

**REVISED COURSE STRUCTURE FOR
BACHELOR OF BUSINESS MANAGEMENT (B.B.M.)
(INTERNATIONAL BUSINESS)
(Old Name B.F.T.)**

1. Title

The degree shall be titled as Bachelor of Business Management (B.B.M.) (International Business) under the Faculty of Commerce Part I w.e.f. the academic year 2013-2014, B.B.M. Part II w.e.f. 2014-2015 and B.B.M. Part III w.e.f. 2015-2016.

2. Objectives :

With the Industrial Liberalization and Globalization of trade and emphasis on global markets, there is a great scope for employment as well as self employment in international business dealing with variety of innovative products and services. Great scope also exists in International Logistics, Supply- Chain Management, Storage, Transportation and Distribution.

The three year Bachelor of Business Management (B.B.M.) programme is a professional degree course aimed at educating the 10+2 passed students in the various theoretical and practical aspects of international business.

3. Duration :

The Course shall be a full time course and the duration of the course shall be of three years divided into six Semesters.

4. Eligibility:

- i. A candidate for being eligible for admission to the Degree course in Bachelor of Business Management shall have passed 12 the Std. Examination (H.S.C. 10 +2) from any stream with English as passing subject and has secured 40% marks at 12th std.
- ii. Three Years Diploma Course after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- iii. Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- iv. MCVC
- v. Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute / College.

5. Medium of Instruction :

Medium of instruction shall be in English only.

6. Scheme of Examination :

The B.B.M. Examination will be of 3600 marks divided into 3 parts as per details given below:

- i. BBM Part I (Semester I, II) Aggregate marks 1200

- ii. BBM Part II (Semester III, IV) Aggregate marks 1200
- iii. BBM Part III (Semester V, VI) Aggregate marks 1200

There will be written Examination of 80 marks, 3hrs duration for every course at the end of each semester. The class work will carry 20 marks in each course. For courses in Industrial Exposure (Semester III, IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 Marks. For course on Project work (Semester VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

7. RULES OF A.T.K.T.

- i. A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.
- ii. A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four theory heads of total number of subjects of the Second year examination, which consist of Third & Fourth Semester.

8. Standard of Passing and Award of Class:

In order to pass examination a candidate has to obtain 40% marks out of 100 (Semester-end exam 80 + class work marks 20 taken together) in each course.

The award of class: The class shall be awarded to the student on the basis of aggregate marks obtained by him/he in all three years (Part I, II & III). The award of Class is as follows :

- | | | |
|---|----|----------------------|
| i. Aggregate 70% and above.
Distinction. | -: | First class with |
| ii. Aggregate 60% and above but less than 70% | -: | First class. |
| iii. Aggregate 55% and more but less than 60% | -: | Higher Second class. |
| iv. Aggregate 50% and more but less than 55% | -: | Second class. |
| v. Aggregate 40% and more but less than 50% | -: | Pass class. |
| vi. Below 40% | -: | Fail. |

9. The expenditure on Industrial exposure shall be borne by the student concerned.

10. The Semester wise Structure of the programme shall be as follows :

Revised Course Structure
Bachelor of Business Management
(International Business)

Subject Code	Subject Name – Semester I	Subject Code	Subject Name – Semester I
101	Indian Business Environment	201	Cost Accounting.
102	Communication Skills & Personality Development.	202	Elements of HRM.
103	Micro Economic Analysis.	203	Macro Economic Analysis.
104	Business Accounting.	204	Principles of Marketing.
105	Principles & Practice of Management.	205	Business Statistics.
106	Business Mathematics.	206	IT in Business Operations.

Subject Code	Subject Name – Semester III	Subject Code	Subject Name – Semester IV
301	International Business Environment.	401	Supply Chain & Logistics Management
302	Production & Operations Management.	402	Foreign Exchange Operations.
303	International Economics,	403	International Business in Service
304	International Marketing.	404	International Agricultural Business.
305	Management Accounting.	405	Business Taxation.
306	E- Commerce.	406	Business Exposure.

Subject Code	Subject Name – Semester V	Subject Code	Subject Name – Semester VI
501	Business Ethics.	601	Export Import Procedure.
502	Business Law.	602	International Business Law.
503	International Relations.	603	Study of Global Economies.
504	International Banking & Finance	604	International Project Management.
505	Business Reporting and Analysis.	605	Foreign Language - Paper II.
506	Foreign Language - Paper I (Asian - Chinese, Japanese) (European - German, French and Spanish)	606	Project (Project Report - 50) (Presentation - 30 Viva - 20)

Semester – I

Course Code: 101

Indian Business Environment.

Objectives:-

- 1) To develop knowledge base of environmental factors affecting business.
- 2) To make students aware to environmental problems related to business and commerce.
- 3) To inculcate values of Environmental ethics amongst the students.

Unit – I

No. of Lectures

Indian Business Environment concept and importance – Need of environmental studies for Business.

(6)

Unit – II

Types of Environment – Natural, Economic, Political, Social, technical, cultural, Educational, Legal, Cross-cultures

(6)

Unit – III

Problems of Growth – Unemployment, Poverty, Regional imbalance, Social injustice, inflation, Parallel Economy, Industries sickness, Environmental problems affecting growth of Business.

(8)

Unit – IV

Environmental Factors affecting Business.

- a) Physical – Topography, Climate, Minerals, Water resources.
- b) Cultural –infrastructure, technology, tradition, Political set up, social Set-up, educational Set-up.

(8)

Unit –V

Natural Resources and sustainability, Renewable and Nonrenewable resources, Limitations of non-renewable resources – need of renewable resources, strategy for conservation of natural resources

(8)

Unit -VI

Business Practices and government policies-Important role of trade, commerce and Industry. Important features of current labour policy. Role of chambers of commerce and Industry/Business Associations

(10)

Recommended Books

1. Global Economy and Business Environment, Francis Cherunilam, Himalaya Publishing House Text & Cases
2. Essentials of Business Environment, K.Aswathappa, Himalaya Publishing House, Millennium Edition.
3. Business Environment, By Callaghan, P.M.Ellison, (Edward Arnold, UK)
4. Business Environment, By Shaikh Saleem, Pearson Education

Course Code: 102
Communication Skills
And Personality Development

Objectives:

- 1) To understand the concept, process and importance of communication.
- 2) To gain knowledge of media of communication.
- 3) To develop skills of effective communication - both written and oral.
- 4) To help students to acquaint with application of communication skills in the world of business.
- 5) To understand the concept of personality and personality development and its significance.
- 6) To understand and develop various traits required for personality development.

Unit 1: Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers - Cross cultural Communication.

(6)

Unit 2: (a) Written Communication

Need and functions of business letters - Planning & layout of business letter - Essentials of effective correspondence – Advantages & limitations of written communication.

(b) Oral Communication

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - The art of listening - Principles of good listening - Advantages and limitations of oral communication.

(Principles and good Practices in online communication e.g. Telephonic, Internet – VOIP Voice over Internet Protocol.)

(6)

Unit 3: Personality Development

The concept personality - Dimensions of personality - Term personality development - Significance.

(6)

Unit 4: Attitude & Motivation

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages - Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation - Factors leading to de-motivation.

(6)

Unit 5: SELF-ESTEEM

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem - Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem.

(6)

Unit 6: INTERPERSONAL RELATIONSHIPS

Interpersonal relationships - Teaming - Developing positive personality - Analysis of strengths and weaknesses.

(6)

Unit 7: GOAL SETTING

Concept of goal-setting - Importance of goals - Dream Vs Goal - Why goal-setting fails? - SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals - Art of prioritization - Do's and Don'ts about goals.

(6)

Unit 8: Essential soft skills

Assertiveness - Lateral thinking - Work ethics – Good manners and etiquettes (Concept, significance and skills to achieve should be studied.)

Topics prescribed for workshop/Skill lab:

- a) Group discussion
- b) Presentation skill
- c) Problem-solving
- d) Decision-making
- e) Creativity
- f) *Innovation*
- g) *Team Work*

(6)

Recommended Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 5) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 6) You Can Win - Shiv Khera - Macmillan India Limited
- 7) Group Discussion and Public Speaking - K. Sankaran and Mahendra Kumar - M.I. Publications, Agra
- 8) Organisational Behaviour - S. P. Robbins - Prentice-Hall of India Pvt. Ltd., New Delhi
- 9) Basic Managerial Skills For All - Prentice-Hall of India Pvt. Ltd., New Delhi
- 10) 8 Habits - Stephen Covey
- 11) Management Thoughts - Pramod Batra
- 12) Produced by Prof. Rooshikumar Pandya - Creative Communication and Management Center, Bombay
 - a) Assertive Training: Four cassettes
 - b) Self Hypnosis for Goal Achievement: Four cassettes
 - c) Hypnosis: Therapeutic and Practical: Eight cassettes
 - d) Communication as an Occurring Art: Seven cassettes
 - e) Successful Communication: a 50 min. Video
 - f) To Communicate Well is to Sell Well: Seven cassettes of Communication as an Occurring Art plus a special manual with relevant questions for sales personnel.
 - g) A 60 minute cassette on The Art of Relaxation: Stress Management.

Course Code - 103

MICRO ECONOMIC ANALYSIS

Objectives

- 1.To expose basic microeconomic concepts to students of international business.
2. To provide a method/ approach to help draw correct conclusions/ solve economic problems.
3. To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.

Unit No. 1 INTRODUCTION

Definition and Nature .

Scope, Importance and Limitations.

Basic Economic Problems .

Market forces in solving Economic Problems.

(8)

Unit No. 2 DEMAND ANALYSIS

Concept

of Demand, Individual and Market Demand, their Determinants.

- Elasticity of Demand, their Types and Usefulness of each
- Type in the Field of Foreign Trade.
- Demand Forecasting - Meaning, Methods .

- Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship.

(7)

UNIT – 3 SUPPLY ANALYSIS

Meaning and Definition.

- Law of Supply .
- Factors affecting Supply .

(4)

UNIT – 4 COST ANALYSIS

Accounting Costs and Economic Costs .

- Short Run Cost Analysis - Fixed, Variable, Total Cost Curves, Average and Marginal Costs.
- Long Run Cost Analysis - Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves .
- Cost Benefit Analysis*

(8)

Unit – 5 PRICING UNDER VARIOUS MARKET CONDITIONS

Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition

- Monopolistic Competition - Price and Output. Determination under Monopolistic Competition.
- Market inequilibrium-Price and Output Determination.*

(9)

Unit - 6 DISTRIBUTION

Marginal Productivity Theory of Distribution

- Rent - Meaning, Modern Theory of Rent
- Wages - Meaning, Supply of Labour, Minimum Wages, Collective Bargaining.
- Profit - Dynamic, Innovation, Risk and Uncertainty Bearing
- Theories of Profit.

(12)

Recommended Books

Micro Economics- M.L. Jhingan, Vrinda publications, New Delhi

Managerial Economics- Theory and Application- D.M.Mithani

Introduction to positive Economics-Richard Lipsey

Advanced Economic Theory- microeconomic analysis- H.I. Ahuja

Course Code - 104

Business Accounting

Unit No: 1 INTRODUCTION:

- ❖ Financial Accounting-definition and Scope,
- ❖ Objectives of Financial Accounting, Accounting v/s Book Keeping
- ❖ Terms used in accounting,
- ❖ Users of accounting
- ❖ Information and limitations of Financial Accounting.

Conceptual Frame work:

- ❖ Accounting concepts, principles and conventions
- ❖ Accounting standards-concept, Objectives, benefits, brief review of accounting standards in India,
- ❖ Accounting policies, accounting as a measurement
- ❖ Discipline, valuation principles, accounting estimates.

(8)

Unit No.: 2 RECORDING OF TRANSACTIONS:

- ❖ Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book,
- ❖ Bank Reconciliation Statement,
- ❖ Trial Balance

- ❖ This should be separate topic Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation. (WDV & SLM)

(20)

Unit No: 3 PREPARATION OF FINAL ACCOUNTS:

- ❖ Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.
- ❖ Computerized Accounting: Computers and Financial application, Accounting Software packages.

(12)

Unit No: 4 INTRODUCTION TO COMPANY FINAL ACCOUNTS:

- ❖ Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.
- ❖ *(Theory along with practical problems on company final accounts.)*

(4)

❖ Unit No: 5

❖ Foreign Branch :

- ❖ Meaning, Accounting and Consolidation Reporting and Disclosure, Foreign Currency Translation, International Taxation and Transfer Pricing.

(4)

Recommended Books

Fundamentals of Accounting & Financial Analysis by Anil Chowdhary (Pearson Education)

Financial Accounting by Jane Reimers (Pearson Education)

Accounting made easy by Rajesh Agarwal & R Srinivasan (Tata McGraw-Hill)

Financial Accounting for Management by Amrish Gupta (Pearson Education)

Financial Accounting for Management by Dr. S.N. Maheshwari (Vikas Publishing House)

Course Code No. 105

Principles and Practice of Management

Objective: -

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. On completion of the syllabi, the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Students will also get the idea about new developments in management.

Unit	Content	Number of Lectures
1	<p>NATURE OF MANAGEMENT</p> <ul style="list-style-type: none"> • Meaning, Definition, it's nature purpose, importance & Functions, • Management as Art, Science & Profession- Management as social System • Concepts of management-Administration-Organization, Difference between them. 	8
2	<p>EVOLUTION OF MANAGEMENT THOUGHT</p> <ul style="list-style-type: none"> • Contribution of F.W. Taylor, Henri Fayol, Michael E. Porter , Allen Greenspan & Peter Drucker to the management thought. • Various approaches to management (i.e. Schools of management thought) • Indian Management Thought - Contribution of C.K. Prahlad to Indian Management Thought 	8
3	<p>FUNCTIONS OF MANAGEMENT: PART-I</p> <ul style="list-style-type: none"> • Planning - Meaning - Need & Importance, types levels – advantages & limitations. • Forecasting - Need & Techniques • Decision making - Types - Process of rational decision making & techniques of decision making. • Organizing - Elements of organizing & processes- Basic introduction of Sole Proprietorship, Partnership, Private & Public Limited Companies.- Types of organizations, Delegation of authority - Need, difficulties in delegation - Decentralization. • Staffing - Meaning & Importance • Direction - Nature - Principles • Motivation - Importance - Theories of Motivation: Maslow's Hierarchy of Needs, Herzberg's two-factor theory, Alderfer's ERG theory, Miller's Temporal motivation theory. • Leadership - Meaning - styles, qualities & functions of leaders 	10
4	<p>FUNCTIONS OF MANAGEMENT: PART-II</p> <ul style="list-style-type: none"> • Controlling - Need, Nature, importance, Process & Techniques - Coordination - Need - Importance • Tools to improve managerial effectiveness-Balanced Score-Card, SWOT Analysis 	6

5	STRATEGIC MANAGEMENT Classes of Decisions, Strategy, Role of a Strategist, Relevance of Strategic Management and its Benefits.	8
6	RECENT TRENDS IN MANAGEMENT <ul style="list-style-type: none"> • Social Responsibility of Management • Environment friendly management • Management of Change • Management of Crisis • Total Quality Management • Stress Management • International Management • Human Resource Accounting as a managerial tool 	8
	Total Number of Lectures	48

Books Recommended:

1. Principles of Management (McGraw Hill) - Koontz & O'Donnel
2. Essentials of Management (Prentice Hall of India) - Joseph I, Massie
3. The Practice of Management (Allied Publishers) - Peter F Drucker
4. The New Age of Innovation: Driving Co created Value Through Global Networks (University of Michigan Ross School of Business), - C.K. Prahalad and M.S. Krishnan
5. Management-global perspective -Heinz Weirich, Harold koontz
6. Principles of Management 3rd Edition P.C.Tripathi, P.N.Reddy
7. Principles of Management- T.Ramaswamy
8. Management (Prentice Hall of India) - Stoner, James AF
9. Human Behaviour at Work (Tata McGraw Hill-7th Ed)- Keith Davis

Course Code : 106

Business Mathematics

OBJECTIVES :

1. To understand the concepts of ratio , proportion and percentage.
2. To understand the concept and application of profit and loss in business.
3. To use the concept of EMI.
4. To understand the concept of stock exchange and to calculate Dividend.
5. To understand applications of matrices in business.
6. To understand useful functions in business and economics.

Unit 1.

RATIO, PROPORTION AND PERCENTAGE

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage - Meaning and Computations of Percentages.

Unit 2.

PROFIT AND LOSS

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage, *concepts and treatment of depreciation.*

Unit 3.

INTEREST

Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments(EMI), * *Principles of Hire-Purchase.*

Unit 4.

Shares and Dividends

Concept & *Examples* of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, delete Examples.

Unit 5.

MATRICES AND DETERMINANTS

(UPTO ORDER 3 ONLY) :

Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems *associated with the above.*

Unit 6.

Functions

(To identify and define the relationships that exist among business variables)

Introduction, Definition of function, constants, variables, continuous real variable, Domain or interval, Types of functions, one valued function, Explicit function, Algebraic functions, Polynomial functions, Absolute value function,

Inverse function, Rational and Irrational function, Monotone function, Even and odd function, Supply/ Demand function, Cost function, Total revenue function, Profit Function, Production function, utility function, Consumption function.

Reference Books :

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai

Semester – II
Course Code – 201
Cost Accounting

Objectives:

- 1) To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- 2) To provide basic knowledge of important Methods & Techniques of costing.

Level of Knowledge : Basic understanding of the subject.

Unit 1: INTRODUCTION.

- 1.1 Concept of cost, costing, cost Accounting & Cost Accountancy
- 1.2. Limitations of Financial Accounting
- 1.3. Origin and objectives of cost Accounting
- 1.4. Advantages and Limitations of Cost Accounting
- 1.5. Difference between Financial and Cost Accounting
- 1.6. Cost Unit & Cost Centre

(8)

Unit 2: ELEMENTS OF COST

- 2.1. Material, Labour and other expenses
- 2.2. Classification of cost & Types of Costs

2.3. Preparation of Cost Sheet (8)

Unit 3: METHODS OF COSTING (THEORY ONLY)

3.1. Job Costing – Meaning, Features, Advantages and Limitation

3.2. Contract Costing – Basic Concepts

3.3. Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains

3.4. Operating Costing – Meaning, Features & Objectives

3.5. *Opportunity Costing* (12)

Unit 4. BUDGET AND BUDGETARY CONTROL

4.1 Definition,

4.2 Meaning and objectives of Budgetary control

4.3 Advantages and disadvantages of Budgetary Control

4.4 Types of Budget (7)

Unit 5. Marginal Costing –

Meaning and Various Concepts - Fixed Cost, Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety

(7)

Unit 6. Standard Costing-

Definition and Meaning of Various Concepts, Advantages and Limitations of Standard Costing, Variance Analysis – Material and labour Variances only
(6)

Books recommended :

Advanced cost Accounting by Saxena & Vasistha

Advanced cost Accounting by S.P.Jain & Narang

Cost Accounting by S.N. Maheshwari

Cost Accounting by Ratnam

Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap, Nirali Prakashan.

Cost and Works Accounting II and III by Prof. Subhash Jagtap, Prof. Pagare, Prof. Nare, K.S. Publication

Cost Accounting by Bhatta HSM, Himalaya Publication

Cost Accounting by Prabhu Dev, Himalaya Publication

Advanced Cost Accounting by Made Gowda, Himalaya Publications.

Website : www.icwai.com

Course Code – 202

Elements of

Human Resource Management

Unit 1.

HUMAN RESOURCE MANAGEMENT:

Introduction, development of HRM concept, HRD & HRM, Role of HR Manager, structure of HRM dept. Duties & Responsibilities of HR Manager.

(6)

Unit 2.

TRENDS IN HRM:

Change in labour force, composition, knowledge, workers, employee empowerment. HRM challenges, strategic issues merges & acquisitions, TQM, Downsizing, Reengineering, outsourcing, expanding into global marketing, Global workforce.

(6)

Unit 3.

MANPOWER PLANNING:

Objectives, Need, Importance, Short & Long term

Manpower Planning, Career & succession planning.

Sources of recruitment, procedure, basis of selection, interviews, tests, induction ,
(*Discussion of cases in Recruitment & Selection is advised for better understanding of the topic*)

(8)

Unit 4. TRAINING & DEVELOPMENT:

Training Need, system approach to training , Education, Training & Development, Training calendar ,*Return on Training & Investments*.

Methods & types of training management, methods of Performance Appraisal, Errors of Appraisal. Merit Rating: Need, Importance and Methods, Promotion, Transfer, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job rotation. (12)

Unit 6

Recent trends and problems in motivation, retention, attrition, downsizing & outsourced man power.

1. *International Human Resource Management.*

* *Comparison with domestic HRM*

* *Managing International HRM-activities.*

* *Multi-culturism.*

* *Cross Cultural Training (CCT)*

* *New Terms . HCN, PCN, TCN, Ethnocentric Approach, Polycentric Approach, Geocentric Approach.*

*DISCUSSION OF CASE STUDIES ADVISED FOR BETTER UNDERSTANDING OF THE SUBJECT

(10)

Course Code – 203

MACRO ECONOMIC ANALYSIS

Objective :

1. To study the behaviour of the economy as a whole.
2. To study relationships among broad aggregates.
3. To apply economic reasoning to macro economic policy.

Unit 1.

INTRODUCTION

5

1.1 Definition and Nature of Macro Economic Analysis

1.2 Scope, Importance and Limitations of Macro Economic Analysis

Unit 2.

8

MONEY AND VALUE OF MONEY

2.1 Definition of Money

2.2 Functions of Money

2.3 Value of Money

2.3.1 Quantity Theory of Money

2.3.2 Cash Balance Approach

Unit 3. 8

THEORY OF INCOME AND EMPLOYMENT

3.1 Say's Law of Market

3.2 Keynesian Theory of Income and Employment

Unit 4. 8

SAVINGS

4.1 Consumption Function – Keynes’ Psychological Law of Consumption

4.2 Average and Marginal Propensity to Consume

4.3 Saving Function - Average and Marginal Propensity to Save.

4.4 Paradox of Saving

Unit 5. 8

INVESTMENTS

5.1 Investment Function - Autonomous and Induced Investment

5.2 Investment Multiplier and Foreign Trade Multiplier

Unit 6.

TRADE CYCLE 10

6.1 Nature and Characteristics of Trade Cycle

6.2 Phases of Trade Cycle

6.3 Control of Trade Cycle

6.4 Inflation and Deflation - Meaning, Causes and Control

Books recommended

Ahuja H.L.- macro Economics theory and policy, S. chand & co. ltd, New Delhi

D.N. Dwivedi-Macro Economics, Tata McGraw Hill, New Delhi

Shapiro. E- Macro Economics, Galgotia Publications, New Delhi.

Jhingan M.L.- Macroeconomic Theory, Vrinda publications, New Delhi.

Course Code – 204

Principles of Marketing

Objectives :

To study & critically analyze the basic concepts in marketing & to cater the needs of marketing industries.

Unit – 1 : INTRODUCTION

Marketing – Definition, Concepts Significance & functions of

Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of

Marketing Manager. (8)

Unit 2- TYPES OF MARKETING

Tele Marketing, E-Marketing ,Service Marketing, Rural Marketing- feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies. (8)

Unit – 3 : MARKETING MIX(Product & Price)

Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle

Price mix – Factors affecting pricing, Pricing Methods/Strategies, Importance of Pricing. (8)

Unit – 4 : MARKETING MIX(Place & Promotion)

TYPES OF CHANNELS

Factors influencing channel decisions, Role of Intermediaries.

Elements of Promotion Mix, Recent Trends in Promotion . Advertising – Role of Advertising, Advertising Media. Sales Promotion Techniques- Dealers and Consumers. (8)

Unit – 5 MARKET SEGMENTATION

Meaning, Definition, Variables used to Segment markets, Essential of effective Market Segmentation, Distinction between Differential Marketing & Concentrated Marketing. (8)

Unit – 6 :

MARKETING INFORMATION SYSTEM & MARKETING RESEARCH.

Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Importance of Marketing Research.

(8)

Reference Books

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk

Course Code – 205

Business Statistics

OBJECTIVES :

- 1.To understand the concept of population and sample.
- 2.To use frequency distribution to make decision.
- 3.To understand and to calculate various types of averages and variation.
- 4.To use regression analysis to estimate the relationship between two variables .
- 5.To solve LPP to maximize the profit and to minimize the cost.

Unit 1.

POPULATION AND SAMPLE :

Definition of Statistics, Scope of Statistics in Economics, Management ,Sciences and Industry.

Concept of population and sample with illustration. Methods of Sampling – SRSWR , SRSWOR ,Stratified , Systematic. (Description of sampling procedures only)

Data Condensation and graphical Methods :

Raw data , attributes and variables , classification , frequency distribution , cumulative frequency distributions.

Graphs - Histogram , Frequency polygon.

Diagrams - Multiple bar , Pie *chart ,Subdivided bar.

Using Excel draw all graphs & diagrams.

(15)

Unit 2.

MEASURES OF CENTRAL TENDENCY AND DISPERSION

Criteria for good measures of central tendency , Arithmetic mean , Median and Mode for grouped and ungrouped data , combined mean Concept of dispersion , Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation , Coefficient of Quartile deviation. *Using Excel calculate measures of central Tendency & dispersion.*

(18)

Unit 3.

CORRELATION AND REGRESSION (FOR UNGROUPED DATA) :

Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.

(08)

Unit 4.

LINEAR PROGRAMMING PROBLEM :

Meaning of LPP, Formulation of LPP, solution by graphical methods, problems relating to two variables only.

(07)

Recommended Books:-

1)S.C.Gupta-Fundamentals of Statistics- Sultan chand & sons,Delhi.

2)D.N.Elhance- Fundamentals of Statistics-Kitab Mahal,Allahabad.

3)V.K.Kapoor-Operation Research Techniques for Manegement- Sultan chand & sons,Delhi.

Course Code No. 206
Information Technology
In Business Operations

Objectives :

- 1) To Know the Fundamentals of Computers
- 2) To Understand how to use Computer applications in Business.

Unit . 1 : Computers

1.1 Introduction

1.2 Characteristics of Computers

1.3 Block Diagram Of Elements of digital computer-their functions-memory-CPU

1.4 Data Organization

1.4.1 Drives

1.4.2 Files

1.4.3 Directories

1.5 Types of Memory (Primary And Secondary)

1.5.1 RAM

1.5.2 ROM

1.5.3 PROM

1.5.4 EPROM

1.5.5 Secondary Storage Devices (*DVD*, CD, HD, magnetic tape, Pen drive)

1.6 I/O Devices

1.6.1 Scanners

1.6.2 Digitizers

1.6.3 Plotters

1.6.4 *Printer*

1.6.5 LCD

1.6.6 Plasma Display

1.7 HARDWARE and SOFTWARE

1.7.1. Types of computers and features

1.7.2 Mini Computers

1.7.3 Micro Computers

1.7.4 Mainframe Computers

1.7.5 Super Computers

1.7.6 Laptop

(10)

Unit 2 : SYSTEM CONCEPT

2.1 Introduction to system Analysis and design

2.2 Types of system

2.3 Characteristic of system

2.4 System Development Life Cycle

2.5 *Prototyping*

(6)

Unit 3. OPERATING SYSTEM AND SERVICES IN O.S.

3.1 Dos - History

3.2 Files and Directories

3.3 Internal and External Commands

3.4 Batch Files

3.5 Types of O.S

(6)

Unit 4. INTRODUCTION TO R.D.B.M.S with *Practical of Oracle8i basic commands*

4.1 Advantages and Limitations

4.2 Normalisation

4.3 Entity Relationships

4.4 Use Of simple SQL Commands involving both single table and simple joins.

(6)

Unit 5. Management Information System (MIS)

5.1 *Cryptography- Encryption , Decryption*

5.2 *Digital Signature*

5.3 IT Act

5.4 Security Threats to information

5.4.1 Virus

5.4.2 Hacking

5.4.3 Natural Calamities

5.4.4 Failure of system

5.5 Preventive measures and data recovery

5.5.1 Antivirus

5.5.2 Firewall

5.5.3 Data Recovery methods

(10)

Unit 6. MS-Office with practical

MS Word

6.1 MS Excel

6.2 MS Powerpoint

(10)

Practical of these topics is recommended for better understanding of the subject

Reference Books :-

1. *Computer Fundamentals – P.K Sinha (B.P.B publications)*
2. *System analysis and Design – Elias Awad*
3. *MIS – W.S. Jawadekar*
4. *Oracle 8i complete Reference by Kevin Loney, George Koch – Osborne/McGraw Hill*