

Semester-I
DSC 1A: Management Process

Unit-I: Introduction of subject, Meaning of Management and its importance - Roles and Responsibility of 3 levels of Management. And their importance - Functions of management and its importance - Challenges of Management and how to solve a case study.

Unit -II: Planning Concept , process and principles - Planning significance techniques and problems

Unit-III: Organizing Concept Process and principles, techniques- Types of organization-Formal and Informal Organizational design - Departmentation Types , advantage and disadvantage Span of control - Delegation of authority and responsibility, decentralization vs centralization, Line and staff

Unit-IV: Staffing meaning, process and importance - Leading meaning, leadership styles and skills - Motivating meaning ,importance of motivation and theories - Communication : Meaning ,importance process ,problems and importance, Barriers.

Unit-V: Controlling; Meaning, importance, Control techniques.

References:

1. Koontz, H and Wihrich.H, *Management*, McGraw, New York.
2. Stoner, J.etc., *Management*, Pearson Education.
3. Maital Seshadri, *Innovation Management*, Sage Publications.
4. Stonner, Freeman, Gilbert, *Management*, Prentice Hall of India.
5. Stephen P. Robbins, *Management*, Pearson Publications.
6. Tripathi, Reddy, Principles of Management, Sage Publications.
7. JS Chandran, Management: concepts and strategies, Vikas Publishing House Pvt. Ltd.



DSC 2A: Managerial Economics

Unit –I introduction: Economic and non-economic activities; business- meaning and its importance in the economy; economics: Definitions-Distinction between micro and macro economics; concept of utility; cardinal and ordinal utility; law of diminishing managerial utility; law of substitution.

Unit –II Demand supply and market equilibrium: Demand; meaning importance, types of demand, law of demand, elasticity of demand ; different types of elasticity of demand- price elasticity, income elasticity, cross elasticity and promotional elasticity- determinants elasticity of demand; supply ; meaning and importance, law of supply, market equilibrium , consumer surplus

Unit –III Production and costs: Concept of production, production function, distinction between short run and long run, law of variable proportions, law of returns to scale, concept of cost of production, cost function, cost in short run and cost of long run.

Unit –IV Market Structures and Pricing: Market structures: characteristics- perfect competition- monopoly- monopolistic competition – oligopoly, pricing in various market structures during short run and long run, different types of pricing and pricing strategies.

Unit –V National income trade cycles and international trade: National income : definition – measurement – difficulties and problems in measurement of national income – different concepts of national income ; trade cycles: definition – causes – control of trade cycles; monetary policy and fiscal policy, international trade: meaning , theories of international trade, concept of balance of payments.

References:

1. D A R. Subrahmanyam and V Hari Leela, A Text book on Managerial Economics, Maruthi Book Depot, Guntur.
2. Guptha GS. Managerial Economics, Tata McGraw Hill
3. Mithani DM., Fundamentals of Business Economics, Himalaya Publishers
4. Suma Damodaran, "Managerial Economics", Oxford University Press.
5. G.S. Gupta, "Managerial Economics", Tata McGraw-Hill
6. E.F. Brigham and J.L. Pappas, "Managerial Economics", The Dryden Press.
7. Ahuja, H.L., Managerial Economics, S.Chand.



DSC 3A: Information Technology For Managers

Unit -I: IT in modern Organization: basic concepts of information system -organizational structure and IT Support at different organizational levels managing information technology in organizations. Introduction to computer systems: introduction to computers-five generations of computers-classification of digital computers system.

Unit -II: Computer Hardware: computer hardware: central processing unit .control Unit, mathematical logical unit. Memory: memory organization –random access memory, DRAM, SRAM, ROM, registers. Factors affecting processor speed-instruction set, mechanical cycle
Secondary storage devices: magnetic tapes. Magnetic disks, hard disk, flexible disks, optical disk
Input devices: key board, mouse, trackball, game controllers, scanners, voice reorganization, web cams, and digital cameras. OCR, OMR, MICR. OUTPUT DEVICES: monitors, CRT monitors, flat panel monitors, printers: daisywheel, dot matrix, ink jet printers-plotters, multimedia projector.

Unit III: Computer Software: system software and application software. operating system windows OS, Mobile device operating system, and notebook operating systems. Application software : Types of personal application software, spread sheet-data management –word processing-desktop publishing, graphics ,CAD,CAM,CIM, Multi media speech recognition software, groupware, software suits. Programming Languages: assembly language, procedural language, non-procedural language, natural programming language, hyper text mark-up language, modelling language ,object oriented programming language .

Unit -IV: Telecommunication and Networks : Introduction ,Analog and Digital signals, modulation need of modulations, modems. Telecommunication System: communication processors: modem, multiplexers, front –end-processor. Communication media& channel : cable media, broad cast media channels twisted pair ,coaxial cable, fibres optical cable , micro wave, satellite, radio, cellular radio, infrared global positioning systems. Networks: LAN, WAN, VAN, virtual private network (VPN). Internet, intranet and Extranets: THE evolution of the internet, service provided by the internet, World Wide Web.

Unit -V: New technologies in Information Technology: Introduction to hyper media, artificial intelligence and business intelligence, knowledge discovery in database: KDD data warehouse and datamarts. data mining and OLAP, ERP-Supply chain management ,CRM-geographic information system.

References:

- 1) Ms J.J.L.R Bharathi Devi, A Text Book of IT, Maruthi Book Depot, Guntur.
- 2) N.V.N Chary and Lalitha S. Fundamentals of Information Technology, Kalyani Publishers, Hyderabad.
- 3) Turban Rainer Potter: Introduction to Information Technology Wiley India.



Semester - II

First Language - English

Unit -I: Prose

1. J. B.S Haldane: The Scientific Point of View
2. A.G. Gardiner : On Shaking Hands

Unit -II: Poetry

1. John Keats: Ode to Autumn
2. KishwarNaheed : I am not that Woman (from *An Anthology of Commonwealth Poetry* edited by C.D. Narasimhaiah)

Unit-III: Short Story

1. Ruskin Bond : The Boy Who Broke the Bank
2. R. K. Narayan : Half a Rupee Worth

Unit -IV: One Act Play

Anton Chekhov: The Proposal

Unit -V: Language Activity

1. Classroom and Laboratory Activities
 - i. Transformation of Sentences (Voice, Speech and Degrees)
 - ii. Dialogue Practice (Oral)
 - iii. Listening Comprehension
2. Classroom Activity
 - i. Guided Composition
 - ii. Dialogue Writing
 - iii. Reading Comprehension



Foundation Course – 3 A
Information & Communication Technology-I
(Computer Fundamentals and Office Tools)

(Common for all UG Programs) (30 hrs. of Teaching Learning including Lab)

Unit-I: Basics of Computers : Definition of a Computer - Characteristics and Applications of Computers – Block Diagram of a Digital Computer – Classification of Computers based on size and working – Central Processing Unit – I/O Devices.

Unit-II: Primary, Auxiliary and Cache Memory – Memory Devices. Software, Hardware, Firmware and People ware – Definition and Types of Operating System – Functions of an Operating System – MS-DOS – MS Windows – Desktop, Computer, Documents, Pictures, Music, Videos, Recycle Bin, Task Bar – Control Pane.

Unit-III: MS-Word

Features of MS-Word – MS-Word Window Components – Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Equations – Spelling and Grammar – Thesaurus – Mail Merge

Unit-IV: MS-PowerPoint

Features of PowerPoint – Creating a Blank Presentation - Creating a Presentation using a Template - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and Scaling of an Object – Slide Transition – Custom Animation

Unit-V: MS-Excel

Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Formulae, Referencing cells – Inserting Rows/Columns –Changing column widths and row heights, auto format, changing font sizes, colors, shading.

References:

1. Fundamentals of Computers by ReemaThareja, Publishers : Oxford University Press,India
- 2.Fundamentals of Computers by V.Raja Raman, Publishers : PHI
3. Microsoft Office 2010 Bible by John Walkenbach, Herb Tyson, Michael R.Groh andFaitheWempen, Publishers : Wiley



Foundation Course-4A
Communication and Soft Skills-1
Course Content (30 Hours)

Vocabulary is considered the key to communication and it plays a great role for learners in acquiring a language. The first unit, therefore, is on the different aspects of vocabulary. Since English is a predicate-oriented language, there are two units on grammar focusing on the verb phrase. Listening and speaking are the two receptive skills. Listening is the basic skill of communication, and reading helps a person refine their writing skills. Unit IV and Unit V are on listening and reading respectively.

Unit I: Vocabulary Building

- 1.(a) Prefixes and Suffixes
(b) Conversion
(c) Compounding
(d) Analogy
2. One-Word Substitutes
3. Words Often Confused
4. Synonyms and Antonyms
5. Phrasal Verbs

Unit II: Grammar - 1

1. Types of Verbs
2. Subject-Verb Agreement

Unit III: Grammar - 2

1. Meanings of Modals
2. Tense (Present and Past) and Aspect
3. The Several Possibilities for Denoting Future Time
4. Articles and Prepositions

Unit IV: Listening Skills

1. The Importance of Listening
2. Types of Listening
3. Barriers/Obstacles to Effective Listening
4. Strategies for Effective Listening

Unit V: Reading Skills

1. Skimming
2. Scanning
3. Intensive Reading and Extensive Reading
4. Comprehension



DSC 1B: Quantitative Methods for Managers

Unit- I: Introduction To Business - Meaning – definition – functions- importance and limitations of statistics – collection of data – primary and secondary data- schedule and questionnaire – frequency distribution – tabulation – diagram and graphic presentation of data(one dimensional and frequency curves)

Unit – II: Measures of Central Tendency and Dispersion - Definition, objectives and characteristics of measures of central tendency – types of averages- arithmetic mean, geometric mean, harmonic mean – median – mode – quartiles – deciles – percentiles – properties of averages and their applications. Objectives of dispersions, range , quartile deviation, mean deviation, standard deviation- coefficient of variation.

Unit – III: Measures of Correlation And Regression - Meaning, definition and use of correlation- types of correlation- Karl Pearson's correlation coefficient- Spearman's rank correlation- probable error- meaning, utility of regression analysis- comparison between correlation and regression.

Unit – IV: Set Theory: Set , subset , types of sets – operations on set- venn diagram- De Morgan's Laws and its applications

Unit – V: Matrix: Definition – examples- types of matrices – matrix addition – multiplication – determinant of matrices – minors – co-factors – inverse of a matrix

References:

1. Sivayya K.V and Satya Rao, Business Mathematics , Saradhi Publications Guntur
2. Sancheti and Kapoor VK, Business Mathematics, Sulthan Chand & Sons, New Delhi
3. D.N Elhance , Fundamentals of Statistics , Kithab Mahal, Allahabad
4. Guptha SC, Fundamentals of Business Statistics, Sulthan Chand, New Delhi
5. Aggarwal, Business Statistics, Kalyani Publishers Hyderabad
6. Reddy CR, Business Statistics, Deep & Deep Publications , New Delhi



DSC 2B: Accounting for Managers

Unit – I Introduction to Accounting: Need for accounting – definition, features, objectives, functions, systems and bases and scope of accounting- book keeping and accounting- branches of accounting- advantages and limitations – basic terminology used – accounting concepts and conventions. Accounting process – accounting cycle- accounting equation – classification of accounts- rules of double entry book keeping- identification of financial transaction- journalizing – posting to ledgers, balancing of ledgers accounts- computerized accounting: meaning and features- advantages and dis-advantages of computerized accounting- crating of an organization- grouping of accounts- creation of accounts- creation of inventory – creation of stock group- stock categories, units of measurements stock items- entering of financial transactions – types of vouchers – voucher entry editing and deleting of vouchers- voucher numbering- customization of vouchers.

Unit –II subsidiary books and bank reconciliation statement: Sub-division of journal- preparation of subsidiary books including different types of cash books- simple cash book, cash book with cash and discount columns, cash book with cash, discount and bank columns, cash book with cash and bank columns and petty cash book. Preparation of sales register: purchase register, journal proper, debit note register, credit note register and different cash books including interest and discount transactions using computers. Bank reconciliation statement: need – reasons for difference between cash book and pass book balances- problems on favorable and over draft balances- ascertainment of correct cash book balance. Preparation of bank reconciliation statement using computers.

Unit –III Trial balance, Final Accounts, Errors and Rectifications: Trail balance: meaning, objectives, methods of preparation- final accounts: meaning, features, uses and preparation of manufacturing, trading accounts, profit and loss account and balance sheet- adjusting and close entries. Preparation of trial balance, trading, profit and loss account, processing of year ending and closing the books, adjusting and closing entries and balance sheet using computers. Errors and their rectification- types of errors – rectification before and after preparation of final accounts- suspense accounts- effect of errors on profit. Rectification of errors use in computers.

Unit – IV Consignment and Joint ventures: Consignment – features terms used Performa invoice- account sale Delcredere commission- accounting treatment in the books of the consignor and the consignee- valuation of consignment stock- normal and abnormal laws- invoice of goods at a price higher than the cost price. Joint ventures- features – difference between joint ventures and consignment, accounting procedure – methods of keeping records for joint venture accounts- method of recording in co-ventures books- separate set of books methods.

Unit – V Depreciation- provisions and reserves: Meaning of depreciation- causes- objects of providing for depreciation- factors affecting depreciation- accounting treatment- methods of providing depreciation – straight line method, diminishing balance method. Provisions and Reserves- reserves fund – different types of provisions and reserves.

Reference Books:

1. K ArunJyothi, A Text book on Fundamentals of Accounts, Maruthi Publications, Guntur.



2. R L.Gupta and VK.Gupta, Principles and Practice of Accounts S Chand & Co.
3. S P Jain and KL Narang, Accountancy-I, Kalyani Publishers
4. VK Goyal Financial Accounting, Excel Text Books
5. T S.Grewal, Introduction to Accountancy- S.Chand& Co.
6. SN. Maheswari&VL.Maheswari, Advanced Accountancy-1, Vikas Publishing House.



DSC 3B: Business Environment

Unit –I Frame work of Business Environment : Concept, significance and nature of business environment; elements of environment – internal and external

Unit – II Economic environment of business: Elements of economic environment; economic systems; economic planning in India, industrial policy , fiscal policy, economic reforms, economic liberalization

Unit –III Political and Legal environment of Business: Elements of political environment; government and business; legal environment and business, competition act, FEMA , licensing policy, consumerism and consumer protection act

Unit –IV Socio – Cultural and Technological environment of Business: Elements of socio-cultural environment, elements of technological environment, social audit , research and development. Patent laws, technology transfer.

Unit –V International Environment of Business: Elements of international environment, MNC's , NRI's and Indian corporate sector, International economic institutions : WTO, World Bank and IMF, foreign trade policy

References:

- 1 .K.V.Sivaiah& V.B.M Das , Indian Industrial Economy, S.Chand & Company, New Delhi.
2. Francis Cherunilam, Business Environment , Himalaya Publications
3. Suresh Bedi, Business Environment, Excel Books New Delhi.
4. Raj Agarwal and Paragdiwan, Business Environment, Excel Books New Delhi.
5. Sen Gupta NM., Government and Business in India, Vikas Publications New Delhi
6. Joshi, Business Environment, Kalyani Publishers, Hyderabad.



Semester - III

First Language - English

Unit – I: Prose

1. M.K. Gandhi: Shyness My Shield (from *The Story of My Experiments with Truth*)
2. Alexis C. Madrigal: Why People Really Love Technology: An Interview with Genevieve Bell

Unit – II: Poetry

1. Gabriel Okara: Once upon a Time
2. Seamus Heaney: Digging

Unit – III: Short Story

1. Jhumpa Lahiri: The Interpreter of Maladies
2. Shashi Deshpande: The Beloved Charioteer

Unit – IV: One Act Play

Gurajada Appa Rao: *Kanyasulkam*, translated by C. Vijayasree & T. Vijaya Kumar (Acts I & II)

Unit – V: Language Activity

1. Classroom and Laboratory Activities
 - i. JAM Sessions
 - ii. Note Taking
 - iii. Reporting for the Media
 - iv. Expansion of an idea
2. Classroom Activity
 - i. Transformation of sentences (Simple-Complex-Compound Sentences)
 - ii. Note Making
 - iii. Report Writing
 - iv. Writing for the Media

Note: In classroom instruction it may be ensured that the theoretical and practical components of CSS-II complement the language activity in this semester.



Foundation Course -3B
Information & Communication Technology-2
(Internet Fundamentals and Web Tools)

(Common for All UG Programs) (30 Hours of Teaching Learning including Lab)

Unit-I: Fundamentals of Internet : Networking Concepts, Data Communication – Types of Networking, Internet and its Services, Internet Addressing – Internet Applications – Computer Viruses and its types – Browser –Types of Browsers.

Unit-II: Internet applications: Using Internet Explorer, Standard Internet Explorer Buttons, Entering a Web Site Address, Searching the Internet – Introduction to Social Networking: twitter, tumblr, LinkedIn, facebook, flickr, skype, yelp, vimeo, yahoo!, google+, youtube, WhatsApp, etc.

Unit-III: E-mail : Definition of E-mail - Advantages and Disadvantages – UserIds, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management, Email Inner Workings.

Unit IV: WWW- Web Applications, Web Terminologies, Web Browsers, URL – Components of URL, Searching WWW – Search Engines and Examples

Unit-III: Basic HTML: Basic HTML – Web Terminology – Structure of a HTML Document – HTML, Head and Body tags – Semantic and Syntactic Tags – HR, Heading, Font, Image and Anchor Tags –Different types of Lists using tags – Table Tags, Image formats – Creation of simple HTML Documents.

References :

1. Raymond Green Law and Ellen Hepp, Fundamentals of the Internet and the World Wide Web, TMH Publishers :



Foundation Course - 4B
Communication and Soft Skills-2
Course Content(30 hours)

CSS-2 aims at improving the speaking skills of the learner. For many learners of English, the sound-spelling relationship of the language appears anarchic. Another problem many Indian learners face is English word accent. Unit I and Unit II help learners overcome these problems to a great extent. The remaining units are on the two productive skills, speaking and writing. The techniques of day-to-day conversations and the important characteristics of interviews and GDs presented in this course strengthen the learner's speaking skills. The last unit presents various aspects of presentation in writing.

Unit I: Pronunciation-1

The Sounds of English

Unit II: Pronunciation-2

1. Word Accent
2. Intonation

Unit III: Speaking Skills-1

1. Conversation Skills
2. Interview Skills
3. Presentation Skills
4. Public Speaking

Unit IV: Speaking Skills-2

1. Role Play
2. Debate
3. Group Discussion

Unit V: Writing Skills

1. Spelling
2. Punctuation
3. Information Transfer
 - o Tables
 - o Bar Diagrams
 - o Line Graphs
 - o Pie Diagrams
 - o Flow Charts
 - o Tree Diagrams
 - o Pictures



DSC 1C: Operations Management

Unit-I: Operations management - meaning, definitions, scope and objectives- interaction of operations management with other areas - manufacturing and non manufacturing operations and their characteristics.

Unit-II: Facilities planning - plant location - factors determining plant location - plant layout— process layout and product layout - materials handling – MRP - Principle equipments.

Unit-III: Capacity planning - estimation of capital requirements - maintenance management— types of maintenance -work study - time and method study - work measurement, meaning, scope and importance.

Unit-IV: Operations planning and control - Objectives of Operations planning— planning procedure - Operations planning categories.

Unit-V: Operations control - Meaning, Importance and objectives - Techniques of operations control.

References:

1. Russell, Roberta S, and Bernard W.Taylor, Operations Management, Pearson Education, New Delhi 2004.
2. Chase :Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley, 1987.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi 1995.
5. Chary, S .N., 'Production and Operations Management', Tata McGraw Hill, New Delhi 1989



DSC 2C: Human Resource Management

Unit-I: Introduction to Human Resource Management: Introduction, Concept of Human Resource Management, Scope of Human Resource Management, History of Human Resource Management, Function of Human Resource Management, Role of HR Executives.

Unit-II: HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.

Unit-III: Human Resource Planning: Process of Human Resource Planning, Need for Human Resource Planning, HR Forecasting Techniques, Successful Human Resource Planning.

Unit-IV: Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Recruitment Policy, Selection, Selection Process, Application Forms, Selection Test, Interviews, Evaluation, Placement, Induction.

Unit-V: Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences Between Training and Development, Evaluation of Training and Management Development.

References:

1. D'Cenzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, New Delhi.
2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, New Jersey.
3. Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.
4. Dessler, Garry, Human Resource Management, Prentice Hall of India. Department of Commerce, University of Delhi.
5. Saiyadain, Mirza S., Human Resource Management, Tata McGraw-Hill Pub. Co. Ltd., New Delhi.



DSC 3C: Organizational Behaviour

Unit-I: Focus and Purpose: Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

Unit-II: Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehavior – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories.

Unit-III: Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – importance – Types – Effects on work behavior.

Unit-IV: Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

Unit-V: Leadership and Power :Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

References:

1. Stephen P. Robins, Organizational Behavior, PHI Learning/Pearson Education, 2008.
2. Fred Luthans, Organizational Behavior, McGraw Hill.
3. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley.
4. Udai Pareek, Understanding Organizational Behaviour, Oxford Higher Education.
5. Mc Shane & Von Glinov, Organizational Behaviour, Tata Mc Graw Hill.
6. Hellrigal, Slocum and Woodman, Organizational Behavior, Cengage Learning.
7. Ivancevich, Konopaske & Maheson, Organizational Behaviour & Management, TMG Hill.



Semester - IV
Foundation Course -4C
Communication and Soft Skills-3
Course Content(30 hours)

A current axiom is that hard skills will get a person an interview, but soft skills will get that person the job. Unit I of the course is on soft skills, which are absolutely necessary in the global job market. Writing is considered the most difficult of all the skills. Units II to V help the learner improve their writing skills, especially academic/formal writing.

Unit I: Soft Skills

1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

Unit II: Paragraph Writing

1. Paragraph Structure
2. Development of Ideas

Unit III: Paraphrasing and Summarizing

1. Elements of Effective Paraphrasing
2. Techniques for Paraphrasing
3. What Makes a Good Summary?
4. Stages of Summarizing

Unit IV: Letter Writing

1. Letter Writing (Formal and Informal)
2. E-correspondence

Unit V:

1. Resume and CV
2. Cover Letter



Foundation Course - 5#

Analytical Skills

(Common for All UG Programs) (Total 30 Hrs)

Unit-I : Data Analysis:-The data given in a Table, Graph, Bar Diagram, Pie Chart, Venn diagram or a passage is to be analyzed and the questions pertaining to the data are to be answered.

Unit-II: Sequence and Series:- Analogies of numbers and alphabets completion of blank spaces following the pattern in A::B::C: d relationship odd thing out; Missing number in a sequence or a series.

Unit-III: Arithmetic ability:-Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). **Date, Time and Arrangement Problems:** Calendar Problems, Clock Problems, Blood Relationship.

Unit-IV: Quantitative aptitude:- Averages, Ration and proportion, Problems on ages, Time-distance – speed.

Unit-V: Business computations:- Percentages, Profit & loss, Partnership, simple compound interest.

References:

1. R S Agrawal, Quantitative Aptitude for Competitive Examination, S.Chand publications.
2. R V Praveen, Quantitative Aptitude and Reasoning, PHI publishers.
3. Pratogitaprakasan, Kic X, Quantitative Aptitude: Numerical Ability (Fully Solved) Objective Questions, KiranPrakasan publishers
4. AbhijitGuha, Quantitative Aptitude for Competitive Examination, TMG Hill publications.
5. Old question Paper of the Exams conducted by (Wipro, TCS, Infosys, etc.) at their recruitment process, source-Internet.

Note: The teachers/students are expected to teach /learn the contents by not converting them to the problems of algebra at the maximum possible extent, but to use analytical thinking to solve the exercises related to those topics. This is the main aim of the course.



Foundation Course-6
Entrepreneurship Education
(Common for All UG Programs)

(Total 30 Hrs)

Unit-I: Entrepreneurship: Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations –Role of Entrepreneurship in economic development –Start-ups.

Unit-II: Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

Unit-III: Project Formulation and Appraisal : Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit-iv: Institutions Supporting Small Business Enterprises: Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

Unit-V: Government Policy and Taxation Benefits: Government Policy for SSIs- tax Incentives and Concessions –Non-tax Concessions –Rehabilitation and Investment Allowances.

References:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development–Small Business Enterprises, Pearson, 2009
3. Michael H. Morris, et. al., Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., et.al., Entrepreneurship Development, New Age Publishers, New Delhi, 2011
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.
7. Peter F. Drucker, Innovation and Entrepreneurship.
8. A.Sahay, M. S. Chikara, New Vistas of Entrepreneurship: Challenges and Opportunities.



Foundation Course-7
Leadership Education

(Common for All UG Programs)

(Total 30 Hrs)

1. Organisation – Management – Leadership –Meaning and Significance – Different theories – Trait Theory, Blake &Mountain Theory – Other functions of Management.
2. Behavioral Concepts – Individual Behaviour – Perception – Learning – Attitude Formation and Change – Motivation – Theories of Motivation – Personality Development.
3. Interpersonal Behaviour – Communication – Leadership – Influencing Relations – Transactional Analysis.
4. Group Dynamics – Roles – Morale – Conflict – Groups – Inter-Group Behaviour – Inter-Group Collaboration and Conflict Management.
5. Team Building and Management – Developing team resources – Designing team – Participation and Repercussion – Team building activities.

References:

1. Fred Luthans, "Organizational Behaviour", Tata McGraw Hill Publishing Co., New Delhi.
2. Robins, Stephen P, "Organizational Behaviour", Prentice Hall of India, New Delhi.
3. Koontz and O "Donnell", Essentials of Management, TMH Publishing Co., New Delhi.
4. Keith Davis, "Human Behaviour at Work", Tata McGraw Hill Publishing Co., New Delhi.
5. Aswathappa, "Orgnizational Behaviour", Himalaya Publishing House, Mumbai
6. Stoner Freeman, "Management", Prentice Hall of India, New Delhi.



DSC 1D: Financial Management

Unit-I: Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions, - investment, financing and dividend decisions.

Unit-II: Capital budgeting: nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and IRR comparison; capital rationing; risk analysis in capital budgeting.

Unit-III: Working capital: meaning, significance and types of working capital; financing of working capital; sources of working capital; management of inventory; management of cash; management of account receivables; optimum credit policy; credit collection; factoring service; various committee reports on bank finance; dimensions of working capital management.

Unit-IV: Capital structure theories: traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages; measurement of leverages; effects of operating and financial leverages on profit.

Unit-V: Dividend decisions—Types of dividend- dividend models - Determinants of dividend policy - Practical aspects of dividend.

References:

1. Bhattacharya, Hrishikesh: Working Capital Management: Strategies & Techniques; PHC, New Delhi.
2. Chandra, Prasanna: Financial Management; Tata McGraw Hill, Delhi.
3. Pandey, I.M.: Financial Management, Prentice Hall of India, New Delhi.
4. Khan M.Y. and Jain P.K.: Financial Management; Tata McGraw Hill, Delhi.
5. Vanhorne, J.C.: Financial Management and Policy; Prentice Hall of India, New Delhi.
6. Ravi M Kishore: Fundamentals of Financial Management, Taxman Publications.



DSC 2D: Marketing Management

Unit-I: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Need of marketing in Business Sector - Non-profit sector and Government sector - Marketing environment - Identifying market segments -Basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, Branding and Brand decisions, packing and labeling decision - Product life cycle, Marketing strategies for different stages of the product life cycle.

Unit-III: Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

Unit-V: Promotion mix Advertisement:- Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling - Process.

References:

- 1) Philip Kotler and Armstrong, Principles of Marketing, PHI
- 2) Philip Kotler, Marketing Management, PHI
- 3) V.S Ramaswamy and S. Namakuari, Marketing Management.
- 4) J.P.Gupta and JoytiRana, Principles of Marketing Management, R. Chand & Co. New Delhi.



DSC 3D: Business Ethics and Corporate Governance

Unit- I: Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders' Protection, Corporate Governance and Business Ethics.

Unit- II: Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms, Initiatives in India.

Unit- III: Major Corporate Governance Failures: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.

Unit- IV: Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, Corporate Governance in Public Sector Undertakings.

Unit-V: Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.

References:

1. J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
2. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
3. D Geeta Rani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi
4. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
5. Bob Tricker, Corporate Governance-Principles, Policies, and Practice, Oxford University Press, New Delhi.
6. Andrew Crane Dirk Matten, Business Ethics, Oxford University Press, New Delhi.



Semester – V

SBS 5.1A- Business Analytics

Unit-I: Data Tabulation: Tabulation and Cross Tabulation of Data: Univariate, Bivariate Data Analysis and Tests of Hypothesis - SPSS Applications.

Unit-II: Statistical Analysis: Statistical Techniques for Data Analysis: ANOVA, Discriminate Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Techniques.

Unit-III: Business Analytics: Business Analytics as Solution for Business Challenges - Master Data Management: Data Warehousing – Data Extraction – Transformation and Up-loading of Data – Data Mining – Data Marts – Creating Data Marts – Data Integration.

References:

1. Richard A. Johnson and Dean W. Wichern, "Applied Multivariate Statistical Analysis", Prentice Hall International Inc., 2007.
2. R.N Prasad and Seema Acharya, "Fundamentals of Business Analytics", Wiley India Publication.
3. Pang-Ning Tan, Michael Steinbach and Vipin Kumar, "Introduction to Data Mining", Pearson, 2009.
4. Alex Berson, Stephen Smith and Kurt Thearling, "Building Data Mining Application for CRM", Tata McGraw Hill, New Delhi, 2000.



SBS 5.1 B-Business Leadership

Unit-I: Introductory: Leadership - Traits, Skills and Styles-Qualities of a Good Leader - Theoretical Foundations of Leadership -Decision-Making and Leadership -Leadership Practices.

Unit -II: Organizations and Groups: Organizational Culture and Leadership -Leadership in Business Organizations- Leadership in Small groups and Academic Organizations.

Unit-III: Special Topics: Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc.

References:

1. Northouse, Peter G., Leadership: Theory and Practice, Sage Publications.
2. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
3. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
4. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
5. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications.



SBS 5.1 C-Office Management

Unit-I: Office and Functions: Features of Modern Office - Layout Planning - Interior, Security of the Office, Knowledge of Stationery Items and Maintenance - Office Manager - Duties and Responsibilities - Scientific Office Management - Work Simplification.

Unit-II: Office Systems: Office procedures- Guides and Common charts of Office work simplification - Planning for improving office procedures - Forms Design, Design of Forms - Reproduction of Forms - Office Reproduction Services.

Unit-III: Records Storage and Retrieval: Nature of Files and Records - Storage - Purposes of Records Storage and Control - Filing systems, equipment and supplies - Records retention - ICT applications in Office Management.

References:

1. James, A.F. Stoner et. al: Management, Englewood Cliffs. N.J Prentice Hall
2. Mahajan, J.P.: Fundamentals of Office Management, Ane Books Private Ltd.
3. Bhatia, R.C. Principles of Office Management, Lotus Press, New Delhi.
4. Terry, George R: Office Management and Control, R.D. Irwin.
5. Duggal, B: Office Management and Commercial Correspondence, Kitab Mahal.



DSC 1E : e-Commerce

Unit-I: Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, Three models of Electronic Market - E-Business.

Unit-II: Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic Logistics and its implementation in business houses Electronic Data Interchange (EDI): Definition, benefits of EDI, applications, advantages and limitations, EDI Model.

Unit-III: Electronic Payment Systems: Types of EPS- traditional payment system and modern payment system, electronic cash, steps for electronic payment, payment security - E-Security cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit-IV: Customer Relationship Management: Definition, Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications

Unit-V: HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the Basics of HTML, structure of HTML, Creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

References:

1. CSV Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House.
2. Laura Lemay; Rafe Colburn, Teach Yourself Web with HTML in 24 Hours, Sams Publishing
3. Steven Holzner, HTML Black Book, Dream Tech Press.



DSC 2 E - Business Laws

Unit-I: Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Stranger to the Contract.

Unit-II: Contingent Contracts, Performance of Contract, Discharge of Contract, Quasi Contracts, Breach of Contracts and remedies.

Unit-III: Specific Contract – Contract of Indemnity, Guarantee Contract, Contract of Bailment, Pledge, Contract of Agency.

Unit-IV: Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

Unit-V: The essential Commodity Act. Right to information Act. The Consumer Protection Act, 1986.

References:

1. Indian Contract Act – by Bare Act, Government of India.
2. N.D. Kapoor Mercantile Law, Sultan Chand & Company, New Delhi.
3. Avatar Singh Mercantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D. Geet and M.S. Patil: Business Laws.
6. S.S. Gulshan: Business Laws.
7. N.M. Wechlakar: Business Laws.



DSC 3 E - Taxation

Unit-I: Basic concept: Income - agricultural income – Person – Assesses - assessment year - previous year - gross total income - total income - maximum marginal rate of tax - Residential status - Scope of total income on the basis of residential status - Exempted income under section.

Unit-II: Computation of income under different heads: Salaries – Allowances – Perquisites – Profit in lieu of salary – Gratuity – Pension - Income from house property: Annual Value of House property – Computation under different circumstances – Deduction from annual value.

Unit-III: Profits and gains of business or profession: Computation – Allowable expenses and not allowable expenses – General deductions - Provisions relating to Depreciation.

Unit-IV: Capital gains: Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Definition - Computation – Grossing up – Deductions and other relevant provision.

Unit-V: Total income and tax computation: Income of other persons included in Assesse's total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals and firms - Tax liability of an individual and firm.

References:

1. Vinod K. Singhania : Direct Taxes - Law and Practice, Taxman Publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. BhagwatiPrasad : Direct Taxes – Law and Practice, WishwaPrakashan.
4. Dr. Mehrotra and Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
6. Gaur & Narang: Income Tax.



Electives

DSC 1F (EB): e-Commerce Applications

Unit-I: e-Commerce: Features- Distinction between e-Commerce and e-Business - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce applications.

Unit-II: e-Business Applications: Integration and e-Business suits - ERP, e-SCM, e-CRM - methods and benefits of e-Payment Systems - e-Marketing - applications and issues

Unit-III: e-Business in different Fields: e-Tourism - e-Recruitment - e- Real Estate - e-Stock Market - e-Music/Movies - e-Publishing and e-Books.

Unit-IV: Online Education: Process - Methods - e-Content development and deliveries - Major technologies used in e-Education - Online testing - Methods - Future trends.

Unit-V: Mobile Commerce: Ticketing - Me-Seva; Government and Consumer Services - e-Retailing - e-Groceries - Security challenges - Case Studies.

References:

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Managerial Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Daniel Amor, E Business R (Evolution), Pearson Education.
4. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
5. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
6. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.



DSC 2F (EB): Business Networks

Unit-I: Business Forms: Interrelation among Stakeholders – Business and Government – Business and Society: Social Network and Face book.

Unit-II: Business Networking through ICT: Basic concepts – Uses and Application of Business Networks – Different Layers of Business Networks – Internet and Business Networks – Network Security.

Unit-III: Business Networking Systems and Devices: Communication Satellites – Servers – Cloud Computing – Sharing – Spectrum – Commercial issues.

Unit-IV: Customer Relationship Management: Establishing Network connection with customers – Forward and Backward Integration – Customer Data Base – Creation and Maintenance – Legal and Ethical Issues.

Unit-V: Business Analytics: Master Data Management – Data Warehousing and Mining – Data Integration – OLTP and OLAP.

References:

1. Jerry, Fitzgerald and Alan Dennis, Business Data Communications and Networking, John Wiley & Sons.
2. Tanenbaum, A. S., Computer Networks, Pearson Education.
3. David A Stamper, Business Data Communications. Addison Wesley.
4. Business Analytics – Methods, Models and Decisions, James R. Evans, Prentice Hall.
5. Business Analytics - An Application Focus, PurbaHalady Rao, PHI learning
6. R.N Prasad and Seema Acharya, Fundaments of Business Analytics, Wiley India.



DSC 1F (FM): Financial Markets

Unit-I: Introduction: Types of financial markets -Securities and role of regulator – SEBI - Primary market, Procedure for buying shares through IPO, Dematerialization of securities.

Unit-II: Secondary Market: Stock Exchanges, stock trading, products in Secondary market: equity, debt, derivatives – types: commodity derivatives and financial derivatives.

Unit-III: Debt Funds: Salient features, debt mutual fund schemes, fixed maturity plans - Capital protection funds, Gilt funds, etc. Liquid Funds – Salient features.

Unit-IV: Regulation of Financial Markets: Regulations governing equity market, techniques of market analysis -Income tax and capital gains having relevance for investment - trading in stock market.

Unit-V: Market Simulation: Internet based software to develop basic numeric and keyboarding skills. (Students should read daily news papers, like Economic Times, Financial Express etc., watch business channels, e.g. CNBC, NDTV Profit, E.T Now, etc. and get updates from websites of SEBI, NSE etc.)

References:

1. Financial Markets: A Beginners' Module, Workbook from NSE Reference Books:
2. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi, 1997.
3. Dalton, John M: How the Stock Markets Works, 2001, New York Institute of Finance
4. I.M. Bhole, Financial Institutions and Market, Tata McGraw Hill, 2009.
5. Vasant Desai, Indian Financial System, Himalaya Publisher, 1997.



DSC 2F (FM)/(IB): Foreign Exchange Management

(Common to FM & IB)

Unit-I: Nature and Scope of Forex management: Objectives, significance, relationship between Forex management and financial management, Forex management and global environment.

Unit-II: International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

Unit-III: Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV: Foreign exchange rates and its determination: Exchange rate, Spot, Forward and Cross exchange rates, Forex trading and financing of international trade.

Unit-V: Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

References:

- 1) Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.
- 4) Sailaja, G., International Finance, Universities Press.
- 5) Jeff Madura. International Financial Management, Cengage, New Delhi.
- 6) Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New Delhi.
- 7) ThummuluriSiddaiah, International Financial Management, Pearson, New Delhi.
- 8) VyuptakeshSharan, International Financial Management, Prentice Hall of India, New Delhi.



DSC 1F (HR) - Talent Management

Unit-I: Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II: Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies - methods of data collection for mapping - Developing competency models from raw data- data recording, analyzing the data, content analysis of verbal expression, validating the competency models.

Unit-III: Performance management and employee development: Personal Development plans, 360 degree feed back as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV: Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviors associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

Unit-V: Succession planning: Identifying managerial positions which are critical for the business - Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

References:

1. Competence at work - Lyle M. Spencer, Signe M. Spencer. John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IIHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, I/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – SeemaSangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.



DSC 2F (HR): Industrial Relations

Unit-I: Meaning, Importance, Scope of Industrial Relations, Content and Objectives of Industrial Relations, Industrial Relations programs, Functional Requirements of successful Industrial Relations.

Unit-II: Industrial Disputes: Types of Disputes, Causes, Procedure for the settlement of industrial disputes, Government and Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal procedure.

Unit-III: Trade Unions: Principles of Trade Unionism, Objectives and functions of trade unions, growth of Trade union movement in India, Factors affecting growth of Trade unions, Features, Weakness of Trade unions, essentials of successful Trade union.

Unit-IV: Participative Management: Forms of participation, objectives of workers participations in management, levels of participation, forms of participation in India, Causes of failure of joint management council.

Unit-V: Collective Bargaining: Meaning, Features of collective bargaining, necessity and importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, contract administration.

References:

- 1) P. Subba Rao, Industrial Relationship, Himalaya Publishers.
- 2) Labour and Industrial Laws – Central Law Publications, Allahabad.
- 3) Industrial Relations – Arun Monappa
- 4) Management of Industrial Relations – Pramod Verma
- 5) Mamoria C B: Industrial Relations
- 6) Charles Myeres: Industrial Relations in India



**DSC 1F (IB)/(MM):Global Marketing
(Common to IB & MM)**

Unit-I: Introduction: Scope - trend towards globalization - classification of foreign markets - tariff and non-tariff barriers - stages of global marketing - global and multi-international marketing - economic, technological, political and social factors affecting global marketing.

Unit-II: Selection of Foreign Markets: Meaning - parameters for market choice decision - modes of entry into global markets - Exporting - licensing - franchising - joint ventures – subsidiaries.

Unit-III: Product Selection of global markets: product policy - product standardization - adaptation - international product life policy - global product strategies - promotion of global products.

Unit-IV: Pricing: Concept – factors influencing pricing - International pricing terms - export pricing – Transfer pricing – Issues.

Unit-V: Promotion and Channels of distribution in selected foreign countries - factors affecting channel decision - foreign agents - identification - motivation - control of foreign agents.

References:

1. Warren Keegan, International Marketing, Pearson Publication, 2011.
2. Philip R Cateora and John Graham, International Marketing, Tata McGraw Hill, 1999.
3. Susan Douglas & Samuel Craig, Kripalani, Global Marketing Strategy Tata McGraw Hill, 2005.
4. Varshney and Bhattacharya, International Marketing, Book well Publishers, New Delhi, 2007.
5. R.Srinivasan, International Marketing, Prentice Hall.
6. S.A.Sherlekar, S.A.Sherlekar, Global Marketing Management, Himalaya publishing House.
7. Francis Cherunilam, International Marketing, Himalaya Publication.



DSC 2F (MM): Advertising and Media Management

Unit-I: Concept of Public Relations - Working definitions - Nature and scope of public relations - significance of public relations to business.

Unit-II: Four elements of Public Relations : Public Relations as a Social Philosophy of Management - Public Relations as Policy Decisions - Public Relations as Action - Public Relations as communication.

Unit-III: Brand Management: Brand Positioning: Strategies for competitive advantages - components of positioning - consumer segmentation - perceptual Mapping - Brand benefits and attributes, positioning with Non-Functional values - Self Concept and Preferred Brand - Brand Personality - Image Versus Personality - Positioning Successes - Brand equity.

Unit-IV: Types of Advertising: Classified - Display - Political advertising - public service ads - radio and television spots.

Unit-V: Media Planning: Research, Frequency and Continuity, Media information and selection, media plan framework - Media Mix -TRP Rating - creativity in media planning - significance of Mass Media to business.

References:

1. Jack G. Wiechmann, N.T.C's Dictionary of Advertising, NTC Publishing Group Lincolnwood, Illinois, U.S.A. 1998.
2. D.B. Taraporevala : Advertising Management - Selected Readings, D.B. Taraporevala & Sons Co. Private Ltd., Bombay, 1965.
3. J.S. Chandan, Jaggit Singh, P.N. Malhan, : Essentials of Advertising, Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta, 1990.
4. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi, 1997.
5. William F Arens, Irwin : Contemporary Advertising, MC Graw Hill, Boston.
6. Paul Winner: Effective PR Management - A Guide to Corporate Survival, Jaico Publishing House, Bangalore, 2001.
7. Alison Theaker: The PR Hand Book, Routledge Publishers New York, 2001.



DSC 1F (OM): e-Procurement and Purchase Management

Unit-I: Introduction: Categories and Methods of Procurement - Public Procurement Operations - Public Procurement of Civil Works and Services.

Unit-II: E-Procurement: E-award of public contracts - e-auctions - Framework agreements - Electronic signatures - Difference between purchase and procurement - Documentation and different Forms.

Unit-III: Purchase Function - Sources of Purchase: Local vs. Global - Negotiation & Bargaining - Purchasing Methods - e-Procurement -DGS & D.

Unit-IV: Vendor Analysis: Identification of vendors – Selection of vendors - Criteria and Methodology of evaluation - Vendor Rating – Maintenance of Vendor relations.

Unit-V: Buyer-Supplier Relationships: Transformation of buyer-supplier relationships - Developing and managing collaborative and alliance relationships – joint problem solving, Information sharing.

References:

1. Dobler & Burt, Purchasing and Supply Management, McGraw Hill.
2. P. Gopala Krishan, Purchasing and Materials Management, Tata McGraw-Hill Education.
3. L.N. Aggarwal & Parag Diwan, Management & Production Systems, National Publishing House.
4. N.G. Nair, Production and Operations Management, Tata McGraw Hill Publishing Co. Ltd.
5. Gopalakrishnan P. & Sundaresan. M., Materials Management-An Integrated Approach, PHI.



DSC 2F (OM): Warehouse Management

Unit-I: Warehouse: Importance - Functions of Warehouses - Warehousing Cost - Warehousing Management Systems (WMS) - Strategic planning for Warehousing - Supply Chain and Warehousing.

Unit-II: Warehousing in Retail: Role of Warehousing in Retail - Challenges in retail warehousing, Warehousing in fashion retail - Retail product tracking in Warehouse using RFID - Role of government in warehousing - Warehousing and Supply Chain.

Unit-III: Warehouse Operations: Organization Structure - Inventory Receiving - Picking - Locating - Dispatching - Maintenance of warehousing - Security and Safety - Records Maintenance.

Unit-IV: Health and Safety Perspective: Health and Safety Risks at Warehouse, Assessment of Risks, Management of Health and Safety risks - Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID).

Unit-V: Warehousing Practices: FCI, CWC, Reliance - Wal-Mart - KFC - ICT Applications in Warehouse - World-class Warehousing.

References:

1. Edward H. Frazelle, World Class Warehousing and Material Handling.
2. Gwynne Richards, Warehouse Management: A Complete guide to improving efficiency and minimizing costs in the modern warehouse, Kogan Page, London.
3. Stuart Emmett, Excellence in Warehouse Management: How to Minimize costs and Maximize Value, John Wiley & Sons, Ltd., London.
4. James A. Tompkins & Jerry D. Smith, The Warehouse Management Handbook, Tompkins Press, North Carolina.
5. David E. Mulcahy & Joachim Sydow, Supply Chain Logistics Program for Warehouse Management, CRC Press, New York.



Semester – VI
SBS 6.1 A-Technology Management

Unit-I: Introduction: Evolution and growth of technology, role and significance of management of technology, Impact of technology on society and business, Technological Forecasting - Technology Assessment - Technological Leadership and Followership, Technology Acquisition.

Unit-II: Technology Strategy: Types, key principles, framework for formulating technology strategy, Technology forecasting: techniques and application, Technology diffusion and absorption.

Unit-III: Human Aspects in Technology Management: Integration of People and Technology, Organizational and Psychological Factors, Organizational Structure, Social Issues in Technology Management.

References:

1. Betz. F., Strategic Technology Management, McGraw-Hill.
2. Tarek Khalli, Management of Technology, McGraw-Hill.
3. Schilling, Strategic Management of Technological Innovation, McGraw-Hill.
4. V K Narayanan, Managing Technology and Innovation for Competitive Advantage , Pearson Education Asia.
5. Burgelman, R.A., M.A. Madique, and S.C. Wheelwright, Strategic Management of Technology & Innovation, Irwin.
6. Managing New Technology Development - Souder, W.C. and C.M. Crawford - McGraw-Hill.



SBS 6.1 B-Event Management

Unit-I: Event Concept: Types of Events - Corporate hospitality – Exhibitions – Trade Fairs – Conferences – Business and Government Meets - Staff events, Customer events - Team building - Menu Selection - Customization.

Unit-II: Outdoor Events: Logistics, Types of Outdoor events, Risk management - Health and safety, Marketing and sponsorship, HR Management, Programming and Entertainment.

Unit-III: Celebrity Events: Launches, Fashion shows, National festivals and high-profile charity events - Liaison with agents, Contract Negotiations, Client briefings, Celebrity wish lists and expectations - Liaisoning with Govt. Departments.

References:

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-and Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher.
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Entertainment and Production - Mark Sonder, CSEP, Wiley & Sons, Inc.
5. Special Event Production - Doug Matthews.
6. Fenich, G. Meetings, Expositions, Events, and Conventions: An introduction to the Industry. Pearson Prentice Hall, New Jersey.



SBS 6.1 C -Media Management

Unit-I: Media Management: Role of Media - Planning -Organization - Media types - Unique features of print media - Radio and Television - Teleconferencing -Media Technology - Community network sites, Bulletin boards, chatting, mailing, e-learning, e-publishing.

Unit-II: Media Marketing: Penetration, Reach, Access and Exposure to media - Revenue-expenditure in media - Selling and buying space and time on media - TRP Rating - Audience Profiles.

Unit-III: Media Ethics and Laws: Ethical issues related to Media - Intellectual Property Rights (IPR) and New Media- Security issues and New media -Role of Press Council – Prasar Bharti Act 1990 - Cable TV networks Regulation Act 1995 - Cinematograph Act 1952 - Information Technology Act 2000 - Convergence bill - Cyber laws.

References:

1. Principles of Advertising and IMC – Tom Duncan-Tata McGraw-Hill-Second Edition.
2. Advertising and Promotion, An IMC Perspective, Kruti Shah and Alan D' Souza, TMH.
3. Mehra- Newspaper Management, Corgi Books.
4. Rucker and Williams- Newspaper Organization and Management, John Wiley & Sons.
5. Raidu C.S., Media and Communication Management, Himalaya Publishers
6. Michael Goodwin, Making Multimedia Work, John Wiley & Sons.
7. Raidu Nageshwar, Mass Media: Law and Regulations, Himalaya Publishers.



DSC 1G: Business Strategy

Unit-I: Introduction to Business Strategy: Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies

Unit-II: Strategic Analysis: Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making

Unit-III: Strategy Formulation: Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation,

Unit-IV: Strategic Planning and Implementation: Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies,

Unit-V: Strategic Management Process: Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making

References:

1. Nitin Balwani, **Strategic Management & Business Policy**, Excel Books, New Delhi.
2. UpendraKachru, **Strategic Management: Concepts & Cases**, Excel Books, New Delhi.
3. Porter, M.E., **Competitive Strategy**, The Free Press, New York, 1980.
4. Kazmi, Azhar, "**Business Policy and Strategic Management**", TM Hill, New Delhi.
5. Srinivasan R. **Strategic Management – The Indian Context**, PHI, New Delhi.
6. B.S. Hoti, **Strategic Management and Business Policy**, Wisdom Publications, New Delhi.
7. Dess, G.T. Lumpkin & Alan B. Eisner, **Strategic Management: Text and Cases**, TMHill .
8. Fred R. David, **Strategic Management ; Concepts and Cases**, Prentice Hall of India (P) Ltd.



DSC 2G: Medium and Small Enterprises Management

Unit-I: Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

Unit-II: Project Formulation: Project identification and formulation, Feasibility study - Project report preparation, location of Units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III: Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV: Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness – Role of Board for Industrial & Financial Reconstruction (BIFR).

Unit-V: Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.



DSC 3G: Project Evaluation & Management

Unit-I: Introduction: Meaning, Scope and Objectives, Types of Projects, Generation and Screening of Ideas, Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening - Problems of Project management.

Unit-II: Analysis of Project Proposal: Markets and Demand Analysis, Technical Analysis, Material Input, Manufacturing Process, Technology-Product Mix- Estimation of Sales and Production. Machinery and Equipment Selection.

Unit-III: Project evaluation for Selection:- Methods of evaluation, Pay Back Period, ARR, Net present value method. PERT and CPM techniques, Time estimations, slack time and critical path and post Project Review.

Unit-IV: Human Aspects of Project Management – Manpower Planning - Human Ergonomics - Estimation - Pre requisites for Successful Project Implementation.

Unit-V: Closing of the Project:- Types of project termination, Termination procedure and evaluation of Termination possibilities.

References:

1. Prasanna Chandra, Project: Planning, Analysis, Selection, Implementation and Review. 'Tata McGraw Hill Publishing Co.
2. V.A. Avadhani, Indian Capital Market, Himalaya Publishing House.
3. James P Lewis, Fundamentals of Project Management, 2006
4. Pinto, Jeffrey K., Project Management, Achieving Competitive Advantage, Prentice Hall 2009.
5. Project Management Institute, A Project Management Body of Knowledge.
6. Mantel, Samuel J., Jack R. Meredith, Scott M. Shafer, Margaret M. Sutton, Project Management in Practice, Wiley 2010.



Electives

DSC 1H (EB): e-Payments System

Unit-I: e-Cash and Virtual Money: Electronic Data Interchange (EDI) - NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies, Bitcoin.

Unit-II: Automated Clearing and Settlement: Process of Real Time Gross Settlement System - Net Settlement - ATM Networks - Fedwire, CHIPS and SWIFT.

Unit-III: e-Payment Security and Digital Signature: Cryptographic Methods - Hash functions - Public/Private Key methods: RSA - Digital Signatures - Certification Process - Digital identity Documents and Remote Authentication.

Unit-IV: Mobile Payments: Wireless payments, Digital Wallets, Google Wallet - Obopay - Security Challenges - Debit & Credit Cards - RU Pay Card - e-Challan.

Unit-V: Electronic Invoice and Payment System: Electronic Statement Delivery - EIPP providers - Biller service providers - Customer service providers - Reconciliation through Bank - Invoice Paper elimination - Scan-based trading (SBT).

References:

1. Domonique Rambure and Alec Nacamuli, "Payment Systems: From the Salt Mines to the Board Room", Palgrave MacMillan.
2. Weidong Kou, "Payment Technologies for E-Commerce". Springer, Germany.
3. Donald O'Mahony, Michael Peirce and Hitesh Tewari, "Electronic Payment Systems", Artech House, Inc.
4. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.



DSC 2H (EB): Social Media and E-Marketing

Unit-I: Social Media: Career in Social Media Marketing - Strategic Marketing - Social media Planning process - Campaigns (tactics and results).

Unit-II: Social Consumers: Social media marketing segments - Digital consumers - Digital communities - Online communities - Strong & Weak Ties - Social Community - Social Publishing.

Unit-III: Social Media Sites: Face book - Twitter - LinkedIn - YouTube and their Operations - Data mining and Social Media - Role of Social Media in Marketing Research - Social Media and Privacy/Ethics.

Unit-IV: e-Marketing: Objectives, Online Advertising - Distribution in e-Marketing, Lead Generation Platform - Customer Service mechanism - Relationship Building medium.

Unit-V: Methods of e-Marketing: Advertising Techniques, Selling Methods, Sales Promotion - Public Relations-Sponsorship, Merchandising, Teleconferencing - Chatting.

References:

1. Chaffey, D., e-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Burlington: Elsevier.
2. Hanson, W. A. & Kalyanam, K., Internet Marketing & e-Commerce, Thomson Southwestern, Mason, Ohio.
3. Harris, L., Marketing the e-Business, Hoboken: Taylor & Francis.
4. Krishnamurthy, S., Contemporary research in e-Marketing, Hershey, PA: Idea Group Publication.
5. Stephen Dann & Susan Dann, E-Marketing: Theory and Application, Macmillan, New York.



DSC 1H (FM): Financial Services

Unit-I: Financial Services: Public Issue –Prospectus-Pricing of New issues - SEBI Guidelines, Functions of Merchant Bankers and Under Writers, Issue Managers, Registrar to Issue –Credit Rating Agencies - Mutual Funds –Determination of NAV.

Unit-II: Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Framework, Factoring services in India.

Unit-III: Leasing: Lease Evaluation, Types of Lease, Structuring and Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV: Credit Cards-Consumer Finance – Financing Schemes for Consumer durables– Process and Instruments and Venture capital financing.

Unit-V: Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies - Guidelines for extending equity support to housing finance companies - Guidelines for extending Refinance support to Housing Finance, Mortgage.

References:

- 1.Khan M.Y., Financial Services, Tata McGraw Hill Education Private Limited, New Delhi.
- 2.Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing, Mumabi.
- 3.Siddiah, T., Financial Services, Pearson
- 4.TripatyNaliniPrava, Financial Services, Prentice Hall of India, New Delhi.
- 5.Guruswamy.S, Financial Services, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
- 6.V. Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai.
- 7.Rajesh Kothari, "Financial Services in India", Sage Publications



DSC 2H (FM): Investment Management

Unit-I: Investment: Attributes of Investment, Investment and speculation, Features of a good investment, Investment Process -Investment Instruments - Derivatives.

Unit-II: Securities Market: Primary Market - Issue Management-Pre and Post Issue Management. Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges, Leading Stock Exchanges in India.

Unit-III: Risk and Return Concepts: Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns -Calculation of Risk and Return.

Unit-IV: Valuation of Securities: Bond Valuation, Bond Duration - Equity shares- Valuation, Dividend Valuation models.

Unit-V: Economic and Industry Analysis: Fundamental analysis- Economy, Industry, Company Analysis. Technical Analysis – Theories- Dow Theory, Eliot wave theory. Charts-Types, Trend and Trend Reversal Patterns– Moving averages, ROC, RSI, Market Indicators.

References:

1. Investment Analysis and Portfolio management – Prasanna Chandra, TMH, 2010.
2. Security Analysis & Portfolio Management – Punithavathy Pandian, Vikas, 2005.
3. Investment Management – Bhalla V. K, S.Chand, 2011.
4. Security Analysis & Portfolio Management – Fisher and Jordan, Pearson, 2011.
5. Security Analysis & Portfolio Management- Kevin S, PHI, 2011.
6. Investment Analysis & Portfolio Management– Reilly, Cengage Learning.
7. Investments: Principles and Concepts – Charles P. Jones, Wiley, 2010.



DSC 1H (HR)/(IB): Global Human Resource Management

(Common to HR& IB)

Unit-I: Concept of IHRM: Reasons for emergence of IHRM, Difference between IHRM and Domestic HRM, Organizational dynamics and IHRM: Role of culture in IHRM, Challenges of International Human Resource Management.

Unit-II: Recruitment, Selection in International context: International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection..

Unit-III: Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-IV: Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit-V: International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, compensation practices across the countries, social security systems across the countries, global compensation: emerging issues.

References:

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise E. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.



DSC 2H (HR): Training and Development

Unit-I: Meaning - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

Unit-II: Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for different employees.

Unit-III: Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

Unit-IV: Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

Unit-V: Coaching and Counseling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counseling - Special Projects, Committee assignments conferences, Management games.

References:

1. P. Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
2. Subas Gurg & S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
3. Beardwell & Lenholdmen, Human Resource Management, Macmillan Publisher.
4. Linton R, Pareek. U. "Training for Development", Vistaar, New Delhi.
5. P. L. Rao, "Training & Development", Excel Books, New Delhi.
6. Satish Pai, S. Ravi Shankar, Management Development Skills for Excellence, Himalaya Publishing House.



**DSC 2H (IB)/(OM): Export and Import: Procedures and Documentation
(Common to IB & MM)**

Unit-I: Exporting Preliminary Considerations -Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses –Patent, Trade Mark, Copy Right Registrations – Confidentiality and NDA.

Unit-II: Export Sales – Selling and Purchasing- Consignment - Leases – Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing and Incoterms – Export License – Import License.

Unit-III:Export Packaging - Preparation of pre shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.

Unit-IV: Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU and Free trade zone - Deemed Export –Isolated Sales Transactions.

Unit-V: Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

References:

- 1.C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.
2. P K Khurana, Export Management.
- 3.Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.



DSC 1H (MM): Marketing of Services

Unit-I: Meaning of Service, role of services in Indian economy, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

Unit-II: Service Marketing: Marketing management process for services planning, organizing, analyzing marketing opportunities, selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

Unit-III: Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

Unit-IV: Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel and hospitality marketing, other relevant services marketing.

Unit-V: Service marketing and ICT interface – Deficiency in Services – Consumer Protection Act, 1986 – Service Tax Rules – Goods and Services Tax (GST) Bill.

References:

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata Mc Grow HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.



DSC 2H (MM): Retail Management

Unit-I: Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

Unit-II: Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Controlling Costs and Reducing Inventories Loss.

Unit-III: Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing, Role of IT in retailing, emerging trends in retailing.

Unit-IV: Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing, Retail Research.

Unit-V: Case Studies: Practical:

- (i) To Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.
- (ii) To go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.
- (iii) To visit any one the modern Malls like, Reliance, Best Price, More, Lifestyle and prepare a Report.

References:

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. Dravid Gilbert, Retail Marketing Management, Pearson Education.
4. A. J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.
6. S.L. Gupta, Sales and Retail Management: An Indian Perspective, 2007, Excel Books.
7. Rosemary Varley, Mohammed Rafiq, Principles of Retail Management, Palgrave Macmillan, 2009.
8. Chetan Bajaj, Retail Management, Oxford University Press.
9. Sinha, Piyush Kumar and Uniyal, Managing Retailing, Oxford University Press, 2010.



DSC 1H (OM): Logistics and Supply Chain Management

Unit-I: Logistics Management: Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory- Logistics in 21st Century.

Unit-II: Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) -

Unit-III: Supply Chain Management: Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications.

Unit IV: Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement-Systems and Values of Supply Chain.

Unit-V: Case Studies on Logistics and Supply chain firms like, GATI, TCI, etc.

References:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. McMillan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, Pearson.
4. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003.



Project Work

Guidelines for Project Work (8weeks'duration) after 4th Semester of BBA.

The project work (Internship) is an integral part of the academic curriculum of BBA. It is an initiative to bridge the gap between knowledge and its application through a series of interventions that will enable students of BBA program to gain insights and exposure to the industry. The objective of conducting Internship (project work) at the end of 4th semester of the courses:

- (i) To provide an opportunity for students to apply theoretical concepts in real life situations at the work place;
- (ii) to sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behavior;
- (iii) to enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks;
- (iv) to sharpen domain knowledge and provide cross functional skills;

Guidelines: The student will have to identify an Internship (project work) in a business enterprise that matches the student's area of specialization. Internship (project work) is a combination of In-plant study and a research project. Students are expected to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems.

Duration of Project work: The project work shall be for a period of 8 weeks immediately after completion of 4th semester but before commencement of the 5th semester. Students are expected to take up the work, such as identifying the organization, finalization of topic and review of literature during the fourth semester and start the Internship (project work) immediately after this.

Project Guide: Internal guide of the Internship is a full time faculty member working in management department of respective institution with minimum of three years of experience. External guide is from the business organization where the student is carrying out his/her project work. Maximum of ten students can work under an internal guide. The students are expected to be in continuous interaction with the guide during the course of the Internship. No two students of an institute shall work on the same problem in the same organization.

The student will present synopsis with the detailed execution plan to the internship committee (HOD, senior faculty of the Dept. of Management) who will review and may (a) approve, (b) approve with modification or (c) Reject for fresh synopsis. The approval status is submitted to HOD who will officially give concurrence for execution of the internship



Synopsis: It is a 3 page document/hard copy to be submitted to the HOD with the signatures of guide and the student (Introduction with objectives and summary, Review of articles/literature about the topic with source of information and methodology of the study)

Submission of report 8th week of internship final report should be submitted to the university before one week of the commencement of theory examination.

Evaluation: There are two evaluations, internal and external. Internal evaluation is by the internal guide and the external evaluation is by a faculty member (not below the rank of Associate Professor) drawn from Dept. of Commerce & Business Administration of the University.

Viva-voce/Presentation: A Comprehensive viva-voce examination will be conducted at the respective institution on the curriculum of the course and also on the project work. The viva-voce examination committee shall be conducted by a Committee consisting of (i) Head/Senior Teacher of the respective college, (ii) Faculty member of the Dept. of Commerce & Business Administration, appointed by the University.

Internship (Project) work carries 100 marks evaluation by the internal guide and external evaluation (average mark will be taken for award) and 100 marks for viva-voce examination.

Format of the Internship report: The internship report shall be prepared using word processor viz., MS Word, using Times New Roman font sized 12, on a page layout of A4 size with 1" margin on 175 all sides and 1.5 line spacing. The internship report shall not exceed 75 pages.

Submission of report: Students shall submit the internship report in electronic data form only, in PDF file (Un-editable format) to the Institute. Institute in turn shall submit all the CDs of their students along with a consolidated master list as per specialization containing USN, Name of the student and title of the report to Controller of Examination one week before the commencement of the theory examinations.

