH **MSMR/BBA/101(AECC)**

LEARNING OBJECTIVE:

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

MODULE I

Introduction

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 II

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 III

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 IV

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 V

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

TEXT BOOKS/ 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 Winruchard Denny (Kogan Page Indira)
6. English Essential English: E. Suresh Kumar, P.Srihari
7. Busniss Communication for Success: By Scott Mear
8. Stand Up, Speak Out the Prachis & Ethics of Public Speaker By Jason S. Wrenchanne Goding Communication in The Real World
9. An Introduction to Communication-Stuies (Rechard G.Jhones)
Organizational Communication by Jason S. Wrench Naussra Punyaneent Carter

**PRINCIPLES OF MANAGEMENT
MSMSR/BBA/102(CORE)**

LEARNING 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

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, Process 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/ REFERENCE 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*".
5. O'Donnel, Koontz and Weirich, "*Management*", Tata McGraw Hill publishing Company, New Delhi, 2001.
6. Chopra, R.K. "*Principles & Practices of Management*", Sun India publication, 2005.
7. Tripathi, P.C and Reddy, P.N., "*Principles & Practices of Management*", 2nd edition, Tata McGrawHill, 2003.
8. L M Prasad "*Principles and Practices of Management*"
9. Peter F Druker "*Essentials of Management*"
10. Business Today, Business World, The Economic Times

BUSINESS ENVIRONMENT MSMSR/BBA/103 (CORE)

LEARNING 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.

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 and Legal 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.

TEXT BOOKS /REFERENCE BOOKS

1. Sankaran. S - Business Environment
3. Aswathappa - Business Environment
4. Dasgupta & Sengupta - Government and Business in India
5. Jalan, B, –*India's Economic Crises, 1991*", Oxford Univ. Press, New Delhi.
6. Aswathappa, K.; –*Essentials of Business Environment*", Himalaya.
7. Sanjay - Business Environment
8. Francis Cherunilam - Business Environment
9. Cherunilam, Francis; –*Business Environment*", Himalaya Pub. House, 1996.

FINANCIAL ACCOUNTING MSMSR/BBA/104(CORE)

LEARNING 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.

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 BOOKS/ REFERENCE BOOKS:

1. Financial Accounting – S. M. Shukla
2. Financial Accounting - S. N. Maheshwari
3. Company accounts Hanif Mukherjee, 2nd Edition Vol-2, TATA Mc Graw Hill publishing company Ltd.

FUNDAMENTAL OF COMPUTERS

MSMSR/BBA/105(GE)

LEARNING 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.

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/ REFERENCE BOOKS:

1. Using IT - Williams, Tata McGraw Hills
2. Fundamentals of Information Technology- Chetan Srivastav, Kalyani Publication
3. Fundamental of computers - P.K Sinha
4. Data Communication and Network Tanunbaum

ENVIRONMENTAL STUDIES (AECC) MSMSR/BBA/201

LEARNING 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

MODULE I

Introduction to Environmental studies

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.

Ecosystems

What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession, Ecological Interactions. **Case studies**

MODULE II

Environmental Pollution

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

Solid waste management: Causes, effects and control measures of urban and Industrial waste, Role of an individual in prevention of pollution,

Disaster management: floods, earthquake, cyclone and landslides. **Case Studies**

MODULE III

Social Issues and the Environment:

Urban problems related to energy, Water conservation, rain water harvesting, Water shed 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,

Wasteland reclamation, Consumerism and waste products. **Case Studies.**

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

**MARKETING MANAGEMENT
MSMSR/BBA/202(CORE)**

LEARNING OBJECTIVE:

- The course is aimed at developing basic knowledge, skill and attitude of the students about concept of customer and strategies of marketing management.

MODULE I

Fundamentals of Marketing:

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

MODULE II

Market Analysis and Consumer Behaviour

Understanding marketing environment; Market measurement; Consumer Behaviour, Process and Factors influencing Consumer behavior, Consumer and industrial goods & buyer behavior, Market segmentation, Targeting and Positioning

MODULE III

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 IV

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 V

Marketing Organization

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

TEXT BOOKS/ REFERENCE BOOKS:

1. Kotler – “Marketing Management”
2. Cundiff and Still – “Marketing Management”
3. Subhas Mehta – “Marketing management”
4. Rajan Nair – “Marketing”

MANAGERIAL ECONOMICS MSMSR/BBA/203(CORE)

LEARNING OBJECTIVES:

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

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; Walker's 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/ REFERENCE BOOKS:

1. "Managerial Economics Theory and Applications "by Dr D.M. Mithani
2. "Managerial Economics " by D. N. Dwivedi
3. "Managerial Economics" by M.L.Jhingan
4. "Managerial Economics" by Atmanand
5. "Managerial Economics" by P.L.Mehta
6. "Managerial Economics" by H. Ceraig Peterson.
7. "Managerial Economics" by Bharti Singh
8. "Managerial Economics" by Varshney and Maheswari.

**BUSINESS MATHEMATICS
MSMSR/BBA/204(CORE)**

LEARNING OBJECTIVE

- To provide basic knowledge of quantitative methods and their application to commercial situations and for decision making in business.

MODULE I

Number System

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simple problems)

MODULE II

Theory of Equations

Introduction – Meaning – Types of Equations – Simple, Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only. Quadratic Equation – Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Problems on Commercial Application.

MODULE III

Progressions

Introduction – **Arithmetic Progression** - Finding the n th term of an AP and Sum to ' n ' th term of AP. Insertion of Arithmetic Means in given terms of AP and representation of 3 terms of AP. **Geometric Progression** – Finding n th term of GP – Sum to ' n ' th Term of GP – Insertion of Geometric Means in given Geometric Progression and also representation of 3 terms of GP.

MODULE IV

Matrices and Determinants

Introduction, Meaning, types of matrices – operations of addition, subtraction, multiplication of two matrices – problems, transpose of a square matrix. Determinant of a square matrix- minor of an element, co-factor of an element of a determinant. Adjoint of a square matrix, singular and non-singular matrices –inverse of a square matrix – Problems on linear equations in two variables using Cramer's rule.

MODULE V

Commercial Arithmetic

Simple interest, Compound interest including half yearly and quarterly calculations, annuities, Percentages, bills discounting, concepts of Ratios, duplicate-triplicate and sub-duplicate of a ratio, Proportions, third, fourth and inverse proportion - problems.

TEXT BOOKS/ REFERENCES BOOKS:

1. Business Mathematics by D.C. Sancheti, V.K Kapoor
2. "Quantitative Methods" by D R Agrawal
3. Business Mathematics, HPH by Dikshit & Jain
4. Business Mathematics (Sahitya Bhawan) by Dr. S.M Shukla
5. Business Mathematics (HPH) by G.K. ranganath
6. Business Mathematics and Statistics by G.R. Veena & Seema
7. Business Mathematics and Statistic by Dr. Sancheti & Kapoor

BUSINESS COMMUNICATION
MSMSR/BBA/205(GE)

LEARNING 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.

MODULE I

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

MODULE 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

MODULE III

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

MODULE IV

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

MODULE V

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

TEXT BOOKS/ REFERENCES BOOKS:

1. Business Communication by Vikram Bisen
2. Business Communication by Namita Gopal
3. Business Communication by Meenakshi Raman
4. Business Communication by K.K. Sinha
1. Essentials of Business Communication by Sangeeta Magan
2. Professional Communication by Jain AK & et. al.
3. Written Communication by Piyush Bhatnagar
4. Know Your Worth: Stop Thinking Start Doing by N K Sondhi & Vibha Malhotra

**HUMAN RESOURCE MANAGEMENT
MSMSR/ BBA/ 301**

LEARNING 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.

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.

TEXT BOOKS/REFERENCE BOOKS:

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

COST ACCOUNTING
MSMSR/BBA/302(CORE)

LEARNING 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

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 BOOKS/ REFERENCE BOOKS:

1. "Cost Accounting" by M.L. Agrawal, Jain Narang, Maheshwari
2. "Cost Accounting" by M.L. Agrawal, Sahitya Bhawan publication,
3. "Cost Accounting" by Jain Narang, Kalyani Publishers
4. "Cost Accounting" by S.N. Maheshwari,
5. "Cost Accounting" by Saxena and Vashist, Sultan Chand and Sons

**BUSINESS STATISTICS
MSMSR/BBA/303 (CORE)**

COURSE OBJECTIVE

- The objective is to provide basic knowledge of Statistical methods and their commercial application for decision making in business.

MODULE I

Introduction to Statistics

Background and Basic concepts: Introduction – Definition of Statistics – Functions – Scope – Limitations, Classification and Tabulation of Data.

MODULE II

Measures of Central Tendency

Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode – Graphic location of Median and Mode through Ogive Curves and Histogram.

MODULE III

Measures of Dispersion and Skewness

Part – 1: Measures of Dispersion: Meaning– Calculation of Absolute and Relative measures of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation.

Part – 2: Measures of Skewness: Meaning of Skewness - Symmetrical &Skewed Distributions- Measures of Skewness - Absolute and Relative Measures of Skewness – Karl Pearson’s Coefficient of Skewness and Bowley’s Coefficient of Skewness

MODULE IV

Correlation and Regression Analysis

Correlation – Meaning & Definition - Uses – Types – Probable error – Karl Pearson’s & Spearman’s Rank Correlation

Regression – Meaning and Definition, Regression Equations - Problems

MODULE V

Index Numbers and Probability

Index Numbers-Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher’s Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index – Problems

Probability Theory – Basic concepts of probability, multiplication and addition theorem of probability; conditional probability.

TEXT BOOKS/ REFERENCES BOOKS:

1. Mathematics and statistics by Suranjan Saha
2. "Quantitative Methods" by D R Agrawal
3. "Fundamentals of statistics" by D N Elhance
4. Business Statistics by S. C. Gupta
5. Business Statistics by Dr. S.M Shukla
6. Statistical Methods by Dr.S.P.Gupta
7. Quantitative Methods for Business (Kalyani Pub.) by S. L. Agrawal
8. Quantitative Method for Business - II by Chikodi & Pradad

PRODUCTION AND OPERATIONS MANAGEMENT MSMR/BBA/304(GE)

LEARNING OBJECTIVE

- The objective of the subject is to make the students understand the concepts of production and operations management of an industrial undertaking and the benefits of automation.

MODULE I

Introduction to Production and Operations Management

Introduction - Meaning & Definition – Classification - Objectives and Scope of Production and operation Management -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

MODULE II

Plant Location and Layout

Introduction – Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - Plant layout principles - space requirement- Different types of facilities, Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

MODULE III

Materials Management

Introduction – Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control Techniques

MODULE IV

Production Planning and Quality Control

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM.

Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

MODULE V

Maintenance and Waste Management

Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

TEXT BOOKS/ REFERENCE BOOKS:

1. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI
2. Thomas E. Morton, Production Operations Management, South Western College.
3. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishers.
4. Ghousia Khaloon, Production & Operation Management, VBH.
5. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
6. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
7. SN Chary, Production & Operations Management, McGraw Hill.
8. K KAhuja, Production Management, CBS Publishers.
9. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
10. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management

INTRODUCTION TO ENTREPRENEURSHIP MSMSR/ BBA/ 305 (SEC)

LEARNING 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.

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,

TEXT BOOKS/REFERENCE BOOKS:

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

**RESEARCH METHODOLOGY
MSMSR/BBA/401(CORE)**

LEARNING OBJECTIVES:

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

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)

TEXT BOOKS/REFERENCE BOOKS:

1. "Research Methodology" - C.R.Kothari
2. Business Research Methods- Dobnald R. Cooper

**INCOME TAX
MSMSR/BBA/402 (CORE)**

LEARNING 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.

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.

TEXT BOOKS/REFERENCE BOOKS:

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

ORGANIZATIONAL BEHAVIOR MSMSR/BBA/403(CORE)

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

BUSINESS LAW
MSMSR/BBA/404(GE)

LEARNING 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 deliver knowledge to students regarding various rules and regulations of Incorporating any business venture and also various negotiable instruments used in the transactions

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.

TEXT BOOKS/REFERENCE 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

MANAGEMENT INFORMATION SYSTEM (MIS) MSMR/BBA/405 (SEC)

LEARNING OBJECTIVE;

- The objective of the subject is to make the students understand the concept of information systems used in business and to know the latest trends in doing business in internet environment.

MODULE I

Introduction to Information System

Meaning and definition of system, information and information system – Management/Business information system –Features of Information system – Uses of Business Information Systems, Users of Information Systems –Components of Business Information Systems.

MODULE II

Types of Information Systems

Management Support Systems (MSS), Management Information systems (MIS), Transaction Processing systems (TPS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.

MODULE III

MS Office

MS Word – editing a document- Formatting – Spell Checking – Page setup, Using tabs, Tables and other features Mail Merge, MS Excel – building work sheet- data entry in work sheets, auto fill – working with simple problems- formula – statistical analysis, sort, charts, MS Power point – Design, Side Show – Presentation.

MODULE IV

Database Management Systems

Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

MODULE V

Accounting Software

Introduction to Tally, Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors and sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

TEXT BOOKS/REFERENCE BOOKS:

1. James Obrein, Management Information Systems, Tata McGraw Hill
2. S Sadagopan, Enterprise resource planning (ERP), Tata McGraw Hill
3. M. Suman, Computer Application in Business, VBH
4. R.G. Saha, Computer Application in Business, HPH.
5. Amrutha Gowri & Soundrarajana A, Computer Application in Business, SHBP.
6. Manjunath, GunduRao, Computer Business Applications, HPH.
7. Sudaimuthu & Anthony: Computer Applications in Business, HPH.
8. S. Perekar, Anindita Hazra; Computer Application in Business
9. Srivatasava : Enterprise Resource Planning I.K. International
10. C.S.V.Murthy: Management Information, HPH

INTERNATIONAL BUSINESS MSMSR/BBA/501(CORE)

LEARNING OBJECTIVES:

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

MODULE I

Introduction to International Business

Meaning, need for International Business, Evolution of international Business; distinction between international Business and domestic Business, Stages of Internationalization, Globalization- Meaning, Features, Stages- Production, Investment and Technology, Advantages and Disadvantages, MNC's and International Business.

MODULE II

Theories of International Trade

Classical and neo-classical theories, Mercantilism, Absolute Cost Advantage theory, Comparative advantage theory, Factor-proportions theory, Product Life Cycle theory.

MODULE III

Modes of Entry in International Business

Mode of Entry: Exporting, Licensing, Franchising, Contract Manufacturing, Turn Key Projects, Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures, Comparison of different modes of Entry.

MODULE IV

Foreign Exchange

Meaning and need; Theories for exchange rate determination-Mint parity theory; Purchasing Power parity Theory, Interest Parity theory, Balance of Payment Theory or demand and supply theory.

MODULE V

Exim Trade

Direction and Composition of India's foreign trade, recent trends; Export Trade, Procedure, Steps & Documentation, Export Financing, Export Promotion, Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification -Institutions connected with EXIM Trade.

TEXT BOOKS/REFERENCE BOOKS:

1. Ohlin, International Economics
2. Dr. Aswathappa International Business, Tata McGraw Hill.
3. P. SubbaRao – International Business – HPH
4. Shyam Shukla; International Business, Excel Books.
5. Francis Cherunilam; International Business, Prentice Hall of India
6. Rosy Joshi; International Business, Kalyani Publishers.
7. Venkataramana. K, International Business, SHBP.
8. Subhasre S – International Business, HPH.

CONSUMER BEHAVIOR MSMSR/BBA/502

LEARNING OBJECTIVE:

At the end of the course students will be able to:

- Understand Consumer Behavior from an international perspective and apply them in the current business scenario.

MODULE I

Introduction to Consumer Behavior; Diversity of consumer behavior; Concept, Scope, Importance and interdisciplinary nature; Marketing management factors influencing consumer-buying behavior; The consumer research paradigms and process.

MODULE II

Consumer decision-making and its process: Models and views of Consumer decision making; the process of opinion leadership and motivation behind opinion leadership; Reutilized response, limited and extensive problem solving behavior; Diffusion and adoption process of innovations; Profile of consumer innovators.

MODULE III

Individual Determinants of Consumer behavior: Perception (Meaning of Perception, The perceptual process, Factor responsible for perceptual, Distortion). Learning (Elements, Process, Learning theories and measures of consumer learning). Personality (Meaning and Nature, Characteristics of Personality, Stages in the development of personality, personality Influences and consumer behavior, VALS model and its development).

MODULE IV

Consumer Attitude and Behavior (The concept of Attitude, Relationship between Attitude and behavior, Attitude formation, Models of Attitude, Strategies for Attitude change (ELM-model), Cognitive Dissonance Theory and its implications). Motivation (Consumer Motivation, Needs and goals, Characteristics, Types and system of needs, measurement of motives).

MODULE V

Influence of Social class (Definition, Social stratification, Factors responsible for social stratification); Characteristic features of social Classes; Social influence on consumer behavior.

Group Dynamics and Consumer Reference Groups; Family life cycle; Work group-Reference group; Celebrity; Impact of social class; Culture, subculture and cross - culture factors on consumer behavior; Design of persuasive communication.

TEXT BOOKS/ REFERENCE BOOKS:

1. Schiffman & Kanuk - Consumer Behavior- Prentice Hall
2. Michael R. Solomon- Consumer Behavior - Pearson Education
3. Loudon & Della Bitta - Consumer Behavior-Concepts and Applications - Tata McGraw Hill
4. J Paul Peter & Lerry C. Olson - Consumer Behavior & Marketing Strategy -McGraw Hill
5. C.L. Tyagi & Arun Kumar - Consumer Behavior - Atlantic Publisher and Distributors
6. Suja R. Nair - Consumer Behavior in Indian perspective - Himalaya publishing House 2004

PROJECT REPORT AND VIVA-VOCE MSMSR/BBA/503(CORE)

LEARNING 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 follows:

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 fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide
(Guide Name)
No.:

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 fulfilment 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

SERVICES MARKETING MSMSR/BBA/504(M)(DSE)

LEARNING OBJECTIVES:

- The aim of this paper is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on the national basis

MODULE I

Introduction: Growth of service sector economy; Service Characteristics, Difference between Goods and Services; Contribution of the services sector to the Economy; Classification of service marketing mix; Service triangle.

MODULE II

Consumer Behavior in Services: Customer Expectation of Service; Customer Perception of Service; Understanding Customer expectation and Perception through Marketing Research.

Service scope effects on behavior: Importance and Strategies for effective delivery through Employees; Intermediaries and Customer Participation; Managing Demand; Managing Capacity; Waiting Line Strategies.

MODULE III

Segmentation, Targeting & Positioning of services; Branding of services and its difficulties; Communication Strategies; Product Promotion Price, revenue and distribution: Factors related to Pricing, Pricing approaches, Pricing Strategies

Physical Evidence of a Service: Introduction, Physical Evidence of a Service, Contribution of Physical Evidence to the Service

MODULE IV

Service Quality; Measurement and Control (Introduction, Importance, Measurement of Service Quality, Quality Gap Model). Customer Feedback and Service Encounter, Service Recovery (Customer responses to effective Service Recovery, Principles of Effective Service Recovery Systems, Learning from Customer Feedback).

MODULE V

New Trends and emerging concepts in Service Marketing. Relationship Marketing: Concept, Benefits and Strategies recovery; Service Development and Design; New Service Types, Supplementary Services, After sales service. Managing service delivery process; Customer Experience Management.

TEXT BOOKS / REFERENCE BOOKS:

1. Zeithaml V. A. and Bitner M. J. (2003), Services Marketing, 3rd Edition, Tata McGraw Hill, Delhi.
2. Services Marketing – Rao, Pearson
3. Text book of Marketing of Services – Chowdhary and Chowdhary, Mcmillan
4. Services Marketing & Management – B. Balaji, S. Chand
5. Love lock Christopher - Services Marketing: People, Technology and Strategy (Pearson Education, 5th Ed.)
6. Zeithaml - Services Marketing (Tata Mc Graw Hill, 3rd Ed.)
7. Rama Mohana Rao - Services Marketing. (Person Education, 1st Ed.)

**ADVERTISING AND SALES PROMOTION
MSMSR/BBA/505(M)(DSE)**

LEARNING OBJECTIVE:

- The objective of this subject to educate the students on integrated marketing communication and in depth understanding of Advertising and Sales Promotion Tools.

MODULE I

Introduction to Integrated Marketing Communication

Understanding Marketing, Understanding Marketing Communication, Integrated Marketing Communication, History of advertising (In India); Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of Advertising Management.

MODULE II

Advertising and Media Strategy

Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process. **Media Strategy-** Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; media planning, selection & scheduling strategies.

Module III

Creative Strategy & Advertising Budget

Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, Advertising budget process; Methods of determining Advertising appropriations.

MODULE IV

Introduction to Sales Promotion

Introduction to Sales promotion, Advantages and disadvantages of Sales Promotion, Push and Pull Strategies

MODULE V

Sales Promotion Tools

Consumer Promotion Tools, Trade Promotion Tools, Sales Force Promotion Tools, Planning Sales Promotion Programme

TEXT BOOKS/REFERENCE BOOKS:

1. Kruti Shah, Advertising and Integrated Marketing Communication, Tata McGrawHill
2. 2Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998.
3. Kazmi/Batra; Advertising & Sales promotion 3rd Edition
4. Ghouse Basha, Advertising and Media Management, VBH
5. Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000.
6. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishingcompany Ltd, New Delhi 2001.
7. S.A.Chunnawalia Advertising, Sale and Promotion Management, Himalaya Publishing House, 2006.
8. C. N. Sonatakki, Advertising, Kalyani Publishers
9. Rayudu: Media and Communication Management, HPH.

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

LEARNING OBJECTIVE:

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

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/REFERENCES BOOKS:

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

BANKING AND INSURANCE MSMSR/BBA/505(F)(DSE)

LEARNING 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
- To give an insight in risk and insurance

MODULE I

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

MODULE II

Procedure for opening & operating of deposit account, Closure of accounts, Transfer of accounts to other branches, Types of account holders, Methods of Remittance- Demand drafts, bankers, Cheques, Mail transfer, Telegraphic transfer, Electronic Funds Transfer

MODULE III

Banking Forms – Corporate Banking; Rural Banking; Retail Banking; International Banking, Banking Regulation Act 1949 & main amendments; RBI Act 1934 and its main amendments; Functions & Roles played by RBI & NPA

MODULE IV

Risk- an introduction, risk vs. uncertainty, classification of risk, significance of risk, Relationship between risk and other managerial functions. Insurance-Concept, Nature, Classification of Insurance, Functions, Importance and evolution of Insurance sector in India, Principles of Insurance.

MODULE IV

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

Text Book:

Fundamentals of Banking Theories and practices by A Mukharjee.

TEXT BOOKS/REFERENCES BOOKS:

1. Banking in India by S.G Panandikar and Mithani
2. Elements of Banking and Insurance by Jyotsna Sethi & Nishwan Bhatia
3. Banking law and practices in India by M.L.Tennan
4. Fundamentals of Banking Theories and practices by A Mukharjee.

HUMAN RESOURCE DEVELOPMENT MSMSR/BBA/504(H)(DSE)

LEARNING OBJECTIVES:

- The objective of the course is to make student aware of the concepts, techniques and practices of human resource development.
- The course also intends to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.

MODULE I

Introduction to Human Resource Development: Concept; Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes; HRD matrix; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD.

MODULE II

HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

MODULE III

HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centers; Intellectual capital and HRD; HRD mechanisms for workers; Role of trade unions; Industrial relations and HRD; Influence of motivation on development activities.

MODULE IV

HRD Applications and Trends: Coaching and mentoring; Career management and development; Employee counselling; Competency mapping; PCMM, Balanced Score Card, Appreciative inquiry; Integrating HRD with technology, Employer branding and other emerging trends.

MODULE V

HRD in Organizations: Selected cases covering HRD practices in government organizations, manufacturing and service industries and MNCs; International experiences of human resource development.

TEXT BOOKS/ REFERENCE BOOKS:

1. Werner J. M., DeSimone, R.L., Human resource development, South Western.
2. Nadler, L., Corporate human resources development, Van Nostrand Reinhold.
3. Mankin, D., Human resource development, Oxford University Press India.
4. Haldar, U. K., Human resource development, Oxford University Press India.
5. Rao, T.V., Future of HRD, Macmillan Publishers India.
6. Rao, T.V., HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications.
7. Rao, T.V., Humanomics for talent management: Making the HRD missionary business-driven, Pearson Education.
8. Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.
9. Kaplan, R.S., and Norton, D.P. 1992, The Balanced Scorecard: Measures that drive performance, Harvard Business Review.

TRAINING AND DEVELOPMENT MSMSR/BBA/505 (H)(DSE)

LEARNING 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.

MODULE I

Training for Development

Concept of Training and Development, Need for training, Importance of Training, Difference between Training and Development, Principals 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.

TEXT BOOKS/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)

STRATEGIC MANAGEMENT MSMSR/BBA/601(CORE)

LEARNING OBJECTIVE:

- The Objective of this subject is to expose the students to the various strategic issues such as strategic planning, implementation and evaluation etc. and preparation of project reports.

MODULE I

Introduction to Strategic Management

Introduction, Meaning and Definition, Need, Process of Strategic Management, Strategic Decision Making, Strategic Management Approaches

MODULE II

Environmental Appraisal

The concept of Environment, The Company and its Environment, Porter's Five Forces Model, Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces, Internal Analysis, Competitive Advantage, Value Chain Analysis, SWOT Analysis.

MODULE III

Strategic Planning

Strategic Planning Process, Levels of Strategy, Corporate Level Strategy, Business Level Strategy and Functional Level Strategy, Strategic Alternatives, Stability Strategy, Expansion Strategy, Merger Strategy, Retrenchment Strategy, Restructure Strategy, Competitive Analysis,

MODULE IV

Implementation of Strategy

Aspects of Strategy Implementation, Project and Procedural Implementation, Structural Implementation, Structural Considerations, Organizational Design and Change, Organizational Systems. Behavioral Implementation, Leadership Implementation, Corporate Culture

MODULE V

Strategy Evaluation

Strategy Evaluation and Control, Operational Control, Overview of Management, Focus on Key Result Areas.

TEXTBOOKS/REFERENCE BOOKS

1. C.N. Sonttakke, Strategic Management, Kalyani Publication
2. Subbarao, Business Policy and Strategic Management, HPH.
3. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
4. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage
5. Learning
6. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
7. C. AppaRao; Strategic Management and Business Policy, Excel Books.
8. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
9. Pillai, Strategic Management,
10. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
11. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt. Ltd.

**BUSINESS ETHICS AND CSR
MSMSR/BBA/602(CORE)**

LEARNING OBJECTIVE:

- The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

MODULE I

Introduction to Business Ethics

Introduction , Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics, Importance of Business Ethics, Arguments for and against business ethics, Basics of business ethics

MODULE II

Personal Ethics

Introduction, Meaning, Emotional Honesty, Virtue of humility, Promote happiness, karma yoga, proactive, flexibility and purity of mind, Ethics for managers,

MODULE II

Ethics in Management

Introduction, Ethics in HRM, Marketing Ethics, Ethical aspects of Financial Management, Technology Ethics and Professional ethics.

MODULE IV

Role of Corporate Culture in Business

Meaning, Functions, Impact of corporate culture, cross cultural issues in ethics

MODULE V

CSR and Corporate Governance

Corporate Social Responsibility, Meaning and scope of CSR; Relevance and significance of CSR in contemporary society, Issues of Management

Corporate Governance-Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

TEXT BOOKS/REFERENCE BOOKS

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. An introduction to ethics – William Lillie
9. The power of ethical management – Kenneth Blanchard and Norman Vincent Peale
10. Indian Management Emerging Responses – R.R. Prasad, S.R.P. Shukla, Ashok Kumar
11. An introduction to Business ethics – Joseph Des Jardins

E-COMMERCE MSMSR/BBA/603 (CORE)

LEARNING OBJECTIVE:

- The objective is to expose the students to electronic modes of commercial operations.

MODULE I E-Business

Introduction, E-Commerce, definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B (B2B), B to C model (B2C), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model –emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

MODULE II Security for E-Business

Security threats, An area view, implementing E-commerce security, encryption, Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures

MODULE III E-Payments

E-payment systems– An overview, B to C payments, B to B payments. Types of E-payment system–Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol

MODULE IV E-Business Marketing Technologies

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

MODULE V Cyber Laws

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features.

REFERENCE BOOKS/TEXT BOOKS

1. Marriappa M – E- Commerce,
2. R. G. Saha, E-Business, HPH
3. P. Diwan, S. Sharma; "E-Commerce", Excel Books.
4. M. Suman – E – Commerce & Accounting
5. Kalakota Ravi and A. B. Whinston : "Frontiers of Electronic Commerce", Addison
6. Watson R T : "Electronic Commerce – the strategic perspective." The Dryden press
7. Agarwala K.N and Deeksha Ararwala: "Business on the Net – Whats and Hows of E-Commerce"
8. Agarwala and Ararwala : "Business on the Net – Bridge to the online store front,"
9. Murthy CSV: "E. Commerce" Himalaya Publishing House Pvt.Ltd.

**PRODUCT AND BRAND MANAGEMENT
MSMSR/BBA/604(M)(DSE)**

LEARNING OBJECTIVE:

- The objective is to enable the students to acquire skills in Product & Brand Management

MODULE I

Product Management

Meaning of Product, Product Characteristics, Products levels, Types of Products – Product Line, Product Mix.

MODULE II

Product Development

Factors influencing design of the product, Changes affecting Product Management, Developing Product Strategy; Setting objectives & alternatives, Product strategy over the lifecycle, New product development, Product Differentiation and Positioning strategies, Failure of New Product.

MODULE III

Introduction to Branding

Meaning of Brand, Significance of Branding, Historical perspective of Branding, Differentiating Product and Brand, Types of Brands, Branding Challenges, overcoming the Challenges, Creating a brand, Measuring brand personality, Brand Image.

MODULE IV

Understanding and Measuring Brand Equity

Defining Brand equity, Need for building Brand Equity, Steps in building a brand, Consumer bases Brand Equity, Brand Elements, Measuring Brand Equity

MODULE V

Building Strong Brands

Branding Strategies, Need for designing Branding Strategies, Strategies for Choosing a Brand Name, Branding strategies, Brand Extension, Critical factors for Brand Extension, Launching a Brand Extension

TEXT BOOKS/REFERENCE BOOKS:

1. Harsh V. Verma; Brand Management, Excel Books.
2. Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill.
3. The New Strategic Brand Management- Kapfere, Jean-Noel, Kogan page 5th edition
4. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press.
5. Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press.
6. Kruti Shah, Brand Management, Oxford Publication
7. Gupta SL: Brand Management, HPH.
8. Branding Concepts- Pati, Debashish, Macmillan India
9. Brand Building : M. Bhattacharjee, HPH.

RURAL MARKETING MSMSR/BBA/605(M)(DSE)

LEARNING OBJECTIVES:

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

MODULE I

Rural Economy

Economic Scenario in Rural India, Transition of Rural Economy, Rural Economic Structure, Rural Occupation pattern, Incomes and Consumptions, Rural Infrastructure, Government policies.

MODULE II

Rural Marketing Environment

Defining Rural India, Evolution of Rural Marketing, Rural Market Structure, Constitution of Rural Markets, Size of Rural Market, Nature of rural markets, attractiveness of rural markets, Characteristics of Rural consumers, Rural Vs Urban Marketing.

MODULE III

Rural Consumer Behaviour and Segmentation

Consumer Buying Behaviour Process, Models, Factors affecting Consumer behavior, Opinion leadership, diffusion of Innovation, Rural Segmentation, Targeting and Positioning

MODULE IV

Rural Product and Pricing Strategy

Product Strategy-Marketing Mix challenges, Product concepts and Classification, Rural product category, new product developing, Product life cycle, product mix, rural packaging, branding in Rural India, Pricing Strategy-Pricing objectives, internal and external factors influencing pricing, Pricing strategies.

MODULE V

Rural Distribution and Communication Strategy

Distribution channels, Evolution of Rural Distribution system, prevalent distribution channel models, Communication- Challenges in rural communication, Communication Process, rural media, communication strategies, Innovations in Rural Markets.

TEXT BOOKS/REFERENCE BOOKS:

1. Kashyap Pradeep & Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
2. Dogra B. & Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2
3. Krishnama charyulu C.S.G. & Ramakrishnan Lalitha (2011), Rural Marketing Text & Cases, Pearson Education ISBN:978-81-317-3263-2
4. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
MSMSR/BBA/604(F)(DSE)**

LEARNING OBJECTIVES:

- To create awareness about the applicability of the concepts, techniques and processes of Security Analysis and Portfolio Management.

**MODULE I
Investment**

Concept, meaning, investment and Gambling, Investment and Arbitrage. Importance of Investment. Investment Process.

**MODULE II
Risk and Return:**

Meaning of Risk, Systematic and unsystematic risk, Quantitative Analysis of Risk. Measurement of Returns :- Traditional and Modern technique.

**MODULE III
Securities Valuation:**

An Introduction to Security Valuation, Macroeconomic & Market Analysis. Capital Asset Pricing Model (CAPM).

**MODULE IV
Security Analysis:**

Stock Market Analysis, Fundamental Analysis and Technical Analysis, Dow Theory, Efficient Market Theories.

**MODULE V
Portfolio Concepts:**

Portfolio and Security Returns, Diversification, Markowitz Model, Sharp Index Model. Factor Models and Arbitrage Pricing Theory

TEXT BOOKS/REFERENCE BOOKS:

1. Investment Management by Singh, Preeti
2. Bhalla. V.K Investment Management.

FINANCIAL MARKET
MSMSR/BBA/605(F)(DSE)

LEARNING 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.

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 BOOKS/REFERENCE BOOKS:

- | | |
|---------------------------------------|---------------|
| 1. Financial institutions and Markets | : L.M.Bhole |
| 2. Indian Securities market | : Hooda.R.P |
| 3. Monetary Economics | : Suraj Gupta |

ORGANIZATIONAL CHANGE AND DEVELOPMENT MSMSR/BBA/604(H)(DSE)

LEARNING OBJECTIVES:

- The course provides an insight into the Organizational Change and Development.

MODULE I

Organizational Change

Concept and Significance; Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.

MODULE II

Types of Change

Continuous or Incremental Change; Discontinuous or Radical Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behaviour Changes and Organizational Performance Changes.

MODULE III

Implementing Change : Steps-Assembling a Change; Management in Establishing a New Direction for the Organization; Setting up of Change Teams; Aligning Structure; Systems and Resources; Removing road Blocks; Absorbing Changes into Organization

MODULE IV

HR and Technological change

Introduction special features of new technology; organizational implications of technological change; Emerging profile HR; Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress

MODULE V

Organizational Development (OD)

Concept and Evolution; OD Interventions: Diagnostic Activities; Team Building; Sensitivity Training; Third Party and Inter Group Interventions; Educational and Structural Interventions; Indian Experiences of OD in Public and Private Enterprises

TEXT BOOKS/REFERENCE BOOKS:

1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi.
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions: Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York .
4. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .
5. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organisational Change, Harvard University Press, Mass
6. Pattanayak, Biswajeet and Kumar Pravash, Change for Growth, Wheeler Publications, New Delhi.
7. Morgan, Gareth, Imagination, Response Books, New Delhi.
8. Madhukar Shukla, Competing Through knowledge, Response Books, New Delhi

INDUSTRIAL RELATIONS & LABOUR LAWS

MSMSR/BBA/605(H)(DSE)

LEARNING OBJECTIVES

- 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's regulatory Mechanisms in business and Industry including exposure to concerned pieces of enactments and connected court decisions.

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/REFERENCE BOOKS:

1. Industrial Relation-Arun Monappa
2. Aspects of labour welfare & social Security-A.M.Sharma
3. Managing Human Resource & Industrial Relation-RS.Diwedi
4. Labour and Industrial Law-P.L.Malik