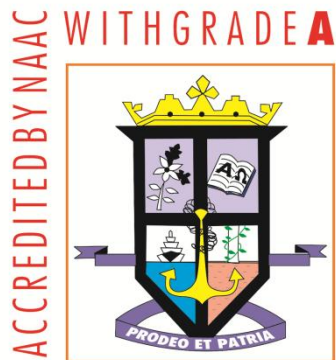# ST JOSEPH'S COLLEGE,
(AUTONOMOUS)
DEVAGIRI, CALICUT

Syllabus for

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME

Effective from 2015 admission.

1.0 **Title of the programme**

This DEGREE shall be called BACHELOR OF BUSINESS ADMINISTRATION (BBA).

2.0 Eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 50 % marks in aggregate, is eligible for admission. However, SC/ST, OBC, and other eligible communities shall be given relaxation as per prescribed rules.

3.0 Medium of Instruction and examination

The medium of instruction and examination shall be English.

4.0 Courses of study:

Total number of courses for the whole BBA programme is 30. It is
divided in to four groups namely-
1. Common courses
2. Core courses
3. Complementary courses and
4. Open courses

The Courses of study leading to the award of BBA shall comprise the following:

Semester I

Course	Course code and Name		Contact hours	Credits	Marks
Common	**AENG1A01T** Common English course I		4	4	100
Common	**AENG1A02T** Common English course ll		5	3	100
Common	**AMAL1A02T** **AHIN1A02T**	Addl. Language courses l	5	4	100
Core	**ABCM1B01T** Management Concepts and Business Ethics		6	5	100
Compl.	**ABCM1C01T** Managerial Economics		5	4	100
	Total		**25**	**20**	**500**

Semester II

Course	Title		Contact hours	Credits	Marks
Common	**AENG2A03T** Common English course lll		4	4	100
Common	**AENG2A04T** Common English course lV		5	3	100
Common	**AMAL2A05T** **AHIN2A05T**	Additional language course ll	5	4	100
Core	**ABCM2B02T** Financial Accounting		6	5	100
Compl.	**ABBA2C01T** IT for Business & Management		5	4	100
	Total		**25**	**20**	**500**

Semester III

Course	Title	Contact hours	Credits	Marks
Common	**ABCM3A01T** Basic numerical skills	5	4	100
Common	**ABCM3A02T** General Informatics	5	4	100
Core	**ABBA3B01T** Business regulatory frame work	5	4	100
Core	**ABBA3B02T** Organizational Behavior	5	4	100
Compl.	**ABBA3C02T** Quantitative Techniques for Business	5	4	100
	Total	**25**	**20**	**500**

Semester IV

Course	Title	Contact hours	Credits	Marks
Common	**ABCM4A04T** Banking & Insurance	5	4	100
Common	**ABCM4A03T** Entrepreneurship Development	5	4	100
Core	**ABBA4B03T** Marketing Management	5	4	100
Core	**ABBA4B04T** Financial Management	5	4	100
Compl.	**ABBA4C03T** Management Science	5	4	100
	Total	**25**	**20**	**500**

Semester V

Course	Title	Contact hours	Credits	Marks
Core	**ABBA5B05T** Accounting for management	5	4	100
Core	**ABCM5B08T** Business Research methods	4	4	100
Core	**ABBA5B06T** Emerging Trends in Management	3	4	100
Core	**ABBA5B07T** Specialization I	5	4	100
Core	**ABBA5B08T** Specialization II	5	4	100
Open.	ABCJ5D01T, ABCA5D01T, ABCS5D01T, AFEN5D04T, Offered by other Departments	3	2	50
	Total	25	22	550

Semester VI

Course	Title	Contact hours	Credits	Marks
Core	**ABBA6B09T** Operations Management	5	4	100
Core	**ABBA6B10T** Human Resource Management	5	4	100
Core	**ABBA6B11T** Specialization III	5	4	100
Core	**ABBA6B12T** Specialization IV	5	4	100
Core Project	**ABBA6B13D** Three weeks project and Viva Voce	5	2	50
	Total	25	22	450

Core courses in the area of Specialization:

Finance
1. Indian Financial System
2. Investment Management
3. Income Tax
4. Working Capital Management

SYLLABUS - CORE COURSES

Semester-I
Course Code: ABCM1B01T

MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time: 6 Hours per week Credits: 5

Course objectives:
- To understand the process of business management and its functions
- To familiarize the students with current management practices.
- To understand the importance of ethics in business, and
- To acquire knowledge and capability to develop ethical practices for effective management.

Module I

Nature and scope of Management; evolution of management- Schools of management thought; F.W.Taylor and Henry Fayol; principles of management; management as a science and an art; management process.

Module II

Functions of management- planning: types of plan; planning process; organizing: span of control , line and staff functions ; centralization and decentralization; delegation; staffing: manpower planning, recruitment, selection and placemen; directing: principles of direction; coordinating, and controlling.

Module III

Manager vs leader; leadership and motivation; leadership styles; theories of motivation. MBO; Management of performance; Understanding and managing group processes; characteristics of work group, work group behaviour and productivity; team creation and management;

Module 1V

Ethics, culture and values: Importance of culture in organisations; Indian ethos and value systems; Model of management in the Indian socio political environment; Work ethos; Indian heritage in production and consumption.

Module V

Business ethics: Relevance of values in Management; Holistic approach for managers in decision-making; Ethical Management: Role of organisational culture in ethics; structure of ethics management; Ethics Committee.

Books:

1. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
2. Sathish Modh: Ethical Management: Macmillan.
3 Koontz, H and Wechrick, H: Management, McGraw Hill Inc, New York,1995.
4 Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi 2004.
5. Principles of management By L.N Prasad.
6. Management Process by R.S Davar

FINANCIAL ACCOUNTING

Time: 6 Hours per week
      Credits: 5
Objectives:
- To enable the students to acquire knowledge of the financial accounting principles and practices
- To equip the students with skills for recording various kinds of business transactions
- To familiarize the students with the techniques of preparing financial statements

Module I

Introduction - Nature of financial Accounting - scope – objects –limitations – Accounting concepts and conventions- Financial accounting standards –Object of accounting standards – Accounting Standard Board of India and Indian Accounting Standards – Accounting process from recording of business transactions to preparation of Trial Balance (an overview only)

Module II

Conceptual Frame work for preparation and presentation of financial statements - Capital, Revenue and deferred revenue expenditure – Capital and revenue receipts - Final accounts of Sole Proprietor and not – for- profit organizations.

Module III

Accounting for Hire Purchase and Installment System -Meaning – Features of hire purchase agreement – Distinction between hire purchase and sale –Interest calculation – Recording of transaction in the books of both parties - Default and repossession - Installment system – Features
– Distinction between hire purchase and installment

Module IV

Departmental Accounts - Meaning – Objects – Advantages - Accounting procedure – Allocation of expenses and incomes – Interdepartmental transfers – Provision for unrealized profit - Branch Accounts - Features – Objects- Types of branches – Dependent branches – Account Systems – Stock and Debtors System –Independent branch – Features – Preparation of consolidated Profit and Loss Account and Balance Sheet

Module V

Accounting for hotels and restaurants – Introduction - features - revenue earning and non revenue earning departments - heads of revenue and heads of expenditure - Working papers, journals – posting - preparation of trial balance – preparation of final statements - Trading accounts, Profit and Loss Accounts and Balance sheet
 (Theory and problems may be in the ratio of 30% and 70% respectively)

Reference Books:
1. S.N. Maheswari: Financial Accounting
2. Shukla, M.C., T.S. Grewal and S.C.Gupta: Advanced Accounts S.Chand&Co., New Delhi.
3. Naseem Ahmed, Nawab Ali Khan and M.L.Gupta: Fundamentals of Financial Accounting, Ane Books Pvt. Ltd., New Delhi.
4. Grewal and Gupta: Advanced Accounting
5. Dr. Goyal V.K.., Financial Accounting, Excel Books, New Delhi.
6. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand & Sons, New Delhi
7. R.K.Malhotra: Financial Management in Hotels and Restaurant Industry, Anmol Publishers
8. S.Kr. Paul: Advanced Accounting,
9. P.C. Tulasian: Introduction to Accounting, Pearson Education
10. Jain & Narang: Financial Accounting

11. Ashok Sehgal and Deepak Sehgal: *Advanced Accounting*, *Volume I*, Taxmann, New Delhi.

Semester-III

Course Code: ABBA3B01T

BUSINESS REGULATORY FRAMEWORK

Time: 5 Hours per week
        Credits: 4

Objectives:
- To provide students with Basic Legal Concepts and the Indian Legal Environment in which Business is carried on.
- To enable the students to understand the emerging legal issues in a digital networked environment.

Module 1:
Indian Contract Act 1872 – Contract – Nature and Classification of Contracts – offer and acceptance – consideration – capacities of parties – free consent – coercion – undue influence – misrepresentation-fraud – mistake – void agreements – discharge of contract – breach of contract and remedies- contingent contract - quasi contracts

20 Hours

Module 2:
Special Contracts – Contract of Indemnity – meaning – nature – right of indemnity holder – and indemnifier – Contract of Guarantee- Meaning – nature - and features- surety and co-surety- rights and liabilities- discharge of surety from his liabilities.

15 Hours

Module 3:
Contract of Bailment And Pledge – rights and duties of bailer and bailee – pledger and pledge – pledge by non owner – Agency – duties and liabilities of agent and principal - termination of agency.

10 Hours

Module 4:
Sale of Goods Act, 1930 – Contract of sale of goods – Meaning – Essentials of contract of sale – Conditions and warranties- caveat emptor – sale by non owners – rules as to delivery of goods – auction sale - rights of unpaid seller.

15 Hours

Module 5:
The Consumer Protection Act,1986 – Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

15 Hours

Reference Books:
1. Balchandani: Business Laws
2. S.D.Geet and M.S. Patil: Business Laws
3. S.S. Gulshan: Business Laws
4. B.S.Moshal: Business & Industrial Law
5. B Sen and Mitra: Business and Commercial Laws
6. N.D.Kapoor: An Introduction to Mercantile Laws
7. N.M. Wechlakar: Business Laws
8. M.C. Kuchal: Business Laws
9. Government of India: Information Technology Act, 2000

Semester-III

Course Code: ABBA3B02T

ORGANISATIONAL BEHAVIOR

Time: 5 Hours per week
Credits: 4

Objectives:
- To familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.

Module I

Organizational behavior—concepts, meaning, nature, scope features of OB.OB and other disciplines

10Hours

Module II

Individual behavior—basic psychological process—personality, determinants of personality— personality traits—perception, factors affecting perception—learning, theories of learning—social learning. Motivation—theories of motivation (Maslow's, Hertzberg, Mc Greger, X and Y theory) financial and non financial motivation.

20 Hours

Module III

Group—concept of group dynamics—features of group—types of group behavior—formal and informal group behavior—stages of group development— group moral—group norms—group cohesiveness.

15

hours

Module IV

Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fideler's contingency model) modern approach to leadership theories—leadership styles.   15 Hours

Module V

Stress management—meaning, types of stress—consequences of work stress—causes of stress— Conflict, types of conflicts, conflict resolution— Organisational development—meaning, need, benefits and limitations of OD—steps in OD. Organizational changes.

12 Hours

References:
1. Fred Luthans: Organisational behavior
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behavior in organization
3. Henry Mintzberg: The structure of organization
4. Edwin Gerlof: Organization theory and design
5 Robin. S. P: Organizational behavior
6. Aswathappa: Organizational Behavior
7. Jai B. Sunhat: Culture and Organisational Behavior

Time: 5 Hours per week Credits: 4

Objectives:
- To acquaint the students with the marketing principles and practices, and,
- To understand the process of marketing in a business firm.

Module I

Marketing: nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service.

10
Hours

Module II

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

15
Hours

Module III

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade mark; product life cycle; after sales service. Price: importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

15
Hours

Module IV

Promotion: promotion mix; methods of promotion; advertising: functions of advertising, characteristics of effective advertisement, advertising media-types of ad media, media planning and scheduling, legal and ethical aspects of advertising; personal selling: functions of a personal selling, characteristics of a good salesman, steps in personal selling process; publicity and public relations.
Sales promotion: meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques.

20
Hours

Module V

Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods; transportation-modes; retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing.

15
Hours

References:
1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New

York
5. Aaker, David and Myers Johan G, et. al,: Advertising Management; Prentice Hall of India; New Delhi.

Semester-IV

Course Code: ABBA4B04T
FINANCIAL MANAGEMENT

Time: 5 Hours per week Credits: 4
Objectives:
- To familiarize the students with the concepts, tools and practices of financial management, and,
- To learn about the decisions and processes of financial management in a business firm.

50% theory and 50% numerical Module I

Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions.   10 Hours

Module II

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

Module III

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

Module IV

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

Module V

Dividend decisions—Types of dividend- dividend models—principles of dividend policy—practical aspects of dividend.
        7 Hours

References:
1. Battacharya, Hrishikas: Working Capital Management: Strategies and Techniques; Prentice Hall of India, New Delhi.
2. Chandra, Prasanna: Financial Management; Tata McGraw Hill, Delhi.
3. Pandey, I.M.: Finanical Management, Prentice Hall of India, New Delhi.
4. Khan M.Y. and Jain P.K.: Financial Management; Tata McGraw Hill, Delhi.
5. Vanhorne, J.C.: Financial Management and Policy; Prentice Hall of India, New Delhi.
6. Ravi M kishore: Fundamentals of Financial Management (Tax man)

Semester-V
Course Code: ABBA5B05T
ACCOUNTING FOR MANAGEMENT

Time: 5 Hours per week Credits: 4
Objectives:

- To enable the students to understand the concept and relevance of management Accounting
- To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking.

Module I

Management Accounting –Nature and Scope – Difference between Cost Accounting, Financial Accounting and Management accounting – Recent Trends in Management Reporting.
05 Hours

Module II

Analysis and Interpretation of financial Statement: - Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements (a general discussion only). Ratio Analysis: - Meaning –Nature – uses and limitations of Ratios –liquidity, profitability, Turnover ,Solvency, Leverage, Market test ratios – Constructions of Financial Statements from ratios –Judgment of financial stability through ratios –(Stress to be given to problem solving and interpretation skills)   25 Hours

Module III

Fund Flow and Cash Flow Analysis:

a. Fund Flow Statements : Meaning and concept of fund – Current and Non- Current Accounts – Flow of Fund –Preparation of Fund flow statements – uses and significance

b. Cash Flow Statement : Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms – Direct and Indirect methods.(Stress to be given to problems)   20 Hours

Module IV

Managerial decision making with the help of C.V.P. Analysis : Marginal Costing- Fixed Cost, Variable Cost, Contribution, P/V ratio, Break Even Analysis – Algebraic and Graphic presentation – Decision making: Fixation of Selling Price – Exploring new markets – make or buy-key factor – Product Mix – Operate or Shutdown
20 Hours

Module V

Responsibility Accounting –Concept – Significance – Responsibility centers- Activity Based Costing
– (General outline only) 05 Hours (Theory and problems may be in the ratio of 40% and 60% respectively)

Reference Books:
1. Dr. S.N. Maheswari: Management Accounting
2. Sexana: Management Accounting
3. Made Gowda: Management Accounting
4. Dr. S.N. Goyal and Manmohan: Management Accounting
5. B.S. Raman: Management Accounting
6. R.S.N. Pillai and Bagavathi: Management Accounting
7. Sharma and Gupta: Management Accounting
8. J. Batty: Management Accounting
9. Foster: Financial Statement Analysis, Pearson Education.
10. PN Reddy & Appanaiah: Essentials of Management Accounting.

Semester-V
Course Code: ABCM5B08T
BUSINESS RESEARCH METHODS

Time: 4 Hours per week Credits: 4
Objectives:

- To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies

Module I

Business research – meaning and definition – features of business research – theory building-induction and deduction theory – concept – operational definition – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research. 10 Hours

Module II

Exploratory research – objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview – process of problem definition – understanding background of the problem - determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

10 Hours

Module III

Meaning of research design – methods of descriptive and causal research – survey – experiments

– secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error.

10 Hours

Module IV

Measurement and scaling – nominal - ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic, mail and internet. 10 Hours

Module V

A. Data processing – processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages frequency table – contingency table –graphs
– measures of central tendency and index number – interpretation.

B. Preparation of research report – format – report writing stages – gathering material and data - make overall format - make detailed outline – write first draft - rewrite – final word processing and publishing. 20 Hours

Reference Books:

1. Donald R.Cooper and Pamela S. Schindler: Business Research Methods, Latest edition, Irwin McGraw-HILL International Editions, New Delhi.
2. John Adams, Hafiz T.A. khan Robert Raeside, David white: Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.
3. Neresh K. Malhotra: Marketing research, latest edition, Pearson Education.
4. William G. Zikmund, Business research methods, Thomson
5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of social research, Himalaya.

6. S N Murthy & U Bhojanna: Business Research Methods, Excel Books, New Delhi.
7. Jan Brace: Questionnaire design. Kogan Page India
8. Michael V.P., Research Methodology in Management, Himalaya.
9. Dipak Kumar Bhattacharyya, Research Methodology, Excel Books, New Delhi.
10. R. Paneerselvan: Research Methodology, Prentice-Hall of India
11. Ajai S Gaur & Sanjaya S Gaur: Statistical Methods for Practice & Research, Response Books, New Delhi.
12. Kultar Singh: Quantitative Social Research Methods, Response Books, New Delhi.

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Semester-V
Course Code: ABBA5B06T
EMERGING TRENDS IN MANAGEMENT

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Time: 3 Hours per week   **Credits: 2**

Objectives:
- To Impart knowledge about the emerging trends of new management concepts, and
- To provide knowledge about the significance of the integration of information technology as the platform for the application of various management concepts

Module I

Supply Chain Management : Meaning and definition components/ participants of SC- concept of SCM- Objectives of SCM- SCM process : Customer relationship management, customer service management, demand management, customer order fulfillment, manufacturing flow management , Procurement management/supplier relationship management, product development & Commercialization, returns management – Factors driving the evolution of SCM – objectives of SCM – supply chain planning. (15 hours)

Module II

Logistics Management: Meaning and definition – significant of logistics – business logistics-concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management – integrated logistics-operating of objectives of integrated logistics: (10 hours)

Module III

Total Quality Management : Quality – Meaning & Definition – Quality education – Efficiency v/s effectiveness – drivers of quality – quality management – internal & external customers- vision statement – Mission statement – objectives of TQM – Targets – Action Plans – Principles of QM – Total quality management : Evolution , Definition – Preparing for TQM – Stages in TQM implementation – TQM models – TQM planning – TQM software.
        (10 hours)

References:

1. Chopra, Meindl & Kalra,Supply Chain Management: Strategy, Planning and Operations, Pearson Education-New Delhi
2. Christopher, Logistics and supply chain Management - Pearson Education-New Delhi
3. Sople, Logistics Management- Pearson Education-New Delhi
4. Suganthi L, samuel, A Anand Total Quality Management, ,PHI, New Delhi
5. Besterfield,Total Quality Management, 3e revised -Pearson Education-New Delhi

INDIAN FINANCIAL SYSTEM (Finance specialization)

Time: 5 Hours per week   **Credits: 4**
Objectives:

- To give a detailed idea about the Indian financial system and its broad components.

Module I

Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – treasury bill market – gilt edged securities market. Capital market – an overview - capital market instruments - capital market reforms –primary markets – methods of raising funds from primary market- public issue – emerging trends

Module II

Financial services- nature – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services

Module III

Merchant banking – historical perceptive – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on merchant banks – under writing – stock broking – depositories – tax planning services – port folio management services – factoring services and practices – card business – credit cards and debit cards.

Module IV

Credit rating: approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating. Leasing: concepts and classification of leasing – present legislative frame work of leasing

Module V

Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

References

1 L.M. Bhole: Financial Institutions and Market
2 I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors 3
N.J.Yasaswy: Personal Investment and Tax Planning
4 Julia Holyoake, William Weipers: Insurance 4th edition
5 M.Y.Khan: Financial Services
6 Sriam. K: Hand book of leasing, Hire purchase and Factoring. 7
Bhatt. R.S : Financial system for economic development

Semester-V
Course Code: ABBA5B08T

INVESTMENT MANAGEMENT (Specialization)

Time: 5 Hours per week   **Credits: 4**

Objectives:

- To give an overall idea about different investment avenues available in financial markets and prepare them with basic skills and knowledge to manage investment.

Module I

Investment, meaning- investment and speculation- investment objectives process- avenues-financial and non financial investment. Corporate investment-return and risk—systematic and unsystematic risks-measurement of risk-Approaches to investment analysis—fundamental analysis—technical analysis—modern portfolio theory (Basic knowledge only expected)

15 hours

Module II

Capital market - meaning, structure and functions - capital market instruments - shares, debentures and bonds.- stock exchanges- role and functions - NSE , BSE - trading mechanism - online trading - script less trading and depositary system – SEBI- role and functions.

20 Hours

Module III

Mutual funds- meaning and definition- Concept of open end and close ended fund - equity, index, diversified, large cap, mid cap funds, sector fund - Benefits and limitations of MF investment - Roll and objectives of AMFI

12 Hours

Module IV

Introductions to Exchange Traded Funds – salient features – Market making by Authorised Participants – Creation Units – Portfolio deposit and cash components - Mutual Fund Vs ETFs – Relative Advantages.

10 Hours

Module V

Derivatives—concepts and meaning, features, classification of derivatives— options and features— kinds of options and features—index and currency feature. (General idea is only expected)

10 Hours

References:
1. Donald E. Fisher and Ronald J. Jordan, ―Securities Analysis and Portfolio Management‖, Prentice Hall, New Delhi.
2. S. Kevin: Security analysis and portfolio Management
3. Sourain, Harry, ―Investment Management‖, Prentice Hall of India.
4. Francis and Archer, ―Portfolio Management ‖, Prentice Hall of India.
5. Gupta L.C.: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
6. Machi Raju, H.R.: Working of Stock Exchanges in India, Wiley Eastern Ltd, New Delhi.

Semester-VI

Course Code: ABBA6B09T

OPERATIONS MANAGEMENT

Time: 5 Hours per week   **Credits: 4**

Objectives:
- To familiarize the students with the concepts, tools and practices of operations management, and,
- To learn about the decisions and processes of operations management in a business firm.

Module I

Operations management—meaning, definitions, scope and objectives— interaction of operations management with other areas—manufacturing and non manufacturing operations and their characteristics.

15 Hours

Module II

Facilities planning—plant location—factors determining plant location— plant layout—process layout and product layout—materials handling—MRP— Principle equipments.   12 Hours

Module III

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

15 Hours

Module IV

Operations planning and control—objectives of operations planning— planning procedure— operations planning categories (concept only) operations control—meaning , importance and objectives—techniques of operations control.   15 Hours

Module V

Quality control—Concept of quality—quality planning—statistical quality control—control charts(X chart and R chart Only)—management of quality in organizations—quality circles—TQM.

15 Hours

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

Semester-VI

Course Code: ABBA6B10T

HUMAN RESOURCES MANAGEMENT

Time: 5 Hours per week   **Credits: 4**

Objectives:

- To give a conceptual understanding of human resource practices in organizations.

Module I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management- HRM and competitive advantage- Traditional Vs Strategic human resource management.

        15 Hours

Module II

Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods..

               15 Hours

Module III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation.

                                           12

                                           Hours

Module IV

Performance appraisal and career planning. Need and importance- objectives process- methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development.

                                           10

                                           Hours

Module V

Compensation management and grievance redressel. Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressel procedure- discipline- approaches- punishment-essentials of a good discipline system. Labor participation in management.

                                         20 Hours

References:

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam **.**Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

Semester-VI

Course Code: ABBA6B11T

INCOME TAX (Specialization)

Time: 5 Hours per week Credits: 4

Objectives:

- To impart basic knowledge and equip students with application of principles and provisions Income-tax Act, 1961 amended up-to-date

Module I

Basic concept: Income - agricultural income – person – assessee – assessment year - previous year - gross total income - total income - maximum marginal rate of tax -Residential status - Scope of total income on the basis of residential status - Exempted income under section 10.

10 Hours

Module II

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

20 Hours

Module III

Profits and gains of business or profession: Definition - Computation – Allowable expenses and not allowable expenses – General deductions – Provisions relating to Depreciation.   10 Hours

Module IV

Capital gains: Definition of Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Definition - Computation – Grossing up – Deductions and other relevant provisions.   10 Hours

Module V

Total income and tax computation: Income of other persons included in assessee's total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals.   15 Hours

Note: The applicability of law for the purpose of examination would be the law in force as on 31st March immediately preceding the academic year.

References:

1. Dr. Vinod K. Singhania : Direct Taxes – Law and Practice, Taxman publication.
2. B.B. Lal : Direct Taxes, Konark Publisher (P) ltd.
3. Bhagwathi Prasad : Direct Taxes – Law and Practice, Wishwa Prakashana.
4. Dr. Mehrotra and Dr. Goyal : Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. Dinakar Pagare : Law and Practice of Income Tax, Sultan Chand and sons.
6. Gaur & Narang : Income Tax.

Semester-VI

Course Code: ABBA6B12T

WORKING CAPITAL MANAGEMENT

Time: 5 Hours per week   **Credits: 4**

Objectives:
- To understand the need for and importance of adequate working capital, and,
- To gain in-depth knowledge to manage working capital of SMEs.

Module I

Working capital: Concepts, Need for and components of working capital; Kinds of working capital; Determinants of working capital; Estimation of working capital requirements.

Module II

Working capital cycle; Working capital theories and approaches; Determining the financial mix; Financing of working capital; Sources of working capital.

Module III

Cash management- facets of cash management; Cash conservation; Cash forecasting and budgeting; Managing cash flows; methods of accelerating cash flows; Methods of slowing cash outflows; Cash management models- Baumol Model, Beranetk Model, Miller-Orr Model, Stone Model; Determining optimum cash balances; Investment in marketable securities; Types of marketable securities and criteria for selection of securities for short term investment.

Module IV

Receivables management: Determining appropriate receivable policy; Credit selection models; Formulation of suitable credit and collection policies; Collection techniques.

Module V

Inventory management: Need, objectives and techniques of inventory management. Determining optimum order quantity- EOQ approach; Safety stocks, Selective inventory controls; Role of Finance Manager in inventory management. Valuation of inventory.

References:
1. Bhalla, V.K.: Working Capital Management: Text and Cases, Anmol, Delhi 2001.
2. Chandra, Prasanna: Financial Management, Tata McGraw Hill, New Delhi 2005.
3. Scherr, F.C.: Modern Working Capital Management, Prentice Hall, 1989.
4. Hampton, J.J. and C.L.Wagner: Working Capital Management, John Wiley & Sons, 1989.

Syllabus for Complementary Courses

Semester--1

Course Code: ABCM1C01T
MANAGERIAL ECONOMICS

Time: 5 Hours per week   **Credits: 4**
Objectives:
- To enable the students to understand the micro and macroeconomic concepts relevant for business decisions
- To help the students to understand the application of economic principles in business management

Module I
Introduction - Definition of Managerial economics - objectives - characteristics – uses - decision making and forward planning - basic economic tools in management economics.   8 Hours

Module II
The concept of demand and elasticity of demand - Demand curve: Individual demand curve, Market demand curve, Movement along Vs shifts in the Demand curve, Elasticity of Demand: Price, Income and cross - Demand estimation and demand forecasting - concept of revenue: Average Revenue and Total Revenue – Marginal Revenue and Incremental Revenue.   12 Hours

Module III
Production: Fixed and Variable inputs, Production function, Total, Average and Marginal Product, Law of variable proportions, Linear homogeneous production function - production isoquants, marginal rate of technical substitution – optimal combination of resources - return to scale - cost of production - social and private cost of production - difference between economic and accounting cost - long run and short run cost of production - Economics and diseconomies of scale.   20 Hours

Module IV
Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly - kinked demand curve - price leadership - pricing, under collusion.   15 Hours

Module V
Macro Economics and Business decisions: Phases of Business cycle **-** Evil effects of cyclical fluctuations on business firms - Minimising effects of Business cycles. Economic Forecasting for business: Economic and Business forecasting - uses of economic forecasts - Methods of economic forecasting - selecting a forecast - evaluating forecasts.

15 Hours

Reference Books:
1. R.L. Varshney and K.L. Maheswari,Managerial Economics
2. D.N. Dwivedi, Managerial Economics
3. Dr. S. Sankaran, Managerial Economics
4. D M Mithani: Business Economics
5. Seth M L Text Book of Economic Theory
6. K K Dewett: Economic Theory
7. Petersen & Lewis: Managerial Economics
8. Mote V L peul. S & Gupta G S: Managerial Economics
9. H. Craig Petersen & W. Cris lewis: Managerial Economics
10. Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Business Economics
11. Barry Keating and J. Holton Wilson: Managerial Economics

Course Code: **ABBA2C01T**

IT FOR BUSINESS &MANAGEMENT

Time: 5 Hours per week   **Credits: 4**

Course Objectives:

1. To familiarize the students with the use of IT for business and management

2. To make them proficient in using computer for routine tasks like data retrieval, data analysis, accounting and report generation.

Module I

Introduction to IT: meaning and nature-importance-applications in business and management-office automation – objectives – office automation technologies –office equipments- virtual office-office communication methods: tele, audio and video conferencing and tele-presence system.

                                                                                                          10 Hours

Module II

Microsoft Office – components- Word processing - characteristics of word processing - MS Word for word processing – creating, formatting and printing documents in MS Word – inserting objects from other MS applications – mail merge- Microsoft PowerPoint – creating presentations in PowerPoint-applying templates – recording narration – presenting animation – inserting hyperlink – inserting slide number, date and time – inserting picture into slide – slide transition – running slide show.

                                                                                                          15 Hours

Module III

Spreadsheet-features-advantages-packages-Ms Excel: creating, formatting and printing worksheets-functions in Excel- mathematical: SUM, PRODUCT, SQRT, ROMAN and ROUND-statistical: AVERAGE, MEDIAN, MODE, STDEV, CORREL and FORECAST, Financial: DB, SLN, SYD, PMT, NPER, and IPMT- Database: DMAX, DMIN, DAVERAGE, DCOUNT and DSUM- goal seek-scenario management.   15 Hours

Module IV

Database system– characteristics of database system- DBMS- components – relational database system - Database administrator – functions of database administrator – database security - Microsoft Access – creation of database in MS Access – designing and running tables and queries in Access, types of queries- , Creating forms – report generation in MS Access – creating report in design view - creating report using Wizard –formatting and printing of report.

                                                                                                          15 Hours

Module V

The Internet – Internet protocol suite – domain name system – Internet and its possibilities for business communication – Internet tools –email, FTP, WWW, bulletin boards, telnet- portals – search engines – website– intranet and extranet- Electronic Data Interchange- objectives and advantages of EDI- EDI formats- business applications of EDI.   15 Hours

(Note: About half of the hours may be used for practical sessions to demonstrate the use of MS Office applications such as Word, Excel, Access and PowerPoint. A few sessions may also be used for web browsing and email communications).

Books:
1. Management Information Systems, Kenneth C. Laudon and Jane P. Laudon, Pearson Education, New Delhi, 2002.

2. Using Microsoft Office, Ed Bott and Woody Leonhard, Prentice Hall of India, New Delhi 1999.

3. Fundamental of Database Systems, Elmasri and Navathe, Adddison Wesley, New Delhi.

Semester—III

Course Code: ABBA3C02T

QUANTITATIVE TECHNIQUE FOR BUSINESS MANAGEMENT

Time: 5 Hours per week   **Credits: 4**

Objectives:
- To familiarize the student with the use of quantitative techniques in managerial decision making.

Module I
Quantitative techniques—introduction—meaning and definition— classification of QT, QT and other disciplines—application of QT in business— limitations   5 Hours

Module II
Probability –concept of probability—meaning and definition— approaches to probability—Theorems of probability—addition theorem— multiplication theorem—conditional probability—inverse probability—Baye's theorem.   15 hours

Module III
Theoretical distribution—binomial distribution—basic assumptions and characteristics—fitting of binomial distribution—Poisson distribution— characteristics—fitting of Poisson distribution—Normal distribution—features and properties—standard normal curve.   15 Hours

Module IV
Statistical inference—testing of hypothesis—procedure—error in testing— two tail test and one tail test—non parametric tests - Chi-Square test only - Parametric tests—Z test—test of significance of
large samples—test for two sample means—small sample mean tests—Student t test—Analysis of variance—F test—one way ANOVA and two way ANOVA tests.
                                                                                            20 hours

Module V
Correlation and regression analysis—meaning and definition of correlation—Karl Pearson's coefficient of correlation—rank correlation— Regression—types—determination of simple linear regression—Coefficient of determination.   17 Hours

References:
1. David M. Levine: Business statistics
2. S.P. Gupta; Statistical methods

Semester—IV

Course Code: ABBA4C03T

MANAGEMENT SCIENCE

Time: 5 Hours per week   **Credits: 4**

Objectives:
- ☐ To provide a basic knowledge about Operations research and
- ☐ To acquaint the students some common operations Research Tools for various Business decision marketing situations.

Module I

Operations Research: Concept -- Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – OR and Modern Business Management. (15 hours)

Module II

Linear programming problem – Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LP. (15 hours)

Module III

Network Analysis – Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram – activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration – Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

(25 hours)

Module IV

Decision Theory : Decision making situations – Decision making under certainty - Decision making under uncertainty : Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Maximin criterion, Laplace criterion & Huurwics alpha criterion – Decision making under risk : Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI) – Decision making under competition – Game Theory (Theory only) – Decision Tree

(10 hours)

Module V

Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogl's Approximation method (VOM) (Simple problems only). (10 hours)

References:
1) Operation research Techniques for management – V.K Kapoor,Sulthan Chand & Sons
2) Operations Research an Introduction – Taha, Prentice hall.
3) Operations Research Theory and Application – J.K. Sharma.
4) Operations Research Problems and solutions – J.K. Sharma (Macmillan)
5) Operations Research – Paneerselvam – (Prentice hall of India).

ABBA5D01T   **E- COMMERCE**
Time: 3 Hours per week   **Credits: 2**

Objectives:
- To understand the importance of database systems for business management, and,
- To gain a practical orientation to database development and maintenance.

Module I
Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce-E-Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E-Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure.   (15 hours)

Module II
Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce.   (10 hours)

Module III
Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce : Security issues in E- Commerce- Regulatory frame work of E- commerce
                                                                                    (25 hours)

References:
1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore 2001.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi 2000.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi 2005.
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi 2005.
8. William Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

<div align="center">**Semester - V**
Open course</div>

ABBA5D02T   **HOSPITALITY MANAGEMENT**

Time: 3 Hours per week   **Credits: 2**

Objectives:

  □ To give a broad overview of the basic concepts of hospitality management and to equip the students to make use of the opportunities in this sector.

Module I

Introduction to hospitality industry—meaning and definition—historical development of hospitality industry—scope and significance—components of hospitality industry—Tourism industry—Hotel industry—tourism travel industry—domestic and international hospitality industry—Economic aspects of hospitality industry.   15 hours

Module II

Tourism management—tourism planning—steps in planning—organisational structure for tourism industry—directing, communicating , staffing, and controlling tourism activities. Assessing tourism demand—Environmental dimension of tourism—sustainability and conservation policy—tourism marketing—basic concepts of tourism marketing—tourism products—pricing—promotion and tourism retailing.   20 Hours

Module III

Hotel management—basic concepts of hotel management—history of hotel industry—economic significance—functions— classification of hotels--continental— European and American—major hotel chains in India--frond office management—facility and event management—service regularity frame work—housekeeping, F&B production and service   15 Hours

References:
1. Hotel front office training manual BY Sudhir Andrews
2. Principles of hotel frond office operation By Sue Baker and others

Syllabus for Common Courses

Course Code: ABCM3A01T
BASIC NUMERICAL SKILLS

Lecture Hours per week : 5   **Credits : 4**
                                                                        Internal : 20, External : 80

Objectives :

- To enable the students to acquire knowledge of Mathematics and Statistics.

- At the end of this course, the students should have understood set operations, matrix and Mathematics of finance, Statistical tools and their applications.

Module I

Sets and Set Operation – Venn Diagrams – Elements of Co-ordinate system – Matrices – Fundamental ideas about matrices and their operational rules – Matrix multiplication

– Inversion of square matrices of not more than 3rd order – Solving system of simultaneous linear equations.   15 Hours

Module II

Theory of Equations : Meaning - types of equations – Simple linear and Simultaneous equations (only two variables) eliminations and substitution method only - Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) - Problems on business applications.
                                        10 Hours

Module III

Progressions : Arithmetic Progressions - Finding the 'n'th term of an AP and also sum to 'n' terms of an AP - Insertion of Arithmetic means in given terms of AP and representation of AP - Geometric Progression : Finding 'n'th term of GP - Insertion of GMs in given GP and also representation of GP – Mathematics of Finance – Simple and compound interest (Simple problems only).
                15 Hours

Module IV

Meaning and Definition of Statistics - Scope and limitations – Statistical enquiries – Scope of the problem – Methods to be employed – Types of enquiries – Presentation of data by Diagrammatic and Graphical Method – Formation of Frequency Distribution.   15 Hours

Module V

Measures of Central Tendency – Arithmetic Mean – Median – Mode - Geometric and Harmonic Mean - Measures of variation and standard, mean and quartile deviations – Skewness and Kurtosis and Lorenz curve . Analysis of Time Series : Methods of measuring – Trend and Seasonal variations – Index number – Unweighted indices – Consumer price and cost of living indices.   20 Hours

        (Theory and problems may be in the ratio of 20% and 80% respectively. An over view of the topics is expected and only simple problems shall be given)
Reference Books:

1. Sundaresan and Jayaseelan – An Introduction to Business Mathematics and Statistical Methods.
2. Dr. A K Arte & R V Prabhakar - A Text Book of Business Mathematics.
3. Sanchethi and Kapoor - Business Mathematics.
4. Gupta S.P - Statistical Methods
5. Navaneethan P – Business Mathematics
6. R.S.N. Pillai, Mrs. Bhagavathi – Statistics
7. P.R. Vittal - Business Mathematics and Statistics.

Course Code: ABCM3A02T

GENERAL INFORMATICS

Lecture Hours per week : 5   **Credits : 4**

Internal : 20, External : 80

Objectives:
- To update and expand basic Informatics skills of the students.
- To equip the students to effectively utilize the digital knowledge resources for their study.

Module I

Computers and Operating Systems : Features of New Generation Personal Computers and Peripherals - Computer networks - Types of networks - Components of networks – Topology – Internet - Uses of internet - Introduction to Software – License – Open source - Overview of operating systems and major application software.

10 Hours

Module II

Basics of IT : Information – Pre-requisites and needs - IT and its components - IT and Internet – IT Applications - E-Governance - IT for National Integration - IT Applications in Health Care, Business, Commerce and Resource Management - Emerging Trends in IT: Electronic Data Inter change - Mobile Computing – SMS – MMS - Wireless Applications – Blue Tooth - Global Positional System - Infra Red Communication - Smart Card - DNA Computing - Cloud computing

15 Hours

Module III

Knowledge Skills for Higher Education : Data, Information and Knowledge - Knowledge Management - Internet as a knowledge repository - Academic search techniques - Case study of academic websites - Basic concepts of IPR – Copy rights and Patents. Introduction to use of IT in teaching and learning. Case study of educational software - Academic Service – INFLIBNET – NICENET - BRNET.

15 Hours

Module IV

Social Informatics : IT and society - Issues and concerns - Digital Divide - Free Software Movement – IT and industry - New opportunities and threats - Cyber ethics - Cyber crimes – Security – Privacy issues - Cyber Laws - Cyber addictions - Information overload - Health issues - Guidelines for proper usage of computers and internet - e-waste and Green Csmputing – Unicode - IT and regional languages.

15 Hours

Module V

Programmes for Office Management : Introduction to Linux - Linux systems - Linux distributions – Operating systems and Linux - History of Linux and UNIX - Open source software – Linux software - Software Repositories - Third party Linux Repositories -

Linux Office and Data base software - Internet servers - Development resources - Setting the Desktop - The GNOME Desktop environment – Using the Metacity Window Manager – Using GNOME Panels – Change in the GNOME preferences - Exiting GNOME – Working with words and images - Desktop Publishing in Linux – Using Open Office.org office suit.

<div align="right">20 Hours</div>

References Books:

1. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
2. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George,

   Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
3. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, New Delhi, 2009.
4. Alex Leon, The Complete Reference Linux Sixth Edition, Tata McGraw Hill Private Limited, New Delhi, 2009.
6. Christopher Mathews Leon, Fundamentals of Information technology, Leon Vikas, Chennai, 2009.

5. Richard Peterson Negus, Linux Bible, Wiley India Private Limited, 2009. 7. Mike McGrath, Linux In Easy Steps , Dream TechPress, New Delhi, 2009
8. Daniel Minoli &Emma Minoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009
   www.wikipedia.com
   www.google.scholarr.com
   www.bing.com
   www.google.com
   www.afk.com
   www.yahoosearch.com
   www.comp.os.linux.admin
   www.comp.os.linux.answers

BANKING AND INSURANCE

Time: 5 Hours per week   **Credits: 4**

Objectives:

To enable the students to acquire knowledge about basics of Banking and Insurance.
To familiarise the students with the modern trends in banking.

Module I

Introduction to Banking : Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India – Banks and economic development – Functions of commercial banks (conventional and innovative functions) – Central Bank – RBI – Functions – Emerging trends in banking.

15 Hours

Module II

Negotiable Instruments : Definition - Characteristics – Types – Parties to negotiable instruments – Cheques – Types of cheques – Crossing of cheques – Drafts - Cheque vs. Draft - Endorsement – Significance – Regularity of endorsement – Liability of endorser – Electronic payments.

15 Hours

Module III

E-Banking : Centralised Online Real time Electronic Banking (CORE) – Electronic Clearing Service (ECS) – Electronic Fund Transfer (EFT) – Real Time Gross Settlement (RTGS) – National Electronic Fund Transfer (NEFT) – Society for Worldwide Interbank Financial Telecommunication (SWIFT) – E-cheque – Any Time Money – ATM s – Credit card – Debit card – Smart card – Internet banking – Mobile banking – Tele-banking.

15 Hours

Module IV
Introduction to Insurance : Concept - Need of insurance - Insurance as a social security tool - Insurance and economic development - Principles of insurance - various kinds of insurance – Life and general insurance (Fire, Marine, Medical, Personal Accident, Property and Motor Vehicle Insurance) – Features – Life insurance Vs General insurance.

15 Hours

Module V

Life Insurance : Law relating to life insurance - General principles of life insurance contract - Proposal and policy - Assignment and nomination - Title and claims - General Insurance : Law relating to general insurance - IRDA - Powers and functions - Insurance business in India .

15 Hours

Reference Books:

1. Sheldon H.P : Practice and Law of Banking.

2. Bedi. H.L : Theory and Practice of Banking.

3. Maheshwari. S.N. : Banking Law and Practice.

4. Shekar. K.C : Banking Theory Law and Practice.

5. Pannandikar & Mithami': Banking in India.

6. Radhaswamy & Vasudevan: Text Book of Banking.

7. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II)   Vol- III.

8.   Varshaney: Banking Law and Practice.

9.   Dr. P. Periasamy: Principles and Practice of Insurance, Himalaya Publishing House, Delhi.

10. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices,Kalyani Publishers, Chennai.

11. M.N.Mishra: Insurance Principles and Practice, S.Chand & Company Ltd, Delhi.

12. G. Krishnaswamy : Principles & Practice of Life Insurance

13.   Kothari & Bahl : Principles and Pratices of Insurance

14. B.S.Khubchandani, ―Practice and Law of Banking‖, Mac Millan India Ltd, 2000.

15.   K.C. Nanda,‖ Credit Banking‖, Response Book, Sage Publication, 1999.

Course Code: ABCM4A03T

ENTREPRENEURSHIP DEVELOPMENT

Lecture Hours per week : 5   **Credits : 4**

Objectives :

- To familiarise the students with the concept of entrepreneurship.
- To identify and develop the entrepreneurial talents of the students.
- To generate innovative business ideas in the emerging industrial scenario.

Module I

Entrepreneur and Fundamentals of Entrepreneurship: Entrepreneurial competencies – Factors affecting entrepreneurial growth – Role of entrepreneur in economic development - Challenges of women entrepreneurs.

20 Hours

Module II

Micro, Small and Medium Enterprises: Legal Framework – Licenses – Role of promotional institutions with special reference to KINFRA , KITCO , MSME & DICs – Concessions – Incentives and subsidies.

10 Hours

Module III

Project Management: Feasibility and Viability Analysis – Technical – Financial – Network – Appraisal and evaluation - Project Report preparation.

30 Hours

Module IV

Identification of Business Opportunities in the Context of Kerala: Rate of ED Clubs – Industrial Policies – Skill development for entrepreneurs – Business Incubation : Meaning - Setting up of Business Incubation Centres.

15 Hours

Reference Books :

1. S.S. Kanka , Entrepreneurial Development , Sultan Chand.

2. Prasanna Chandra , Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.

3. Vasantha Desai , Dynamics of Entrepreneurial Development, Himalaya.

4. C.B. Gupta & N.P. Sreenivasan , Entrepreneurial Development , Sultan Chand.

5. Nirmal K Gupta , Small Industry –Challenges and Perspectives, Anmol Publications.

6. Vasantha Desai , Small scale Industries and Entrepreneurship, Himalaya.

ABCM1B01T MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time: 3 hours   Maximum Marks:80

Choose the correct answer. Each question carries 1 mark.

1. ……………………….. culture can be seen in military type organization

A) Academy   B) Baseball   C) Club   D) Fortran

2.   ……………………………. Is undertaken to find out the one best way of doing the things.

    A) Job analysis   B) Merit rating   C) Job enrichment   D) None

3. The book "Functions pf executives" was written by ………………..

    A) Peter F. Drucker B) Chester Bernad   C) Henry Fayol D) Mary Parker Follet

4. KRA in MBO stands for ……………..

    A) Kerala Rural Academy B) Key Resource Availability C) Key Result Areas

    D) None of these

5. Which of the following is not a technique of co-ordination?

    A) Leadership   B)Staff meeting C) Committee D) Conflict resolution.

Fill in the Blanks. Each question carries 1 mark

6. ………………… is the first step in the process of organizing.

7. …………………. Leadership gives complete freedom to subordinates.

8. The concept of holistic management was put found by ………………….

9. Valence = ………………………… X ……………………………………

10. Indian model is based on …………………………….

Answer any eight questions. Each questions. Each question carries 2 marks.

11. Define culture?

12. What do you mean by delegation?

13. What is code of conduct?

14. What are hygiene factors?

15. Define motivation?

16. What do you mean by Induction?

17. What is work ethos?

18. What do you mean by Guna theory?

19. What is meant by management by exception?

20. What do you mean by Differential piece rate system?

Answer any six questions. Each question carries 4 marks.

21. Explain the importance of culture in organization.

22. Explain the Principles of business ethics.

23. Describe the steps in planning.

24. Distinguish between manager and leader.

25. Write a note on external source of recruitment?

26. What do you mean by span of management? Bring out other factors that determine span of management.

27. Discuss the modern approach to management thought.

28. Define controlling. State its importance.

Answer any two questions. Each carries 15 marks.

29. Explain the important principles of management as laid down by Henry Fayol.

30. "Value based management is good recipe for long term success of a corporate". Bring out the relevance of values for management.

31. Explain Herzberg's Concept of Motivation. Compare it with Maslow's need hierarchy theory.

FIRST SEMESTER B.COM EXAMINATION 2016

MODEL QUESTION PAPER

ABCM1C01T   **MANAGERIAL ECONOMICS**

Time :3 hours   **Total mark:80**

I.   **Answer all the following questions. Each question carries one mark**

1. Where boom ends,.................starts.

2. ....refers to a market with few sellers

3. Under the ....market, the price is equal to average revenue which is equal to marginal revenue

4. Where the firm fixes a high price for its new products or service it is called...............

5. In ....pricing, fixed cost are excluded

6. Which of the following is not a method of demand forecasting of new products

    (a) Trend projection approach (b) substitute approach (c) sales experience approach

    (d) evolutionary approach

7. Which of the following is not a form of imperfect competition

    (a) Monopoly (b) monopolistic competition (c) oligopoly (d) duopoly

8. Which of the following is macroeconomic concept?

    (a) Business cycle (b) govt.policy (c) national income (d) none of these

9. The method of charging low price initially is

    (a) Skimming price (b) penetration price (c) going rate pricing (d) none of these

10. Product differentiation is a feature of

    (a) perfect competition (b) monopolistic competition (c) monopoly (d) none of these

                                                               (10x1=10marks)

II.   **Short answer questions. Answer any eight from the following.**

11. define production function

12. what is giffen paradox?

13. what is demand analysis?

14. What is pure competition?

15. What is kinked demand curve?

16. What is recession?

17. State law of demand

18. What is cross elasticity?

19. What is survey method of forecasting?

20. What fixed inputs?

(8x2=16marks)

III. **Short essay questions. Answer any six from the following.**

21. Exaplain the various internal economies.

22. What are the rasons for price rigidity?

23. Explain the features of monopolistic competition?

24. What are the factors which influence pricing?

25. List the advantages and disadvantages of full cost pricing?

26. What are the salient features of depression?

27. What are the causes of business cycle?

28. What are the important features of oligopoly market?

(6x4=24marks)

IV. **Essay questions. Answer any two**

29. What is monopoly? Explain and illustrate diagrammatically the short run and long run equilibrium of the monopoly firm.

30. Define demand. Discuss the determinants of consumer demand and market demand.

31. Explain the various economies and diseconomies of scales of operation?

(2x15=30 marks)