

BACHELORS OF BUSINESS ADMINISTRATION (Hons.)

Under Graduate Programme

Semester-I

Course Code	Subject	Credit
Ling-301	Structural & Spoken English	2(1+0+2)
HHD-351	Industrial Psychology	3(3+0+0)
MAS-301	Business Mathematics- I	3(3+0+0)
BAM-108	Fundamental of Economics	3(3+0+0)
BAM-109	Principles of Accountings- I	3(3+0+0)
BAM-110	Introduction to Business	3(3+0+0)
GPT-301	Moral Value Education	1(1+0+0)

Semester- II

Course Code	Subject	Credit
MAS-302	Business Mathematics- II	3(3+0+0)
MAS-333	Managerial Statistics	3(3+0+0)
BAM- 211	Business Environment	3(3+0+0)
BAM-212	Principles of Accounting- II	3(3+0+0)
BAM-213	Principles of Management	3(2+1+0)
BAM-214	Legal Environment of Business	3(3+0+0)

Semester- III

Course Code	Subject	Credit
BAM-315	Research Method	3
BAM-317	Organizational Behavior	3(2+1+0)
BAM-318	Risk Management & Insurance	3(2+1+0)
Bam-319	Money & Banking	3(3+0+0)
BAM-321	Managerial Economics	3(2+1+0)
Comp-304	IT (Management)	3(2+0+2)
SES-415	Environmental Studies -I	2(2+0+0)

Semester-IV

Course Code	Subject	Credit
BAM-326	Tax Legislations	3(2+1+0)
BAM-327	Business Communication	3(2+1+0)
BAM-328	Cost Accounting	3(2+1+0)

BAM-331	Small Business Management	3(3+0+0)
BAM-332	Salesmanship	3(3+0+0)
SES-416	Environmental Studies-II	2(2+0+0)

Semester-V

Course Code	Subject	Credit
BAM-435	Auditing	3(3+0+0)
BAM-436	Management Accounting	3(2+1+0)
BAM-437	Advertising Management	3(3+0+0)
BAM-438	Financial Institutions	3(3+0+0)
BAM-439	Indian Economy	3(3+0+0)
MAS-512	Operations Research	3(3+0+0)

Semester-VI

Course Code	Subject	Credit
BAM-440	Marketing Management- I	3(3+0+0)
BAM-441	Financial Management- I	3(2+1+0)
BAM-442	Purchasing & Supply Management	4(3+1+0)
BAM-443	Strategic Management	3(2+1+0)
BAM-444	Industrial Relations	3(2+0+2)

Semester- VII

Course Code	Subject	Credit
BAM-503	Marketing Management - II	3(3+0+0)
BAM-504	Financial Management-II	3(2+1+0)
BAM-505	Project Analysis	3(2+0+0)
BAM-524	Operations Management	4(3+0+2)
BAM-529	Human Resource Management	4(4+0+0)

Semester-VIII

Course Code	Subject	Credit
BAM 545	Management Information System	3 (2+0+2)
BAM 547	Project Report	
BAM 548	Seminar	1(1+0+0)
BAM 549	Comprehensive Viva Voce	1(1+0+0)

CLUSTER ELECTIVES

HUMAN RESOURCE MANAGEMENT		
BAM 601	Change Management	3(3+0+0)
BAM 602	Office Management	3(3+0+0)
BAM 603	Labor Law	3(3+0+0)
FINANCE		
BAM 604	Financial Market	3(3+0+0)
BAM 605	Financial Services	3(3+0+0)
BAM 606	Indirect Taxes	3(3+0+0)
MARKETING		
BAM 607	Brand management	3(3+0+0)
BAM 608	Retail Marketing	3(3+0+0)
BAM 609	Rural Marketing	3(3+0+0)

Syllabus

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – 1

LING – 301 Structural and Spoken English

Credit 2(1+0+2)

❖ Grammar:

- Use of Articles and Preposition
- Figures of Speech
- Idioms and Phrases
- Vocabulary
 - a. Synonyms
 - b. Antonyms
 - c. One Word Substitution
 - d. Homophones & Homonyms
- Punctuation

Section 1

- ❖ Composition
 - Letter Writing
 - Application Writing.
 - Precis.
 - Essay Writing
 - Report writing (With special stress on Scientific/ /technical Reports)

Text Book Recommended

- H. S. English Grammar and Composition by - Wren & Martin
- A new style to general English by – T. P. Mishra & M. C. Gupta
- Letter writing and secretarial practice by Dr. Raghunath Tilak

HHD – 351

Industrial Psychology

Credit 3 (3+0+0)

- ❖ Definition of Psychology, Methods and Major Fields
- ❖ Organizational – Humans Problems in Organization, Managerial Assumptions about Human Nature.
- ❖ Perception – Perceptual Process
- ❖ Learning: methods of Learning (Classical Conditioning Instrumental Conditioning, Cognitive Learning)
- ❖ Memory – Types, Strategies for Memory Improvement
- ❖ Attitudes – Definition, Formation of Attitudes, measurement of Attitudes
- ❖ Psychological Assessment & testing
- ❖ Stress Management
- ❖ Attribution Theory

Text Book Recommended:

- Introduction to Psychology – Morgan, King, Weisz, Schopler.
- Organizational Psychology – Schien

MAS – 301

Business Mathematics I

Credit 3(3+0+0)

Algebra

- ❖ Elementary Concepts of Set Theory: Types of Sets, Operations in Sets, Venn Diagram
- ❖ Theory of Linear, Quadratic, Cubic Equations
- ❖ Partial Fractions
- ❖ Series: Arithmetic, Geometric and Harmonic Progressions, Annuity, General Idea of Infinite Series
- ❖ Logarithmic and Exponential Series

Differential Calculus

- ❖ Functions and their Application, Types of Functions, Limit, Continuity, Discontinuity, Differentiability

Text Book Recommended:

- Higher Algebra – Hall & Knight
- Differential Calculus – Gorakh Prasad

BA M – 108

Fundamentals of Economics

Credit

3(3+0+0)

- ❖ Nature, Definition & Principles of Economics
- ❖ Concept of Macro & Micro Economics
- ❖ Types of Economies
- ❖ Aggregate Supply & Demand
- ❖ Concept of Demand: Utility Analysis, Law of Demand & Elasticity of Demand
- ❖ Factors of Production: Laws of Returns & Economies of Scale
- ❖ Cost Concepts
- ❖ Price & output Determination in Different Types of Competitive Situations
- ❖ Profit Analysis: Theories

Text Book Recommended:

- Microeconomics – Samuelson & Nordhaus
- Principles of Economics – P. N. Chopra

BAM – 109

Principles of Accounting – I

Credit

3(3+0+0)

- ❖ Meaning, Scope & Objectives of Accounting
- ❖ Principles of Accounting: Concepts & Conventions
- ❖ Journalizing Transactions
- ❖ Ledger, Subsidiary Books of Accounts Including Cash Book
- ❖ Bank Reconciliation Statement

- ❖ Rectification of Errors
- ❖ Trial Balance
- ❖ Preparation of Final Accounts: Trading Account, Profit & Loss Account, balance Sheet, Capital and Revenue Expenditure & Income
- ❖ Depreciation

Text Book Recommended:

- Modern Accountancy – Mukherjee & Hanif
- Advanced Accountancy – Jain & Narang
- An Introduction to Accountancy – S. N. Maheshwari & S. K. Maheshwari

BAM – 110

Introduction of Business

Credit 3(3+0+0)

- ❖ Nature and Scope of Business, Types & Objectives of Business
- ❖ Sole Proprietorship and partnership
- ❖ Joint Stock Company
- ❖ Co-operative Enterprises – Principles & Features, Types of Cooperative
- ❖ Public enterprises & Public Utilities
- ❖ Principles & Practices of Organization
- ❖ Principles of Organization, Divisionalisation, organization chart, span of control.
- ❖ Business Combinations – Horizontal Combination, Vertical Combination & Lateral Combination.

Text Book Recommended:

GPT – 301

Moral Value Education

Credit 3(3+0+0)

- ❖ My country and My people, the many India, being and becoming an India, Nationalism and Internationalism.

- ❖ Some life Issues Love, Sex, and Marriage, Men and Money- Value of Time; Meaning of work, Human Communication, Human Suffering, Addiction, Ecology, Women's Issues.
- ❖ Understanding one's neighbor. Neighborhood groups; their structure and functions, patterns, of social interaction of group dynamics.
- ❖ Preparation of a career, choice of vocation, motivation for study and research, the present educational system, Curriculum and syllabus, teaching methods, Examination and work experience.
- ❖ Definition of value education, Moral and ethics, laws and Moral based on Ten Commandments and two great commandments.
- ❖ Discovery of self, self-awareness, growth of intellect man's spiritual nature emotions, will respect the rights of life, liberty, property, truth reputation.
- ❖ Sin, origin of sin, Manifestation of sin. The results of sin, the remedy of sin, sin as an act, Sin as a state, Sin as a nature.
- ❖ Conscience as defined in Oxford Dictionary and Winston Dictionary types of consciences (such as Evil, convicted, purged, pure weak good, void of offence)

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – II

MAS – 320

Business Mathematics II

Credit 3(3+0+0)

- ❖ Determinant: Evaluation of Determinants using their properties.
- ❖ Matrices: Types, Addition, Subtraction, Multiplication, Applications

Differential Calculus

- ❖ Differential Coefficients of Algebraic, Exponential and logarithmic Functions, Higher order Derivatives, Maxima, Minima, Applications.

Integral Calculus

- ❖ Indefinite integration of Algebraic, Exponential and Logarithmic Functions, Integration by Substitution, by Parts, Partial Fractions, Definite Integral

Vector Algebra

- ❖ Definition and Identification of Vectors and Scalar Types of Vectors
Linear operations in Vector, Dot and Vector products.

Text Book Recommended:

1. Higher Algebra – Hall & Knight
2. Differential Calculus – Gorakh Prasad
3. Integral Calculus – Gorakh Prasad
4. Vector Analysis – Matamber & Sengar

MAS-333

Managerial Statistics

Credit: 3

(3+0+0)

- ❖ Functions: Importance & Limitations of Managerial Statistics
- ❖ Arithmetic Average: Mean, Media Mode
- ❖ Standard Deviation & Its Co-efficient
- ❖ Theory of Probability. Sampling Techniques

- ❖ Testing of Hypothesis & Analysis of Variance
- ❖ Correlation. Regression
- ❖ Interpolation
- ❖ Index Number, Data Analysis
- ❖ Time Series, Moving Average Method
- ❖ Theoretical Distribution (Binomial, Normal. Poisson)

Text Book Recommended

- The Essence of Statistics Management-Flaming Nellis
- Fundamentals of Statistics-DN Elhance-Veena Elhance, BM Agarwal`
- Business Statistics-Amir D. Aczol
- Fundamentals of Statistics Vol-I&II-Guha & Gupta

BAM-211

Business Environment

Credit

3(3+0+0)

- ❖ Economic Environment: Structure of Indian Economy and itsw
Trend: Monetary & Fiscal Policies. New Economic Policy

- ❖ Socio-Cultural Environment: Class Structure. Demographic Profile. Life Styles
- ❖ Political Environment: Shift in Political Weather. Center-State. Relationship. Judiciary, Legislatures & Executive
- ❖ International Trade
- ❖ Industrial Policy
- ❖ Business Ethics
- ❖ Economic & Financial Reforms

Text Book Recommended

- Business Environment-Francis Cheranilam
- Business Environment-Rai Agarwal & Prag Diwan

BAM – 212

Principles of Accounting - II

Credit

3(3+0+0)

- ❖ Hire Purchase
- ❖ Consignment Accounts
- ❖ Account Current & Average Due Date
- ❖ Partnership Accounts: Adjustment For change in Capital, profit Sharing, Revaluation of Assets & Goodwill, Reconstitution of the firm.
- ❖ Company Accounts: Accounts Relating to the Issue of Shares & Debentures by a Company, Forfeiture of Shares & Their re-issue, Valuation o Goodwill.
- ❖ Inventory Valuation
- ❖ Inflation Accounting

Text Book Recommended:

1. Advanced Accountancy – T. S. Grewal
2. Modern Accountancy – Mukherjee & Hanif

BAM – 213

Principles of Management

Credit

3(2+1+0)

- ❖ Nature and Functions of Management
- ❖ Development of Management Thought
- ❖ Co-ordination
- ❖ Planning
- ❖ Decision Making
- ❖ Organizing
- ❖ Delegation of Authority
- ❖ Staffing, Training & Development
- ❖ Direction
- ❖ Communication
- ❖ Leadership
- ❖ Controlling

Text Book Recommended:

- Essentials of Management – Koontz & Weirich
- Principles and Practices of Management – L. M. Prasad
- Management – Stoner, Gilbert & Freeman

BAM – 214

Legal Environment of Business

Credit 3(3+0+0)

- ❖ Indian Contract Act, 1872.
- ❖ Law of Partnership
- ❖ Negotiable Instruments Act, 1881.
- ❖ Companies Act, 1956.
- ❖ Consumer Protection Act, 1986.
- ❖ Securities & Exchange Board of India Act, 1992.
- ❖ Foreign Exchange Regulation Act.
- ❖ Insurance Act.

Text Book Recommended.

1. Business Law – M. C. Khuchhal

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – III

BAM – 315 Research Methods

Credit 3(3+0+0)

- ❖ Meanings, Objectives, types of Research
- ❖ Importance and Criteria of good Research
- ❖ Process o Research
- ❖ Sampling Design
- ❖ Research Design
- ❖ Methods of Data Collection and analysis
- ❖ Classification and Tabulation
- ❖ Measurement and scaling techniques
- ❖ Research – An aid to Decision – making

References:

Research Methodology – C. R. Mohan

Research Methodology in Management – V. P. Michael

BAM – 317 Organizational Behavior

Credit 3(2+1+0)

- ❖ Nature of Organizational Behavior
- ❖ Theories of Organizational Behavior
- ❖ Organizational setting
- ❖ Group dynamic & organizational behavior
- ❖ Conflict Resolution & Intergroup Behavior
- ❖ Communication & Group Decision Making
- ❖ Leadership
- ❖ Management of Change
- ❖ Organizational Development Process
- ❖ Team Building

- ❖ Organizational Climate & Culture
- ❖ Motivation
- ❖ Industrial Behavior: Ability, Personality, Attitude Learning, Perception.

Text Book Recommended:

1. Organization Behaviour – S. P. Robbins
2. Organization Behavior – Luthans

BAM – 318 Risk Management & Insurance

Credit 3(2+1+0)

- ❖ Meaning & Classification of Risk
- ❖ Tools of Risk Management
- ❖ Risk Management Process
- ❖ Nature & Functions of Insurance
- ❖ Principles of Large Numbers & Principles of Probability
- ❖ Essential Features of Insurance
- ❖ The Insurance Market: Buyers & Sellers, Intermediaries
- ❖ Re-insurance & Double Insurance
- ❖ Types of Insurance: Life, Fire, Marine & Miscellaneous
- ❖ Working of Insurance Companies: LIC & GIC
- ❖ Reforms in Insurance Industry

Text Book Recommended:

1. Risk Management : Problem and Solution - Beair
2. Risk Management & Insurance – Williams
3. Principles & Practices of Insurance – M. N. Mishra

BAM – 319 Money & Banking

Credit 3(3+0+0)

- ❖ Money: Origin, Definition, Functions and Classification
- ❖ Monetary Standard
- ❖ Value of Money: Meaning & Determination, Quantity Theory of Money, Index Number.

- ❖ Data Concepts
- ❖ Elements of Electronic Data Processing
- ❖ Special Applications
- ❖ Number System in Computers
- ❖ Elements of Computer System
- ❖ Concepts of Hardware and Shortage Devices
- ❖ Concepts of Software
- ❖ Concepts of Operating System
- ❖ Computers & Communication
- ❖ Programming Languages – Classification
- ❖ Computer Management & Virus Protection
- ❖ Internet, Intranet
- ❖ IT Application

Text Book Recommended:

1. Introduction to Computer – Peter Norton's
2. Computer Today – Basandra

SES – 415

Environmental Studies-I

Credit 2(2+0+0)

Unit 1. The multidisciplinary nature of environmental studies

Definition, scope and importance

Need for public awareness

Unit 2. Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit 3. Social Issues and the Environment

- From unsustainable to sustainable development

- Urban problems and related to energy
 - Water conservation, rain water harvesting, watershed management
 - Resettlement and rehabilitation of people; its problems and concerns.
- Case studies.
- Environmental ethics: Issues and possible solutions
 - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
 - Wasteland reclamation
 - Consumerism and waste products
 - Environmental Protection Act
 - Air (Prevention and Control of Pollution) Act
 - Water (Prevention and control of Pollution) Act
 - Wildlife Protection Act
 - Forest Conservation Act
 - Issues involved in enforcement of environmental legislation
 - Public awareness

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – IV

BAM – 326

Tax Legislations

Credit

3(2+1+0)

- ❖ Basic Concepts of Taxation
- ❖ Residential status & its Effect on Tax Incidence
- ❖ Income under the head 'Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Source'
- ❖ Set off & carry Forward of Losses
- ❖ Permissible Deductions From Gross Total Income & Tax Liability
- ❖ Deduction & Collection of Tax at Source
- ❖ Advance Payment of Tax

- ❖ Refund of Excess Payment
- ❖ Income Tax Authorities

Text Book Recommended:

- Income Tax – Gaur & Narang
- Taxman – V Singhania

BAM – 327 Business Communication

Credit 3(2+1+0)

- ❖ Concepts of Communication
- ❖ Communication Process
- ❖ Barriers to Communication
- ❖ Written Communication – Formal Reports, Technical Reports, Business Correspondence, Notices, Research Paper.
- ❖ Oral Communication – Dyadic Communication, Meetings, Seminars & Conferences, G. D., Audio Visual Aids.
- ❖ Non Verbal Communication – Personal Appearance Postures, Gestures, Facial Expressions, Eye Contact

Text Book Recommended:

- Business Communication – Lesikar & Pettit

BAM – 328 Cost Accounting

Credit 3(2+1+0)

- ❖ Nature of Cost Accounting
- ❖ Cost Concepts & Classification
- ❖ Elements of Cost
- ❖ Costing Methods: Single or Output Costing, Job Costing, Contract & Batch Costing, Process Costing
- ❖ Cost Analysis for planning Control & Decision Making, marginal Costing, Standard Costing, Budgeting
- ❖ Cost Audit

❖ Responsibility Accounting

Text Book Recommended:

1. Cost Accounting – Jawahar Lal

BAM-331 Small Business Management

Credit 3(3+0+0)

- Meaning & Definition of Small Business, Characteristics of Small Enterprise
- Entrepreneurship, Entrepreneurship Qualities/Characteristics of a Good Entrepreneur kind of Entrepreneurship
- Institutional Assistance for Small Business-Institutional Involved: District Industries Centers, SISI
- Financial Institutional for Small Business Promotion-State Financial Corporation, SIDBI, Banks etc.
- Marketing Problem in Small Scale Industries, Marketing Support for Small Scale Industries.
- Govt./Policies on Small Business Development
- Management Problem in Small Scale Industries

Text Book Recommended:

- Small Business Management by Vasant Desai

BAM – 332

Salesmanship

Credit

3(3+0+0)

- ❖ Sales research
- ❖ Sales Forecasting – Forecasting Process
- ❖ Sales Planning - Developing Sales Plan

(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 2. Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit 3. Environmental Pollution

Definition

- Causes, effects and control measures of:
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution

- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER V

BAM – 435

Auditing

Credit

3(3+0+0)

- ❖ Meaning & Significance of Auditing
- ❖ Objects & Classification of Audit
- ❖ Power & Duties of an Auditor
- ❖ Planning the Audit
- ❖ Internal Check
- ❖ Vouching
- ❖ Statutory Report
- ❖ Company Auditors Report

Text Book Recommended:

1. Principles & Practices of Auditing – Jagdish Prakash

BAM – 436

Management Accounting

Credit 3(2+1+0)

- ❖ Concepts of Management Accounting
- ❖ Cost Flows & Concept
- ❖ Statements of Financial Information
- ❖ Analysis o Financial Statements
- ❖ Cost-Volume – Profit Analysis
- ❖ Budgeting
- ❖ Variance Analysis
- ❖ Zero Based Budgeting

- ❖ Responsibility Accounting

Text Book Recommended:

1. Management Accounting – Khan & Jain
2. Management Accounting – Jawahar Lala

BAM – 437 Advertising Management

Credit 3(3+0+0)

- ❖ Advertising – Its purpose & Function
- ❖ Economic and Social Implications of Advertising
- ❖ Advertising Process – Triangle of Communication. Seed of Response. Audience perception, Perceptual Mapping.
- ❖ Creative Strategy – Purchase proposition, Reinforcement of Message
- ❖ Creative Execution & Judgment – copy Writing and Copy Research
- ❖ Media Decisions
- ❖ Evaluation of Advertising Effectiveness
- ❖ Advertising Agencies

Text Book Recommended:

1. Advertising Management – Mahendra Mohan

BAM – 438

Financial Institutions

Credit

3(3+0+0)

- ❖ Structure & Functions of Financial System
- ❖ Overview of Indian Financial System
- ❖ Reserve Bank of India
- ❖ Commercial Bank in India
- ❖ All India Development Finance Institution
- ❖ Specialized Financial Institutions
- ❖ Money Market
- ❖ Capital Market
- ❖ Non Banking Financial Companies

- ❖ Venture Capital
- ❖ Securities & Exchange Board of India

Text Book Recommended:

1. Financial Management – R.N. Srivastava

BAM – 439

Indian Economy

Credit

3(3+0+0)

- ❖ National Income
- ❖ Economic Reforms
- ❖ Capital Formation
- ❖ Foreign Capital
- ❖ Unemployment
- ❖ And Reforms
- ❖ Organization of Rural Credit in India
- ❖ Balance of Payments
- ❖ FEMA
- ❖ Government Subsidies

Text Book Recommended:

1. Indian Economy – A. N. Agarwal
2. Indian Economy - Ruddardatt

CODE: MAS-512

Operation Research

Credit: 3(3-

0-0)

- ❖ Euclidean space, linear Algebraic equations, consistent system of equations, linearly independent consistent equations, Homogenous equations, Matrices and their properties. Convex sets, convex polyhedron.
- ❖ Linear programming (L.P.) two-dimensional space, General LP problem, Formulation of LP problem, feasible solutions, Basic

- Solutions, Optimal Solution, Graph method, Simplex method, Degeneracy Duality in LP problems, Big. M-method, Transportation problems, North-West corner method, Least cost method, U-V (Vogel's Approximation method), Assignment problems.
- ❖ Matrix (or rectangular) games, Problems of games theory, Minimax theorem, Saddle point, Strategies and pay off, Theorems of matrix games.

Text Book Recommended

- Operation Research: An Introduction: H.A. Taha
- Optimization methods in operations Research and system analysis: K.V. Mital, C. Mohan.
- A Fundamental Approach to Research: Swapnil Srivastava

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – VI

BAM – 440

Marketing Management- I

Credit 3(3+0+0)

- ❖ Marketing in the Twenty First Century
- ❖ Building Customer Satisfaction, Value & Retention
- ❖ Gathering Information and Measuring Market Demand
- ❖ Analyzing Consumer Markets and Buyer Behaviour
- ❖ Analyzing Business Markets and Business Buying Behaviour
- ❖ Identifying Market Segments and Selecting Target Markets
- ❖ Positioning the Market Offering Through the Products Life Cycle
- ❖ Developing New Market Offerings.

Text Book Recommended:

1. Marketing Management – Philip Kotler
2. Marketing Management – V.S. Ramaswami & S. Namakumari

BAM – 441

Financial Management-I

Credit 3(2+1+0)

- ❖ Scope & Functions of Financial Management
- ❖ Financial Statement Analysis: Fund Flow; Cash Flow; Ratio Analysis
- ❖ Concept of Valuation
- ❖ Theories of Capitalisation
- ❖ Capital Structure: Financial & Operation Leverage
- ❖ Capital Budgeting
- ❖ Complex Investment Decision.

Text Book Recommended:

1. Financial Management – I. M. Pandey
2. Financial Management – Chandra

BAM – 442

Purchasing & Supply Management

Credit 4(3+1+0)

- ❖ Operating Procedures
- ❖ Computer Based Systems / Electronic Data Interchange (EDI)
- ❖ Purchase Descriptions
- ❖ Standardization
- ❖ Outsourcing
- ❖ Global Sourcing
- ❖ Postward Activities and the Management of Supplier Relations –
Materials Requirement Planning (MRP) I & II, Critical Path Method (C)M
and Program Evaluation and Review Technique (PERT)
- ❖ Inventory Management
- ❖ warehouses and Stores Management
- ❖ Total Quality Management

Text Book Recommended:

- Purchasing & Supply Management – Dobbler and Burt
- Operations Management – Schroeder.

BAM – 443

Strategic Management

Credit 3(2+1+0)

- ❖ Overview of Strategic Management
- ❖ Strategic Management Process
- ❖ Strategic Formulation – Environmental Appraisal Organizational Appraisal.
- ❖ Strategic Alternatives – Grand Strategies, Modernization Strategies, Diversification & Integration Strategies, Mergers. Takeovers and Joint Venture Strategies.
- ❖ Strategy and Competitive Advantage
- ❖ Matching Strategy to company situation
- ❖ Evaluating Strategy of Diversified Companies
- ❖ Implementing Strategy

Text Book Recommended:

- Strategic Management – Thompson Strickland
- Business Policy – Azhar Kazmi

BAM – 444

Industrial Relations

Credit 3(2+0+2)

- ❖ I.R. – Background, Post Independence Period
- ❖ Trade Unions
- ❖ Wages & I.R.
- ❖ Collective Bargaining
- ❖ Employee Grievance
- ❖ Industrial Conflict
- ❖ Labour Welfare and Social Security
- ❖ India & ILO

❖ Worker Development

Text Book Recommended:

- Industrial Relations – Arun Monappa
- Industrial Relations & Labour Law – S. N. Mishra

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – VII

BAM – 503 Marketing Management II

Credit 3(3+0+0)

- ❖ Managing Product Lines & Brands
- ❖ Designing and Managing Services
- ❖ Designing Pricing Strategies and Programs
- ❖ Managing Marketing Channels
- ❖ Managing Retailing Wholesaling and Market Logistics
- ❖ Managing Integrated Marketing Communication.
- ❖ Managing Advertising, Sales Promotion and Public Relations
- ❖ Marketing Research & Marketing Information System

Text Book Recommended:

1. Marketing Management – Philip Kotler
2. Marketing Management – V S. Ramaswami & S. Namakumari

BAM – 504 Financial Management-II

Credit 3(2+1+0)

- ❖ Cost of Capital : Theories of Capital Structure
- ❖ Working Capital Management: Cash, inventory, Receivables Management
- ❖ Short term & Long Term Sources of Finance
- ❖ Indian Capital Market
- ❖ Risk & Return: Portfolio Theory
- ❖ Option Pricing

❖ Indian Financial System

Text Book Recommended:

1. Financial Management – Khan & Jain
2. Financial Management - Chandra

BAM – 505

Project Analysis

Credit

3(2+0+2)

- ❖ Projects – meaning Definition & Concepts, Types of Projects
- ❖ Phase in Project Cycle – Conception, Formulation, Appraisal, Implementation, Monitoring, Evaluation
- ❖ Criteria for Selection of Projects
- ❖ Financial Analysis of Projects
- ❖ Economic Analysis of Projects

Text Book Recommended:

1. Project Management and Control – P.C.K. Rao

BAM – 524

Operations Management

Credit 4(3+0+2)

- ❖ Operations Function
- ❖ Operation Strategy
- ❖ Product Design
- ❖ Process Selection
- ❖ Service Process Design
- ❖ Choice of Technology
- ❖ Process Flow Analysis
- ❖ Layout of Facilities
- ❖ Managing Quality
- ❖ Quality Control & Improvement

- ❖ Forecasting : Facilities Decisions
- ❖ Aggregate Planning
- ❖ Scheduling Operations Materials Requirement Planning
- ❖ Just – in – Time Manufacturing
- ❖ Job Design
- ❖ Performance Measurement & Improvement

Text Book Recommended:

1. Operations Management - Krajewski
2. Operations Management - Dilwarth

BAM –529 Human Resource Management

Credit 4(4+0+0)

- ❖ Nature and Scope of Human Resource management
- ❖ Manpower planning
- ❖ Job Analysis, Job Evaluation
- ❖ Recruitment, Selection, Placement
- ❖ Employee Training & Development
- ❖ Performance Appraisal
- ❖ Promotion, Transfer, Demotions
- ❖ Wage Salary, Rewards & Incentives
- ❖ Job Satisfactions, job Enrichment, Job Empowerment
- ❖ Employee Safety & Health
- ❖ Industrial Relation, Industrial Disputes, Their Resolution
- ❖ Trade Unions

Text Book Recommended:

- Human Resource Management - Dessler
- Human Resources and personnel Management - William B. Werther,
Keith Davis.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

SEMESTER – VIII

BAM – 545 Management Information System Credit
3(2+0+2)

- ❖ Concepts of Management Information System
- ❖ Information Systems and System Organizations.
- ❖ Functions of Computer
- ❖ Computer and information Processing
- ❖ Information Systems Software
- ❖ Enterprise – Wide computing and Networking
- ❖ Alternate System Building methods
- ❖ Information and Knowledge work system
- ❖ Artificial Intelligence
- ❖ Controlling Information System
- ❖ Office Automation

Practical

MS WORLD
MS EXCEL

MS POWERPOINT
MS ACCESS
Fundamentals of INTERNET

Text Book Recommended:

1. Management Information System – Kenneth Laudon & Jane Laudon
2. Management Information System – Davis & Olson
3. Management Information System – Suresh Basandra

BAM-547

Project Report

BAM-548

Seminar

Credit: 1

(1+0+0)

BAM-549

Comprehensive Viva-Voce

Credit: 1(1+0+0)

Areas of Specialization (Any One Cluster)

HUMAN RESOURCE MANAGEMENT

BAM-601

Change Management

Credit: 3 (3+0+0)

- (a) Concept & Process of Change
- (b) Culture and Change Process
- (c) Implementing Change
- (d) Management of Resistance to Change
- (e) Concept of Organization diagnosis
- (f) Intervention in Change
- (g) Managers as Change agents

BAM-602**Office Management**

Credit: **3 (3+0+0)**

- (a) Modern Office –Activities & functions Importance of Office
- (b) Office equipment & Machines
- (c) Record Management –filing and indexing
- (d) Mail and correspondence Management
- (e) Form Management (reports & returns)
- (f) Collection & Record of Data
- (g) Personal Relationship & Office

BAM-603**Labour Laws**

Credit: **3 (3+0+0)**

- (a) Factories Act, 1948
- (b) Industrial Disputes Act, 1947
- (c) Minimum wages Act, 1948
- (d) Payment of wages Act, 1936
- (e) Payment of Bonus Act, 1965
- (f) Payment of Gratuity Act, 1972
- (g) Employees Provident Funds and (Miscellaneous Provisions) Act, 1952
- (h) Maternity Benefit Act, 1961

FINANCE**BAM-604****Financial Market**

Credit: **3 (3+0+0)**

- a. Overview of Financial Market, Elements of Financial Market.
- b. Type of Financial Market
- c. Investment alternatives: including Derivatives
- d. Money Market, Def, Securities dealt in Money Market & Participants
- e. Interest Rate Valuations

- f. Bond Market
- g. Stock Market: Participants, Functioning Indices
- h. Foreign Exchange Market
- i. Security & Portfolio Management
- j. Financial Market Regulations
- k. Financial Sector Reform

BAM-605

Financial Services

Credit: **3 (3+0+0)**

- a. Nature & Functions of Financial Services
- b. Merchant Banking & underwriting
- c. Mutual Funds, Conceptual Framework of Securitization
- d. There, pin chase & leasing
- e. Mergers/Amalgamation & Acquisition
- f. Stock Broking
- g. Credit Rating & Depository Services
- h. Function of Banking & Insurance

BAM-606

Indirect Taxes

Credit: **3 (3+0+0)**

- a. Excise Duty
- b. Custom Duty
- c. Sale Tax
- d. Gift Tax
- e. Wealth Tax

MARKETING

BAM-607

Brand Management

Credit: **3 (3+0+0)**

- a. Introduction to Brand Management
- b. Brand Positioning
- c. Brand Equity
- d. Brand and Firm
- e. Brand Relationship

BAM-608

Retail Marketing_

Credit: **3 (3+0+0)**

- a. Concept of Retailing, Type of Retailers and Marketing Decision
- b. Retail Logistics, Store layout & Location and Designing Customer Service
- c. Retail pricing, Decision w.r.t. MRP & Margins of Retailers
- d. Multi-channel Retailing and Distribution
- e. Consumer buying behavior in Retailing

BAM-609

Rural Marketing_

Credit: **3 (3+0+0)**

- a. The Indian rural market

- b.** The role of middleman
- c.** Research in rural markets
- d.** Media habits of the rural masses
- e.** Marketing of agricultural inputs and equipments
- f.** Marketing of consumer durables and non-durables
- g.** Marketing of services
- h.** Agricultural marketing and marketing of handicrafts products