

COURSE CURRICULUM – BUSINESS ADMINISTRATION (Revised) 2014 Onwards

aSem	Sub.Code	Subjects	Hours	Credits
1		Part I : Language	4	3
		Part II : English	4	3
	BAM 101	Part III Major : Principles of Management	5	5
	BAM 103	Part III Major : Business Economics	5	5
	BAA 103	Part III Allied I : Business Statistics for Management	6	5
	BAG 101	Part IV (a) : BT/AT/GC : Fundamentals of Mgmt	4	2
		Part IV (d) : Value Education	2	1
		Total	30	24
2		Part I : Language	4	3
		Part II : English	4	3
	BAM 205	Part III Major : Business Law	5	5
	BAM 204	Part III Major : Financial and Mgmt Accounting	5	5
	BAA 205	Part III Allied I : TALLY Accounting system for management	6	5
	BAG 101	Part IV (a) : BT/AT/GC : Fundamentals of Mgmt	4	2
		Part IV (d) : Value Education	2	1
		Total	30	24
3		Part I : Language	4	3
		Part II : English	4	3
	BAM 305	Part III Major : Marketing Management	5	5
	BAM 306	Part III Major : Financial Management	5	5
	BAA 304 /BAA 305	Part III Allied II: Elective: TQM / E-Commerce	6	5
		Part IV (b) : Skill Based : Personality Development	2	
		Part IV (c) : EVS	4	2
		Total	30	23
4		Part I : Language	4	3
		Part II : English	4	3
	BAM 407	Part III Major : Production and Material Management	5	5
	BAM 408	Part III Major : Operation Research	5	5
	BAA 406 /BAA 407	Part III Allied II: Elective: Financial Markets / Retail Management	6	5
		Part IV (b) : Skill Based : Personality Development	2	3
	BAE 402	Part IV (d) : I.D Skill development for Mgt Studies	4	3
		Total	30	27
5	BAM 509	Part III Major : Research Methodology	6	5
	BAM 512	: International Business	6	5
	BAM 511	: Contemporary Perspective of Mgmt	6	5
	BAM 514	: SPSS For Business Application	6	5
	BAA 508	Part IV(b)Skill Based : Computer training and Application in Mgt.	2	3
	BAE 503	Part IV(b) :Skill Based :Elective (Gen) Entrepreneurship and Small scale Industry	4	3
		Total	30	26
6	BAM 619	Part III Major : Indian Business Environment	6	5
	BAM 620	: Corporate policy & Strategic Mgmt	6	5
	BAM 615	: Human Resource Management	6	5
	BAM 618/BAM617	Advertisement & Sales Promotion / Training &Development	6	5
	BAP 601	: Project Work	6	5
		Total	30	25
		Part V : Extension Activities : Physical Education / Service learning Program / NSS/NCC/Sports/Scrub / Dept Association Activities		1
		Total	180	150

BAM 101: PRINCIPLES OF MANAGEMENT

Objective: To provide a comprehensive introduction to the study of Management

Unit I

Management - an introduction – definition –Nature and scope of management process – Role and function of manager – levels of management – management Art or Science – Basic principles – scientific management and other schools of thought.

Unit II

Planning : Nature – Benefits – Importance- Types –Planning process – Comparison of objectives, policies, procedures and methods –Types of policies, MBO, MBE ,Decision making process – Types of decision –decision making environment- problems involved & techniques.

Unit III

Organization: Types of organization structure– Span of control -Staff units and committees- departmentalization – informal organization.

Unit IV

Delegation – decentralization and centralization –Authority- Responsibility Power – Line & staff relationship –Conflict- Staffing - Source of recruitment – Selection process – Training – on the job and off the job training methods.

Unit V

Directing – meaning – purpose – communication – formal and informal leadership style – motivation – financial & non financial incentives – Control -control process – Budgetary and non budgetary control. Co- ordination - need – types- Techniques.

Reference Books

1. Harold Koontz & Heinz Weirich - Management
2. Peter F. Drucker - Practice of management
3. Stoner & Wankel - Management
4. P.C Tripathi & P.N Reddy - Principles of management
5. Gupta CB - Business management

BAM 103: BUSINESS ECONOMICS

Objective: To enable the students understand the micro and macro-economic concepts relevant for business decisions.

Unit I

Managerial economics: Definition and concept Principles of Economics. Difference between Micro & Macro Economics. Methods of Economic analysis. Economic growth and Development: Definition. Demand analysis: Meaning, Law of demand, types of demand, demand determinants and Exceptions to the law of Demand. Elasticity – Types.

Unit II

Markets forms: Market structure and classification: Perfect competition – Monopoly, Monopolistic competition, Duopoly and Oligopoly. Equilibrium under various markets. Production and cost Analysis – Factors of production, Production function. Economies and Diseconomies of scale. cost-output relationship. Supply analysis. Pricing methods and policy: Objectives, factors, Methods of pricing, dual pricing, price discrimination.

Unit III

Macroeconomics: National income : concepts and measurement, Factors determining national income. Nominal income and real income. Consumption , saving and investment function: Keynes psychological law of consumption, Multiplier.

Unit IV

Inflation and Deflation, Business cycle, Effects of fluctuations in business cycle. Cost of living and standard of living. Fiscal policy, Budget , Public Revenue , Public Expenditure and Public Debt and Taxation.

Unit V

Regulatory role of Central bank. Monetary policy – Objectives and instruments. Economic and business forecasts, methods and uses of economic forecasts.

Reference Books

1. K.P.M Sundaram - Economic Analysis
2. Varsheny and maheshwari - Managerial Economics
3. Shankaran - Business Economics
4. Mithani DM - Fundamentals of business Economics
5. SB Gupta - Monetary economics- Theory, policy and institution

BAA103 BUSINESS STATISTICS FOR MANAGEMENT

Objective: To have an understanding on the application of statistical Techniques in solving business related problems.

Unit I

Statistics: Meaning, Scope & Importance- Data Collection, Presentation and Tabulation. Measures of Central Tendency: Arithmetic Mean, Median and Mode, Geometric and Harmonic Mean.

Unit II

Measures of dispersion- Range, Quartile deviation, mean deviation and standard deviation. Skewness: Meaning, Measures of skewness: Karl Pearson's coefficient of skewness, Bowley's Coefficient of skewness, Kelly's Coefficient of skewness.

Unit III

Correlation analysis – Meaning and significance of correlation- types and methods of studying correlation – Karl Pearson's co-efficient of correlation – Spearman's rank correlation. Bi-variate analysis of data.

Unit IV

Regression analysis – Meaning and significance. Difference between regression analysis and correlation analysis, Solving regression equations ,Regression equation of X on Y and Y on X, Solving regression equation using methods of least square.

Unit V

Index numbers-Meaning and uses- methods of construction-Calculation of various index numbers: Laspeyres, Paasche's, Fisher's, Bowleys, Walsh, Marshall Edgeworth, Kellys Index Numbers. Time reversal test and Factor reversal test.

Reference Books

1. S.P Gupta - Statistical Methods
2. P.R Vittal - Business statistics for management
3. S.C. Gupta - Introduction to Statistics.
4. John Robert Stockton - Business statistics
5. Andy Francis - Business Maths and Statistics

BAG 101: FUNDAMENTALS OF MANAGEMENT

Objective: To enable the students to understand the basic concepts in functional Management.

Unit I

Introduction – Nature and scope of management – Management process – Managerial skills and management levels – Management principles.

Unit II

Marketing management: Meaning of market – distinction between marketing and sales – Relationship of marketing with other functional areas- Evolution of marketing concept – Marketing mix decision – Environmental factors affecting marketing functions.

Unit III

Production management : Scope and significance of production management –Plant location – Factors affecting plant location – Plant Layout – Types of Layout- Plant Maintenance- Types of maintenance.

Unit IV

Human Resource Management : Recruitment –Selection – Sources of recruitment- Selection Process – Methods – Training – Performance appraisal- Remuneration – Motivation

Unit V

Financial Management: Scope of financial management – Functions – Cost – Volume – Profit analysis – Capital budgeting – Inventory control –Working –Capital Management.

Reference Books

1. Tripathi - Personnel Management
2. Gupta CB - Business Management
3. Ramaswamy and Namakumari – Marketing Management
4. O.P Khanna - Production and Operation Management

BAM 205: BUSINESS LAW

Objective: To understand the legal aspects and procedures in business Management

Unit I

Law of contract - Terms, Forms, Capacity and Performs of contract, Agreement and contract.

Unit II

Contract on agency: Law of partnership, Registration of firms, Effects of non registration, Definition and nature of partnership.

Unit III

Sales of Goods Act: Sales and Agreement to sell, formation of contract of sale, Performance of contract of sale.

Unit IV

Negotiable Instrument Act: Negotiable Instrument, Promissory notes, Bill of exchange, Parties, Maturity, Protection to paying bankers, Noting and Protesting.

Unit V

The Law of Trade Marks: Copy right, Patent, Designs, Tips, Cyber law, ITA, GATS

Reference Books

1. N.A Vijayashankar - Cyber Laws for every Citizen in India
2. N.D Kappor - Elements of mercantile law
3. Saravanavel.P & Sumathi S - Legal Systems in Business
4. Aswathappa - Principles of Business Law
5. M.V Dhandapani - Business Law

BAM 204: FINANCIAL AND MANAGEMENT ACCOUNTING

Objective: To study the theoretical and conceptual aspects of accounting and to use accounting as a tool for managerial decision making and control.

Unit I

Financial and management accounting – Definition – Functions – Difference between financial and cost accounting – Scope – Objectives – Accounting principles and concepts. Books and records: Journal – Ledger – Preparation of different subsidiary books – Trial balance – Final account – Preparation of Income statement, manufacturing account – trading account – profit and loss account and balance sheet.

Unit II

Cost of accounting – Definition – Scope – Objectives – Classification – Element of cost – Pricing of material issue: FIFO and LIFO methods. Marginal Costing – Definition – features – assumptions – advantages – limitations – Cost volume profit analysis: Fixed cost – Variable cost – Contribution – Break-Even Point analysis – Margin of safety, Angle of incidence and Break-Even Chart.

Unit III

Standard costing and variance Analysis – Definition of standard, standard cost and Standard costing – Types of costing – Applicability of standard costing – Advantages and Disadvantages of standard costing – Computation of variance analysis – Direct material variance – Direct labour variance – Overhead variance – Fixed overhead variance – Sales variance.

Unit IV

Budgeting and Budgetary control – Definition – Estimates - Forecast and budgets – Distinction between budgetary control and standard costing – Advantages and limitations. Forecasting: Techniques of forecasting – Classification of budgets – Sales – production – Materials – Labour – cash – master flexible budgets and Zero based budget.

Unit V

Inventory control and computer accounting: Meaning – Objectives – Inventory control and Techniques – Level of stock and Economic order quantity – ABC analysis – Just in Time inventory – VED analysis – accounting packages in computer – Merits and De-merits of computers.

Reference Books

- | | |
|-----------------------------|---------------------------------------|
| 1. Maheswari. SN | - Financial and management accounting |
| 2. TS Reddy and Hari Prasad | - Financial and management accounting |
| 3 Jain and Narang | - Cost and management accounting |
| 4. Pillai and Bhagawati | - Management accounting |
| 5. Krishnaswamy | - Principles of accounting |

BAA 205 TALLY ACCOUNTING SYSTEM FOR MANAGEMENT

Objective: To enable the students to have an exposure and to solve practical accounting problems using tally.

Unit I

Introduction – Accounting principles – concepts - Difference between Computerized Accounting system and Manual accounting system. Advantages and Disadvantages of computerized accounting system.

Unit II

Features of tally – Tally start-up screen- Tally screen components – switching between screen areas – Create a new company – Selection of a company- Alteration of a company – Deletion of a company – Quitting tally.

Unit III

Account groups – Creation of account group – selection of account group – Alteration and deletion of account groups. Ledger accounts – Creation of ledger accounts – display – alteration and deletion of ledger accounts.

Unit IV

Tally Analysis and Interpretation – ratio analysis – working capital – current ratio – Debt equity ratio – profitability ratios: Gross profit ratio – Net profit ratio – Turnover ratios: Debtor turnover ratio – creditor turnover ratio – capital turnover – stock turnover ratio.

Unit V

Inventory accounting with tally: create company stock groups – displaying and altering stock groups – creating multiple stock categories – displaying and altering stock categories – creating compound unit of measure – displaying and altering units of measure – displaying and altering stock godowns.

Reference Books

1. Introduction to Tally - Srinivasan
2. Tally for Everyone - Roopa
3. Accounting package tally - A.Rajathi and P Chandran
4. Introductory guide to tally - A.Faritha Asma

BAM 305: MARKETING MANAGEMENT

Objective: An in-depth understanding of marketing concepts and to relate the concepts in the specific context of the environment in which it has to be practiced.

Unit I

Fundamentals of marketing – Definition – Evolution of marketing concept – Distinction between marketing and selling – Marketing mix – Relationship of marketing with other functional areas – Environmental factors affecting the marketing function and consumerism.

Unit II

Buyers behavior – Industrial goods and consumer goods – Buying motives – Buyer behavior models – Factors influencing buyer behavior – India consumer profile – Consumer classification based on economic status. Market segmentation – Need and basis of market segmentation – Steps in market segmentation process – Marketing strategy – Market targeting and positioning

Units III

Sales forecasting – Need – Methods of sales forecasting – Selection of appropriate forecasting methods. The product – Product personality and its components – classification of products – New product development process – Product life cycle – Product policy – Product differentiation – Brand decision -Packaging.

Unit IV

Pricing – Meaning – Importance – Factors influencing pricing – Pricing objectives – Pricing methods and strategies – Pricing procedures – Physical distribution – Patterns of distribution channel and types of intermediaries – Distribution problems.

Unit V

Promotion – Advertisement – publicity – personal selling and sales promotion . Sales Management – Sales policies – Size of sales force – Sales territories – Sales quota and targets – Managing sales force – motivation – compensation and control.

Reference Books

1. Philip Kotler and Armstrong -Marketing Management
2. Rajan Nair -Marketing
3. Ramaswamy and Namakumari -Marketing Management
4. Varshney RL and Gupta SL -Marketing Management
5. Rajan Saxena - Marketing Management

BAM 306: FINANCIAL MANAGEMENT

Objective: To inculcate basic financial concepts and to analyze the primary and secondary Market

Unit I

Introduction: Nature of financial management –Scope of finance. Functions of financial management, Job of financial manager. Financial goals- Profit maximization verses Wealth maximization. Organization of finance functions.

Unit II

Financial Statement Analysis – Ratio Analysis – Liquidity ratio, Leverage ratio, – Profitability ratio – Activity ratio – Utility of ration analysis. Funds flow statements: Concepts of funds – Objectives of funds flow management –Importance, Preparation of funds flow statement- Schedule for changes in working capital – funds from operations – Sources and applications of funds. Cash flow statements – Meaning and Importance – Differences between funds flow and cash flow analysis – Advantages and Limitations of cash flow statements. Preparation of cash flow statement- Cash from operation, sources and application of cash.

Unit III

Capital Structure-Cost of capital. Capital Structure theories – Net income approach – net operating income approach – M&M approach (Modigliani Miller) approach. Determining component of cost of capital. Weighted average cost of capital. Capital budgeting – Meaning and Importance, Types, Kinds of capital budgeting Methods of appraisal – Payback period method – NPV method (net present value) – Average rate of return method and internal rate of return.

Unit IV

Working capital management – Concepts –Needs of working capital, Determinants of working capital, and Types of working capital. Management of cash – Facets of cash management, motives for holding cash.. Preparation of cash budget. Management of Inventory –Inventory management- Techniques – EOQ – ABC analysis and calculation of various Stock Levels, VED Analysis.

Unit V

Dividend Theories and Lease Financing – Introduction – Theories of dividend policy – Walter’s method - Gordon’s model – Dividend practices. Determinants of dividends policy. Stability of dividends. Concept of leasing – Types -Advantages –Leasing decision. Lease financing in India and future of leasing in India. Difference between leasing, higher purchase and installment purchase.

Reference Books

1. IM Pandey - Financial Management
2. Prasanna Chandra - Financial Management
3. Khan and Jain - Financial Management
4. Myddelton - The Essence of Financial Management
5. Manmohan and Goyal - Principles of Management accounting

BAA304: TOTAL QUALITY MANAGEMENT

Objective: To understand the importance of quality and its application in different areas of Business

Unit I –Introduction to Quality

Definition-Dimensions of quality-Quality Planning-cost-Historical Review-TQM framework-Benefits-scope-Obstacles.

People Philosophies of Quality Management- Leadership role-concepts-Dr Stephens seven habits of effective people-Deming Philosophy-Juran Crosby 14 point programme-quality council-quality statements

Unit II –Customer satisfaction and employee involvement

Customerunderstanding-Perception-Complaints-Feedback-Customerretention-Service Quality –Motivation-Empowerment-Recognition and rewards-Gain sharing-Union and employee involvement-Benefits

Unit III – TQM Process Improvements

Process – ADDIE or System Approach to CPI-Juran trilogy-Types of Problems-Quality Improvement strategies-PDSA cycle-KAIZEN-BPR-5s Principle-Six Sigma--Supplier Selection-Certification-Rating-Relationship Development

Unit IV – TQM tools and Techniques

Benchmarking – Reasons – Advantage-Process-QFD-Taguchi and Hoshin function-FMEA-Seven tools Quality- SPC- Management tools

Unit V-Management Systems and Case Studies

Quality management system-ISO introduction-Benefits-ISO 9000 series standard Requirements-Implementation-Documentation- Environmental management system -concept of ISO 14001 –Requirements-integration-implementation and operation –CRM - TQM and CRM-E-CRM-advantages and limitations-Computers and Quality function – Technologies for future.

Reference Books

1. TQM -Dale H Besterfield and Carol Besterfield
2. TQM Text and Cases - B.Janakiraman and R.K.Gopal
- 3 TQM - B.Senthil Arasu and J.Praveen Paul

BAA-305: E-COMMERCE

Objective: To have an in depth study of application of Electronic Commerce in Business

Related problems

Unit I

E-Commerce and Traditional Commerce-Advantage and Disadvantage-Value Chain-Anatomy of E-Commerce Framework-Transition to E-Commerce in india-E-Transition-Challenges for Indian Corporates-Business Models.

Unit II

Internet and World Wide Web –FTP-Software Agents-Client Server Computing-Cryptography-Designing of Web sites-Security threats-Networks and internet

Unit III

E-commerce Business Application- Consumer oriented E-commerce-E-tailing-E-marketing-EDI-E-CRM-E-SCM-Corporate Digital Library

Unit IV

E-commerce Payments and Security –E-payments-Types of Payments-Digital token based E-payments-E-cash-Risk-Digital Signature-E-Security

Unit V

E-commerce issues and challenges-Legal and Ethical Issues- International Issues- Taxation and electronic commerce-Mobile and wireless Computing – Multimedia and digital Video-Mobile Commerce

Reference Books

1. E-commerce (Managerial Perspective) - P.T Joseph
2. Electronic commerce -Elias Awad
- 3 Electronic commerce - Gary P.Schneider –James T.Perry
4. E-commerce - S. Jaiswal
5. Frontiers of E-commerce – Ravi Kalakota and Andrew B.Whinston

BAM 407: PRODUCTION AND MATERIAL MANAGEMENT

Objective: To study the conceptual and practical aspects of all essential topics in production
And materials management

Unit I

Scope and significance of production management – Production and productivity – Plant location – Factors affecting plant location – Urban-sub, Urban-rural locations- consideration of cost for different location – make or buy decision – Plant layout – Principles of good layout – Objectives – Basic types of layout.

Unit II

Principles of material handling – Material handling equipments – Plant maintenance – Objectives and importance – Types of maintenance – Plant maintenance schedule.

Unit III

Work study: Need , advantages of work study – method study - Objectives - Procedure – Objectives of work measurement – Quality control – types of inspection – Centralized and Decentralized- P-chart, X-chart, R-chart construction control – TQM- JIT.

Unit IV

Material management – Definition and function – Importance of material management – Inventory control – Classification – Objectives, Inventory models, EOQ, ABC, VED, FSN analysis.

Unit V

Store keeping – Objective – function – Purchasing procedure – Buying techniques – receipt and issue of material – Codification of material.

Reference Books

1. Chunnawall and patel - Production and Material Management
2. O.P .Khanna - Industrial Engineering and Management
3. S.N Chary - Production and Operation Management
4. Gopalakrishnan - Material Management
5. Buffa - Production Management

BAM 408: OPERATION RESEARCH

Objective: To study the changing business environment and the role played by operation Research concepts in decision making

Unit I

Concepts of Operation Research –Meaning, Scope and Characteristics – Models in Operation Research. Linear programming problems(LPP): Formulation of LPP – Graphical solution of LPP model – Simplex methods of solving LPP, Merits and demerits of Linear Programming Problems.

Unit II

Transportation model – Definition – Formulation and basic feasible solutions of transportation model – different methods of solving transportation model – North west corner rule – Leas cost method – Vogel’s approximation method(VAM) .

Assignment model and Assignment algorithm – Formulation and solution for minimization and maximization problems

Unit III

Network analysis – Critical Path Method(CPM) – Work breakdown structure, Construction of network – Identification of critical path –Calculation of floats(Total, Free & Independent floats) and merits and demerits of CPM.PERT (Programme Evaluation Review Techniques) – Calculation of estimated time – Standard deviation & Variance

Unit 1V

Sequencing Problems –Definition-Sequence for n jobs on 2 machines (Johnson’s Method)- Sequence for n jobs on 3 machines- Processing of two jobs on n machines -Processing of n jobs on m machines.

Unit V

Decision theory – Introduction, steps, Types of decision making environments. Decision Tree Analysis. Risk and Uncertainty in decision making – Minimax, Maximini and Regret criteria – Hurwitz and Laplace criteria in business decision –making.

Game Theory : Meaning and Characteristics, Pure and mixed strategies – Saddle Point, Dominance Property Rule , Graphical method and different methods of solving game theory.

Reference Books

1. Vittal PR - Introduction to Operation Research
2. VK Kapoor - Introduction to Operation Research
3. Premkumar Gupta and Hira DS -Operation Research
- 4.. Sharma SD - Operation Research
5. Kanti Swarup, Gupta RK and Manmohan - Operation Research

BAA 407-RETAIL MANAGEMENT

Objective: To impart sound knowledge in Indian Retailing and to build a carrier in the retail industry

Unit I

Introduction to retailing –Meaning and definition –Characteristics-Scope-Social and Economic significance of Retailing-Opportunities-Retail Organization and formats-Types of Retailers -Retail strategy-Trends in retailing-Retail Environment--Consumer buying behaviour-Buying Process-Types of buying decision.

Unit II

Location and Site Planning-Location planning-Decision on location-Types of Location-site selection-Shopping centres and other locations

Retail store planning -Store planning –Importance-Types of Store Layout –Store design and retailing image mix-Space mix-Retail space management- Floor space management –Store Layout

Unit III

Product and Merchandising Management-Product and Brand Management-Merchandise management- Branding Strategies-Merchandise Buying System –Merchandise Planning and Forecasting-Inventory Planning -Supply chain management-Types of Suppliers -Selection of right vendor- Merchandise mix –Factors affecting Merchandise Mix.

Unit IV

Retail communication and Promotion-Retail communication mix-Retail marketing and advertising -Direct Marketing-Micro marketing-Retail marketing mix-marketing strategies-Advertising in retailing- customer service and Relationship management- Retail promotion Strategy-Retail Pricing- Human resource management

Unit V

Globalization of Indian Retailing – Retail in Indian Business Scenario –International Retailing- Retail management information system and research –Visual merchandising and Display -Internet retailing.

Reference Books

1. Dr.Rajiv Kumar Jain - Retail management
2. Chetan Bajaj and Rajinish Tuli - Retail management
3. Dr Harjit Singh - Retail Management
4. Michael Levy - Retailing Management
5. Barry Berman and Joel R Evans - Retail Management Strategic Approach
6. Gibson G Vedamani -Retail management functional Principles and Practices

aBAA-406 FINANCIAL MARKETS

Objective: To study the Indian capital market and the role played by financial markets in economic growth.

Unit –I

An Over View Of Financial System- Constituents Of Financial Systems, Significance And Growth Of Financial Markets In India, Capital And Money Markets- Meaning, Capital Vs Money Market.

Unit-II

Capital Markets- Significance Of Capital Market, Market Players- Investors And Companies, Securities , Laws/ Regulatory Framework Governing Indian Capital Market , An Overview Of Indian Capital Market, Capital Market Instruments

Unit III

Primary Market-Meaning, Various Agencies And Institutions Involved In Primary Market, Role Of Intermediaries- Merchant Bankers ,Registrars, Underwriters, Bankers To Issue, Portfolio Managers.

Unit IV

Secondary Market –Meaning, Significance, Functions And Scope Of Secondary Market, Secondary Market Intermediaries- Stock Brokers, Sub- Brokers, Advisors. Secondary Market Institutions-Stock Exchanges, Functions And Significance Of Stock Exchanges , Operation Of Stock Exchanges, Classification And Listing Of Securities.

Unit V

Money Market- Growth Of Money Market In India, Its Structure And Institutional Development, Money Market Instruements And Frame Work Of Markets- Call Money Market, Short Term Deposit Market, Bill Market.

Reference Books

1. VK Kapoor - Introduction to Financial markets
2. Gupta - Financial markets
3. Satvatsan - Stock markets in India.
4. Pillai - Stock exchanges in India.
5. Bhagawathi - Indian financial markets

BAE 402: SKILL DEVELOPMENT FOR MANAGEMENT STUDIES

Objectives: To cover adequately every area in the entrance tests of the prominent management institutes

Unit I

Basic features and facts about management education – Management Institutes in India – Selection Procedure – Career Opportunities – Specialization – the organization – Consumer Product, Industrial Product, Service Sector- Admission test format.

Unit II

English Usage: The article – Nouns- Pronouns & Antecedents- Adjectives- Adverb-Prepositions – Sentence clarity – Verbal ability – Comprehension.

Unit III

Quantitative ability : Basic Arithmetical Operations Ratio , Variation, Proportion, time-speed – Distance elements of geometry – Trigonometry- Percentages – profit and Loss – Simple and Compound Interest- Average – Probability – Quadratic Equation – Factors, HCF & LCM – Annuity & Interest- Partnership- Square root, Cube Root.

Unit IV

Data sufficiency and data interpretation – Logical and Analytical Reasoning

Unit V

General Knowledge – Current Affairs – Group discussion – interview approach

Reference Books

1. Common Admission Test – CSR Publishers
2. Management Entrance Test Books
3. MAT Books

BAM 509: RESEARCH METHODOLOGY

Objective: To help students understand the process of conducting research

Unit I

Meaning – purpose- Types of research - significance of research in social and business science

Steps in Research: Identification, selection and formulation of research problem- Research question-Research design

Unit II

Sampling Techniques – Sampling theories - Types of sampling - steps in sampling – advantages and limitations of sampling.

Unit III

Data for research: Primary data – Meaning - collection methods - Observation , Interview – Questionnaire- Schedule- Pretest-pilot study- experimental and case studies-Secondary data-meaning- relevance, limitations and cautions.

Unit IV

Processing Data: Checking- Editing- Coding-Transcription and Tabulations, -Data analysis-meaning and methods quantitative and qualitative.

Unit V

Research report: Types of reports, Contents, styles of reporting, steps in drafting report-Editing in the final draft - Evaluating the final draft.

Reference Books

1. Rummel & Ballalne - Research Methodology
2. Emory William C - Business Research Methods
3. C.R.Kothari - Research Methodology
4. Seltiz - Research Methodology

BAM 512: INTERNATIONAL BUSINESS

Objective: To understand the characteristics of International business and recent trends in Indian foreign trade.

Unit I

Characteristics of international business- Scope – International marketing Vs Domestic marketing- International marketing environment - Controllable and Uncontrollable factors- Motivation to export – Difficulties in international marketing.

Unit II

International marketing decision - Marketing decision- Marketing selection decision, Market entry decision- Market mixed decision- International marketing research Methodology for marketing research -desk research and field research.

Unit III

International trade liberalization - UNCTAD, EU, GATT, WTO, ASEAN, SAPTA, APEC, World trading services.

Unit IV

Indian foreign trade –Recent trends in Indian foreign trade- Institutional infrastructure for export promotion in India- Export assistances- Export finance- Free trade zones - SSI export - role of ECGC, EXIM bank.

Unit V

Overview of export import policy - Procedure for export of goods- Quality control and Pre shipment inspection –Procedure for executing export order-

Project exports - Exports joint ventures - Marine insurance, export payment and letter of credit - World trade in India.

Reference Books

1. RL Bhattacharya and Varshney -International marketing management
2. Farancis cherunilam -International Business
3. Paul V Horn - International trade Principles and Practises
4. Rathore, Jain - International marketing
5. Rosenthal - Techniques of international trade
6. Manab Adhikari - Global Business Management

BAM 511: CONTEMPORARY PRESPECTIVE OF MANAGEMENT

Objective: To understand and update knowledge on current trends in the field of
Management

Unit I

Seminar and Paper presentation: Topics related to Marketing, Finance, Human Resource Management and Production management

Unit II

Group Discussion and case Analysis: Company cases , General cases, Departmental cases, Economical cases, Entrepreneurial cases and legal related cases in management

Unit III

Quiz: Current developments in the corporate world, Entrepreneurs, Terminology, new Products, Brand names, Logos, Slogans, Advertising agencies financial soundness, takeovers, mergers, government policies, International Business Environment.

Unit IV

Management Games and Role-play, Mock interview: Situation based

Reference Books

1. Business related Magazines and Journals
2. Economic Times, Business Line, Business today.

BAM 514 SPSS FOR BUSINESS APPLICATION

Objective: To understand SPSS and apply them to solve Business related problems

Unit I

Introduction to SPSS- Definition of research- Applied and basic research- research problems- Research process, Scaling Techniques- Measurement scales and types of measurement scales- types of sampling techniques.

Unit II

Data files and Coding Data -- Learning about data files- Understand process of entering and coding data into files- the process of entering data into the SPSS- Frequency Distribution and Descriptive statistics: Mean Median Mode using SPSS- Drawing charts& Graphs.

Unit III

Data Analysis Tests: Cross-Tabulation, correlation analysis Chi-Square test – One Sample t-test, Independent Sample t-test, Paired Sample t-test, one-way ANOVA, Linear Regression analysis, Multiple Regression(Step wise Method), Logistic regression.

Unit IV

Non-Parametric tests: One sample test- two sample test- man-whitney U-test , kurskal-wallis H-test, Friedman test, Kolmogorov Smirnov test, Binomial test.

Unit V

Multivariate Analysis:, Multiple Logistic regression, Factor analysis, Cluster analysis Hierarchical method, K-Mean method, Discriminate analysis, Correspondence analysis

Reference Books

1. Spss for you - A.Rajathi and P Chandran
2. Introductory guide to data analysis using Spss – A.FarithaAsma
3. SPSS for beginners - V.Gupta
4. SPSS in Simple Steps - Kiran Pandaya and Sanjay Sinha

BAA 508: COMPUTER TRAINING AND APPLICATION IN MANAGEMENT

Objective: To understand computer languages FoxPro and tally and use them to solve Business related problems

Unit I:

Brief history of computer – Application of computers in business-Teleshopping, Multimedia application – Advantages – Data representation

Parts of computers - Input and output devices – Keyboard, Graphical Designs, CRT, OCR, MICR, steps in programming - Algorithm - Flow chart – Ms word – Ms office –MS excel - MS power point.

Unit II :

Introduction to Microsoft Word - Orientation - Introduction to Word Processing - Keyboard, Mouse & Screen (Start Menu, Menu Bar, Ruler, Tool Bars) - Entering Text-Moving with Cursor & Making Corrections - Saving and Retrieving Documents-Editing and Undo - Delete, Insert and Replace Text - Cut, Copy and Paste.- Mail Merge ,Hyperlink, Header, Footer, Word Art, Chart.

Unit III:

MS-Excel - Getting Started - Moving around in Excel - Entering data and selecting cells - Formatting cells - AutoFill and Data Series - Cut, Copy, Paste, Insert - Inserting, deleting, and moving - Printing - Page Setup - Calculations - Charting , Filter, Sort Order (Descending & Ascending),Hyperlink, Conditional Formatting, Find & Replace, Format Painter, Merge Cells, Data Validation, Subtotal, Concatenate, Protect Sheet & Workbook

Unit IV:

Working of MS-excel: Paste Special- Naming, Moving, Hiding, Grouping Worksheets – Inserting, Deleting, Hiding and Un hiding Rows and Columns – Creating and using Formulas – Freeze Panes – Split Windows, viewing multiple windows – Pivot table working – Inserting Pictures, shapes – Sorting – Drop Down list – Locking and Unlocking cells

Unit V:

Power Point - Creating a Presentation with Microsoft PowerPoint - Modifying a Presentation - Inserting Objects into a Presentation - Finishing a Presentation -Enhancing Charts - Inserting Illustrations, Objects and Media Clips - How to print a power point presentation, Slide Sorter, Slide Show, Protect Presentation.

Reference Books:

1. V. Rajaraman - Fundamentals of computer
2. Alan Neibauer - Office 2000 (Publisher - McGraw-Hill)
3. Sybex - Microsoft Office XP Complete(Publisher – BPB publication)
4. Brain Underhaul - Ms Office 2000 (Publisher-IDG Books India)

BAE 503: ENTREPRENEURSHIP AND SMALL SCALE BUSINESS

Objective: An insight into the nature and scope of entrepreneurship and to examine the process of setting up a small- scale industry

Unit I

The entrepreneur – definition – characteristics of successful entrepreneur- Classification of entrepreneur – Entrepreneurial scene in India – Case histories of Successful entrepreneur

Unit II

Entrepreneurial growth – Role played by government and non government agencies- ESP's, TIIC, SIDBI, IDBI, IFCI, etc – Problems and prospects of women entrepreneurs- Rural entrepreneurs- Small scale and export entrepreneurs

Unit III

How to enter into market? Business ideas generation techniques – Identification of business Opportunities- Marketing feasibility –Technical – Legal – Managerial and location feasibility

Unit IV

Small scale industries – Meaning – Classification of small industries-significance in Indian economy- Problems and possibilities of ancillary industries- Sickness in small- scale industries- Causes and remedies

Unit V

Setting up a small scale industries- Location of an enterprise- Steps for starting a small industry- Selection of types of organization- Incentives and subsidies- Exploring export possibilities.

Reference Books

1. Vasant Desai - Dynamics of entrepreneurial development and management
2. Khan - Management of small scale industries
3. Hisrich Peters - Entrepreneurship
4. Vasant Desai - Management of small scale industry
5. David H. Holt - Entrepreneurship new venture creation

BAM 619 -INDIAN BUSINESS ENVIRONMENT

Objective: The course is designed to offer an overview of the Indian business market place and provide a comprehensive insight in to INDIA'S Success story.

Unit I

Indian Business Environment –Evolution and History of trade practices in India – Features of Indian Economy – Trends in Indian Economic scenario- Indian Economic System.

Unit II

Growth and opportunities in Indian Business - Economic Growth and Development – Technological Environment –Investment Opportunities in Various fields (Capital Market, Stock Exchange, Derivative markets) Foreign Direct Investment-Multinational Corporation's -Indian trade Policy-Managing Diversity

Unit III

Booming Sectors in Indian Business –In-depth analysis of Individual sectors-Industrial sector-textiles-Electronics and Automobiles-FMCG-Chemical and Pharmaceutical – Agriculture-Corporate Sector-Public Sector-Co-operative sector and others

Unit IV

Corporate Governance- Meaning of Corporate Governance- Difference between Governance and Management – Purpose of Good Governance- Mechanisms of better Governance

Unit V

Future of Indian Business –Rapid development in various sectors-International Strategic Alliance-Mergers and Acquisitions-Green Marketing-Software revolution-Foreign Collaborations-Vibrant financial markets

Reference Books

1. Business Environment - Justin Paul
2. Business Environment - Dr. C.B Gupta
3. Business Environment -Dr Saroj Upadhyay
4. Economic Environment of Business –M.Adhikary
5. Business Economics and Business Environment – S.K Misra and V.K Puri

BAM 620: CORPORATE POLICY AND STRATEGIC MANAGEMENT

Objectives: To understand the concept of strategic planning and formulation of corporate strategy

Unit I

Objectives of business – business environment - socio-economic sector – government sector – international environment – opportunities and threats from international activities.

Unit II

Corporate policy – meaning – definition – features of corporate policy – essential and importance of corporate policy – Classification of corporate policies.

Unit III

Formulation and implementation of policies – importance of business policy – manpower – planning policy – product policy – marketing policy - production and purchase policy – financial policy.

Unit IV

Strategic planning process- changes in Indian business environment consequent to Economic reform – ground work of strategic planning expansion strategy through intensification, through diversification.

Unit V

Divestment strategy – strategic choice – routes of executing strategy –Startup Merge, Acquisition, Takeovers, Joint ventures, Strategic Alliance, Expansion through Joint ventures.

Reference Books

1. VS Ramaswamy & S.Namakumari – Strategic planning
2. Memoria & Memoria, Subbarao -Business planning and policy
3. Acharya & Govekar - Business planning and administration
4. Lawrance, R Jauch and William F.Blucck- Business policy and strategic management

BAM 615: HUMAN RESOURCE MANAGEMENT

Objective: To have an in-depth knowledge about the Human Resource Management

Unit I

Introduction to HRM – Definition, Importance, Objectives, HR policies – Need, Types and scope.

Unit II

Human Resource Planning : Long and Short term planning, Job analysis, Skill inventory, Job description and job specification, Recruitment and Selection, merits and demerits of different methods.

Unit III

Functions of Human Resource Management from Procurement of separation , Placement, Induction, Transfer, Promotion, Disciplinary action , Termination of services, Resignation, Dismissal, Retrenchment, Voluntary Retirement Service, Exit interview, Prevention of employees turnover.

Unit IV

Wages and salary administration : Meaning – Calculation of Wage, Salary, Perquisites, Compensation Package, Cost of living index and Calculation of dearness allowances, Rewards and incentives, Financial and non financial incentives, Productivity – linked Bonus – Compensation – Cafeteria.

Unit V

Employee's safety and health: Preventive approaches including health, education, Audit of safety programs and safety training. Work stress – causes and consequences, Stress management program.

Reference Books

1. H.T & BENNET - Human Resource Management
2. Dr. V.BALY - Human Resource Management
3. Tripathy - Human Resource Development
4. Aswathappa - Human Resource Mangement

BAM 618: ADVERTISEMENT AND SALES PROMOTION

Objective: To expose students to the techniques of advertising and sales promotion and thereby equip them to manage national and international markets

Unit I

Advertising – Brief History-Concepts and Definition-Setting advertisement objectives-Classification of advertising – Functions of advertising- Advertising agency – Importance-role and functions.

Unit II

AD Creation - Visualization of ad layout - Elements of ad copy-Stages in advertisement copy creation-construction of ads-Message development – measuring the effectiveness of advertisements (Pre and post evaluation).

Unit III

Media – Planning – Strategy- evaluation –Types and choice criteria – Media scheduling – Advertising cost – Internet as an Advertisement media – Advertisement through Social media - Advertisement ethics.

Unit IV

Sales Promotion – Nature –Importance – role in marketing – types of sales promotion – major tools of sales promotion – Developing sales promotion programmes – testing – implementing – evaluation.

Unit V

Design - Budget allocation – Planning guidelines – National and international strategies – Ethical and local aspects of sales promotion. Case studies

Reference Books

1. S.H.H.Kazmi & Satish K. Batra - Advertising & Sales promotion
2. William F. Arens & Courtland - Contemporary advertising
3. Wells , Burnett & Moriarty - Advertising principles and management
4. Aakar , Batra & Myers - Advertising management
5. Pranath Chowdhury - Successful Sales promotion

BAM 617: TRAINING & DEVELOPMENT

Objective: To equip the students in the field of training and development in the current business scenario.

Unit I :

Introduction To Training Concept: Definition, Meaning, Need For Training, Importance Of Training, Objectives Of Training, Concepts Of Education, Training And Development, Overview Of Training Functions, Types Of Training

Unit II :

Process Of Training: Steps In Training, Identification Of Job Competencies, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Assessment Of Training Needs, Methods And Process Of Needs Assessment.

Unit III :

Designing And Implementing A Training Program: Trainer Identification, Methods and Techniques Of Training, Designing A Training Module (Cross Cultural, Leadership, Training The Trainer, Change), Management Development Program, Budgeting Of Training.

Unit IV:

Evaluation Of Training Program: Pre training Evaluation, Post training Evaluation, Kirkpatrick Model Of Evaluation, Cost-Benefit Analysis, ROI Of Training.

Unit V :

Training scenario in Indian industry : Retail / FMCG sector, Banking / Insurances sector , Manufacturing sector and IT sector

Books Recommended:-

1. Employee Training And Development – Raymond Noe
2. Every Trainers Handbook- Devendra Agochia
3. 360 Degree Feedback, Competency Mapping And Assessment Centre- Radha Sharma
4. Training And Development- S.K. Bhatia
5. HRM-Biswajeet Pattanayak

BAP 601: PROJECT WORK

Objective: To acquire practical knowledge about the corporate world

Project work/ Industrial training to be done individually. The project work/ Industrial training to be certified by the college authorities.

The Project/ Industrial training shall be evaluated externally. Viva will be conducted by the external examiner. 50 Marks for the Project Report and 50 Marks for the Viva- Voice Examination.