

INTEGRATED MASTER IN BUSINESS ADMINISTRATION
AS PER CBCS SYLLABUS- (Course Code: 30307)
Centre for Distance and Online Education, Utkal University
(Effective from 2024-25)
Course Structure

SEMESTER-I-(500 Marks) (20 Credits)				
Paper	Title of the Paper	University Marks	Assignment Mark	Credit
13030702101	Business Organization	70	30	4
13030702102	English - I	70	30	4
13030702103	Business Mathematics	70	30	4
13030702104	Psychology	70	30	4
13030702105	Computer Fundamentals	40	30- Lab-30	4
SEMESTER-II-(500 Marks) (20 Credits)				
13030702106	Financial Accounting	70	30	4
13030702107	Fundamentals of Economics	70	30	4
13030702108	Management Concepts and Practices	70	30	4
13030702109	Business Statistics	70	30	4
13030702110	Information Technology in Business	40	30- Lab-30	4
SEMESTER-III-(500 Marks) (20 Credits)				
13030702111	Organizational Behavior	70	30	4
13030702112	Cost Accounting	70	30	4
13030702113	Managerial Economics	70	30	4
13030702114	Introduction to Banking	70	30	4
13030702115	Business Ethics	70	30	4
SEMESTER-IV-(500 Marks) (20 Credits)				
13030702116	Quantitative Methods for Management	70	30	4
13030702117	Business Economic & Environment	70	30	4
13030702118	Business Regulatory Frame Work	70	30	4
13030702119	Indian Ethos & Value	70	30	4
13030702120	Management Accounting	70	30	4
SEMESTER-V-(500 Marks) (20 Credits)				
13030702121	Introduction to Insurance	70	30	4
13030702122	Indian Economics & Macro Economics	70	30	4
13030702123	Written & Oral Communication	40	30- Lab-30	4
13030702124	Contemporary Indian Society & Culture	70	30	4
13030702125	Research Methodology	70	30	4
SEMESTER-VI-(500 Marks) (28 Credits)				
13030702126	Human Resources Management	70	30	4
13030702127	Financial Management	70	30	4
13030702128	Marketing Management	70	30	4
13030702129	Production & Operation Management	70	30	4
13030702130	Mgt. Information System	70	30	4
13030702131	Project Report	100		8
		Total Mark=3100		124

BBA- 1ST SEMESTER
BUSINESS ORGANISATION--13030702101
CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO CONCEPT OF BUSINESS

- Unit 01:** Concept of Business
Unit 02: Program and Budgets of Business
Unit 03: Structure of Business, Classification of Business
Unit 04: Industries & Commerce

BLOCK 02: INTRODUCTION TO SOCIAL RESPONSIBILITY OF BUSINESS

- Unit 05:** Concept of Social Responsibility of Business.
Unit 06: Factors Considering for Study Business.
Unit 07: Market Assessment, Product, raw material & Manpower.

BLOCK 03: FORMATION OF BUSINESS ENTERPRISES

- Unit 08:** Introduction to formation of Business Enterprises
Unit 09: Sole Proprietorship & Partnership Process.
Unit 10: Companies, Co-Operatives, Societies and Trusts.

BLOCK 04: INDIAN PARTNERSHIP ACT

- Unit 11:** Introduction to Indian Partnership Act.
Unit 12: Role & Responsibility of Partners.
Unit 13: Profit sharing and other issues in partnership.

BLOCK 05: INDIAN COMPANIES ACT

- Unit 14:** Introduction to Indian Companies Act.
Unit 15: Registration and Commencement of Business.
Unit 16: Roles and Responsibilities of Chairman, Managing Director, Secretary and Board of Directors, Issues in Corporate Governance.

Further Reading

1. B.O. & Mgt. by Tulsian & Vishal Panday (Pearson Edu).

ENGLISH-I-13030702102

CONTENTS
BLOCK/UNITS

BLOCK 01: INTRODUCTION TO COMMUNICATION

- Unit 01:** Concept of Communication.
Unit 02: Verbal Communication.
Unit 03: Non Verbal Communication.
Unit 04: Importance of Non-Verbal Communication in Verbal Settings.

BLOCK 02: INTRODUCTION TO COMPREHENSION

- Unit 05:** Concept of Comprehension-I.
Unit 06: Concept of Comprehension-II.
Unit 07: Essential of Reading
Unit 08: Essential of Writing Comprehension.

BLOCK 03: INTRODUCTION TO PARAGRAPH WRITING

- Unit 09:** Writing a Paragraph.
Unit 10: Identifying a Topic Sentence.
Unit 11: Cohesion and Coherence.
Unit 12: Use of Linkers and other devices.

BLOCK 04: PUBLIC SPEAKING

- Unit 13:** Public Speaking,
Unit 14: How to become a good speaker.
Unit 15: Doing things with words.

Unit 16: Command, request, accept, refuse, prohibit, persuade, promise.

Further Reading

1. John Sealy, Oxford Guide to Writing and Speaking , OUP .

BUSINESS MATHEMATICS -13030702103

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO PROFIT & LOSS

- Unit 01:** Concept of Profit & Loss-I.
Unit 02: Concept of Profit & Loss-II- Practice.
Unit 03: Concept of Partnership-I
Unit 04: Concept of Partnership-II

BLOCK 02: INTRODUCTION TO SIMPLE & COMPOUND INTEREST

- Unit 05:** Concept of Simple Interest.
Unit 06: Practice of Simple Interest.
Unit 07: Concept of Compound Interest.
Unit 08: Practice of Compound Interest.

BLOCK 03: INTRODUCTION TO LOGARITHMS, INVOICING

- Unit 09:** Concept of Logarithms.
Unit 10: Practice of Logarithms.
Unit 11: Concept of Invoicing-I
Unit 12: Concept of Invoicing-II

BLOCK 04: SET AND SET OPERATIONS, LIMIT & CONTINUITY

- Unit 13:** Set and Set Operations-I.
Unit 14: Set and Set Operations-II.
Unit 15: Limit.
Unit 16: Continuity.

Further Reading

1. Booth, A. J., and A. Francis. "Business Mathematics and Statistics." Mathematical Gazette 71, no. 457 (October 1987)
2. Abbott, Steve, and John Shannon. "Excel for Business Mathematics."
3. Glickman, L. V., and A. Francis. "Business Mathematics and Statistics."

PSYCHOLOGY -13030702104

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO PSYCHOLOGY

- Unit 01:** Concept of Psychology.
Unit 02: Biological Bases of Behaviour
Unit 03: The brain, and its functions.
Unit 04: Lateralization of the cerebral centre.

BLOCK 02: SENSATION, PERCEPTION AND LEARNING

- Unit 05:** Concept of Sensation.
Unit 06: Concept of Perception
Unit 07: Concept of Learning.
Unit 08: Theories of Learning

BLOCK 03: SENSATION, PERCEPTION AND LEARNING

- Unit 09:** Concept of Sensation.
Unit 10: Concept of Perception
Unit 11: Concept of Learning.

BLOCK 04: MOTIVATION AND EMOTION

Unit 12: Concept of Motivation.

Unit 13: Emotion and its impact.

Unit 14: The nature and measurement of human intelligence Human intelligence.

BLOCK 05: SOCIAL THOUGHT

Unit 15: Social Thought.

Unit 16: Social information Attitudes.& Interpersonal attraction, prosocial behaviour.

Further Reading

1. Barron - Introduction to Psychology
2. Morgan & King - Introduction to Psychology. Robert A.
3. Alkinson & Alkinson - Introduction to Psychology- 5th Edition.

COMPUTER FUNDAMENTAL -13030702105

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO COMPUTER

Unit 01: Introduction of Computer.

Unit 02: Application of Computer.

Unit 03: Generation of Computer.

Unit 04: Classification of Computer.

BLOCK 02: BASIC COMPUTER ORGANISATION

Unit 05: Concept of Computer Organisation-I.

Unit 06: Concept of Computer Organisation-II

Unit 07: Concept of central processing unit,

Unit 08: Concept of ROM, RAM.

BLOCK 03: NUMBER SYSTEM

Unit 09: Concept of Number System (Positional and Non-Positional)

Unit 10: Binary Number System, Decimal Number System,

Unit 11: Octal and Hexadecimal Number System,

Unit 12: Conversion of one number system to other number system.

BLOCK 04: HARDWARE AND SOFTWARE

Unit 13: Concept of Hardware and Software.

Unit 14: Computer Virus and Antivirus tools.

Unit 15: GIGO. MS-DOS (Internal and External Command and File Handling),

Unit 16: Concept of Internet

Further Reading

1. Introduction to Computer Science. ITL Edu - Pearson
2. Fundamentals of Computer by P. K. Sinha.

FINANCIAL ACCOUNTING--13030702106

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO ACCOUNTING

- Unit 01:** Accounting; The Language of Business; Accounting: An Information System; Users of Accounting information;
- Unit 02:** Branches of Accounting; Financial Accounting; Generally Accepted Accounting Principles;
- Unit 03:** Accounting Standards; The Accounting Equations; Financial Statements

BLOCK 02: CLASSIFICATION OF ACCOUNTS

- Unit 04:** Classification of Accounts; The Double Entry System.
- Unit 05:** Journal And Ledger; Process of Recording.
- Unit 06:** Cash and Bank; Bank Reconciliation Statement.

BLOCK 03: TRIAL BALANCE

- Unit 07:** Trial Balance; Measuring Business Income.
- Unit 08:** Revenue from sales, Cost of Goods Sold; Inventory valuation.
- Unit 09:** Fixed Assets; Depreciation, Liabilities & Shareholders Equities.

BLOCK 04: PREPARATION OF FINANCIAL STATEMENTS

- Unit 10:** Concept & Preparation of Financial Statements.
- Unit 11:** Profit & Loss Account.
- Unit 12:** Balance Sheet, Cash Flow Statement.

BLOCK 05: ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENTS

- Unit 13:** Analysis and Interpretation of Financial Statements.
- Unit 14:** Financial Ratios,
- Unit 15:** Corporate Disclosure.
- Unit 16:** Annual Report.

Further Reading

1. Narayanaswamy – Financial Accounting: A managerial perspective (2 nd Edn) – PHI.
2. Bhattacharya – Financial Accounting for Business Managers – PHI.
3. Meigs & Meigs: Accounting: The Basic for Business Decisions (McGraw Hill)
4. Bhattacharya & Dearden: Accounting for Management: Text and Cases (Vani)
5. Jawaharlal & Srivastav: Financial Accounting (S.Chand)
6. Ashok Banerjee: Financial Accounting: A Managerial Emphasis (Excel Books)

FUNDAMENTAL OF ECONOMICS --13030702107

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO ECONOMICS

- Unit 01:** Introduction to Economics, Basic Concept & Utility Analysis.
- Unit 02:** The analysis of Consumer Behaviour & Consumer Equilibrium: The Demand and Supply Analysis
- Unit 03:** Elasticity of Demand, Demand Estimation.
- Unit 04:** Managerial Decision.

BLOCK 02: PRODUCTION AND MARKET ANALYSIS

- Unit 05:** Production and Market Analysis, Production Function, Laws of returns.
- Unit 06:** Cost Analysis-Short Run and Long Run.
- Unit 07:** Pricing under Perfect Competition.
- Unit 08:** Monopolistic Competition, Monopoly.

BLOCK 03: THEORY OF DISTRIBUTION

- Unit 09:** Introduction to the theory of Distribution.
- Unit 10:** Rent, Interest, Concept of Wage & Profit.

BLOCK 04: NATIONAL INCOME AND MACROECONOMIC FACTORS

Unit 11: National Income and Macroeconomic Factors: National Income Accounting.

Unit 12: Consumption Function and Investment Function.

Unit 13: Demand and Supply of Money, Business and Policy Implications.

BLOCK 05: ECONOMIC ENVIRONMENT

Unit 14: Economic Environment: The Basic of Money.

Unit 15: Banking and Credit Control, the Basic of Balance of Payment.

Unit 16: International Trade, Foreign Exchange and Control.

Further Reading

1. Fundamental of Economics, Mehta & Kapoor – HPH
2. Gupta S.B. Monetary Economics, Sultan Chand.

MANAGEMENT CONCEPT AND PRACTICES –13030702108

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO MANAGEMENT

Unit 01: Concept of Management, Functions, Skills of a Manager

Unit 02: Process of Management and its Steps

Unit 03: Development of Management

Unit 04: Scientific Management- Taylor, Modern Approach Fayol, Human Relations Approach – Mayo

BLOCK 02: PLANNING, DECISION MAKING

Unit 05: Concept, Process, Type & Importance of Planning.

Unit 06: Decision Making: Concept & types of Decision

Unit 07: Process of Decision Making

Unit 08: Models & Issues of Decision Making

BLOCK 03: PRINCIPLES OF ORGANISATION

Unit 09: Structure & Types of Organization.

Unit 10: Departmentation, Decentralisation, Delegation

Unit 11: Span of Management.

Unit 12: Line & Staff Organisation, Matrix Organisation

BLOCK 04: COORDINATION AND CONTROLLING & CONTEMPORARY ISSUES

Unit 13: Principle of Coordination –Process of Coordination.

Unit 14: Control – Tools and Techniques, -MBO

Unit 15: Recent Trends and Challenges, -Role of Managers in Changing environment,

Unit 16: Contemporary Organisational Structure, Trends in Management, Challenges in today's global environment and competitiveness.

Further Reading

1. Essentials of Management – Koontz, O'Donnel & Weihrich (Tata Mc.Graw)
2. Management – Robbins & Coulter (Pearson)
3. Principles of Management – Stoner & Freeman
4. Principles of Management – Chandra Bose (PHI)

BUSINESS STATISTICS –13030702109

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO CENTRAL TENDENCY & DISPERSION

- Unit 01:** Introduction to Central Tendency,
Unit 02: Measures of central tendency
Unit 03: Introduction to Dispersion,
Unit 04; Measures of dispersion

BLOCK 02: INTRODUCTION TO SAMPLING METHODS

- Unit 05:** Introduction to sampling, Random sampling,
Unit 06: Types of Sample: Simple Random Sampling , Stratified Random Sampling
Unit 07: Systematic Sampling, Cluster Sampling, Sampling Distributions.
Unit 08: Standard Error, Sampling from normal Population.

BLOCK 03: TESTING OF HYPOTHESIS & SAMPLE TEST

- Unit 09:** Introduction to testing of Hypothesis,
Unit 10: Types of Sample test: T- Test
Unit 11: Types of Sample test: F- Test.
Unit 12: Types of Sample test: Z-Test.

BLOCK 04: TESTING OF HYPOTHESIS & SAMPLE TEST

- Unit 13:** Types of Large Sample test: Chi- Square-Test.
Unit 14: Practices of Chi- Square-Test.
Unit 15: Types of Large Sample test: ANOVA-Test.
Unit 16: Practices of ANOVA-Test.

Further Reading

1. Chandran, Jit S., Statistics for Business & Economics, Vikas
2. Statistics of Management - Levin and Rubin, Prentice Hall of India.
3. Fundamentals of statistics (Vol. I & II) - Goon, Gupta, Dasgupta, World Press Pvt. Ltd.
4. A first course in statistics with applications - A.K. P.C. Swain, Kalyani Publishers
5. Quantitative Methods, Saha & Chakrabarty, TMH

INFORMATION TECHNOLOGY IN BUSINESS –13030702110
CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO BASICS OF COMPUTER

- Unit 01:** Computer Basics: Characteristic of Computer, Classification of Computers
Unit 02: Computer System as Information Processing.
Unit 03: Present Scenario of IT in Banking, Insurance, Hospital Management, Mobile Computing.

BLOCK 02: INTRODUCTION TO HARDWARE & SOFTWARE

- Unit 04:** Hardware & Software: Hardware Options - CPU, Input Devices, Out Put Devices.
Unit 05: Storage Devices, Memory , Communication Devices, Configuration of Hardware Devices and their Applications.,
Unit 06: Software, Different types of Software, Programming Language.

BLOCK 03: MODERN INFORMATION TECHNOLOGY

- Unit 07:** Modern Information Technology: Basic Application of LAN, and WAN.
Unit 08: Internet, Intranet and Extranet.
Unit 09: Internet Technologies, Communication Technologies, Multimedia.

BLOCK 04: MODERN INFORMATION TECHNOLOGY

- Unit 10:** Introduction to Operating System, Evolution of OS, Functions of Operating System
Unit 11: Definition and Types of Operating System.
Unit 12: Practical Application of Windows Operating System.

BLOCK 05: LAB(PRACTICAL)

- Unit 13:** Working with Text, Menu Commands.
Unit 14: Tables, Checking Spelling and Grammar, Mail Merge etc.
Unit 15: Working with Worksheet,

Unit 16: Working with Power Point.

Further Reading

1. Rajaraman – Introduction to information technology by Rajaraman
2. Computer Fundamentals by Pradeep K. Sinha, Priti Sinha BPB Publications.
3. Introduction to Information Technology, ITL Education Solutions Limited, PEARSON Education. Rajaraman – Fundamentals of Computers by Rajaraman (PHI)

BBA- 3RD SEMESTER
ORGANIZATIONAL BEHAVIOR --13030702111
CONTENTS
BLOCK/UNITS

BLOCK-01 THE STUDY OF ORGANIZATIONAL BEHAVIOUR:

- Unit 01:** Introduction to Organisational Behavior: Meaning, Focus, Purpose and Nature of OB
Unit-02 Scope and Development of OB, OB Model, Individuals Behaviour
Unit-03 Determinants and Theory of Personality
Unit-04 Individual Difference, Matching, Personality and Jobs

BLOCK-02 PERSONALITY AND PERCEPTION:

- Unit 05:** Perception: Meaning, Perceptual process, perception and OB
Unit 06: Attitude - Characteristics and Components of Attitude
Unit 07: Learning: Factors influencing. Process
Unit 08: Conflict: Types, Resolving Conflicts

BLOCK-03 LEARNING AND BEHAVIOUR MODIFICATION

- Unit 09:** Job satisfaction: Factors.
Unit 10: Motivation: Process and outcome
Unit 11: Theories of Motivation (Maslow's hierarchy of needs, Herzberg's dual factor theory)
Unit 12: Theories of Motivation (ERG theory and Mc Clelland's theory)

BLOCK-04 MOTIVATION AND LEADERSHIP:

- Unit 13:** Importance, Functions, Style of Leadership
Unit 14: Theories of Leadership and Types
Unit 15: Communication: Importance of communication, Types of Communication
Unit 16: Communication Process Barriers to Communication

Further Reading

1. Stephen P Robbins - Organization Behaviour, (PHI)
2. L M Prasad - Organizational Behaviour, (Sultan Chand)
3. R Aswathappa - Organizational Behaviour, Himalaya Pub House
4. Michael, V.P. : Organisational Behaviour & Managerial
5. Effectiveness (S.Chand) 5.S.S.Khanka-Organisational Behaviour (S.Chand).

COST ACCOUNTING-13030702112
CONTENTS

BLOCK/UNITS

BLOCK 01: OVERVIEW OF COST ACCOUNTING CONCEPTS AND PRACTICES

- Unit 01:** Overview of cost Accounting Concepts and Practices. Cost Accounting and Financial Accounting
Unit 02: Cost Accounting and Management, Classification of Costs
Unit 03: Cost Centre and Cost Unit.

BLOCK 02: INTRODUCTION TO MANAGEMENT ACCOUNTING

- Unit 04:** Introduction to Management Accounting Scope of Management Accounting
Unit 05: Objects, and Functions and Limitations of Management Accounting.

Unit 06: Tools and Techniques of Management Accounting.

BLOCK 03: INTRODUCTION TO JOB AND CONTRACT COSTING

Unit 07: Job and Contract costing, Process Costing.

Unit 08: Cost Control, Budgetary Control, Standard Costing.

Unit 09: Variance Analysis.

BLOCK 04: INTRODUCTION TO DECISION MAKING

Unit 10: Concept of Decision Making in Cost Accounting.

Unit 11: Concept of Marginal Costing.

Unit 12: Cost - Volume Profit Analysis

BLOCK 05: INTRODUCTION TO FINANCIAL STATEMENT ANALYSIS

Unit 13: Financial Statement Analysis, Ratio Analysis.

Unit 14: Liquidity Ratios, Leverage Ratios.

Unit 15: Turn – Over Ratios,

Unit 16: Profitability Ratios

Further Reading

1. Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan - A Managerial Emphasis
2. Kenneth W. Boyd - "Cost Accounting For Dummies"
3. Michael R. Kinney and Cecily A. Raiborn - "Cost Accounting: Foundations and Evolutions"

MANAGERIAL ECONOMICS -13030702113

CONTENTS

BLOCK/UNITS

BLOCK 01: OVERVIEW OF MANAGERIAL ECONOMICS

Unit 01: Significance and Scope of Managerial Economics.

Unit 02: Role of Managers in Business.

Unit 03: Economic paradigms applicable to business analysis.

BLOCK 02: INTRODUCTION TO MARKET DEMAND

Unit 04: Market Demand: Determinants of Demand and Supply, Elasticity of Demand

Unit 05: Indifference Curve Analysis, Consumer's Equilibrium, Price

Unit 06: Income and Substitution Effects, Demand Forecasting.

BLOCK 03: INTRODUCTION TO PRODUCTION FUNCTION

Unit 04: Concept of Production Function: Production

Unit 05: Production decision making.

Unit 06: Short Run Long Run Production Functions.

BLOCK 04: INTRODUCTION TO MARKET ANALYSIS

Unit 07: Market Analysis: Cost Structure, Various Cost Concepts, Cost Estimation.

Unit 08: Pricing and Output decisions in Perfect Competition.

Unit 09: Monopoly, Monopolistic Competition, Oligopoly.

BLOCK 05: INTRODUCTION TO PROFIT ANALYSIS

Unit 10: Profit Analysis: Theories of Profit.

Unit 14: Concept of Break Even Analysis.

Unit 15: Managerial Decisions,

Unit 16: Business Cycle.

Further Reading

1. Managerial Economic , Dwivedi, Vikas
2. Petersen & Lewis – Managerial Economics (PHI)
3. Maheswari – Managerial Economics (PHI)

4. Gupta G S Managerial Economics, TMH
5. John Gould, Jr , Edward P, Lazear - Microeconomic Theory, Richerd D Irwin, Inc , Publication
6. Robert S Pindyck, Daniel L Rubinfeld - Microeconomics, Prentice Hall of India Publication

INTRODUCTION TO BANKING-13030702114

CONTENTS

BLOCK/UNITS

BLOCK 01: COMMERCIAL BANKING-I IN INDIA

- Unit 01:** Introduction to Banking, Banking in India,
Unit 02: Banking Sector Reforms in Post Liberalization Era.
Unit 03: Commercial Banking in India, Structure of Commercial Banks, Sources of Funds of Commercial Banks.
Unit 04: Investment Policy of Commercial Banks.

BLOCK 02: FUNCTIONS OF COMMERCIAL BANKS

- Unit 05:** Primary Functions, Secondary Functions, General Utility Services.
Unit 06: Non-Banking Function, Banker– Customer Relationship
Unit 07: Rights and Obligations of the Banker, Asset Structure of Commercial Banks.

BLOCK 03: CENTRAL BANKING AND MONETARY POLICY

- Unit 08:** Evolution & Definition of Reserve Bank of India.
Unit 09: Organisation and management, Functions of Reserve Bank of India
Unit 10: Regulatory measures: Bank rate, Repo and Reverse Repo, CRR, SLR.

BLOCK 04: INNOVATIONS IN INDIAN BANKING

- Unit 11:** Recent Trends in Banking, Core Banking Solution.
Unit 12: Cheque Truncation System, ATM.
Unit 13: Electronic Fund Transfer: NEFT, RTGS, IMPS. Home Banking, Tele banking, Mobile Banking, Internet Banking, Credit Card, Debit Card.

BLOCK 05: SOCIAL BANKING INITIATIVES

- Unit 14:** Nationalization of Banks and its Objectives.
Unit 15: Social Banking: Lead bank scheme, service Area Approach, Village Adoption Scheme.
Unit 16: Rural Banking: Institutional arrangement for Rural Financing and their functions: NABARD.

Further Reading

1. Introduction to Banking, by Barbara Casu (Author), Claudia Girardone (Author), Prof Philip Molyneux

BUSINESS ETHICS-13030702115

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO BUSINESS ETHICS

- Unit 01:** Business ethics and law
Unit 02: Ethics in the context of Globalization, Sustainability as a goal of business ethics
Unit 03: Environmental perspective of business ethics, discourse ethics, feminist ethics
Unit 04: Theories of Business Ethics, normative ethical theories, virtue ethics.

BLOCK 02: THE INDIAN PERSPECTIVE ON ETHICS

- Unit 05:** The concept of Indian Perspective on Ethics.
Unit 06: Four goals of life Dharma Artha karma mokshya, Karma Yoga and Bhagabat Gita.
Unit 07: Vedantic View of Life & ethics of Ethics froart, Lesson Ramayana and Mahabharata
Unit 08: Views of Gandhi, Aurobindo & Vivekananda

BLOCK 03: ETHICAL LEADERSHIP AND VALUE SYSTEM

- Unit 09:** Moral and Ethics.
Unit 10: Ethical issues for leaders
Unit 11: Fundamental Issues- Long Term.
Unit 12: Goals- Good of Society and Mankind.

BLOCK 04: Ethical Issue I & II

- Unit 13:** Ethical Issues-I Marketing, HR, Finance.
Unit 14: Ethical Issue II: IT and Medical
Unit 15: Ethical Issue II: Engineering & Public Servants Matter.
Unit 16: Case: Oxford University press- 2007

Further Reading

1. Ethics in management and Indian Ethos: By Biswanath Ghosh and Vikas
2. Corporate Governance, Oxford: By Bob Tricker
3. Corporate Governance and Social responsibility: By Balachandran, Chandrasekharan, PHI
4. Business Ethics -Concepts and Cases: By Weiss, Cengage

BBA- 4TH SEMESTER **QUANTITATIVE METHODS FOR MANAGEMENT-13030702116** **CONTENTS**

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO QUANTITATIVE METHODS

- Unit 01:** Introduction to Permutation and Combination
Unit 02: Concept of Matrix and its function.
Unit 03: Concept of Determinants and its function.

BLOCK 02: MEANING AND CLASSIFICATION OF QUANTITATIVE TECHNIQUES

- Unit 04:** Meaning and Classification of Quantitative techniques, Statistics: Meaning, Scope and Limitations, Collection, Classification,
Unit 05: Tabulation and Presentation of Statistical Data, Characteristics of Frequency Distributions.
Unit 06: Measures of Central Tendency, Partition Values, Measures of Dispersion.

BLOCK 03: PROBABILITY, CO-RELATION & REGRASSION

- Unit 07:** Probability: Concepts, Sample Space, Rules of Probability.
Unit 08: Independent Events, Bayes' Rule, Random Variable.
Unit 09: Simple-Correlation and Regression analysis.

BLOCK 04: INTRODUCTION TO TIME SERIES

- Unit 10:** Time Series: Analysis and its Components.
Unit 11: Measurement of Secular Trend, Measurement of Seasonal Variation.
Unit 12: Forecasting with Moving Average.

BLOCK 05: LINEAR PROGRAMMING AND GRAPHICAL SOLUTION

- Unit 13:** Linear Programming, formulation and Graphical Solution.
Unit 14: Transportation problems and Solutions by North-West Corner rule.
Unit 15: Transportation problems and Solutions by North-West Corner rule, Least Cost method and Vogel's approximation method.
Unit 16: Optimum Solution by MODI method, Assignment Problem and its solution

Further Reading

1. Quantitative Aptitude for Competitive Examinations by R.S Agarwal
2. Quantitative Aptitude for CAT by Arun Sharma
3. Quantitative Aptitude and Reasoning by N. Singh
4. Quantum CAT by Sarvesh Kumar Verma

BUSINESS AND ECONOMIC ENVIRONMENT-13030702117 **CONTENTS**

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO BUSINESS ENVIRONMENT

- Unit 01:** Introduction to Business Environment & Strategic Management.
- Unit 02:** Types of Business Environment (Internal & External Business Environment).
- Unit 03:** Social Responsibility of Business, Meaning, Importance, Scope, Role, Advantages & disadvantage
- Unit 04:** Consumerism: Definition, Economic Impact, Pros & Cons

BLOCK 02: ECONOMIC ROLES OF GOVERNMENT

- Unit 05:** Introduction to Economic Roles of Government.
- Unit 06:** Monetary and Fiscal Policy (Meaning, Objectives, Role and Instrument)
- Unit 07:** Concept of Industrial Policy.
- Unit 08:** Privatisation & Industrial Sickness.

BLOCK 03: MRTP ACT, LPG, WTO

- Unit 09:** Introduction to MRTP Act.
- Unit 10:** LPG (Meaning, Objectives, Role)
- Unit 11:** GATT & WTO. Labour welfare & Social Security.

BLOCK 04: FINANCIAL ENVIRONMENT

- Unit 12:** Financial Environment: Financial Institution, RBI, Stock Exchange
- Unit 13:** Non Banking Financial Corporation,
- Unit 14:** Capital Market Reform and Development.

BLOCK 05: INDUSTRIAL DEVELOPMENT STRATEGY AND GROWTH

- Unit 15:** Industrial Development Strategy and Growth under Indian Planning
- Unit 16:** Commodity Exchange and its Regulation
- Unit 17:** Price and Distribution Control, Concentration of Economic Power.

Further Reading

1. Francis, Cherunillam : Business Environment and Government (HPH.)
2. Adhikary, M : Economic Environment of Business (Sultan Chand)
3. Agrawal & Diwan : Business Environment (Excel)
4. Daniel: International Business Environment and Operations (Pearson)
5. Michael V.P. : Business Policy and Environment (S. Chand)

BUSINESS REGULATORY FRAMEWORK-13030702118
CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO CONTRACT

- Unit 01:** Introduction to Contract
- Unit 02:** Introduction to Offer and Acceptance
- Unit 03:** Introduction Special Contract
- Unit 04:** Essentialities of Indemnity & Guarantee

BLOCK 02: INTRODUCTION TO SALE OF GOODS ACT.

- Unit 05:** Introduction to Sale, Essentiality of Condition and Warranties
- Unit 06:** Introduction to Transfer of Ownership
- Unit 07:** Performance of the Contract
- Unit 08:** Unpaid Seller and his rights

BLOCK 03: INTRODUCTION TO NEGOTIABLE INSTRUMENTS & FOREIGN EXCHANGE MANAGEMENT ACT.

- Unit 09:** Introduction to Negotiable Instruments.
- Unit 10:** Types of Negotiable instruments.
- Unit 11:** Dishonour & Discharge of Negotiable Instruments.
- Unit 12:** Introduction to Foreign Exchange Management Act.

BLOCK 04: INTRODUCTION TO CONSUMER PROTECTION ACT

- Unit 13:** Introduction to Consumer Protection Act.
- Unit 14:** Consumer Dispute Redressal Agencies
- Unit 15:** Environment Protection Act.
- Unit 16:** Information Technology Act

Further Reading

1. Mercantile Law – By N. D. Kapoor
2. Commercial Law – Chawla and Garg
3. Mercantile Law – S.S. Gulsan
4. Business and Corporate Law – Gyna, PPS (S.Chand).

INDIAN ETHOS & VALUE-13030702119
CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO INDIAN ETHOS & VALUE

- Unit 01:** Personal growth and lessons from ancient Indian educational system
Unit 02: Human values, Need for values,
Unit 03: Human values in managerial education
Unit 04: Reliance of values for managers, spiritual values in management.

BLOCK 02: INTRODUCTION TO ETHICAL BEHAVIOUR

- Unit 05:** Attitude governing ethical behavior.
Unit 06: Relationship between ethics and professional manager.

BLOCK 03: INTRODUCTION TO MODEL OF MANAGEMENT

- Unit 07:** Model of management in the Indian socio political environment.
Unit 08: Human values, Need for values,
Unit 09: Human values in managerial education
Unit 10: Reliance of values for managers,
Unit 11: Spiritual values in management.

BLOCK 04: GLOBAL CHANGING ENVIRONMENT.

- Unit 12:** Work Ethics
Unit 13: Indian inside into TQM.
Unit 14: Need for values in global changing environment,

BLOCK 05: PROBLEMS RELATED TO STRESS.

- Unit 15:** Problems relating to stress in corporate life.
Unit 16: Factors to Control the stress & practice,

Further Reading

1. Indian Ethos and Values in Management, By R. Nandagopal and Ajith Sankar R. N.
2. Indian Ethos and Value for Management, By N. M. Khandelwal

MANAGEMENT ACCOUNTING-13030702120
CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO MANAGEMENT ACCOUNTING

- Unit 01:** Management Accounting -Concepts, Objectives, Function
Unit 02: Role of Management Accountant,
Unit 03: Role of Management Accounting.
Unit 04: Tools and Techniques, Costs of Management Accounting.

BLOCK 02: INTRODUCTION TO FUNDS FLOW STATEMENT AND CASH FLOW STATEMENT

- Unit 04:** Funds Flow Statement
Unit 05: Cash Flow Statement.
Unit 06: Their Preparation.

Unit 07: Managerial Uses.

BLOCK 03: FINANCIAL STATEMENT ANALYSIS

Unit 08: Financial Statement Analysis -Meaning & Objective of Financial Statement,

Unit 09: Techniques of Financial Statement Analysis,

Unit 10: Trend Analysis.

Unit 11: Comparative & Ratio Analysis.

BLOCK 04: MANAGEMENT REPORTING

Unit 12: Management Reporting, Essentials, Reporting to Various Levels of Management.

Unit 13: Forms of Reporting, Principles and Contents of Reporting System.

Unit 14: Process of Report Writing.

BLOCK 05: STRATEGIC MANAGEMENT ACCOUNTING

Unit 15: Concept of Strategic Management Accounting.

Unit 16: Techniques of Strategic Management Accounting. Activity Based Management, Management Control System, Structure, Function, Process.

Further Reading

1. Management Accounting, R.K. Sharma & Shashi K. Gupta, Kalyani Publishers.

BBA- 5TH SEMESTER
INTRODUCTION TO INSURANCE -13030702121
CONTENTS

BLOCK/UNITS

BLOCK 01: INSURANCE IN INDIA

Unit 01: Nature and Scope of Insurance, Functions of Insurance:

Unit 02: Primary Functions & Secondary Functions.

Unit 03: Importance of Insurance, Principles of Insurance.

Unit 04: Insurance Sector Reforms in India.

BLOCK 02: PRINCIPLES OF INSURANCE

Unit 05: The Concept of Insurance and its Evolution.

Unit 06: The Business of Insurance, Insurance Customers.

Unit 07: The Insurance Contract, Insurance Terminology.

Unit 08: General Insurance Products, History of Insurance in India.

BLOCK 03: PRACTICE OF LIFE INSURANCE

Unit 09: Life Insurance Organization, Premiums and Bonuses.

Unit 10: Plans of Life insurance.

Unit 11: Group Insurance, Linked Life Insurance Policies.

Unit 12: Applications and Acceptance.

BLOCK 04: PRACTICE OF LIFE INSURANCE

Unit 13: Life Insurance Organization, Premiums and Bonuses.

Unit 14: Plans of Life insurance.

Unit 15: Group Insurance, Linked Life Insurance Policies.

Unit 16: Applications and Acceptance.

Further Reading

Inside the Insurance Industry by Kevin Glaser

INDIAN ECONOMICS & MACRO ECONOMICS-13030702122
CONTENTS

BLOCK/UNITS

BLOCK 01: AN OVERVIEW OF MACRO ECONOMICS

Unit 01: An overview of macroeconomics - macro economic issues

Unit 02: Key macroeconomics variables.

Unit 03: Macro economic issues, Goals of Macroeconomic policy and policy instruments.

BLOCK 02: NATIONAL INCOME AND ACCOUNTING SYSTEM

Unit 04: An overview of National Income and Accounting system

Unit 05: Economic Activity: A circular flow. The circular flow of Income.

Unit 06: Methods of measuring national income.

Unit 07: Practical problems in measuring India's national income. National Income and welfare.

BLOCK 03: MACROECONOMIC EQUILIBRIUM & CONSUMPTION FUNCTION

Unit 08: Macroeconomic equilibrium in the classical and Keynesian model.

Unit 09: Consumption, saving and investment - Determinants of consumption and saving.

Unit 10: Consumption function. Determinant of Autonomous investment. The investment function.

Unit 11: Aggregate demand - aggregate supply framework, IS-LM model.

BLOCK 04: MONEY DEMAND AND SUPPLY FUNCTIONS

Unit 12: Money Demand and supply functions - Demand for money, supply of money.

Unit 13: Inflation demand pull and cost push.

Unit 14: Balance of payment disequilibrium in BOP and measures to solve.

Unit 15: Business cycle - Phases, causes, consequences and measures to solve the problems.

BLOCK 05: MACROECONOMIC POLICY

Unit 16: Macroeconomic Policy - Fiscal policy and stabilization.

Unit 17: Fiscal policy and economic growth.

Unit 18: Instruments of monetary policy, economic growth and development.

Further Reading

1. Shappiro, Edward - Macroeconomics, TMH
2. Gupta, G.S. - Macroeconomics, TMH
3. Dwivedi, D.N. - Macroeconomics, TMH
4. Gupta, S.B. - Monetary Economics, S. Chand.

WRITTEN & ORAL COMMUNICATION-13030702123

CONTENTS **BLOCK/UNITS**

BLOCK 01: INTRODUCTION TO WRITTEN & ORAL COMMUNICATION

Unit 01: Introduction: Spoken VS Written Communication.

Unit 02: Basic Skills of Writing, High Order Writing Skills.

Unit 03: Verbal/Non-Verbal Communication

Unit 04: Verbal/ Non Verbal communication factors affecting each.

BLOCK 02: INTRODUCTION TO PRECISION

Unit 05: Precision: Summarizing, Precis Writing.

Unit 06: Paragraph. Report Writing.

BLOCK 03: INTRODUCTION TO BUSINESS LETTER WRITING

Unit 07: Formal & Informal letter writing.

Unit 08: Applications and Business Letters writing.

BLOCK 04: PREPARING CV/BIO-DATA/ SOCIAL MEDIA PROFILE

Unit 09: Format for Resume/ Bio-data/ CV writing.

Unit 10: Note Taking/Note-Making.

Unit 11: How to create the Social Media profile (LinkedIn, twitter etc.).

BLOCK 05: PREPARING ADVERTISEMENT/ARTICLES

Unit 12: Writing Advertisements.

Unit 13: Language of Advertisement.

Unit 14: Writing Dissertations and

Unit 15: Academic Articles.

Unit 16: Creative Writing.

Further Reading

1. John Sealy, Oxford Guide to Writing and Speaking , OUP

CONTEMPORARY INDIAN SOCIETY & CULTURE-13030702124

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO INDIAN SOCIETY

Unit 01: Indian society, origin and composition.

Unit 02: Formation of caste and tribes, major religion, little tradition and great traditions.

Unit 03: Conflict and threats, to unity.

Unit 04: Approaches to social integration.

BLOCK 02: SOCIO-CULTURAL CHANGES IN INDIA

Unit 05: Process of socio-cultural changes in India.

Unit 06: Impact of changes in different periods of culture.

Unit 07: Impact of western culture and modernization.

Unit 08: Changes due to liberalization and globalization.

BLOCK 03: ROOTS OF INDIAN CULTURE

Unit 09: Roots of Indian culture.

Unit 10: Concept of Bharat Barsa. religion, faith and belief

Unit 11: Social systems, characteristics of Indian Culture.

BLOCK 04: CULTURAL EXPANSION

Unit 12: Cultural Expansion.

Unit 13: Overseas Trade and Commerce and its impact on Southeast Asia.

Unit 14: External impact on Indian Culture.

BLOCK 05: GROWTH OF NATIONALISM IN INDIA

Unit 15: Growth of nationalism in India; Phases of freedom movement in India

Unit 16: Moderate, Extremist and Gandhian. Freedom struggle and the role of Mahatma Gandhi, Jawaharlal Nehru,

Further Reading

1. Indian Society and Culture. Mandakini Das,Soma Chand,Kalindi Jena: Kalyani Publisher

RESEARCH METHODOLOGY -13030702125

CONTENTS

BLOCK/UNITS

BLOCK-1: FUNDAMENTALS OF RESEARCH

Unit 1: Meaning, Objectives & Importance of Research.

Unit 2: Motivating Factors and Types of Research.

Unit 3: Scientific Method of Research: Characteristics, Process, and Limitations.

Unit 4: Criteria for Good Research.

BLOCK-2: COLLECTION OF DATA & TYPES OF DATA

Unit 5: Data Collection Methods: Quantitative and Qualitative Approaches.

Unit 6: Questionnaires, Interviews, and Observations for Data Collection.

Unit 7: Sampling Techniques: Definition, Purpose, and Types of Sampling.

Unit 8: Review of Literature: Need, Source, and Methods.

BLOCK-3: DEFINING RESEARCH PROBLEM

Unit 9: Identifying Research Gaps and Opportunities.

Unit 10: Hypothesis: Meaning, Nature, Types.

Unit 11: Process of Formulating Hypothesis and Research Design.

Unit 12: Bibliography, Citation, and Accession of Library Sources.

BLOCK-4: INTERPRETATION & REPORT WRITING

Unit 13: Interpretation & Report Writing: Importance and Techniques of Interpretation.

Unit 14: Significance of Report Writing and Steps in Writing Report.

Unit 15: Lay-out of the Research Report and Types of Reports.

Unit 16: Analysis, Summary, Scope for Further Studies, and Importance of

Further Reading

1. Panneerselvam – Research Methodology (PHI)
2. Research Methodology : Methods and Techniques, by C R Kothari
3. Quantitative Techniques for Managerial Decisions, Wiley Eastern Ltd , by U K Srivastava
4. Statistics for Management by Levin (PHI)
5. The Foundation of Multivariate Analysis, Wiley Eastern Ltd , by Takeuchi K ; Yanai, H and Mukherjee, B N
6. Statistics, by S P Gupta

BBA- 6TH SEMESTER

HUMAN RESOURCE MANAGEMENT -13030702126

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Unit 01: Introduction to Concept of Human Resource Management.

Unit 02: Need for Human Resource Approach.

Unit 03: System Approach to HRM

Unit 04: Role of HR Manager

BLOCK 02: INTRODUCTION TO HUMAN RESOURCE PLANNING

Unit 05: Introduction to HR Planning.

Unit 06: Forecasting the Demand for Human Resources.

Unit 07: Introduction to Recruitment

Unit 08: Introduction to Selection

BLOCK 03: PROMOTION, TRANSFER AND SEPARATION

Unit 09: Introduction to Promotions

Unit 10: Transfer and its Purpose, types and transfer policy

Unit 11: Separation and its types.

Unit 12: Introduction to Performance Appraisal.

BLOCK 04: COMPENSATION MANAGEMENT AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Unit 13: Introduction to Compensation Management & Job Evaluation.

Unit 14: Training, its development and its methods.

Unit 15: Concept of International Human Resource Management.

Unit 16: Recruitment, Selection, Training and Development of International Human Resource Management.

Further Reading

1. Pattanayak – Human Resource Management. (PHI)
2. Kandula – Human Resource Management in Practice with 300 models, Techniques & Tools (PHI)
3. Personnel Management and Industrial Relations – R.S. Davar: Vikash Publishing House Pvt. Ltd.
4. Human Resource Management – Subba Rao: HPH

FINANCIAL MANAGEMENT -13030702127

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO FINANCIAL MANAGEMENT

Unit 01: Introduction to Concept of Financial Management (Meaning, nature and scope of finance).

- Unit 02:** Financial Goal-Profit vs. wealth maximization.
Unit 03: Finance functions- Investment, Financing
Unit 04: Finance functions- Dividend Decisions, Innovative finance functions

BLOCK 02: INTRODUCTION TO CAPITAL BUDGETING & COST OF CAPITAL

- Unit 05:** Capital Budgeting: Nature of investment decisions, Investment evaluation criteria.
Unit 06: Net present value, Internal rate of return, Payback period, Accounting rate of return, Capital rationing, Risk analysis in capital budgeting.
Unit 07: Cost of Capital: Meaning and significance of cost of capital, Calculation of cost of debit.
Unit 08: Preference capital, Equity capital and Retained earnings, Combined cost of capital (weighted).

BLOCK 03: OPERATING AND FINANCIAL LEVERAGE & CAPITAL STRUCTURE THEORIES

- Unit 09:** Operating and Financial Leverage: Measurement of leverages, Effects of operating and financial leverage on profit.
Unit 10: Analyzing alternate financial plans, combined financial and operating leverage.
Unit 11: Capital Structure Theories: Traditional and M.M. hypotheses.
Unit 12: Capital Structure Theories: Determining capital structure in practice

BLOCK 04: DIVIDEND POLICIES AND WORKING CAPITAL

- Unit 13:** Dividend Policies: Issues in dividend decisions, Walter's model, Gordon's model, M-M hypothesis.
Unit 14: Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate dividend behaviour.
Unit 15: Requirement of Working Capital & Financing: Meaning, significance and types of working capital, calculating operating cycle period and estimation of working capital requirements.
Unit 16: Financing of working capital, Source of working capital, Spontaneous Source and Negotiated Source.

BLOCK 05: MANAGEMENT OF WORKING CAPITAL

- Unit 17:** Management of Working Capital: Dimensions of Working Capital Management.
Unit 18: Management of Cash.
Unit 19: Management of receivables.
Unit 20: Management of Inventory.

Further Reading

1. Banerjee: Financial policy and Management Accounting (PHI)
2. Prasanna Chandra - Financial Management, TMH
3. James C Vanhorne - Financial Management & Policy
4. Weston & Brigham - Managerial Finance (Rine Hart Winston Holt)
5. Brigham - fundamentals of Financial Management, C B S International
6. Sahoo, P K - financial Management, Pen Point Communication
7. I M Pandey - Financial Management, Vikash
8. Khan & Jain - financial Management, Tata McGraw – Hill
9. Viswanathan, S R , corporate Finance, Response
10. Chandra Bose: Financial Management (PHI)

MARKETING MANAGEMENT-13030702128
CONTENTS
BLOCK/UNITS

BLOCK 01: INTRODUCTION TO MARKETING MANAGEMENT

- Unit 01:** Introduction to Marketing Management: Meaning, Importance, Functions and Core Concept of Marketing
Unit 02: Philosophies of Marketing Management.
Unit 03: Marketing Management Process and Marketing in Economic Development Process.
Unit 04: Marketing Management Environment.

BLOCK 02: INTRODUCTION TO MARKETING PLANNING

- Unit 05:** Identification of market.
Unit 06: Market Segmentation.
Unit 07: Marketing Information System and Marketing Research
Unit 08: Consumer Behaviour and Demand Forecasting

BLOCK 03: PRODUCT PRICING STRATEGY

- Unit 09:** Product, Product Classifications, Product Strategies.
Unit 10: New Product Development and Product Life Cycle
Unit 11: Marketing Mix Strategy, Branding, Labeling and Packaging Strategies.
Unit 12: Pricing Methods and Strategy.

BLOCK 04: PROMOTION, PLACEMENT MANAGEMENT & CONTEMPORARY TOPICS IN MARKETING

- Unit 13:** Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy.
Unit 14: Meaning and Importance of Distribution System, Functions of wholesaler and retailer.
Unit 15: Marketing of Services and Rural Marketing.
Unit 16: International Marketing, Digital Marketing and Green Marketing

Further Reading

1. Sherlekar, S.A. Marketing Management, HIMALAYA.
2. Philip Kotler - Marketing Management, 12th Edn , PHI
3. Rajan Saxena - Marketing Management, Tata - McGraw Hill
4. Ramaswarny & Namakumari - Marketing Management, McMillan

PRODUCTION & OPERATION MANAGEMENT-13030702129

CONTENTS

BLOCK/UNITS

BLOCK 01: INTRODUCTION TO PRODUCTION AND OPERATION MANAGEMENT

- Unit 01:** Introduction to Production and Operation Management.
Unit 02: Product & Services Transmission Process.
Unit 03: Product & Process Design. Automation.
Unit 04: Duties and Responsibilities of Production Manager.

BLOCK 02: INTRODUCTION TO FACILITY LOCATION PLANNING

- Unit 05:** Facility Location Planning, Factors Affecting Break Even Analysis for facility location planning, factors and location.
Unit 06: Rect. Single Medial Model, Centre of Gravity model.
Unit 07: Facility Capacity & Layout Planning.
Unit 08: Decision Tree.

BLOCK 03: INTRODUCTION TO PROJECT MANAGEMENT

- Unit 09:** Introduction to Project Management
Unit 10: Role & Technique (CPM & PERT).
Unit 11: Innovation Management and its uses.
Unit 12: Decision Tree.

BLOCK 04: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

- Unit 13:** Introduction to MRP.
Unit 14: Concept of JIT.
Unit 15: Concept of Supply Chain Management.
Unit 16: Aggregate Product Planning.

BLOCK 05: INVENTORY MANAGEMENT

- Unit 17:** Nature and Importance of Inventory, Classification of Inventories, Functions of Inventory
Unit 18: Inventory Costs, Inventory Decisions, Inventory Models
Unit 19: Importance of Inventory Management, Inventory Control System, Inventory Control Systems for Independent Demand Items.

Unit 20: Measurement of the Effectiveness of Inventory Management, Simulation Technique for Decision Making in Inventory Management, Simulation and Inventory Control, Application of Simulation Technique for Solving Inventory Control Problems.

Further Reading

1. Bedi - Production Operations Management, McGraw Oxford
2. Chary S N - Production Operations Management, Tata - McGraw – Hill
3. Mayer R R - Production Operations Management, McGraw – Hill
4. Riggs J L - Production Systems, John Wiley & Sons

MANAGEMENT INFORMATION SYSTEM-13030702130

CONTENTS **BLOCK/UNITS**

BLOCK 01: INTRODUCTION TO INFORMATION SYSTEM

Unit 01: Information System - Rules, Components, Types.

Unit 02: Definition of MIS, MIS Model, Characteristics.

Unit 03: Subsystem and up Growth in Organisation.

BLOCK 02: INFORMATION SYSTEM DEVELOPMENT

Unit 04: Information System Development - Life Cycle.

Unit 05: Information System Development - Security and Control.

Unit 06: Issues in Information System.

BLOCK 03: INFORMATION SYSTEM IN BUSINESS

Unit 07: Information System in Business - Marketing.

Unit 08: Information System in Business - HR, FM.

Unit 09: Information System in Business - Production and its importance in Decision Making.

BLOCK 04: ANALYSIS AND DESIGN OF INFORMATION SYSTEM

Unit 10: Analysis and Design of Information System:- Fundamental Concept of System.

Unit 11: System development Life Cycle.

Unit 12: Fact finding technique.

Unit 13: DFD, Flow Chart.

BLOCK 05: DATA BASE MANAGEMENT SYSTEM

Unit 14: Concept of Data Base Management System.

Unit 15: Levels of Data, Objection, Types.

Unit 16: DBMS, functions, Benefits, Designing of Data base, Data & Mapping.

Further Reading

1. Business Communication Today- Bovee, Thill, Schwatzman, Pearson Education.
2. Business Communication Concepts, Cases and Applications- P.D. Chaturvedi, Mukesh Chaturvedi.
3. Communication for Business- Shirley Taylor, 3rd Edition, Pearson Education.
4. Letitia Baldrige's New Complete Guide to Executive Manners. 5. Business and Management Chronicle- Jan, 2006.

Summer Training & Project Report -13030702131
Project Report Submission & Viva- 100 marks