OBJECTIVES: -

- To familiarize students with the Architecture of Internet.
- To familiarize students with the process of E-commerce and security concerns while using E-commerce in business management.

PADAGOGIC TOOLS:- Lectures, Assignment and Presentation, Practical (Laboratory)

1. Internet Architecture  
   
   a. Client Server Architecture  
   b. Address Mechanism  
      i. IP Address  
      ii. Domain Name & DNS  
   c. Services:  
      iii. WWW  
      iv. e-mail  
      v. Chat  
      vi. BBS  
      vii. Telnet  
      viii. Search Engine and Meta Search Engine  
      ix. Blog  
      x. PING

2. E_Commerce Process and E-security  
   
   a. Change Management  
   b. Business Process Reengineering  
   c. Cryptography  
      i. Symmetric Key  
      ii. Asymmetric Key (Public Key, Private Key)  
      iii. Digital Signature  
   d. Secure Electronic Transaction (SET)  
   e. Secure Socket Layer (SSL)

Reference Books:

1) E-commerce, The cutting edge of Business, K.K.Bajaj & D.Nag-TMH 
2) Electronic Commerce, David Kosiur-PHI
3) E-Commerce, An Indian perspective, P.T. Joseph
4) Computer Networks, Andrew s. Tanenbaum
5) ABC of Internet, Dyson –BPB
6) How Internet Works, Gralla-Tech Media
7) Internet Marketing E-commerce and Cyber Loss, Asit Narayan & L.K. Thakur-Author Press
8) E-commerce (Concepts, Models, Strategies), By C.S.V. Murthy, Himalaya Publishing House

**Note:**

1. 6 Lectures per week: (From the above contents the practical oriented topics be covered up suitably in computer laboratory and assignments be given to the students based on the practical study)
2. Assignment Work should also include Static Web Site Designing using HTML Editor

   (Formatting, Tables, List, Form, Hyperlink, Images, Buttons, Frame)
1. CAPITAL BUDGETING  (COMPULSORY EXAMPLE)  
- Importance, Process of Capital Budgeting
- Concept of Capital Rationing (Theory)
- Time Value of Money, Present Value and Future Value
- Investment Appraisal tools: NPV, Benefit-cost Ratio, IRR, Payback Period, ARR
- Estimation of cash flow based on Straight Line Depreciation & Written-Down value method: Single Proposal, Replacement Situation, Mutually exclusive situation

2. WORKING CAPITAL MANAGEMENT  
1. Introduction: Concept of Working Capital (Gross/Net), Need, Operating Cycle, Estimation of WC Requirement (Compulsory Examples), Relative asset Liquidity & Relative Finance Liquidity
3. Inventory Management: Need for Inventory, Type of Inventory, EOQ Model, Order Point, Pricing & Valuation of Stocks (Brief Idea), Monitoring & Control of Inventories (ABC Analysis)
4. Receivable Management (Theory Only): Need for Receivable Management, Credit Policy, Variables, Credit Evaluation Methods (traditional, numerical credit scoring, risk classing, discriminate analysis), Monitoring receivable (Days Sales Outstanding, Aging Schedule, Collection Matrix)

Reference Books
1. Financial Management Theory Practice by Prasanna Chandra, Tata McGrow Hill Publication
3. Financial Management by I.M.Pandey (Vikas Publicatin)
5. Essentials of Business Finance by R.M.Shrivastava (Himalaya Publishing House)
OBJECTIVES

- To acquaint the students with the concept of management accountancy
- To develop in them the ability to evaluate and use accounting data as aid to decision making for management as a whole.

1. BUDGET AND BUDGETARY CONTROL  20%
   - Meaning, Significance and Limitation of budgetary control
   - Cash budget & Flexible budget and Zero based budgeting

2. STANDARD COSTING AND VARIANCE ANALYSIS  30%
   - Definition: Standard Costing and Variance
   - Standard costing v/s Budgetary Control
   - Analysis of Variance, Computation of Variance: Material Cost Variance, Labour Variance, Overhead Variance

3. COST VOLUME PROFIT ANALYSIS  25%
   - Meaning & significance of marginal costing
   - Break even Analysis (example including one key factor)

4. DECISION MAKING  25%
   - Differential cost, relative cost, application of differential cost analysis through case study in the following decision making areas:
     1. Make or buy decision,
     2. Determination of Product Mix,
     3. Dropping a product line & expand or contract.

Reference Book
2. Cost & Management Accounting – Ravi M. Kishore, Taxmann
3. Management Accounting – R.S.N. Pillai, Bagavathi, S.Chand
5. Cost and Management Accounting – S. N. Maheshwar Grewal
6. Management Accounting – Hingorani & Ramnathan
7. Management Accounting – Khan & Jain
OBJECTIVES:
1. The course is designed to impart the basic knowledge of statistics, to acquaint the students with the practical utility of the subject with special reference to business and commerce and equip them with those statistical tools and techniques which shall provide them the necessary background for the applications of these techniques in different areas of management.

PEDAGOGIC TOOLS:
Lectures, Practical examples from business world, assignments & presentations.

COURSE CONTENT: - Topics with Weightage

1. Testing of Hypothesis (60%)
   - Large sample test: for one sample and two samples (About the parameters mean, standard deviation, proportion)
   - Small sample test: for one sample and two samples-(t-test, F-test, $\chi^2$-test, Z-test) (About the parameters mean, standard deviation, correlation coefficient)
   - ANOVA

2. Sampling Methods (15%)
   - Definition and methods of Simple random sampling with and without replacement
   - Examples on Simple random sampling
   - Definition and explanation of Stratified sampling
   - Examples on Stratified sampling

3. Statistical Quality Control (20%)
   - General Theory
   - X-R Chart (for quantitative data)
   - p-np Chart (for defective articles in a lot with same sample size)
   - C-Chart (for number of defects)

3. Decision Theory (5%)
   - Introduction of Basic Theory

Reference Books:
1. Fundamentals of statistics : S.C. Gupta
2. Statistics for management : Richard I. Levin and David S. Rubin
4. Statistics for Management : Anand Sharma
5. Statistics for Business and Economics : R P Hooda
Objectives:
To sensitize students to the different orientations of marketing and help them assimilate philosophy of Marketing, so as to better approach process of Marketing Management.

Pedagogic Tools:
Lectures, assignments, Case studies, Practical examples from corporate & business world, projects & presentations.

Course Content:

1. Introduction to Marketing Mix
   Meaning, Elements of Marketing Mix

2. Product
   Concept-levels, classification, Product line and Product Mix, Concept of Product life cycle (PLC) and Marketing strategies,
   Objectives and functions of Packaging and Labeling

3. Pricing
   Objectives and Importance and factors affecting pricing decisions, Steps in Pricing,
   Price Discounts and allowances, Discriminatory pricing

4. Place(Distribution)
   Meaning, Importance and Functions, Levels, of channel of Distribution, Types of intermediaries, Factors affecting choice of channel of distribution, Channel Management Decisions, Retailing and Wholesaling- Meaning and Marketing strategy
   Physical Activities involved in Distribution system (Logistics)

5. Promotion
   Meaning of Promotion, Elements of Promotion Mix, Meaning, Role/Importance of Integrated Marketing Communication, process of effective Integrated Marketing Communication

Note: At least 20% of the question paper should carry case study or applied questions.

1. Marketing Management: Philip Kotler, Kevin KELLER, Abraham Koshy, Mithileshwar Jha. Pearson
3. Marketing Management: Etzel and Others
   Tata Mcgrow hill
4. Marketing Management: Rajan Saxena
Objectives

- To make the students understand why human beings react as they do and the importance of behaviour in shaping the personality.
- To help develop a sense of empathy while dealing with people for organizational excellence.
- To help develop credibility and transparency when two or more persons communicate with each other.
- To mould the young people at appropriate age to transform them into good citizens.

Pedagogic Tools

Lecture, Case Study, Group Discussion, Role play, Practical Exercises, Presentation and Assignment

Syllabus and Teaching Schedule

1. ATTITUDE:
   - Concept & meaning of attitude
   - Factors affecting formation of attitude
   - Types of job attitude
   - Characteristics of attitude
   - Functions of attitude
   - Attitude, values and behaviour
   - 40%
2. **GROUP DYNAMICS:** 30%

- Concept and Meaning
- Process of Formation of Groups
- Types of Groups
- Usefulness of Groups in Organisation
- Pitfalls of groups
- Determinants of group behavior
- Group Structuring (leadership, roles, cohesiveness, size, norms, tasks, status congruence)
- Difference between groups and teams

3. **CONFLICT MANAGEMENT:** 30%

- Concept and Meaning
- Process Development of Conflict
- Ego States (Transaction Analysis)
- Levels of Conflict
- Conflict Resolution
- Managerial Implication

Case Study, for all Topics

**SUGGESTED TEXT BOOK:** Organisational Behaviour
K. Ashwathappa Himalaya Publishing House

**BOOKS FOR REFERENCE:**
1. Organisational Behaviour L.M. Prasad Sultan Chand and Sons
2. Organisational Behaviour Stephen Robbins Pearson Education
3. Organisational Behaviour Hellriegel, Slocum, Woodman South Western Publication
5. Organisational Behaviour  Fred Luthans  McGraw Hill International
7. Behaviour In Organisations Jerald Greenberg & Robert Baron  PHI
8. Organisational Behaviour (Text & Cases)  Uma Sekaran  The Mc Graw Hill Company

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Objectives:
To expose students with the basics of Operations Management. They should understand basic management of manufacturing processes. They must appreciate that fundamentals of Operations Management are also applicable to production of services. They should also understand various aspects of production planning & control techniques. They should know various techniques of optimum utilization of resources like time, inventory, machine etc. They should also be exposed to quality assurance techniques.

Pedagogic Tools:
Lectures, Case studies, Practical examples from corporate & business world, assignments & presentations. Industrial trips

Chapter 1. Work-study & Value Analysis: (40 %)

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Sub Topic</th>
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<tbody>
<tr>
<td>1.</td>
<td>Introduction to Work- Study. Definition of work-study.</td>
</tr>
<tr>
<td>2.</td>
<td>Importance of Work- Study to productivity. Explanation with the help of learning curve.</td>
</tr>
<tr>
<td>3.</td>
<td>Two components of Work- Study: Method Study &amp; Work Measurement (Time-Study)</td>
</tr>
<tr>
<td>4.</td>
<td>Definition of Method Study. The process of Method Study (Steps of Method Study)</td>
</tr>
<tr>
<td>A.</td>
<td>Various Flow Process Charts (Man type, Material type, Man &amp; Machine type, Two Handled flow process chart etc)</td>
</tr>
<tr>
<td>B.</td>
<td>Various Flow Diagrams</td>
</tr>
<tr>
<td>C.</td>
<td>Photographic Techniques</td>
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<tr>
<td>6.</td>
<td>Practical problems of construction of flow process charts</td>
</tr>
<tr>
<td>7.</td>
<td>Definition of Work- Measurement. The process of Work Measurement (Time Study)</td>
</tr>
<tr>
<td>10.</td>
<td>Techniques of In-direct time study</td>
</tr>
<tr>
<td>12.</td>
<td>Objectives of Value Analysis</td>
</tr>
<tr>
<td>13.</td>
<td>Process of Value Analysis</td>
</tr>
<tr>
<td>14.</td>
<td>Techniques of Value Analysis</td>
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</table>

CHAPTER 2. Overview of Operations Planning (Production Planning) & Operations Scheduling (40 %)

<table>
<thead>
<tr>
<th>Sr. No</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Definition of Operations (Production) Planning. General idea and explanation of Production Planning</td>
</tr>
<tr>
<td>2.</td>
<td>Three levels of Production Planning: Strategic Planning, Tactical Planning &amp; Operational Planning</td>
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</tbody>
</table>
3. Idea of Master Scheduling
6. Definition of Production Scheduling & general idea
7. Scheduling Strategies. Idea of Forward & Backward Scheduling
8. Various types of Gantt Charts
10. Other priority rules (FCFS, LS, RS, LPT, SPT, EDD, PCO, Critical ratio rule) & numerical problems for these models
11. Definition of Operations Control; Priority Control & Dispatching
12. Status Control & Follow-up

Chapter 3. Quality & Cost Control: (20%)

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Sub Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Definition of Quality &amp; Quality Control</td>
</tr>
<tr>
<td>2.</td>
<td>Objectives of Quality Control</td>
</tr>
<tr>
<td>3.</td>
<td>Methods of Quality Control</td>
</tr>
<tr>
<td>4.</td>
<td>Acceptance Sampling for in-coming &amp; out-going material quality</td>
</tr>
<tr>
<td>5.</td>
<td>Types of various costs of manufacturing, cost components, cost types, cost control techniques, Cost Standards for labour, material &amp; overhead costs</td>
</tr>
<tr>
<td>6.</td>
<td>Concept of Budget with emphasis on Production Budget or Manufacturing Budget. Fixed &amp; flexible budget</td>
</tr>
</tbody>
</table>

**Note:**
From Chapter 1 & from Chapter 2 only, numerical problems should be asked in final exam.

Reference Books:

2. Operations management – By Everett Adams, PHI
3. Operations Management – By Martinich, PHI
4. Operations Management – By Krajewski, PHI
6. Operations Management – By Russell & Taylor
Objectives:
To expose students to the dynamic field of HRM and develop in them an understanding of the need for every manager to be a HR manager. To enable students to comprehend the key and vital issues of HRM in a dynamic environment. To introduce students to theory, contemporary issues and practical examples from the corporate world for effective study of HRM.

Pedagogic Tools:
Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations,

Course Content:

CHAPTER 1 Internal Mobility (40%)
Internal mobility need & purpose
Meaning & objective of promotion
Types, purpose & benefits of promotion
Meaning & objectives of transfer
Reasons, types, benefits & problems of transfer
Demotion: reasons & principles

CHAPTER 2 Performance Appraisal (30%)
Concept & objectives of performance appraisal
Use of performance appraisal
Problems in performance appraisal
Essentials of effective performance appraisal system
Methods of performance appraisal
1) Graphic rating scale
2) Ranking method
3) Checklist method
4) Essay method
5) Confidential Report
6) Critical Incident method
7) Assessment centers
8) MBO

Process of performance appraisal (system)

CHAPTER 3: Wage & salary administration (30%)
Objectives of wage & salary administration
Overview of state regulation of wages (minimum wages act, payment of wages act, wage boards, equal remuneration act payment of bonus act)
Principles of wage & salary administration
Components of wage & salary administration
Factors affecting wages
Methods of wage payments
Executive compensation
Note: About 15-20 percentage of total paper should be allocated to case study or application based questions.


2) Human Resource Management by Dr. S.S. Khankha
3) Human Resource & Personnel Management by K. Ashwathappa