

# **BHARTI UNIVERSITY DURG (C.G.)**

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## **SCHEME & SYLLABUS Of BBA Semester Exam**

Under the

**FACULTY OF BUSINESS ADMINISTRATION**

**(Approved by Board of Studies)**

**Effective from Nov. 2021**

## Proposed Marking Scheme for BBA Course

### Course Content of BBA

#### SEMESTER – I

##### THEORY

PAPER	COURSE	DURATION	THEORY MARKS	TEACHER ASSESSMENT	TOTAL MARKS
B-101	English Language	3 Hrs	70	30	100
B-102	Computer Application	3 Hrs	70	30	100
B-103	Business Mathematics	3 Hrs	70	30	100
B-104	Principles of Management	3 Hrs	70	30	100
B-105	Financial Accounting	3 Hrs	70	30	100

#### SEMESTER – II

##### THEORY

PAPER	COURSE	DURATION	THEORY MARKS	TEACHER ASSESSMENT	TOTAL MARKS
B- 201	Hindi Language	3 Hrs	70	30	100
B- 202	Business Economics	3 Hrs	70	30	100
B- 203	Business Statistics	3 Hrs	70	30	100
B- 204	Cost Accounting	3 Hrs	70	30	100
B- 205	Environmental Studies	3 Hrs	70	30	100

### Semester – III

#### THEORY

PAPER	COURSE	DURATION	THEORY MARKS	TEACHER ASSESSMENT	TOTAL MARKS
B- 301	Managerial Economics	3 Hrs	70	30	100
B- 302	Business Communication	3 Hrs	70	30	100
B- 303	Business Laws	3 Hrs	70	30	100
B- 304	Business and Environment	3 Hrs	70	30	100
B- 305	Management Information System(MIS)	3 Hrs	70	30	100

### Semester – IV

#### THEORY

PAPER	COURSE	DURATION	THEORY MARKS	TEACHER ASSESSMENT	TOTAL MARKS
B- 401	Organizational Behavior	3 Hrs	70	30	100
B- 402	Marketing Management	3 Hrs	70	30	100
B- 403	Human Resource Management	3 Hrs	70	30	100
B- 404	Financial Management	3 Hrs	70	30	100
B- 405	Production Management	3 Hrs	70	30	100
B- 406	Comprehensive Viva-voce	3 Hrs	70	30	100

Semester – V

THEORY

PAPER	COURSE	DURATION	THEORY MARKS	TEACHER ASSESSMENT	TOTAL MARKS
B- 501	Marketing Research	3 Hrs	70	30	100
B- 502	Quantitative Techniques	3 Hrs	70	30	100
B- 503	Sales and Advertisement Management	3 Hrs	70	30	100
B- 504	Investment Management	3 Hrs	70	30	100
B- 505	Material Management	3 Hrs	70	30	100

Semester – VI

THEORY

PAPER	COURSE	DURATION	THEORY MARKS	TEACHER ASSESSMENT	TOTAL MARKS
B- 601	Business Policy and Strategy	3 Hrs	70	30	100
B- 602	Entrepreneurship and Small Business Management	3 Hrs	70	30	100
B- 603	Business Taxation	3 Hrs	70	30	100
B- 604	Business Ethics and Social Responsibility	3 Hrs	70	30	100
B- 605	Project Report and Viva – Voce	3 Hrs	70	30	100

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## **Semester One**

### **English (B- 101)**

#### **Course objective:**

This paper is designed to enable the students of business administration to speak and write with a fair degree of grammatical correctness.

#### **Course Contents:**

##### **Unit – I**

Tense: Simple present, progressive and present perfect, Simple Past, progressive and past perfect, Indication of Futurity. Modals (Will, shall, should, would, ought to, and others), Verb Structures (infinitives, Gerund and Participles), Linking Devices

##### **Unit-II**

Clauses: Co-ordinate Clause (with, but or either-or, neither-Nor, otherwise, or else.)  
Subordinate Clauses: Noun Clause (As subject, object and complement), Relative Clause (restrictive and non-restrictive) Adverb Clauses (Open a hypothetical conditionals, with because, though where, so that, as long as, as soon as, Comparative Clauses as adjective/adverb)

##### **Unit -III**

Structural Items: Simple, Compound and Complex sentence.

##### **Unit -IV**

Reported Speech: Declarative Sentences, Imperative sentences, Interrogatives (why-questions, Yes/No Questions), exclamatory sentences, Voice (Transformation of Sentences from Active to Passive and vice-versa)

##### **Unit -V**

Composition: Paragraph writing, Essay and Letter writing.

**References:**

1. "Written Communication in English" By Sarah Freeman Published by Orient Longman.
2. A Practical English Grammar - By Thompson and Martinet
3. English Grammar and Composition - By Rajendra Pal and Prem Lata Suri, Sultan Chand & Co.
4. High School English Grammar & Composition - By Wren & Martin
5. A textbook of fundamental English grammar & composition, Sultan Chand & Co.
6. Living English structure by W. S. Allen (Tiwari Publishing House Pvt. Ltd.)- Dr. A. K. Chatterjee.

## **Computer Application (B-102)**

### **Course Objective:**

The objective of this paper is to provide an understanding of computers, operating system & application of relevant software in managerial decision-making.

### **Course Contents:**

#### **Unit– I**

##### **Introduction to Computers**

Computer System Characteristics and Capabilities : Speed, Accuracy, Reliability, Memory Capability, Repeatability, Computer Hardware and Software; Block Diagram of a computer, Different types of S/W. Type of Computer : Analog, Digital, Hybrid, General and purpose Computers, Computer generation : Characteristics of Computer generations, Computer System – Micro, Minis & main frames, various types of computer peripherals and memory devices.

#### **Unit – II**

##### **Computer Organization**

CPU organization, ALU Control Unit, Input Device- Categorizing input H/W, Keyboard, Direct Entry – Card Readers, Scanning Device – O.M.R Character Readers, MICR. Pointing Device – Mouse Light Pen Output Device- Impact Printer, Non-Impact Printer, Plotters. Memory of Computer Main Memory Secondary memory; cache Memory; Real and virtual Memory; Memory management Unit (MMU)

#### **Unit – III**

##### **E-commerce Framework**

Definition of E-Commerce, Origin of E-Commerce, E-Commerce Opportunities for Businesses, Advantages of E-commerce, Disadvantages of E-Commerce, Security Issues in E-Commerce Security risks of ECommerce, exposure of resources, type of threats, sources of threats, security tools & risk – management approach

#### **Unit – IV**

## **Mobile Commerce:**

Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

## **Unit – V**

### **Network Infrastructure and E-payment**

Common Gateway Interface, Multimedia Objects, Network Access Equipment, Network Cables, Broadband Telecommunication. Electronic Payment System- Introduction to E-payment, Digital Token based E-payment, Smart Cards, Credit card System Threat on E-payment.

## **Reference:**

1. Computer Fundamentals B. Ram (BPB Publication)
2. Computer Fundamentals P.K. Sinha (BPB Publication)
3. Computer System Architecture Morris Mano (BPB Publication)
4. An Introduction to Html O.P.Vyas
5. Dos Fundamentals Peter Nortan.



## **Business Mathematics (B-103)**

### **Course Objectives:**

The course has been designed to provide elementary yet essential background of mathematical method so that managers may use themselves in business analysis and decision-making.

### **Course Contents:**

#### **Unit –I**

Matrices and Determinants : Definition of a matrix; Types of matrices; Algebra of matrices; Properties of determinants; Calculation of values of determinants up to third order; Adjoin of a matrix, elementary row & column operations.

#### **Unit- II**

Commission, Discount, Profit and Loss

#### **Unit – III**

Simultaneous Equations, Theory of Indices and logarithms.

#### **Unit – IV**

Average, Ratio and Proportions, percentages

#### **Unit – V**

Interest: Simple and Compound.

### **References:**

1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
2. “Practical Business Mathematics and Statistics” Suranjan Saha, Tata Mc. Graw – Hill Publishing Company Ltd. New Delhi.
3. “Business Mathematics” by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra.
4. “Plane Trigonometry” by Mr. S.L. Loney.
5. M. Rsgshvachari : Mathematics for Management – An Introduction. Tata Mc Graw HillPub. Co., New Delhi.

## **Principles of Management (B-104)**

### **Course Objective:**

To help the students' of business administration to acquire the basic knowledge of concepts and theory of principles of management.

### **Course Contents:**

#### **Unit – I**

Management: Concept of Management, Nature & Scope of Management, Significance of Management, responsibility of managers, Management thoughts: Fayol, Taylor, Elton Mayo; Functions of Management.

#### **Unit - II**

Planning: Characteristics of Planning, Steps in Planning Process, Benefits and Limitation of planning, Types of planning, Objective, Strategies, Policies; Management by Objectives.

#### **Unit - III**

Organizing: Nature & purpose of organization, principle of organization; Departmentation; Centralization & Decentralization; Forms of organization structure; Line and Staff relationship.

#### **Unit -IV**

Decision Making: Features of decision making, Role of decision making in management, Types of managerial decision, Steps in decision making process, Decision making techniques, Principles of decision making.

#### **Unit - V**

Controlling and Budgeting: Nature of Control, relationship between planning and control, need for control, significance and limitation of control, types of control, process of control, budgetary control, performance budgeting, Zero based budgeting, management audit, networks techniques – PERT & CPM a over view.

**References:**

1. Drucker Peter F: Management Challenges for the 21<sup>st</sup>Century; Butterworth Heinemann, Oxford.
2. Weihrich and Koontz; Essentials of Management; Tata Mc Graw Hill, New Delhi.
3. Hampton, David R.; Modern Management; Mc Graw Hill, New York.
4. Terry and Franklin; Principles of Management; AITBS, New Delhi.
5. Stoner and Freeman; Management PHI, New Delhi.
6. R.D Agrawal; Organisation and Management, TMH, New Delhi.

## **Financial Accounting (B-105)**

### **Course Objective:**

The Objective of this course is to familiarize the student with basic concepts and methods of Financial Accounting as a practical subject in Business Management.

### **Course Contents:**

#### **Unit –I**

Accounting – Definition, Meaning Advantages, Limitations and system, Relationships of Accounting with other functional Areas.

#### **Unit- II**

Capital and Revenue – Classification, Expenditure and Revenue, Journal, Ledger and Trial Balance, Cash Book

#### **Unit -III**

Bank Reconciliation Statement, Rectification of Errors, Tally, Cloud Computing

#### **Unit - IV**

Final Accounts- Trading Account & Profit and Loss Account, Balance Sheet.

#### **Unit -V**

Depreciation, Hire Purchase and Installment System.

### **References:**

S.M. Shukla, Accounting Principals, Sahitya Bhawan, Agra

Hanif Mukherji, Modern Accounting- Vol –I, T.M.H.

S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.

S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.

T.S. Grewal, Advanced Accounts, S. Chand & Sons, New Delhi.

R.L. Gupta, Advanced Accounts, S. Chand & Sons, New Delhi.

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**Semester Two**

**हिन्दी (B-201)**

विषय का उद्देश्य :- इस प्रश्न पत्र का उद्देश्य विद्यार्थी का हिन्दी रचना से उस की अन्तरंगता बढ़ाना है। उसे इसका अभ्यास हो कि वह रुचि से हिन्दी रचना के संसर्ग में आए और धीरे-धीरे उस के भीतर प्रवेश न करे ।

**ईकाई-1**

मानक हिन्दी भाषा मानक भाषा-स्वरूप और लक्षण। मानक, उपमानक और अमानक भाषा में अंतर: उदाहरण, मानक हिन्दी। औपचारिक । अनौपचारिक मानक हिन्दी औपचारिक हिन्दी; अनौपचारिक उपमानक हिन्दी। क्षेत्रिय बोलियों के प्रभाव से अनुरंजित मानक हिन्दी।

**ईकाई-2**

अशुद्धि संशोधन-अशुद्धियों का वर्गीकरण

क. उच्चारण अशुद्धियां

ख. वर्तनीयता अशुद्धियों

ग. शब्द एवं शब्दार्थगत अशुद्धियों

घ. व्याकरण अशुद्धियों।

**ईकाई- 3**

हिन्दी में रचना और प्रकार

क. शब्द रचना-उपसर्ग एवं नयुत्पादक प्रत्यय तथा उनके अर्थ पूर्वक प्रभाव

ख. शब्द प्रकार-तत्सम, तद्भव, देशी, विदेशी, शंकर नवनिर्मित ।

ग. शब्दार्थ-पर्यायवाची, विलोमार्थी, युग्म, अनेकार्थी ।

घ. शब्द कोष में शब्द और अर्थ का संधान ।

**ईकाई-4**

पत्र लेखन-व्यवसायिक, निजी शासकीय अर्धशासकीय आवेदन पत्र, हिन्दी में सार लेखन । पाठ्य पुस्तक मध्यप्रदेश उच्चशिक्षा अनुदान आयोग भोपाल द्वारा प्रायोजित तथा मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित ।

**ईकाई-5**

हिन्दी रचना और प्रयोग संपेक्षीकरण एवं निबंध ।

संदर्भ :-

1. हिन्दी रचना और प्रयोग, भाग-1, प्रोगणेशदत्त त्रिपाठी, मध्यप्रदेश हिन्दी ग्रन्थअकादमी, भोपाल ।
2. आधार पाठ्यक्रम प्रथमवर्ष-डॉ. रामकुमारबेहार, डॉ. सुधीर शर्मा, गीता पब्लिकेशन, रायपुर ।
3. आधार पाठ्यक्रम-विश्वविद्यालय प्रकाशन, ग्वालियर ।
4. सरल-सुबोध -हिन्दी व्याकरण-डॉ. मोतीलाल चतुर्वेदी, विनोद पुस्तक मंदिर आगरा ।

## **Business Economics (B-202)**

### **Course Objective:**

The objective of this paper is to familiarize the student with various theoretical concepts of Economics that are related to life.

### **Course Contents:**

#### **Unit –I**

Economics: Meaning, definition and types of Economics, Elasticity of Demand; Concept and measurement of Elasticity of Demand; Determinant of elasticity of demand; Importance of elasticity of demand.

#### **Unit –II**

Production Function; Law of variable Proportion; Iso-quant; Economics region and optimum factor combination; Expansion path: Return to Scale; Internal & External economics and diseconomies; ridge lines. Theory of costs: Short run and long run curves– Traditional and modern approaches.

#### **Unit – III**

Market Structure - I

Market Structure and Business Decision: Objective of a business firm.

- a) Perfect Competition: Profit maximization and equilibrium of firm and industry; Short– run and long run supply curves; Price and output determination.
- b) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Price discrimination.

#### **Unit – IV**

Market Structure – II

Monopolistic Competition; Meaning and characteristics: Price and output Determination under monopolistic competition; Product Differentiation

- a) Oligopoly: Characteristics indeterminate pricing and output; Classical models of oligopoly: Kinked demand curve

#### **Unit – V**

Factor Pricing I: Marginal Productivity theory and demand for factor: Nature of supply of factors inputs: Determination of wage rates under perfect competition and monopoly; Exploitation of labor.

Factor Pricing II: Rent concept, Recording and modern theories of rent Quasi rent Interests-concepts and theories of interest; Profit nature, concepts and theories of profit.

**References:**

1. Paul A. Samuelson and William D. Nordhaus – Economics, Tata McGraw – Hill, New Delhi.
2. M.L. Seth; Principles of Economics, Lakshmi Nrain Agrawal Educational Publishers, Agra.
3. Ahuja H.I.; Business Economics; S. Chand & Co., New Delhi.
4. Dutta & Samuelson; Micro Economics.
5. K.P.M. Sundharam, E.N. Sundharam; Business Economics, Sultan Chand & sons, New Delhi.



## **Business Statistics (B-203)**

### **Course Objective:**

The objective of the course is to help the student in understanding the various statistical methods, techniques in Business studies and Analysis / Discussions.

### **Course Contents:**

#### **Unit-I**

Meaning and definition of Statistics; Scope and Limitations of Statistics; Processing and Presentation of Data.

#### **Unit-II**

Measures of Central Tendencies; Mean, Median, Mode, Geometric Mean.

#### **Unit-III**

Measure of Variation: Standard Deviation and Skewness.

#### **Unit-IV**

Correlation Analysis – Karl Pearson's co-efficient of Correlation.

#### **Unit-V**

Index Number, Time Series Analysis.

### **References:**

1. D.H. Elhence- Fundamental of Statistics, Kitab Mahal Allahabad
2. Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi.
3. Hoonda R.P-Statics for business and economics Mac Millian, New Delhi.
4. Richard I. & David S Rubin-statics for management, Pretice hall –New Delhi.
5. Hein I. W.: Quantitative approach to managerial decisions Pretice hall –New Jersy.
6. S. C. Gupta & Smt. I. Gupta: Fundamental of Statics –Himalaya Publishing House –Delhi
7. D. C. Sancheti & V. K. Kapoor-Statistics Theory Methods and Applications

## **Cost Accounting (B-204)**

### **Course Objective:**

The basic objective of this paper is to familiarize the students the basic elements of cost and cost determination.

### **Course contents:**

#### **Unit – I**

Cost Accounting- Definition, Scope, Purpose of Costing and Cost Accounting

#### **Unit – II**

Elements of Cost – Material, Labour and Overheads, Functional Classification of Cost-Direct and Indirect Cost.

#### **Unit- III**

Accounting of Material, Labour and Overheads Cost.

#### **Unit – IV**

Methods of Costing – Unit Costing, Contract Costing, Process Costing (Excluding Equivalent costing, By-products and Job Costing)

#### **Unit- V**

Standard Costing and Budgetary Control.

### **References:**

1. R.K. Gupta, Principles and Practice of Cost Accounting, Agra Book Stores.
2. Nigam H- Principles and Practice of Cost Accounting, S. Chand & Co. New Delhi.
3. S.I. Iyengar- Cost Accounting, Sultan Chand & Co. New Delhi.
4. M.L. Agrawal – Cost Accounting, Sahitya Bhawan Publications.
5. S.P. Jain and K.L. Narang- Cost Accounting, Kalyani Publishers.

## **Environmental Studies (B-205)**

### **Course Objective:**

The objective of this paper is to familiarize the student with the multidisciplinary environmental issues and to develop public awareness for it.

### **Course Contents:**

#### **Unit – I**

1. Nature of Environmental Studies: Definition, scope, importance, need for public awareness.
2. Natural Resources: Renewable and non- renewable resources. Natural Resources and associated problem: Role of an individual in conservation of natural resources.

#### **Unit – II**

\*Ecosystems: concepts, structure, function, producers, consumers, decomposers; food Chains and webs and ecological pyramids.

\*Introduction, type's characteristic features, structure and function of forest, grassland, Desert and aquatic (ponds, stream, lakes, rivers) ecosystems.

#### **Unit – III**

Bio-diversity and its conservation: Introduction- Definition: genetic, species and ecosystem diversity; Biographical classification of India; threats and conservation of biodiversity.

#### **Unit - IV**

\*Environmental pollution: Definition, causes, effects and control measures of air, water, Soil, marine, noise, thermal pollution and nuclear hazards.

\*Solid waste management: causes, effects and control measures of urban and industrial Waste.

\*Disaster management: floods, earthquake, cyclone and landslides.

#### **Unit - V**

Social Issues and Environment: Urban problems related to energy; water conservation, rain-water harvesting; resettlement and rehabilitation of people,

environmental ethics; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents; Environment Protection Act ; Role of Information Technology in Environmental and human health.

**References:**

1. Agarwal K.C. 2001, Environmental Biology, Nidi pub . Ltd, Bikaner.
2. Bharucha Erach, the Biodiversity of India, MapinPub. Pvt. Ltd., Ahmedabad.
3. Dr. R.A. Sharma, Environment Education , Lal Book Depot, Meerut.



3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M, Business Economics, Excel Books, New Delhi.
5. Dean, Joel; Managerial Economics, Prentice Hall, Delhi.
6. Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi.
7. Peterson, h. Craig and W. Cris Lewis; Managerial Economics, Prentice Hall, Delhi.

## **Business Communication (B-302)**

### **Course Objectives:**

The objective of this paper is to develop effective business communication skills among the students.

### **Course Contents:**

#### **Unit-I**

Introducing Business Communication-Definitions, concept, objectives, importance, and limitations of Communication, communication models and processes, principles of effective communication.

#### **Unit-II**

Corporate Communication-Formal and Informal communication networks.

#### **Unit-III**

Barriers and Improvement in Communication, Non-Verbal aspect of Communication  
Effective listening-Principles of effective listening.

#### **Unit-IV**

Report Writing, Types of Letters: Business Letters, Official Letters

#### **Unit-V**

Presentation Skills, Interviewing Skills, Writing resume and letter of application.

### **References:**

1. Bahal, sushil, Business Communication, Saga Publication.
2. Pearce, C Glenn etc., Business Communications; Principles and Applications, JohnWiley, New York.
3. Randall E. Magors; Business Communication; Harper and Row, New York.
4. Kaul; Business Communication; Prentice Hall, New Delhi.
5. Rajendra Pal, J.S. Korhahalli; Business Communication, Sultan Chand and Sons, New Delhi.
6. Dr. Urmila Rai, S.M. Rai; Business Communication, Himalaya Publishing House.

## **Business Law (B-303)**

### **Course Objective:**

The objective of this course is to provide the students the basic knowledge of the provisions of various Acts related to business and management.

### **Course Contents:**

#### **Unit – I**

Companies Act, 1956- Provisions of the Act with regard to Classification, Formation, Memorandum of Association (MOU), Articles of Association and Capital of the Co., Meetings, Agenda, Minutes and amended Companies Act, 2013.

#### **Unit – II**

Negotiable Instruments Act, 1881 and Partnership Act, 1932.

#### **Unit –III**

Contract Act, 1872 – Provisions of the Act with regard to Offer and Acceptances, Consideration, Capacity of Parties, Elements of Contract, Kinds of Contracts, Free Consent, Void and Violable Contract, Quasi Contract, Remedies for Breach of Contract.

#### **Unit – IV**

Consumer Protection Act, 1986 and its provisions.

#### **Unit – V**

Sales of Goods Act, 1930 and its provisions.

### **References:**

1. N.D. Kapoor – Business Laws, Sultan Chand and Sons, New Delhi.
2. Avatar Singh – The Principles of Mercantile Law, Eastern Book Co. Lucknow
3. S.K. Tuteja – Business Law for Managers
4. M.C. Kuchal – Business Law, Vikas Publishing House.
5. Arun Kumar Sen & Jitendra Kumar Mitra – Commercial Law, the World Press Pvt.Ltd.



## **Business Environment (B-304)**

### **Course Objective:**

This paper aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

### **Course Contents:**

#### **Unit-I**

Indian Business Environment: Concept, Components, Economic, Social, Cultural, Politico-legal environment and their importance.

#### **Unit-II**

Economic trends (overview): Income; Savings and Investment; Structures of Indian Industry-Public and Private sector. Trade (Foreign) - Balance of Payments.

#### **Unit-III**

Problems of Growth, Unemployment, Poverty, Regional imbalances, Social injustice, inflation, Parallel economy. Industrial sickness. The current Five Year Plan. - Major policies; Resource allocation.

#### **Unit-IV**

Role of Government: Monetary and Fiscal Policy; industrial Policy. Industrial Licensing, Privatization, Liberalization, Globalization, Digital Initiatives: e-Governance

#### **Unit-V**

International Trading Environment, Trends of World Trade and the Problems of Developing Countries. International Economic Grouping: GATT, WTO, World Bank, IMF, UNCTAD.

### **References:**

1. Francis Cherumilam, Business Environment, Himalaya Publishing House
2. Adhikari .M. Economic Environment of Business.

3. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House.
4. Sundaram& Black; the International Business Environment; Prentice Hall, NewDelhi.
5. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.
6. Agrawal A.N. Indian Economy; Vikas Publishing House, Delhi.

## **Management Information System (MIS) - B-305**

### **Course Contents:**

#### **Unit - I**

Introduction: Management Information System, Nature, Scope and significance.

#### **Unit- II**

Structure of MIS, system, sub-system, integrated system, system view of Business.

#### **Unit –III**

Process of MIS Development: Defining the problem, setting system objectives, Determining information needs, sources, Development and selection of alternative design.

#### **Unit - IV**

Implementation of MIS, Evaluating of MIS, Maintenance of MIS.

#### **Unit -V**

Information system particularly Finance Information System, Marketing Information, System and Human Resources Information System.

### **Suggested Readings:**

1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for ModernManagement, PHI, New Delhi.
2. Gordon B. Davis, M.H. Olson, **Management Information System**, Prentice Hall,New Jersey.
3. Jerome Kanter, Management Oriented Management Information Systems, PHI,New Delhi.

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**Semester Four**

**Organizational Behavior (B-401)**

**Course Objective:**

The objective of this paper is to familiarize the student with basic concepts and behavioral process in an organization to enable him to develop and adopt effective strategies.

**Course Contents:**

**Unit- I**

Introduction to Organizational Behavior approaches to OB, Models of OB.

**Unit- II**

Needs, Motivation, Perception, Learning & Personality.

**Unit- III**

Leadership and Supervision, Theories of Leadership, Group: formation, development, Inter-group problems.

**Unit- IV**

Organizational Change, Conflict Resolution Management.

**Unit- V**

Organizational Development. Diagnosis and Intervention.

**References:**

1. Keith Davis & John W. Newstrom; Organizational Behaviour, Tata McGraw Hill, New Delhi.
2. Stephen P. Robbins; Organizational Behaviour, Prentice Hall of India Ltd. New Delhi.
3. Robbins S.P.; Organizational Behaviour, Prentice Hall of India Ltd. New Delhi.
4. Luthans Fred; Organizational Behavioural New York McGraw Hills, New York.
5. L. M. Prasad : Organization Behavioural, Sultan Chand & Sons, New Delhi

## **Marketing Management (B-402)**

### **Course Objective:**

The objective of this paper is to familiarize the students the modern Marketing Concepts; tools said techniques to develop their skills required for the performance of marketing functions.

### **Course Contents:**

#### **Unit-I**

Nature and Scope of Marketing, Marketing System and Environment, Consumer Behavior, Consumer Markets and Industrial Markets, Decision Making process in buying.

#### **Unit- II**

Market Segmentation, Grouping of market, Targeting and Positioning, Product Decision, Marketing Mix: Elements of Marketing Mix, Product Mix, Branding and Packaging Decisions, Promotion mix.

#### **Unit -III**

Pricing Decisions, Methods of setting Prices, Pricing Strategies and Product Promotion.

#### **Unit -IV**

Channels of Distribution, Marketing Channels and Agency.

#### **Unit- V**

Marketing Research and Marketing Information System.

### **References:**

1. Philip Kotler: Principles Marketing, Prentice Hall of India.
2. William J. Stanton: Fundamentals of Marketing, McGraw Hill, New Delhi.
3. R.S. Davarar, Modern Marketing Management, Universal book seller, New Delhi.
4. Ramaswamy, V.S. And Namakumari, S: Marketing Management, (Mc Millian India)
5. Cundiff, EW, Still R.c. Goans NAP-Fundamentals of Modern Marketing (Delhi PrenticeHall)
6. Victor P Buell: Handbook of Modern marketing (MC Graw Hill)

## **Human Resource Management (B-403)**

### **Course Objective:**

The basic objective of this course is to help the students to acquire and develop decision-making skills in relation to managing people in organizations.

### **Course Contents:**

#### **Unit- I**

The course concept and perspectives of Human Resource Management, Structure and Role of Human Resource Management.

#### **Unit- II**

Human Resource Planning, Job-Analysis and Job-Description, Recruitment and Selection Process, Socializing the new employee.

#### **Unit-III**

Employee: Training and Development, Performance evaluation, Methods and techniques. Job-Evaluation.

#### **Unit- IV**

Compensation and Reward Systems, Industrial Disputes, Trade Unions and Participative Management.

#### **Unit -V**

Human Resource Information System, Human Resource Development, Collective Bargaining.

### **References:**

1. Armstrong, M. Lal Handbook of Personnel Management. 1984 Kegan and page, London.
2. Cascio V.F. Managing Human Resources 2<sup>nd</sup>Ed. 1989 McGraw Hill New York.
3. DeCinze D.A. and Robbins, S..Personnel Human Resource Management 3<sup>rd</sup>Ed. 1989Prentices Hall of India, Delhi.
4. Strauss C & SaylessLr: Human Problems of Management (New Delhi, Tata Mc Graw HillPublishing Company)
5. R.S. Dwivedi: Personnel/Human Resource Management, Galgatia Publishing Co., NewDelhi.

## **Financial Management (B-404)**

**Course Objective:**

The Objective of this course is to familiarize the students with basic concepts and the various accounting techniques in financial decision making and control.

**Course Contents:****Unit – I**

Finance Functions- Meaning, Nature, Scope, Objectives of Financial management, Profit vs. wealth maximization, Relationship of Financial Management and other areas of Management.

**Unit II**

Analysis and interpretation of Financial Statements- meaning, objectives, types of analysis, tools of financial analysis: comparative statements, common size statements, Fund Flow Statement, Cash Flow Statements.

**Unit -III**

Ratio Analysis- Meaning, definition, objectives and limitations of Ratio Analysis, Classification of Ratios: Profitability ratios, liquidity ratios, solvency ratios and acid ratios.

**Unit- IV**

Working capital Management- Meaning, Concept, types and Cycle of Working capital management, Working capital forecasting, Elements of Working Capital Management- Management of Cash, management of Inventories, managements of accounts, receivables and accounts payable.

**Unit – V**

Capital Budgeting- concept, importance of Capital Budgeting, Appraisal methods: Pay- back Period Method, Accounting Rate of Return Method, Discounted Cash flow method, Profitability Index Method.

**References:**

1. I.M. Pandey; Financial Management, Vikas Publishing House, New Delhi
2. P. Chandra; Financial Management, TMH, New Delhi
3. R.M. Srivastava; Financial Decision Making, Himalaya Publishing House, Mumbai
4. M.Y. Khan and P.K. Jain; Financial Management, T.M.H, New Delhi.
5. R.K. Sharma, Shahi K. Gupta; Financial Management, Kalyani Publishers
6. S.C. Kuchal; Financial Management, Chaitya Publishing House, Allahabad.



## **Production Management (B-405)**

### **Course Objectives:**

To impart knowledge about the basic concepts, techniques and methods of Production Management.

### **Course Contents:**

#### **Unit – I**

Production Management: meaning, definition, scope, importance and problems. Production Planning and Control: objectives, functions of Production Planning and Control.

#### **Unit – II**

Production System: Continuous and Intermittent Production System, Plant Layout: factors, types and methods, Plant Location.

#### **Unit – III**

Aggregate Planning, Capacity Planning, Material Requirement Planning, Just in Time Manufacturing (JIT).

#### **Unit – IV**

Quality Control: concepts and functions of Inspection and Quality Control Department, Statistical Quality Control, acceptance Sampling, Control charts, Total quality management (TQM): concepts and characteristics.

#### **Unit – V**

Work study: objectives and techniques of time study and motion study.

### **References:**

1. Industrial Engineering; Hazra.
2. Industrial Engineering; Martand Telsang, Sultan Chand & Sons.
3. Production management; Buffa

### **Comprehensive Viva- Voce (B-406)**

Comprehensive viva will be related to all the subjects studied in the previous semesters by the students. The viva will be taken by an external examiner.

# **Bharti University, Durg (C.G.)**

## **Semester Five**

### **Marketing Research (122)**

#### **Course Objective:**

The purpose of this paper is to enable students learn the process, tools and techniques of marketing research.

#### **Course Contents:**

##### **Unit-I**

Introduction to Marketing Research: Marketing Research, Application of Marketing Research, Limitations of Marketing Research, Threats to Marketing Research, Marketing Information System.

##### **Unit-II**

Marketing Research Management, Information Value, Scientific Methods, Research Design.

##### **Unit-II**

Marketing Research Process: Data Collection, Scaling Techniques, Sampling Designs, Sample size decisions, Attitude Measurement, Interviewing.

##### **Unit-IV**

Data Processing, Analysis of Data, Testing Hypothesis, Experimental design, Interpretation and Report Writing.

##### **Unit-V**

Application of Marketing Research: Sales Analysis and Forecasting, Advertising Research, Product Research, Identifying Market Segments.

#### **References:**

1. Marketing Research (Text & Cases), Harper W. Boyd, Jr. Ralph Westfall, Stanley F. Stasch.
2. Marketing Research; G.C. Beri, Tata Mc Graw Hill, New Delhi
3. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.
4. M.N.Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.
5. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.
6. Zaltman and Burger; Marketing Research; Dryden Press, Illinois.
7. Luck, D.J.; Marketing Research, Prentice Hall; New Delhi.

## **Quantitative Techniques (123)**

### **Course Objectives:**

The objective of the course is to help the student in understanding the various quantitative techniques in business studies.

### **Course Contents:**

#### **Unit – I**

Variables and Functions (types of Function, Graphical representation of a function, mathematical question based on functions).

#### **Unit – II**

Elements of Calculus (excluding Proofs of theorems and Problems involving trigonometrically ratios), Standard rules for differentiation (Addition, Multiplication, Subtraction, Division), Chain Rule and Logarithm.

#### **Unit – III**

Meaning and definition of Probability (Addition Rule, Multiplication Rule, Bayes' theorem, Poisson distribution, Binomial distribution).

#### **Unit – IV**

Sampling and Sampling Distribute (T-test, Z-test, f-test, Chi-square test).

#### **Unit – V**

Linear Programming – Formulation of Problem, Methods of solving Linear Programming Problems related to mixed constraints.

### **Reference:**

1. U.K. Shrivastava Quantitatives Techniques
2. G.V. Shenuy & S.C. Sharma Managerial Decisions
3. M. Raghavachari Quantitatives Techniques
4. Narag, A.S. Linear Programming and Decision Making, New Delhi, Sultan chand.

## **Sales and Advertisement Management (124)**

### **Course Objective:**

The basic objective of this paper is to acquaint students with management of a firm's sales operations, as well also with the theory and practice of advertising.

### **Course Contents:**

#### **Unit-I**

Sales Management, Objectives, nature and scope, Theories of Selling.

**Unit-II** Sales Force Management- Selection, Training, Evaluation, Motivation, Compensation of Sales Personnel, and control.

#### **Unit-III**

Advertising Management -Nature and Scope of Advertising, Media Planning, Campaign Planning.

#### **Unit-IV**

Steps in preparation of advertisement: copy, logo, slogan, illustration etc.

#### **Unit-V**

Advertising appeals and advertising effectiveness.

### **References:**

1. Aaker, David, et.al.; Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair, Bush. Professional Sales Management, McGrawHill, Singapore.
3. Batra, Rajeev, John G Myers and David A. Aaker; Advertising Management, PrenticeHall, New Delhi.13
4. Still, Cundiff and Govani, Sales Management, Prentice Hall, New Delhi.
5. Koter, Philip; Marketing Management: Analysis Planning & Control; Prentice Hall, New Delhi.
6. Stanton William J; Fundamentals of marketing; Mc Graw Hill Publishing co., New York.
7. B.S. Rathore; Advertising Management; Himalaya Publication, Mumbai.

## **Investment Management (125)**

### **Course Objectives:**

The objective of this course is to help students understand various issues in security Analysis & portfolio management.

### **Course Contents:**

#### **Unit – I**

Investment Management: nature, scope and objectives, alternative forms of investment with special reference to Mutual Fund

#### **Unit – II**

Stock market operations: New Issue Market, Secondary Market operations.

#### **Unit – III**

Valuation of securities: Valuation of Bonds and Shares.

#### **Unit – IV**

Fundamental Analysis and Technical Analysis.

#### **Unit – V**

Portfolio Analysis, Sharpe Index and Markowitz Theory.

### **References:**

1. Amling, Frederic. Investment Englewood Cliffs, New Jersey, PHI
2. Lee, Cheng F. etc Security Analysis and Portfolio Management Scott, Foresman.
3. Alexander Gordon J. and Sharpe, William F, Fundamentals of Investments, Englewood Cliffs, New Jersey, Prentice Hall inc.

## **Material Management (126)**

### **Course Objective:**

This Course aims at acquainting the students with the importance and various techniques of Material Management.

### **Course Contents:**

#### **Unit- I**

Scope, Importance and Functions of Material Management, Characteristics of Material Functions.

#### **Unit- II**

Objectives of Material Management, Manpower planning and Material Management, Materials Planning, Capacity Requirements Planning.

#### **Unit- III**

Principles of Inventory Management- Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in inventory Control.

#### **Unit – IV**

Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Material Information System.

#### **Unit- V**

The Future of Material Management- Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.

### **References:**

1. MM. Verma- Material Management, S. Chand and Sons, New Delhi.
2. A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.
3. Dolbey & Lee- Materials Management- IMH Publications
4. Gopal Krishanan- Material Management, PHI Publications, New Delhi
5. S.E. Sexena – Material Management, Sahitya Bhawan.

**Bharti University, Durg (C.G.)**  
**Semester Six**  
**Business Policy and Strategy (127)**

**Course Objectives:**

To help students formulate and strengthen the effective strategies of day to day business.

**Course Contents:**

**Unit – I**

Nature and objectives of Business Policy, defining business purpose, mission and objectives, strategic Intent.

**Unit – II**

Analysis of external and internal environment, SWOT Analysis, PEST Analysis.

**Unit – III**

Strategy Formulation; major types of strategies, determination of strategic plan.

**Unit – IV**

Strategy Implementation; The Process of strategy implementation, resource allocation social responsibility of business and business ethics.

**Unit – V**

Evaluation of Strategy and Content.

**Reference:**

1. Azhar Kazmi, Business Policy & Strategic Management TMH, New Delhi.
2. P.K. Ghosh, Business Policy n- Strategic Planning and Management, Sultan Chand and Sons, New Delhi.



## **Entrepreneurship and Small Business Management (128)**

### **Course Objective:**

The purpose of this paper is to provide exposure to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

### **Course Contents:**

#### **Unit-I**

Introduction: The Entrepreneur; Definition; Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

#### **Unit-II**

Promotion of Venture; opportunities analysis; External environment analysis - economics, social and technological; competitive factor; legal requirement for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

#### **Unit-III**

Innovation and Entrepreneur; Entrepreneurial behavior; social responsibility; Role of Entrepreneur.

#### **Unit-IV**

Entrepreneurial Development Programs (EDP), Role, Relevance and achievements; Role of Government in Organizing EDPs; Critical evaluation.

#### **Unit V**

Small Scale Industries: Meaning and Definition; Growth of Small -Scale Industries ; The role of Small -Scale Industries in Indian Economy ;Problems of Small -Scale Industries ; Measures to promote small -Scale Industries.

### **References:**

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.

2. Siner a David: Entrepreneurial Megabucks; John Wiley and Sons, New York.
3. Srivastava S.B.: A Practical Guide to Industrial Enterprenuers; Sultan Chand & Sons., New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal Implementation; Tata McGraw Hill,New Delhi.
5. Pandey I.M.: Venture Capital – The Indian Experience; Prentice Hall Of India.
6. Ishwar C.Dingra: The Indian Economy-Resources, Planning, Development and problems; Sultan Chand & Sons, New Delhi.
7. Misra & Puri: Indian economy; Himalaya Publishing House.

## **Business Taxation (129)**

### **Course Objectives:**

To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.

### **Course Contents:**

#### **Unit – I**

Law relating to Income tax: Detailed study of the main provisions of the Indian Income tax act of 1961, as amended Up to date, income tax authorities, important definitions.

#### **Unit – II**

Various heads of income: income from salary, (excluding retirement), income from house property, profits and gains of business of profession, capital gains, income from other sources.

#### **Unit – III**

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Rationale for GST; Structure of GST (GST, CGST, UTGST & IGST); GST Council, GST Network, Registration.

#### **Unit – IV**

Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST Valuation rules, taxability of reimbursement of expenses; Exemption from GST, billing and e way billing

#### **Unit – V**

Eligible and Ineligible Input Tax Credit; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; Tax Invoice, Debit Notes,

Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

**References:**

1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhanian V.K.: Direct Taxes, Direct tax planning & management.
3. Mehrotra & Goyal: Sales tax and taxation.
4. H.C. Mehrotra: Income tax Law Accounts.
5. Central excise duty act.
6. Income tax Act.
7. Central Sales tax Act

## **Business Ethics and Social Responsibility (130)**

### **Course Contents:**

#### **Unit – 1**

Objective of Business Attitudes, Beliefs and value Principal of Business Ethics.

#### **Unit-II**

Social Responsibilities of Business concept, Rational Dimensions and Tools of Social Responsibilities, social Responsibility and Social Responsiveness.

#### **Unit – III**

Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation.

#### **Unit-IV**

Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit.

#### **Unit-V**

Social Responsibilities of Indian Businessmen/Managers-Towards Shareholders, Consumers, Government, Community, etc. and Cases.

### **Reference:**

1. Patryrick J.A. & Quinn (J) F. Management Ethics, Response.
2. Sherlekar, Ethics in Management Himalaya.
3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi.

## **Project Report and Viva –Voce (131)**

Research report has to be an empirical work. It is to be started from the beginning of the six semesters under the guidance of faculties of the college. The topic of the research project is to be finalized with the consultation of the faculty guide. The project will be evaluated both by internal of the college and external which is to be decided by the University.

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