

B-101 FOUNDATIONS OF MANAGEMENT

COURSE OBJECTIVES

The objectives of this course are to help the student gain an understanding of the management concepts, and their application to the art of managing.

EXAMINATION

The Semester examination will be worth 90 marks. It will have two sections, A and B. Section A, worth 54 marks, will consist of five theory questions, out of which students will be required to attempt three questions. Section B, worth 36 Marks, will continue one or more cases.

COURSE CONTENTS :

1. The Nature of Management: Definition and Role of Management Functions of Manager, Scientific Management, Human Relations School of Management, Contingency Theory of Management.
2. Planning: Nature and Purpose of Planning, Components of Planning, Objectives of Business, Management by Objectives. Forecasting, Decision Making,- Policy Formulation and Strategies,
3. Organising: Nature and Purpose of Organising, Departmentation, Span of Management, Delegation of Authority. Line and Staff Relationships.
4. Directing: Direction Process.
5. Control: Meaning and Process of Control, Control Techniques.

Texts:

1. Harold Koontz, O'Donnel and Heinz Welhrich, Management. New York: McGraw Hill Book Co.
2. R.D. Agarwal Organisation and Management, New Delhi: Tata Mcgraw Hill., 1995

B-102 HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES

The objectives of this course are to help the student understand basic concepts of human resource management, and their application to managing human resources.

EXAMINATION

The Semester examination will be worth 90 marks. It will have two Sections, A and B. Section A, worth 54 marks, will consist of five questions out of which students will be required to attempt three questions. Section B will comprise one or more cases, worth 36 marks.

COURSE CONTENTS

1. Introduction to Human Resource Management

Personnel to HRM

HRM Model.

2 Human Resources Planning

Importance

Assessing Current Human Resources

Implications for Future Demand and Supply

Manpower Planning: Process and Methods

Planning Human Resources

VRS

Exit Interviews

3. Recruiting Sources

Internal Search, Advertisements, Employee Referrals / Recommendations, Employment Agencies, Temporary Help Services, Educational Institutions Professional Organisations, Casual or Unsolicited Applicants, Head Hunting.

4. The Selection Process

Concept Objectives and Methods, Initial Screening, Design and Development of Application Form, Employment Tests Objectives and Kinds of Interviews, Employee References, Physical Examination, Final Employment Decision,

5. Employee Training and Development: Determining Training Needs and Priorities, Formal Employee Training Methods, On-the Job Training, On the-Job Training, Programmed Instruction, Evaluation of Training.

Text Readings

1. David A. Decenzo and Stephens P. Robbins Personnel/Human Resources Management, New Delhi Prentice Hall, 1993.
2. William B. Werther, Jr. and Keith Davis, Human Resource and Personnel Management, Singapore: McGraw Hill., Fourth Edition, 1953
3. Arun Monappa and Mirza S. Saiyadin, Personnel Management, New Delhi: Tata McGraw Hill, (1979)

B-103 FINANCIAL ACCOUNTING

COURSE OBJECTIVES

The objectives of this course are to help the student acquire the ability to record business transactions according to modern methods of accounting, and preparing accounting data as an aid to decision making,

EXAMINATION

The Semester examination will be worth 90 marks. It will have two Sections A and B. Section A, worth 54 marks, will consist of practical problems/cases, and Section B, worth 36 marks, will comprise theory questions.

COURSE CONTENTS

1. Accounting Concepts, Various Systems of Accounting.
2. Journalizing Ledger Posting, Subsidiary Books-Cash Book, Sales Book, Purchase Book, Petty Cash Book. Bank Reconciliation Statement.
3. Depreciation: Meaning, Objectives, Methods of Depreciation.
4. Preparation of Trial Balances. Preparation of Final Accounts: Trading and Profit and Loss Accounts, Balance Sheet.

Books:

1. T.S. Grewal, Introduction to Accountancy, New Delhi. Sultan Chand and Sons
2. T.S.Grewal, Double Entry System of Book Keeping, Suftan Chand and Sons,
3. S.N. Maheshwari Financial Accounting, New Delhi: Vikas Publications

B-104: BASIC COMPUTER APPLICATION

COURSE OBJECTIVE

The objectives of this course are to introduce the students the essential Hardware & Software and Software concepts. Emphasis will be laid on computer application software as tools for enhancing managerial efficiency and effectiveness.

EXAMINATION

The Semester examination will be worth 70 marks. Total 8 questions will be asked and student will be required to attempt any 5. Each question will carry equal marks.

COURSE CONTENTS

1. Introduction to Computers: Input, Output and Storage Devices, Hardware, Software, Memory, Operating System, Languages, State-of-the-Art Developments in the Field of Computers.
2. Operating Systems: Types, DOS Features, Internals and External Commands, Familiarity with Microsoft Windows. Environment and Features.
3. Application Softwares in Windows Environment: Microsoft Office (MS-Office), An Introduction, Word Processing with MS-Word for Windows, Worksheets with Excel. Presenting with Power Point.
4. introduction to Databases: Defining Data Base, Structure in Foxpro, Appending, Editing, Deleting. Browsing, Sorting and Indexing Concepts. Use of Replace Command. Operating Multiple Databases, Using Foxpro Screen Builder and Report Writer, Simple Menu Creation with Define Menu.

Text Readings:

1. Roger Hunt and John Shelly, Computer and Commonsense, New Delhi: Prentice Hall of India, 1993.
2. Ron Mansfield, The Compact Guide to Microsoft Office, New Delhi: BPB Publications
3. Stulz, Learn DOS in a Day, New Delhi: BPB Publications.
4. R.K.Taxali, Foxpro Made Simple, New Deih: BPB Publications.
5. Fernandes Louis; Windows 3,0/3,1. New Delhi: BPB Publications.

COURSE OBJECTIVES

The objectives of this Course are:

- a) To help the students gain proficiency in English Grammar so as to improve their written and oral communication skills
- b) To introduce the students with the literary works of selected poets and authors.

EXAMINATION

The Semester examination will be worth 90 marks and consist of two Sections A and B. Section A worth 45 Marks will have questions on prescribed Prose and Poems. Section B, worth 45 marks, will have questions on grammar, composition, summaries, précis and business letter writing.

COURSE CONTENTS

English Grammar and Composition

Writing Business Letters (layouts, letters of enquiry and their replies, letter relating to orders, complaints and claims) and Precis and composition.

Prose on Habits
 On Courage
 On Fear
 On Saying 'Please'
 On Keyhole Morals

Poems 1. Elegy on the Country Churchyard by Thomas Gray
 2. It is Not Growing Like a Tree by Ben Jonson
 3. On His Blindness - By J. Milton

Novel: Lord of the Flies by William Golding.

Text Readings

1. A.G. Gardiner, **The Delightful**, Macmillan India Ltd., Madras
2. William Golding, **Lord of Flies** - Delhi: Oxford University Press.
3. A.J. Thomson and A.V. Martinet, **A Practical English Grammar**, Delhi, Oxford University Press, Seventh Ed. (1994).

B-201 HUMAN BEHAVIOUR IN ORGANISATIONS

COURSE OBJECTIVE

The objectives of this course are to help the student gain an understanding of human behaviour in organisations and its application for improving his managerial effectiveness.

EXAMINATION

The Semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 54 marks will consist of five theory questions out of which students will be required to attempt three questions section B will comprise one or more cases, worth 36 marks.

COURSE CONTENTS

1. Foundations of Organizational Behaviour: The Hawthorne Studies, Understanding Behaviour in Organization , OB Model
2. Foundations of Individual Behaviour: Personality , Learning .
3. Perceptions and Individual Decision Making : Factors Influencing Perceptions, Perception and Decision Making.
4. Values. Attitudes and Job Satisfaction: Importance of Values, Types of Value, Attitudes and Consistency (Cognitive Dissonance Theory) , Job Satisfaction-Meaning, its Determinants and Implication .
5. Basic Motivation Concepts: Mas low's Hierarchy of Human Needs, Herzberg's Two Factor Theory of Motivation, Alderfer's ERG Theory, Vroom's Expectancy Theory, Reinforcement Theory and Behaviour Modification.
6. The Group Behaviour : Classifying Groups, Stages of Group Development, External Conditions Imposed on the Groups.
7. Conflict Management: Transitions in Conflict Thought, Functional vs Dysfunctional Conflict, The Conflict Process.

Text Readings

1. Stephen P. Robbins, Organizational Behaviour: Concepts, Controversies, Applications, New Delhi;Prentice Hall,7th Ed.,1996
2. Fred Luthans, Organizational Behaviour, Seventh Ed., New York: Me GrawHill, 1995
3. John W. Newstrom and Keith Davis, Organizational Behavior, Human Behaviour at Work.New Delhi.Tata McGraw Hill, 1993

B-202 : BUSINESS COMMUNICATION

COURSE OBJECTIVES

The objectives of the course are to help the students acquire the basics of interpersonal communication and public speaking, so as to improve his communication skills and ability to understand others.

EXAMINATIONS

The Semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 54 marks, will consist of five theory questions out of which students will be required to attempt three questions, Section B will comprise questions on written communication. It will be worth 36 marks.

COURSE CONTENTS

1. Introduction
Defining Communication Objectives of Communication Importance of Effective Communication Process of Communication Communication Models
2. Factors Affecting Communication
Perception and Reality
Barriers to Communication
Effective Listening
- 3- Types and Forms of Communication Verbal, Non-verbal Formal, Informal Internal, External Communication Networks
4. Written Communication
Need, Principles and Structure of Effective Written Communication, Business Letters, Bio Data preparation, Job Application, Testimonials, Reference Letters, Reports. Technical Proposals Memoranda, Agenda and Minutes
5. Public Speaking:

Text Readings

1. Ruch, William V. (1991), Business Communication, New York: Maxwell Macmillan international Publisher
2. Arredono Lani, The McGraw-Hill 35-Hour Course : Business Presentation, New York : McGraw-Hill, Inc. 1994
- 3, Scott, Bill, The Skills of Communication, Bombay: Jaico Publishing House, 1995
4. Dulek Ronald E. And John S. Fielden, Principles of Business Communication. New York: McMillian Publishing Company, 1990

B-203 MANAGEMENT ACCOUNTING

COURSE OBJECTIVE

The objective of this course is to have the students acquire the basic knowledge of management accounting, and its application in decision making.

EXAMINATIONS

The Semester examination will be worth 90 marks. It will have two sections, A and B. Section A, worth 54 marks, will consist of five question out of which students will be required to attempt three questions. Section B will comprise one or more cases, worth 36 marks.

COURSE CONTENTS

1. Introduction: Nature, Scope, Functions, Contents and Limitations of Management Accounting, Distinction between Financial Accounting and Management Accounting.
2. Statement of Changes in Financial Position: Statement of Changes in Working Capital, Funds Flow Statement, Cash Flow Statement, Uses of Funds and Cash Flow Statements.
3. Financial Analysis: Nature of Ratio Analysis, Liquidity Ratio, Leverage Ratio, Activity Ratio, Profitability Ratio, Operating Leverage, Using Operating Leverage and Financial Leverage for Evaluation of Financial Soundness of the Business,
4. Analysis and Interpretation: Trading Account. Profit and Loss Account and Balance Sheet for the Management, Creditors, Investors etc.

Text Readings

1. I.M. Pandey, Elements of Management Accounting, New Delhi: Vikas Publishing House Pvt. Ltd., 1992
2. S.N. Maheshwari, Management Accounting and Financial Control, Sultanchand & Sons, 1996
3. M.Y. Khan and P.K.Jain, Management Accounting, New Delhi: Tata McGrawHill, 1995
4. N.L. Hingorani, and A.R. Ramanathan, Management Accounting, New Delhi: Sultanchand & Sons, 1995
5. P.V. Ratnam and P. Lalitha, Financial Management and Management Accounting, Allahabad: Kitab Mahal, 1995

B-204 FINANCIAL MANAGEMENT

COURSE OBJECTIVE

The objective of this course is to help students learn the concepts, tools and skills of financial analysis and financial management.

EXAMINATION

The Semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 36 marks, will consist of three theory questions out of which students will be required to attempt two questions. Section B will comprise cases or/and practical problems, worth 54 marks.

COURSE CONTENTS

1. Introduction: Nature and Scope of Financial Management, Finance Function, Sources of Financial Information.
2. Management of Short-term Finance: Introduction to Working Capital Management.
3. Management of Long-term Finance: Introduction to Long-term Sources of Finance, Equity and Debt.
4. Capital Structure Theories: Capital Structure Decisions, Leverages.
5. Capital Investment Decisions.

Text Readings :

1. James C Van Home, Financial Management and Policy. New Delhi: Prentice Hall of India Pvt. Ltd., 1995.
2. Ezra Solomon, Theory of Financial Management
3. P V. Kulkarni, Financial Management, Bombay: Himalaya Publishing House, 1994.
4. R.M. Shrivastava, Management of Indian Financial Institutions, Bombay: Himalaya Publishing House, 1996.

B-205 (हिन्दी)

पाठ्यक्रम का उद्देश्य :

इस पाठ्यक्रम का उद्देश्य विद्यार्थियों में राष्ट्रभाषा हिन्दी के माध्यम से परिष्कृत संवहन, संवाद एवं लेखन की योग्यता का विकास करना है ।

हिन्दी भाषा का स्वरूप	:	इतिहास मानक भाषा एवं अमानक भाषा
निबन्ध	:	(अ) मित्रता – रामचन्द्र शुक्ल (ब) अध्ययन – मिश्रबन्धु
कविता	:	मेरे नागपति – दिनकर मोचीराम – धुमिल
उपन्यास	:	कर्मभूमि
व्याकरण	:	संक्षेपण, समाचार लेखन
पत्र लेखन एवं संक्षेपिका	:	शब्द रचना प्रकार, वाक्य रचना प्रकार, अशुद्धि संशोधन, शैली एवं प्रकार व्यवसायिक पत्र लेखन
अन्य व्याकरण	:	छन्द समास, सन्धि, अलंकार (व्यावहारिक ज्ञान)

संदर्भ ग्रंथ :

हिन्दी भाषा	:	डॉ. भोलानाथ तिवारी
व्यावहारिक हिन्दी	:	डॉ. नन्द कुमार राय
मानक हिन्दी	:	ब्रजमोहन
आधुनिक हिन्दी व्याकरण	:	डॉ. वासुदेव नन्दन प्रसाद (1992)
पटना भारती भवन	:	23 नं. संस्करण

(पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स)

B-301 MARKETING MANAGEMENT

COURSE OBJECTIVE

The objective of the course is to help the student acquire the basic concepts of marketing, so as to enable him to make more efficient use of it.

EXAMINATION

The semester examination will be worth 90 marks, it will have two Section A and B. Section A, worth 54 marks, will have theory questions out of which students will be required to attempt three questions. Section B will comprise one or more cases or/and practical problems, worth 36 marks.

COURSE CONTENTS

- 1- Introduction: Definition, Importance of Marketing, Marketing and Selling, Marketing tasks, Marketing Systems Marketing Environment, Marketing Organizations and Production Oriented Organizations
2. Market Segmentation: Need for Market Segmentation. Basics and Available Target Marketing Strategies, Product Positioning.
3. Marketing Research: Concept, Objectives and Importance and Methodology Marketing Research, Types and Process of Marketing Research.
4. Consumer Behavior; Concept and Importance, Factors Influencing Consumer Behaviour, Decision Making Process in Buying.
5. Marketing Mix Element:
 - a) Product: Definition and Concept, Types of Product, Concept of Product Line, Product Life Cycle and Its Various Stages and How to Manage it. Stages of PLC and Corresponding Marketing Strategies, Concept and Importance of Branding and Packaging.
 - b) Pricing: Concept, Importance, Pricing strategies.
 - c) Distribution: Concept, Importance, Levels of Distribution, Channel Members and their Importance.
 - d) Promotion: Concept, Importance, Types of Media, How and When to Use Them, the Communication Process, Promotional Mix, Advertising, Publicity, Personal Selling and Sales Promotion.

Text Readings

1. Kothar Philip, Marketing Management, New Delhi: (1997) Eight Edition
2. Rustam S.Davare. **Modern Marketing Management** New Delhi: (1992)7th Ed.
3. S.A.Sherlekar, Marketing Management, New Delhi: (1995)

B-302 PURCHASING AND MATERIALS MANAGEMENT

COURSE OBJECTIVE

The objective of this course is to help student gain an understanding of purchasing functions and materials management.

EXAMINATION

The Semester Examination will be worth 90 marks. It will have two Section A and B. Section A. worth 54 marks, will consist of five theory questions of which students will be required to attempt three questions. Section B will comprise one or more cases or/and practical problems, worth 36 marks.

COURSE CONTENTS

1. a) Management in Relation to Materials: Meaning, Definition, Areas, Objectives, Importance, Role of Materials Manager.
b) Intergrated Materials Management: Concept, Need Definition and scope, advantages.
2. a) Materials Planning: Need and Definition, Factors Affecting Planning- External and Internal, Purchasing and Materials Planning, Techiques of Planning, Guidelines for Planning.
b) Materials Budgeting: Meaning, Factors Governing Budget, Techniques of Budgeting and Limitation.
3. Material identification and stantardisation
a) Identification: Need And importance .classification of materials,
bjcodification of material Modification system. c)
Standardization: Aims and Advantages,standards institutions.
4. Purchasing .Organisation,principles,procedure&systems, Purchasing research & value analysis.
5. Sourcing: a) Factor affecting selection of sources, Vendor evaluation.
b)Negotiations & Buyer-Seller Relationship.
c) Inventory control importance & scope, costs, economic order quantity models, inventory control technique, modern trends in inventory control.

TEXT READING

Verma. M.M. Materials Management Sultan Chand & Sons.

Dobler and Burt, Purchasing and Materials management, New Delhi, Tata McgrawHillPub.Co.Ltd.

Gopalkrishnan and M.S.sundaresan, Materials Management New Delhi, Prentice Hall of India.

B-303 BUSINESS STATISTICS

COURSE OBJECTIVES

The objectives of the course are to help the student in understand statistical methods and techniques, and their application in business decision making.

EXAMINATION

The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A. worth 45 marks, will have three theory questions, out of which students will be required to attempt two questions Section B. worth 45 marks, will have practical problems.

COURSE CONTENTS

1. Meaning and Definition of Statistics. Scope and Limitations of Statistics, Role of Statistics in Management Decisions.
2. Collection. Organization, Presentation, Analysis and Interpretation, Primary and Secondary Data. Frequency Distributions.
3. a) Measures of Central Tendency, Meaning and Criteria for Good Measures of Central Tendency - Mean, Median. Mode and Geometric Mean and Harmonic Mean.
b) Measures of Dispersion, Meaning and Criteria for Good Measures of Dispersion Range, 'Mean Deviation, Standard Deviation and Variance and Skewness,
- 4.a) Correlation Theory : Concepts, Application of correlation, Carl Pearson's coefficient of correlation and Spearman's coefficient of correlation
b) Regression Theory : Concepts. Application of regression; theory, simple and multiple regression, comparison of coefficient of correlation and regression.
5. Analysis of Business Change and Relationship: Time Series and its components.
6. Sampling Theory and Design of Sample Surveys Census Vs Sample Enumeration's, Objectives and Principles of Sampling, Types of Sampling, Errors in Sampling.

Text Reading:

1. D.N.Eihance, Fundamentals of Statistics, Allahabad. Kitab Mahal 1993.
2. S.P.Gupta, Business Statistics, New Delhi. Sultanchand and Sons. 1995
3. R.L.Levin and Rubin, Statistics for Management, New Delhi, Sultan Ghana arid Sons,1994.
4. D.C.Sancheti and V.K.Kapoor, Statistics, New Delhi, Sultan Chand and Sons, 1995.
5. Shenoy, Statistical Methods for Business. New Delhi, Wiley Eastern Ltd.

B-304 MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVE

The objective of this course is to help the student acquire the basic knowledge of information systems so as to enable them to make more efficient use of information for decision making.

EXAMINATION

The semester examination will consist of 90 marks There will be 8 questions the student will be required to attempt any five question.

COURSE CONTENTS

1. The meaning and use MIS, System View of Business, Process of MIS, development of MIS within the organisation, Management Process, Information Needs, Systems, Approach in Planning, Organising and Controlling MIS.
2. Planning, Implementation and Controlling of Management Information Systems.
3. Fundamentals of Data Processing. Computer Operation of Manual information System. Components of Computer Systems, Flow Chart, Conversion of Manual to Computer. Based Systems, Computer Systems Software. Application Software. Telecommunication Modem.
4. Managerial Decision Making .characteristics and components of Decision Support Systems.

Text Reading:

1. Robert G.Murdick, Information Systems for Modern Management, New Delhi, Prentice Hall of India, 1995.
2. Godzdam B, Davis and Margrathe, Management Information Systems.
3. Henry Lucas, Management Information Analysis and Design. New Delhi, Prentice Hall of India, 1985.
4. Jerome Kanter Management Information System. New Delhi, Prentice Hall of India. 1992,
5. James O' Brien, Computer in Business Management.

B-305 BUSINESS LAWS

COURSE OBJECTIVES

The objectives of the paper are to make student understand the basic economic laws and their application in business organisations.

EXAMINATION

The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A, worth 54 marks, will have five theory questions, out of which Students will be required to attempt three questions. Section B, worth 36 marks, will have one or more cases.

COURSE CONTENTS

1. The Companies Act, 1956 Definition & nature of companies. Types of companies, distinction from other entities. Stages in the formation of a company, Memorandum of association, article of association, prospectus, Membership in a company, Share & share capital, meeting & proceedings, Winding up of a company.
2. The Indian Contract Act, 1872.

Text Reading:

1. Arun Sen, J.K.Mitra, Commercial Law, Calcutta: The World Press Pvt. Ltd., 1994. "
2. N.D.Kapoor, Elements of Business and Economic Laws, New Delhi, Sultan Chand and Sons, 1994.
3. R.C.Chawala, Mercantile Laws, Ludhiana: Kalyani Publications 1994.
4. Avtar Singh, Company Law, New Delhi, Eastern Book Co.

B-401 PRODUCTION MANAGEMENT

COURSE OBJECTIVE

The objectives of this paper is to help the students understand the basic concepts of production function and application of technical models and techniques for solving production problems.

EXAMINATION

The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A worth 36 marks, will have the three theory questions, out of which students will be required to attempt two questions. Section B, carrying 54 marks will contain practical/numerical problems and/or cases.

COURSE CONTENTS

1. Concepts of Production Management: Nature of Production Management
Integration with Other Areas of the Firm, Functions of Production Manager,
Organisation of Production Department.
2. Facilities Planning: Product Selection, Process Selection, Location, Layout,
Material Handling Capacity Planning, Work Design and Job Design.
3. Planning and Control: For Mass Production, for Batch Production, for Job Shop
Production of Projects, Network Analysis-PERT and CPM, Product Design,
Break Even Analysis.
4. Quality Control: Quality Assurance, Reliability, ISO-Inspection, Replacement and Maintenance.
5. Inventory Management: Factors Influencing, Purchase Management -- Raw Material, Basic Inventory Model, Control System, Value Analysis.

Text Reading

1. K.F.C.Ahuja, Production Management. Delhi: CBS Publishers Lai Khan, 1993.
2. S.A.Chunawala and D.R.Patel, Production and Operations Management, Bombay,Himalaya Publishing HouseHouse.
3. S.N.Chary, Production and Operations Management, New Delhi: Tata McGraw Hill,] 994.
4. Everette, Adam and Ronald, Production and Operations Management, New Delhi: Prentice Hall India, 1992.
5. K.K.Ahuja, Materials Management.New Delhi,CBS Publishers Lai Khan,1992.

B-402 MANAGERIAL ECONOMICS

COURSE OBJECTIVE

The objective of this course is to help the students understand the basic concepts and therein applicable to analysis and decision of business problems.

EXAMINATION

The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A, worth 54 marks, will have five theory questions, out of which students will be required to attempt three questions. Section B, worth 36 marks, will have one or more cases.

COURSE CONTENTS

1. Nature, Scope and Significance of Managerial Economics.
2. Demand Analysis - Law of Demand, Demand Determinants, Elasticity of Demand. Comparison of Elasticity on Different Demand Curves, Factors Governing Price Elasticity of Demand, Significance of Price Elasticity of Demand, Income and Cross Elasticity of Demand.
3. Cost Analysis: Cost Concepts, Elements of Costs, Cost Output Relation in Short Run and Long Run, Production Function, Laws of Return to Scales. Law of Variable Proportions, Scale of Production.
4. Price Analysis: Law of Supply, Price Determination, Pricing under Different Market Conditions, Trade Cycles.
5. Profit Analysis: Meaning, Theories of Profit, profit Planning and Control.

Text Readings

1. R.L.Varshney and K.L.Maheshwari, Managerial Economics. New Delhi: Sultanchand and Sons, 1996
2. M.Adhikari, Managerial Economics. Delhi: K i- sala Publishing. 1996
3. G.S.Gupta, Managerial Economics, New Delhi Tata McGraw/Hills,1993
4. P.L.Mehta, Managerial Economics. New Delhi Sultanchand and Sons.1996

B-403 BUSINESS COSTING

COURSE OBJECTIVE

The objective of this course is to provide the student the basic knowledge of various components of cost, their ascertainment control, and the application of costing concepts in various and functional areas.

EXAMINATION

The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A. worth 45 marks, will have three theory questions, out of which students will be required to attempt two questions. Section B, worth 45 marks, will consist of practical problems.

COURSE CONTENTS

1. Introduction: Nature and Scope of Cost Accounting, Relationship with Financial and Management Accounting, Objectives, Advantages and Limitations of Cost Accounting, Installation of Costing System Concepts of Cost, Analysis and Classification of Cost.
2. Element of Cost: Material Cost-Objectives of Material Control, Inventory Control Techniques, Accounting of Material Losses. Waste, Scrap, Spoilage, Defectives Labour Cost: Nature and Control of Labour Cost, Labour Turnover and Methods of its Measurement, Cost of labour Turnover. Numerical Problems on Labour Turnover Overhead Cost: Nature. Classification and Method of Allocation, Appropriation and Absorption of Overhead Cost, Simple Numerical Problems on Allocation. Appropriation and Absorption of Overhead Cost.
3. Method of Costing: Unit Costing, Costing of Joint and By-Products, Process Costing Numerical Problems on Above Mentioned Costing Methods. Case are to be discussed in class on various aspects of the course contents.

Text Reading

1. T.Luccy, Business Costing London: ELBS Publications, 1994 4th Ed.
2. B.M.Nigam, Cost Analysis and Control, New Delhi: S.Chand and Sons
3. M.M.Arora, Cost Accounting. Vikas Publishing Home
4. S.P.Ayengar, Cost Accounting, New Delhi: Sultanchand and Sons
5. B.M.Nigam and G.L.Sharma, Cost Analysis and Control, Bombay: Himalaya Publishing House. 1992
6. M.N.Arora. A.T.B. of Cost Accounting, New Delhi: Vikas Publishing House Pvt.Ltd. 1994 Third Revised Ed.
7. S.P.Iyengar, Cost Accounting Principles & Practice, New Delhi: Sultanchand & Sons, 1994

B-404 COMPUTER PROGRAMMING

COURSE OBJECTIVE

The objective of this course is to acquaint the student with basic concepts of computer, programming.

EXAMINATION

The semester examination will be of 90 marks. The students have to attempt five out of eight questions.

COURSE CONTENTS

1. Problem Analysis, Flow Charts, Decision Tables. Pseudo Codes and Algorithms, High Level Language, Steps in Programming, a Model of Computer System.
2. Historical Development of C Language, C Character Set, Constants, Variable and Key Words, C Instructions, C Data Types.
3. Decision Control Structures. If Statements. If-Else, Nested If-Else, Logical Operators, Conditional Operators, Loop Control Structures. While Loop, For Loop, Do-While Loop, Nesting of Loops and use of Break. Continue Statements, Case Control Structure using Switch, Go to Statement.
4. Functions, Use to Functions, Passing Values between Functions, Scope Rule of Function. Function Declarations and Prototypes, Call by Value and Call by Reference, Introduction to Pointers, Pointer Notation. Recursion, Standard Library String Functions.
5. Arrays; Definition, Initialization. Passing Arrays Elements to a Function, Two Dimensional and Three Dimensional Arrays, Pointers to Two Dimensional Arrays and Arrays of Pointers.

Text Readings

1. Yeshwant Kanetkar, Let Us C, New Delhi: BPB Publication. 1995
2. Henry Mullish and Herbert L. Cooper, The Spirit of C. Bombay: Jaico Publishing House, 1994
3. Gottfried B.S., Schyam Series, Programming in C, New Delhi: Tata McGraw Hill.
4. V. Rajaraman, Computer Programming in C. New Delhi: Prentice Hall of India Pvt. Ltd.

B-405 CULTURAL HERITAGE

COURSE OBJECTIVE

The objective of this course is to introduce to students the social system and culture development in India, so as to enhance their understanding of the socio-economic environment.

EXAMINATION

The semester examination will be worth 90 marks. The students will have to attempt five out of eight questions.

COURSE CONTENTS

1. Indian Culture: Meaning and Culture. Civilisation and Culture, Characteristics of India Culture.
2. The Inhabitants: Original Inhabitants of India. The Arrival of Various Racial Group and Their Absorption in Indian Culture.
3. Framework of India Society: Varnashram and Purushartha, Social Mobility from Ancient Times to the Modern Age.
4. Religion and Philosophy: Common Elements in All Religions.
5. Indian Constitution: The Preamble. Main Features of India Constitution, Fundamental Rights, Fundamental Duties.
6. Influence of Indian Culture on the World, External Influences on Indian Culture.

Text Reading

1. V.C.Sinha and M.N.Sharma. *History of India*. Gwalior: Kitab Ghar.
2. B.N.Lunya. *Re-valuation of Indian Culture*. Agra; Laxmi Narayan Agrwal. 1954
3. M.C'.Saxena. *History of India*. Agra: Saja Sahitva Sadan. 2nd Ed. 1992-95
4. William A.Haviland. *History of India*. New York: Holt, Rinehart and Winston. 1990 ..

B-501 QUANTITATIVE TECHNIQUES

COURSE OBJECTIVE

The objective of this course is: to provide the basic knowledge about the tools and techniques of mathematics & statistics so as to enable the students to use them in business decision-making.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 36 marks, consisting of four theory questions out of which students will be required to attempt any two questions. Section B will carry 54 marks and will consist of five numerical out of which students will be required to attempt any three questions.

COURSE CONTESTS

1. Introduction : Meaning of quantitative techniques, classification, role of quantitative techniques in business and Industry, Limitations of Quantitative techniques.
2. Algebra of Matrices: " Introduction, Uses of Matrices, addition of matrices, subtraction of matrices. Multiplication of matrices, Ad joint matrix & Inverse matrix, Solving simultaneous equations (Gats & Jordan & Cramer rule.)
3. Probability Theory: Concepts of probability, Basic laws of probability (Addition, Multiplication) , Baye1 s sample space and events, Theoretical frequency distribution (Binominal, Poisson & Normal)
4. a) Testing of Hypothesis : Simple and Composition, types of error, level of significance, one tail & two tail tests, procedure of testing.
b) Large sample tests (Z test), attributes and variable, small sample test (t-test)
5. Non Parametric tests: chi-square test (goodness of fit and independence of attributes)
6. Analysis of variance (F-test): variance analysis in one way classification and two way classification.
7. Solving decision analysis problems: Decision under uncertainty 6 Decision under risk.

Text Readings

1. C.R, Kothari, QUANTITATIVE TECHNIQUES, Kcv Delhi: Vikas,3rd,1984.
2. U,K. Shrivastava & G.V. Shoenoy & S,C. Sharma, Quantitative Techniques for Managerial Decision, Delhi.
3. N. D. Vohra, QUANTITATIVE TECHNIQUES in Management, New Delhi sultan Chand,1995.
4. S.P. Gupta: Statitstical Methods, New Delhi, Sultan Chand,1995.
5. S.D. Sharma, Operation Research, Meerut: Kedarnath Ramnath, Latest ED.

B-502 BUSINESS ENVIRONMENT

COURSE OBJECTIVE

The objective of this course is to acquaint the student with basic concepts of Business Environment .

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 marks and will consist of case(s).

COURSE CONTESTS.

1. Nature and Scope of Business Environment, Environmental analysis an input in strategic management.
2. National Income Accounting: Introduction, Problems in national Income accounting.
3. Economic Environment industrial Policy of 1991, Economic Reforms 7 Liberalisation, Globalisation and privatization Monetary and Fiscal Policy, Economic Reforms and social justice, Inflation, Business Cycles
4. Technological Environment-Technology and Business, Micro level problems and prospectus.
5. Political Environment - Changing Role or Government in shaping Business Environment.
6. Social & Cultural Environment -Cultural and social factors. Consumer Rights , Consumer protection, Social Responsibility of Business.
7. International Economic Environment: Foreign Exchange, Balance of Payment, FEMA(Foreign Exchange Management Act)

TEXT READINGS

1. Business Environment for strategic management,Mumbai Himalaya 1996
2. Cherunilam, Business and Government, Mumbai: Himalaya ,1993
3. Adhikary, Economic Environment of Business, New Delhi :Sultan

B-503 Business Taxation

COURSE OBJECTIVE

The objective of this course is to acquaint the student with basic concepts of Business Taxation.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 36 marks, consisting of four theory questions out of which students will be required to attempt any two questions. Section B will carry 54 marks and will consist of five numerical out of which students will be required to attempt any three questions.

COURSE CONTENTS

1. Definitions: Assessment Year Section 2(9), Previous Year Section 2 (31) Assessee Section 2 (7) and Income Section 2124).
2. Residential Status and Tax Incidence.
3. Exempted Income: Section 10(I), 10(2A) ,10(3),10 (5), 10 (10),10 (B),10(13A),10 (22) , 10 (17) , 10 (22A) ,10(23A), 10(23C), 10(32), 10(33),10A,10B and 13 A.
4. Income from Salary: Definition of Salary u/s 17(1),basis of change u/s 15, Computation of income under salary head, perquisites, valuation of perquisites, tax planning for salaried employees.
5. Income from Business and Profession: chargeability (Section 28, Schemes of reduction and allowances (Section 30-37), amounts expressly disallowed (section 40,40A and 40 B), deemed profit (Section 41) and computation of income u/s 115.
6. Deductions: u/s 80
7. Rebates and Relief.
8. Tax Deduction or Collection at source: Section 192, 193, 194, 19A,194C,194EE, 194I and 194 J; Tax deduction account number, consequences in case of default and tax collection at source section 206 (c)
9. Basic Concepts of VAT,MQD,VAT,CENVAT.

TEXT READINGS

1. Bhagwani Prasad, Direct Taxes^wDelhi: VishwaPn&3sian,1997
2. Patel R.S. Income Tax.
3. Lokhotia, Income Tax, New Delhi: Vision Books,1995
4. Nabhi, Tax Planning, New Delhi.

B-504: Advanced Accountancy

Course Objective

To help students to acquire the ability to understand advanced concepts of accounting and to prepare accounting data as an aid to decision making.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 36 marks, consisting of four theory questions out of which students will be required to attempt any two questions. Section B will carry 54 marks and will consist of five numerical out of which students will be required to attempt any three questions.

Course Contents

1. Definitions - Classes of Shares, Debenture,
2. Issue of Shares - Application, Allotment, Calls, Call in Advance and Call in Arrears, at Premium and at Discount.
3. Forfeitures of Shares Issued at par, Issued at Discount, Issues at Premium, when there is an over subscription and Prorate Allotment, Reissue of forfeiture Share, Surrender of Share.
4. Issue and Redemption of Debenture.
5. Preparation of Company's Final Account: Profit and Loss Accounts and Balance Sheet.
6. Disclosure in Company Account as per .Schedule VI Part I and Part M.

Text Readings

1. M.C. Shukla, T.S. Grewal, S. C. Gupta, Advanced Accounts Volume II. New Delhi, Suhanand and Sons, 1999
2. K. L. Gupta, M. Radhaswamy, Advanced Accountancy, New Delhi, Suhanand & Sons, 1999.
3. S.P. Jain and K. L. Narayan, Advanced Accountancy, Ludhiana Kalyan Publishers, 8th edition, 1994.

B-505 I NETWORKING AND UNIX CONCEPTS

COURSE OBJECTIVE

The objective of this course is to acquaint the student with basic concepts of Networking and UNIX.

Scheme of Examination

The semester examination carrying 90 marks. In External Examination, there will be 8 questions and students will be required to attempt any 5.

COURSE CONTENTS

1. computer Networks: History and Introduction, Network Cools, Applications of network, Network structure, Network Architecture ,OSI Models. a,, Magnetic Media, Twisted pair, Baseband, Broadband Co-axial cable, Fiber Optics, Line-of-sight Transmission and communication satellites. Analog Transmission, Modems, Digital Transmissions, Frequency Division and Time Division Multiplexing, Packet, switching and Hybrid switching, ISDN services.
3. Local Area Networks: Introduction, Lan Hardware, Components, Connection Media, LAN Interfaces, LAN Software Network Operating Systems, Netware.
4. UNIX : introduction to operating system, UNIX Commands , Cat, more, cut, paste, cp.mv.rm- rmdir,ps,grep.

TEXT READINGS

1. Andrew S.Tanenbaum, Computer **Networks, New Delhi, Prentice Hall, 3rd Ed.** 1998
2. David **Garrett et.al, Intranets Unleashed, New Delhi, Techmedia,1998**
3. John E.Mcnamara, Local Area Networks, New Delhi, Prentice Hall
- 4 . Sumi tabha** Das, Unix concepts and Applications, Tata McGraw Hill
5. Pramod Koparkar, Unix For You, New Delhi, , Tata McGraw Hill, 1998
6. uyles D. Black, Data communication and Distributed Network., New Delhi .Prentice hall

B-505 M: MARKETING STRATEGIES

COURSE OBJECTIVE

The objective of this course is to acquaint the student with basic concepts of Marketing Strategies.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 marks and will consist of case(s).

COURSE CONTENTS

1. The strategic role of marketing: Corporate, business and marketing strategies, definition components of strategy, hierarchy of strategies, strategic planning systems, characteristics of effective planning systems.
2. Process of formulating and implementing marketing strategy market opportunity analysis, customer analysis, Implementation and control.
3. Business strategies and their Marketing implications, defining strategic business unit, business unit-objectives, allocating resources within the business unit, the business units competitive strategy. BCG Growth share Matrix, GE Matrix, Shell's Matrix.
4. Formulation of marketing strategies for new market entries, mass market penetration, Niche penetration, skimming and early withdrawal, objectives of alternative.
5. Marketing strategies for leaders, challengers and followers.
6. Controlling marketing strategies and programs, control process, setting standards of performance, specifying and obtaining feedback data, corrective action, strategic controls, product market entry controls.

Text Readings.

1. Boyde tfalker and Lawrecho, Marketing Strategy Planning and Implementation, Chicago: Irwin, 2nd Ed. 1995.
2. Philip Kotler, Marketing Management: Analysis, Planning, Implementation and control, New Delhi: PHI, 8th Ed. ,1924.

B-505F LONG TERM CAPITAL MANAGEMENT

Course Objectives:

- To Lay a Conceptual Framework for Long Term Capital Management
- To develop the ability in the students to apply theoretical concepts to Practical life problems

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 36 marks, consisting of four theory questions out of which students will be required to attempt any two questions. Section B will carry 54 marks and will consist of five numerical out of which students will be required to attempt any three questions.

COURSE CONTENTS

1. Nature, characteristics and types of shares, debentures, rights of shareholders & debenture holders, equity financing v/s debit financing.
2. Features of Right Issue and public issue, SEBI guidelines for public and Debentures issues, guidelines for protecting interest of debenture holders, cost of capital.
3. Institutional Financing in India IDBI, IFCI, ICICI, SFC, EXIM.
- 4 Project financing, scheme for discounting of bills(IDBI) Suppliers lone of credit (ICICI) Suppliers & Buyers Credit schemes (IFCI). Other assets based financing-Brief introduction to lease financing and hire purchase.

Introduction to Indian Capital market.

TEXT READING:

1. I.M/ Pandey, Financial Management, New Delhi: Vikas 8th 1999.
2. S.C.Kucchal, Corporate Financial Principles & Problems, New Delhi :Chaitanya 1995
3. H. P. S. Pahva, Project Financing Policies, procedures and practice, New Delhi :Bharat,3rd Ed

B-505 H HUMAN RESOURCE DEVELOPMENT

COURSE OBJECTIVE

The objective of this course is to acquaint the student with basic concepts of Human Resource Development.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 marks and will consist of case(s).

COURSE CONTENTS

1. What is Human Resource Development : Concept, definition, mission and purposes of HRD, Roles in HRD.
2. Individual Development :learning in the work place, New approaches to individual development.
3. Career Development :Concept, Career development activities-Job posting system, monitoring system, career resource centre, career development workshops and seminars.
4. Organisational Development characteristics of O.D, Goals and objectives of OD, the change Agent, the OD process.
5. Performance Appraisal; importance, methods - of performance appraisal, problems in performance appraisal.
6. Employee counselling :characteristics, functions, types of counselling, limitations.

TEXT READINGS

1. Jerry W Gilley, Principles of Human Resource Development, Massachusetts : Adison Wesley 1989
2. H.C.Sainy and Sharad Kumar, Human Resource Management and Development, New Delhi, Quality, 1998
3. T.V.Rao, The HRD Missionary, New Delhi, Oxford 1990

VI SEMESTER

B -601 OPERATIONS RESEARCH

Course Objective:

The objective of -this course *is* to provide the basic knowledge about the tools techniques of operations Research, so as to enable the - students to use them in Business Decision Making.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 36 marks, consisting of four theory questions out of which students will be required to attempt any two questions. Section B will carry 54 marks and will consist of five numerical out of which students will be required to attempt any three questions.

Course Contents

1. Operations Research: Meaning scope of operations Research in Management, Methodology of Operations Research, Types of models, Advantages and limitations of models.
2. Linear Programming: Meaning of Linear programming, General mathematical formulation of Linear programming, Graphic analysis, simplex method, Big -M and 2 - Phase methods, Limitations of Linear Programming.
3. Assignment Problems: Definition, formulation and solution of Assignment problems, Route selection.
4. Transportation Model: Definition, formulation, methods to find initial basic feasible solution, "(N-W Corner, Row/column/matrix minimum, VAM) Optimization (MODI & Stepping Stone Method), Time minimization.
5. Theory of Games: Definition, solutions of games, (Arithmetic algebraic, Geographical Linear Programming)
6. Replacement Theory: Ned, criteria for replacement single unit replacement and group replacement .

Text Reading:

1. P. K. Gupta & D.S. Hira, Operation Research, New Delhi: Sultan Chand Latest Ed.
2. S.D. Sharma, Operation Research, Meerut: Kedar Nath Ram Nath, Least Ed.
3. Kanti Swaroop, Operations Research, New Delhi: Sultan Chand, Least Ed.

B – 602 ENTREPRENEURSHIP

Course Objective:

The objectives of the course are to equip the students with basic-skills in starting their own enterprises.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 marks and will consist of case(s).

Course Contents:

1. Entrepreneur and Entrepreneurship: Concepts, Characteristics and functions of an Entrepreneur, types of Entrepreneur, major Entrepreneurial competencies, developing competencies and role of enterprises in economic development.
2. Project identification and formulation: Criteria for selecting a particular project, scanning of business environment and identifying projects: steps in project formulation and project evaluation (organizational aspects, commercial aspects and legal aspects)
3. Preparation of business plan/project report: Significance, content, formulation, planning commission guidelines for formulating the project report and common errors in project formulation.
4. Institutional Finance to Entrepreneurs: Commercial banks, financing institutions (IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFC, SIDBI and EXIM Bank)
5. Institutional Support to Entrepreneurs: Needs: support institutions, National Small Industry Corporation Ltd. (NSIC). Small Industries Development Organization (SIDO), Small Scale Industries Board (SSIB), State Small Industries Development Corporation (SSIDC), Small Industries Service Institutions (SISI), District Industries Centres (DICs), Industries Estates, specialized institutions and technical consultancy organization.

Text Readings:

1. Khanka, Entrepreneurial Development, New Delhi: S. Chand.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, New Delhi: Himalaya.
3. Entrepreneurship Development: Centre for Research an Industrial Staff performance , New Delhi; Tata McGraw –Hill.
4. Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and New Venture Formation, New Delhi: Prentice Hall.

B - 603 MARKETING RESEARCH

Course Objectives

The Objective of this course is to help students gain an understanding of Marketing Research and their applications

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 Marks comprising of one or more Case/ Numerical Problem(s).

Course Contents

Unit I Marketing Research in Practice:

Nature of Marketing Research, Role of Marketing Research in Decision Making, Marketing information and Decision Support System, Functions, Importunes, introduction to MR process.

Unit II Creating Research Design

Published Secondary databases, the internet and decision support systems, Nature, advantage disadvantage, and limitations. Qualitative Vs Quantitative Research, Focus groups, Survey research, observation method, experimentation.

Unit III Data Acquisition:

Data Measurement Process
Reliability and validity
Using measurement scales. Types of Scales
Designing Questionnaire
Data measurement **process**.

Unit IV Sampling issues: Sampling Plan, Sampling Methods, errorsm, Sample size determination

Unit V Report Presentation an communication results

Unit VI Marketing application of statistical tools.

Z test
T Test
Bivariafe and Multivariate Chi-Square, Anove

Text Readings:

Aske Kumar, Day. Marketing Research
McDaniel Roge gotes Marketing Research
Tull and Hawkings, Marketing Research

B – 604M ADVERTISING AND SALES PROMOTION

Course Objective:

The objective of this course to explain to the students the advertisement function and the methods.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 marks and will consist of case(s).

Course Contents:

1. Nature of Advertising: Definition and Significance, kinds of advertising. Advertising agency structure, functions and process, client agency relationship.
2. Campaign Planning, product market analysis, setting advertising objectives, advertising budgets.
3. Media Decisions: Types of Media, factors affecting media selection, scheduling
4. Message Design: Creative Strategy, appeals, message format and copywriting, layout and illustration.
5. Sale Promotion: Nature Purpose and types of sales promotion activities, factors affecting sales promotion.
6. Advertising Research: Copy testing Message testing.

Text Readings:

1. Mahendra Mohan, Advertising Management: Concepts and Cases, New Delhi: Tata McGraw Hill, New Delhi.
2. S.R. Chunawala & K.C. Sethia, Foundations of Advertising, New Delhi. Himalaya Publications House.
3. David Aaker, Rajeev Batra and John Myers. Advertising Management Ne Delhi: Prentice Hall.
4. George E. Belch a Michal A. Belch. Introduction to advertising and promotion: An integrated Marketing Communication perspective. U.S.A. Irwin, 2nd Ed. 1993.

B-604 H LABOUR LAWS AND INDUSTRIAL RELATIONS

Course Objectives

The Objectives of this course are to acquaint the student with the existing labour laws and regulations.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 54 marks, consisting of five theory questions out of which students will be required to attempt three questions. Section B will carry 36 marks and will consist of case(s).

Course Contents

1. Factories Act - 1948
2. Trade Union Act - 1926
3. Employees's state Insurance Act - 1948
4. Workmen's Compensation Act- 1936
5. Payment of Bonus Act 1965
6. Collective Bargaining
7. Industrial Relations Management in India.

Text Readings:

1. P. L. Malik, Labour and Industrial Laws, Lucknow: Eastern Book 1993.
2. V.G. Goswami, Labour and Industrial Laws, Allahabad: Central, 1993
3. R.C. Chawla and K.C. Garg, Industrial Laws, New Delhi: Kalyani, 1993

B 604F WORKING CAPITAL MANAGEMENT

Course Objective

The syllabus is aimed at equipping the students with conceptual knowledge & techniques of managing short term finance.

Scheme of Examination

The semester examination carrying 90 marks will consist of two sections, A and B, Section A will carry 36 marks, consisting of three theory questions out of which students will be required to attempt any two questions. Section B will carry 54 marks and will consist of four numerical out of which students will be required to attempt any three questions.

Course Contents:

1. Principal of working capital: Introduction to working capital concepts of working capital, need for working capital, its determinants, Estimation of working capital needs.
2. Accounts Receivable Management & Factoring: Credit policy, Nature & Goals, Optimum credit policy: A cost benefit analysis. Credit policy, nature & Goals optimum credit policy: A cost benefit analysis, credit policy variable, credit evaluation of individual accounts and monitoring receivables, factoring, types & benefits.
3. Inventory Management: Nature of Inventories, Need to hold Inventories. Objectives of Inventory Management. Inventory Techniques. Inventory Management Process.
4. Cash Management: Facts of Cash Management, Motives for holding cash, Managing Cash Collection and disbursements Investing surplus cash in marketable securities, cash budgeting.
5. Working Capital Finance: Trade Credit, Bank Finance & Commercial papers. Recommendations of various committees.

Text Readings:

1. L. M. Pandey Financial Management, New Delhi: Vikas 1999
2. Prasanna Chandra, Financial Management Theory & Practice, New Delhi: Tata McGraw Hill, 3rd Ed. 1994.
3. Robert W.Kolb Ricardo J. Rodeiguez, Financial Management, U. K.: Blackwell 3rd Ed. 1996

B – 604 I DATA BASE MANAGEMENT SYSTEM

Course Objective:

The objective of this course is to expose the students to details of Data Base Management System.

Examination:

The semester examination will be of 90 marks. The students will have to attempt any five out of eight questions.

Course Contents:

1. Data Definition, Data and organization, Common Source of Data, Need for managing data.
2. System architecture, storage Medias, File Structures, Role of operating system, Data Base Administration and its components.
3. Data Base Fundamentals, Attributes Types, Records, Tabular Storage of Information and Atomicity, Relational DBMS, Logical and Physical Data Base, Data Dictionary.
4. Entity Relationship, Diagram, Application and Case Studies of ER Diagram, Relational Algebra, Relational Calculates.
5. Introduction to Structured Query Languages (SQL) and QUEED SELECT, UPDATE, CREATE, APPEND, INSERT and DELETE operations, Case Study SQL.

Text Readings

1. Ullman Jeffrey, Principals of Data VBase Systems, New Delhi: Galgotia, 2nd Ed. 1994.
2. Robert Kruse, Data Structures and Program Design in C New Delhi: Prentice Hall 1994.
3. James Martin, Introduction to Data Base System.
4. Korth Siberschatry, Data base Systems Concepts, New Delhi BPB 1996.

Reference Readings

1. Martin, Principals of Database Management, New Delhi: PHI, 1992
2. P. Sinha, Computer Fundamentals, New Delhi, BPB 1996
3. R. Cowart, ABC's of dBASE III Plus.
4. V Occardi, Relational Database, Theory & Practical.
5. R. Cowart, dBASE IV 2.0

B- 604 P WORK STUDY AND PRODUCTIVITY

Course Objective

The objectives of this course are expose the students to the concept of production of various techniques of time and motion and to help them to develop ability and skills required for the enhancement of value and productivity.

Examination:

The semester examination, carrying 90 marks will have two sections A and B. Section A worth 54 marks, will have five theory questions, out of which students will be required attempt three questions. Section B worth 36 marks, will have one or more cases.

Course Contents:

1. Concept and Definition of Productivity, Productivity Improvement, Factors (both internal to the Organization and External)
2. Productivity Analysis: Management Techniques to Reduce, Work Contents and Ineffective Time.
3. Introduction to Concept of work study. Human in Application of work Study.
4. Methods Study: Introduction and Selection of jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart, Principles of Motion Economy, Classification of Movements., Micromotion Study, Simo Chart.
5. Work Measurement: Purpose, Use, Techniques and Procedure of work Measurement. Time Study, Selecting Jobs to be Studies and Making a Time Study. Rating Allowance, Techniques of work Measurement, Activity Sampling, Synthesis, Analytical Estimation, Predetermined Motion Time System.

Text Readings:

1. International Labour Office, Geneva, Introduction to work study, Ne Delhi: Oxford & IBH, 3rd 1991.
2. Rath M. Barnes Motion and Time Study, Design and Measurement of Work, New York: John Wiley 7th Ed.