

1.2.1 Percentage of new courses introduced of the total number of courses across all Programmes offered during the last five years

Name of the Department	Business Administration
Programme Name	Bachelor of Business Administration (BBA)
Course Code & Name	0901 (BB1107)Fundamentals of Business Organisation, (EN1112)General English, (BB1111)Indian Business Houses, (BB1180)Term Paper-I, (BB1210) Branding & Emerging E-Brands, (EN1213)Reading Language through Literature,, (BB1280) Term Project-II, (BB1281) Minor Project, (BB1306)Regulatory Framework of Business, (BB1307) Psychology & Personality Development, (EN1316) Spoken English, (BB1380) Term Project III, (BB1406) Risk Management, (BB1409) Managing Social Sector & NGO, (BB1480) Term Paper-IV, (BB1481) Minor Project, (BB1412) Foreign Language, (BB1580) Term Paper V, (BB1505) Foreign language, (BB1655) Capital Market Operations, (BB1657) Strategic Financial Management, (BB1658) Marketing Research,(BB1665) HR Administration, (CA1401)Database Management ,(BB1671) Advanced Accounting, (BB1672) Direct Tax, (BB1605) Foreign Language, (BB1653) Management of Banking Services, (BB1656) Insurance Management, (BB1661) Advertising & Sales Promotion ,(BB1668) Compensation Management, (BB1673) Auditing, (BB1674) Indirect Tax
Year of Introduction	2015-16
Recommendation by Stakeholder	Faculty
Reason for New Courses introduced	BoS members suggested the changes as per the requirement of the industry.
Percentage of New Courses introduced in Year	(Total no of New Courses / Total no of courses offered) * 100 =33/64*100=51.56%
Percentage of Change	<25 % courses introduced – No >25 % courses introduced – Yes
Minutes of Board of Studies	Date :- 16 June 2015 Page No:- 1 & 2 Section No.:- NA Point No.- 10
Minutes of Academic Council	Date :- 15 & 20 July 2015 Page No:- 13 Section No:- 11 AC-D-3-7 Point No:- 10

11AC (D-3-5) Revised Scheme & Syllabi BHM Batch 2014-18 and BHM Batch 2013-17

The proposal were not considered by the Council in view of the decisions on agenda items 11AC (D-3-3) and 11AC (D-3-4).

11AC (D-3-6) Revised Scheme and Syllabi of BHM Batch 2014-18 to be Offered to BHM Batch 2015-19

The revised scheme and syllabi of BHM batch 2014-18 to be offered to BHM batch 2015-19 were approved by the Council

11AC (D-3-7) Revision of Scheme and Syllabi of BBA Programme

The revised scheme and syllabi of BBA Programme were approved by the Council.

11AC (D-3-8) Revision of Syllabi of B.Com Programme:

The revised syllabi of B Com Programme were approved by the Council.

11AC (D-3-9) Introduction of New Programmes:

In principle approval for introduction of two new programmes, namely B Com (Hons.) and MFC (Master of Finance & Control) was accorded by the Council. The programmes will commence from academic session 2016-17.

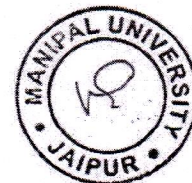
The Council further suggested the matter be placed before the Board of Management, in its next meeting.

11AC (D-4) FACULTY OF DESIGN

11AC (D-4-1) Revised Structure and Syllabi of B. Arch:

Revised structure and syllabi of B Arch programme were approved by the Council. It will be implemented from 2015-16. The Council suggested that a course on GIS and Remote Sensing be included.

11AC (D-5) FACULTY OF ARTS & LAW





1. The meeting began at 2:00 pm and ended at 5:30 pm.
2. The BOS deliberated at length on improving standards of class rooms delivery and thereby adding more value and learning to students.
3. The Board emphasized the importance of corporate connect and resolved to call expert speakers on regular basis so that ambit of learning of students expands. Attendance would be taken and the student would have to secure 75% attendance in such events as well.
4. The Board resolved to give specific training to all students in B.Com & B.B.A. so that they are made proficient in Microsoft Word, Power-Point and Excel. Further, they be encouraged to use these programs in writing their projects and making their presentations.
5. The Board resolved to have one project assignment plus presentation compulsory in every semester so that communication and analytical skills improve.
6. The Board resolved that in the light of the poor quality of communications skills additional inputs be given in every semester to BBA and B.Com students. Help from Department of English would be sought and obtained.
7. The Board resolved that BBA and B.Com students be encouraged to take admission in the MBA program of MUJ and to introduce ways and means to enable them to compete on merit for such admission.
8. The Board resolved to strengthen the streams of Finance, Accounts, Taxation, HR, QT and IT the coming semester.
9. The Board resolved to consider offering one foreign language over a three semester period for BBA students. The languages suggested were Japanese or German or Chinese. There would be no choice and the language chosen will be uniform for all.
10. The Board suggested to add following courses in B.Com and BBA programme.

B.Com Programme

I semester- Term paper-I,

II Semester- Term paper-II, Reading through English literature, Value ethics and governance

III semester- Term paper-III, Spoken English,

IV Semester- Computerized financial accounting, Company law and secretarial practices, Term paper-IV, The art of communication

V Semester- Management accounting, Term paper-V

VI Semester- Security analysis and portfolio management, International financial management, banking operation and management, Advanced accounting, Cost and management audit

BBA Programme

I Semester- Fundamentals of Business Organisation, General English, Indian Business Houses, Term Paper-I

II Semester- Branding & Emerging E-Brands, Reading Language through Literature, Term Project-II, Minor Project

III Semester- Regulatory Framework of Business, Psychology & Personality Development, Spoken English, Term Project-III

IV Semester- Risk Management, Managing Social Sector & NGO, Term Paper-IV, Minor Project, Foreign Language

V Semester- Term Paper-V, Foreign Language

VI Semester- Foreign Language, Program Electives- Capital Market Operations, Strategic Financial Management, Management of Banking Services, Insurance Management, Marketing Research, Advertising & Sales Promotion, HR Administration, Compensation Management, Data Base Management, Advanced Accounting, Direct Tax, Auditing, Indirect Tax

11. The board resolved that since the fee differential between B.Com and BBA was wide, the two course cannot be similar.
12. The Board resolved to make a change in the teaching- learning methodology so that students begin to work in the library in the field and in industry to add value & knowledge imparted in the classrooms.
13. The Board resolved to make it mandatory for all members of the faculty to continually (a) upgrade their knowledge and publish papers in refereed journals and (b) become multi-skilled by learning new subjects.
14. The Board resolved to empower a teams of professors headed by Dr. Sorab Sadri and Dr. Rajesh Kothari and Dr. T.K. Jain to rework the B.Com and BBA syllabus so that it is rationalised and made as close to corporate reality as possible.
15. In view of the difficulties faced by the School of Business and Commerce with faculty from other schools last semester, a dedicated expert faculty in HR, Accounts, Economics, Insurance & Taxation and Quantitative Techniques be recruited to deliver quality and to serve the needs of the growing students registrations in B.Com and BBA.
16. The chair thanked everyone for their time and effort while reminding them that admission was a critical activity and it was everybody's responsibility to see that number of entrants in B.Com and BBA increase in 2015-16.
17. Students who have a basic Master's Degree in Arts , Commerce , Travel & Tourism & Mathematics should be accepted for enrolment as Ph.D. candidates in SBC.
18. In B.B.A the no. of specialization has been increased from two to four. Now new specialization will be finance and banking, sales and marketing, people management and IT and e-business.

Dr. Teena Shrivastava
HO, Commerce



Department of Business & Commerce

BOARD OF STUDIES

Attendance Sheet

Date:- 16th June 2015

S.no.	Name of the Members	Designation	Place	Signature
1.	Prof. (Dr.) Rajesh Kothari	Professor, Department of ABST Management	Rajasthan University Jaipur.	
2.	Prof. (Dr.) Sorab Sadri	Director, School of Business & Management	Manipal University Jaipur	
3.	Dr. Teena Shivnani	HOD, Commerce	Manipal University Jaipur	
4.	Mr. Sujiban Ghosh	Chief Finance & Account Officer	Manipal University Jaipur	
5.	Dr. Vandana Suhag,	Registrar	Manipal University Jaipur	
6.	Prof. T.K. Jain	Professor, Commerce	Manipal University Jaipur	
6.	Dr. D.P. Sharma (Invitee Member)	HOD, IT	Manipal University Jaipur	
7.	Ms. Shweta Upamanyu (Invitee Member)	Faculty, BHM	Manipal University Jaipur	
8.	Dr. Richa Arora (Invitee Member)	HOD, English	Manipal University Jaipur	

9. Abhimanu Kumar ksh. Registrar MUI
Evaluation

10. Dr. Parvashree Sharma
Accounting & Finance MUI

BB1107 FUNDAMENTALS OF BUSINESS ORGANIZATI [3 0 0 3]

Objective:

To introduce the fundamentals concepts of Business Organization and various approaches towards Management without proper knowledge of which advanced learning would be difficult.

Contents:

Forms of organization – Sole Proprietary, Partnership, Company, LLP – Concept, Formation and strength & weakness, Multinational Organization (Concept & Analysis). Formal & Informal organization, Principles of Organization, Basic of Organizational Structures: functional, Geographical, Networking organizational structure. Virtual organization, Authority Delegation of & Decentralization, Learning Organization. Evolution of Management – Classical, Behavioral, systematic and contingency approach to Management, Managerial functions & skill. Six Sigma, TQM management and introducing contemporary Management Thinkers.

Text / Reference Books:

1. Koontz & Wehrich, *Essentials of Management*, McGraw Hill, 2014.
2. Stoner & Wankel : *Management*, Information Age Publishing, 2014.
3. Robbins S P.: *Management*, Pearson Education, 2015.
4. Bhushan Y K , *Fundamentals of Business Organization & Management*, Sultan Chand & Sons; Nineteenth edition (2013), (2015).

EN 1112

GENERAL ENGLISH

[2 0 0 2]

Objective:

To improve writing skills without which job placement will be difficult.

Contents:

Introduction to communication skills, Principles of Communication, modes of communication, types of communication, essential features of communication, Importance of effective communication: Its application, Barriers to effective communication, Reference Books, writing and listening skills, Sentence Patterns and its usage, Uses of Verbs: Finite and Non-Finite Verbs, Modal Verbs, Voice, Tenses – Its usage and sequence, Question Tags, Articles, Usage and its Application, Reported Speech,
Synonyms and Antonyms/ One Word Substitution, Reference Books Comprehension, - Précis Writing ,Essay writing- Letter Writing-Letter content and layout, Personal, Professional Business Letter, Circulars ,Letter to Newspaper, Memo and Memo Reports-Usefulness and format, ,Job Application, Resume Writing(Latest trends in Resume Writing), Report Writing-Types and its Application. Group Discussion, Extempore and Presentations.

Text / Reference Books:

1. David, G *Contemporary English Grammar, Structures and Composition*, Macmillan Publications.
2. Turton N D & Heaton, J B *Longman Dictionary of Common Errors*, 1998
3. McCarthy, M *English Idioms in Use*, London: Cambridge University Press, 2002
4. Jones D T, *English Pronouncing Dictionary*, ELBS London
5. Tickoo, C, and Sasikumar, J: *Writing with a Purpose*, Oxford University Press
6. Quirk *et. al*, *University Grammar of English*, ELBS London
7. Mishra S & Muralikrishna, C: *Communication Skills for Engineers*, Pearson Education. 2004
8. Krishnaswamy, N: *Modern English : A Book of Grammar Usage and Composition*, Macmillan India

BB1111**INDIAN BUSINESS HOUSES****[1 0 4 3]****Objective:**

To enable a better understanding of strategies of Indian business houses and derive learnings therefrom. This is an attempt to make students aware of those who succeeded and those who did not.

Contents:

Review of classic business houses in India, effect of environment on the growth of business houses. Emergence of new economic order since 1991 – mandate, imperatives and essentials. Failure and success of select business houses. Excellence indicators of select business. Scams and Frauds in Modern India.

Text / Reference Books:

1. Kakani R K:, *Financial Performance and Corporate Strategy of Indian Business Groups*, LAP Lambert Academic Publishing, 2015.
2. Harris, F : *Jamshedji Nusservanjee Tata*, Tata Press, 1960
3. Lala, R M: *Beyond the Blue Mountain*, Viking Press, Mumbai 2006
4. Karanjia B K : *The Life and Times of Pirojsha Godrej*, Viking, Mumbai 2010
5. Karanjia B K : *Sorabji Godrej*, Viking, Mumbai 2011
6. Heredia R: *The Amul Story*, Mc Graw Hill Delhi 2012

BB1180**TERM PAPER - I****[0 0 0 2]**

Every student will undertake library study on any topic of his / her choice but approved by the supervisor, under guidance of a faculty member (supervisor), prepare a term paper and give a presentation on that topic and will be evaluated on the basis of presentation, contents and query handling.

BB1210

BRANDING & EMERGING E- BRANDS

[3 0 0 3]

Objective:

To understand concept of brand & use of social media in branding. Though it lies in the domain this subject is of importance to all students of BBA

Contents:

Concept of brand and brand defined. Brand v/s Image, Developing and establishing of a brand – procedure and practices, Brand appreciation and depreciation, Factors affecting brand value, Brand recall and reinforcement, Concept of brand and E-Brand. Emergence and origin of E- Brands in India. Establishing e-brands – process and strategies, Factors affecting success of e-brands, Causality analysis of failure of e-brands, Comparison between online and offline brands, Market segmentation and brand positioning, Concept of social media in India, types of social media, SMO, SEO, and ADWORD - effectiveness and assessment, Procedure of social media – image creation and image dilution, Case studies

Text / Reference Book:

1. Ryan, D *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page, 2015.
2. Kumar, N, *Brand Breakout: How Emerging Market Brands Will Go Global*, 2015.
3. Terence T , *Branding: Create Your Difference Through Smart Branding: Why your branding, marketing and business is not working*, iStar Publishing, 2015.
4. Wheeler, *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, John Wiley and Sons, 2015.

EN1213 READING LANGUAGE THROUGH LITERATURE [2 0 0 2]

Objective:

To improve English comprehension and writing English. This is one thing that will make a positive difference in final placement.

Contents:

Phonetics and Vocabulary: Transcription of Phonetic Symbols, Word Stress, Synonyms and Antonyms, Word Formation; **Grammar and Usage:** Transformation of Sentences, Clauses, Determiners, Verbs and Verb Tenses; **Comprehension** (Following texts compiled by Macmillan in the form of book): William Blake – The Little Black Boy, Lewis Carroll- A Mad Tea Party, Ruskin Bond – Night Train for Deoli, M.K. Gandhi- The Birth of Khadi, J.L Nehru- A Tryst with Destiny, A.P.J Abdul Kalam - Vision for 2020; **Compositional Skills:** Letters - Formal and Informal, Review Writing, Memo Writing , Paragraph Writing.

Text / Text / Reference Books:

1. Sawhney, Panja and Verma (eds.). *English at the Workplace*. New Delhi: Macmillan 2003.
2. Singh, R.P. *Professional Communication*. New Delhi: OUP. 2004.
3. Sasikumar, V. Dutta and Rajeevan, *A Course in Listening and Speaking –I*, New Delhi: Foundation Books. 2005. 4. Quirk, R and Greenbaum S.: *A University Grammar of English*, London: Longman, 1973.

BB1280

TERM PAPER – II

[0 0 0 2]

Every student will undertake library study on any topic of his choice, under guidance of a faculty member and prepare a term paper and give a presentation on that topic and will be evaluated on the basis of presentation, contents and query handling.

BB1281

MINOR PROJECT

[0 0 0 2]

BB1306 REGULATORY FRAMEWORK OF BUSINESS

[3 0 0 3]

Objective:

To introduce overview of important business laws.

Contents:

Regulation of business in India – concept, scope and systems, Contract Act and Sales of Goods Act.,

Consumer Protection Act and redressal of investors’ grievances, Review of Companies Act, IRDA, SEBI, FEMA, SCRA.

Text / Reference Books: (the latest books based on the latest law must be referred)

1. Singh, A *Principle of Mercantile Law*, Eastern Book Company
2. Gulshan & Kapoor, *Business Law*, Paperback
3. Maheshwari & Maheshwari, *Principle of Mercantile Law*, National Publishing Trust
4. Rohini Aggarwal, *Mercantile & Commercial Law*, Taxmann
5. M.C. Kucchal, *Modern Indian Company Law*, Shree Mahavir Book Depot.
6. M.C.Kucchal, *Business Law/Mercantile Law*, Vikas Pub.House (P) Ltd. (M)

BB1307 PSYCHOLOGY AND PERSONALITY DEVELOPMENT [3 0 2 4]

Objective:

To introduce of the concepts of psychology for personality development.

Contents:

Understanding human behavior, Factors affecting human psychology – mood, sentiments, feelings, gestures, happiness, Attitude, belief, and background, Causes of individual behavior v/s group behavior Conflict and conflict management, causes of individual and group dynamics, Cognitive dissonance Force field analysis, Personality – concept, factors, factors of association, personality formation structure – mind mapping Creativity, lateral thinking, divergent thinking

Suggested practice sessions:

Role play sessions to understand group dynamics.

Personality exercises like Parent – adult – child exercise, EQ-IQ-SQ exercise etc.

Suggested Book:

1. Dagne Kenna MC, *Business Psychology and Organizational Behaviour – Students hand book*, 2015.
2. Hellreigel *et al – Organizational Behaviour*, Thomson Learning, 2014.
3. Pareek U – *Understanding organizational behaviour*, 2013.

EN1316 SPOKEN ENGLISH [1 1 0 2]

Situational and Structural Dialogues, Greeting, Self-introduction, Invitation, Making Request, Expressing gratitude, Complimenting and Congratulating, Expressing Sympathy, Apologizing, Asking for information, Seeking permission, Complaining and Expressing Regret, At the Bank/ Post office/ College office, At the Green Grocer, At the Temple, At the College, Canteen or Restaurant, At the Police station, At the Railway Station/ Bus Station, At the Medical Shop, At the Library, Interviews, Booking a Room in a Hotel, At the Travel Agency; Extempore; Presentation; Picture & Video description; Group Discussion; Vocabulary, Antonym, synonym & One word substitution; Talk Show; Foundation of English Pronunciation, word stress and intonation.

Text / Reference Books:

1. D Jones. *English Pronouncing Dictionary*, London: ELBS 2003.

2. G Radhakrishna, G et al. *Spoken English for You*. CIEFL. Emerald Publication, 2014.
3. Sadanand K and Punitha S. *A Foundation Course in Spoken English (Part – 1 & Part 2 (English) 1st Edition*. Hyderabad: Orient Longman. 2005.
4. Bansal R K and Harrison J B . *Spoken English for India*. Mumbai: Orient Longman. 2009.
5. Patil. Z N *English for Practical Purpose*. New Delhi: MacMillan India Ltd, 2010.

BB1380

TERM PAPER – III [0 0 0 2]

Every student will undertake library study on any topic of his choice, under guidance of a faculty member and prepare a term paper and give a presentation on that topic and will be evaluated on the basis of presentation, contents and query handling.

BB1406

RISK MANAGEMENT

[3 0 0 3]

To introduce concept of risk & risk management strategies.

Contents:

Uncertainty and Risk in Economics, Concept of risk and origin of risk Types of risk – systematic and unsystematic, Risk management strategies, Credit ratings and risk management, Mechanics and tools of managing risk, Factors affecting risk, Numerical and case studies

Suggested Book:

1. George E. , Rejda G E and Namara M, *Principles of Risk Management and Insurance*, Pearson Publication, 2015.
2. Indian Institute Of Banking , Amp ,Finance(IIBF), *Risk Management*, Macmillan Pub. Delhi 2013
3. CAIIB : *Treasury Management* Macmillan Pub. Delhi 2010
4. Berstein, P L : *Against the Gods: The Remarkable Story of Risk Paperback* – Unabridged, Amazon.com 1998.

BB1409 MANAGING SOCIAL SECTOR and NGOs [2 0 0 2]

Objective:

To introduce the concept of NGOs, social work and disaster management. How to organize and promote an NGO and social entrepreneurship.

Contents:

Awakening of social sector in India, Emergence of NGOs – failure of government sector, Study and analysis of select social sector schemes – NAREGA and MNAREGA, Organization and functioning of NGOs, Inclusive growth and poverty alleviation, Disaster Management. Foreign Funding of NGOs, Case studies on select NGOs.

Suggested Book:

1. Kishor C. Samal and Meher, S: *State, NGOs and Disaster Management*, Rawat Publications, 2015

BB1480 TERM PAPER - IV [0 0 0 2]

Every student will undertake library study on any topic of his choice, under guidance of a faculty member and prepare a term paper and give a presentation on that topic and will be evaluated on the basis of presentation, contents and query handling.

BB1481 MINOR PROJECT [0 0 0 2]

**BB1412 FOREIGN LANGUAGE [3 0
2 4]**

Training will be imparted in **any one** foreign language. - German / Chinese / Japanese/ French.

BB1580 TERM PAPER - V [0 0 0 2]

Every student will undertake library study on any topic of his choice, under guidance of a faculty member and prepare a term paper and give a presentation on that topic and will be evaluated on the basis of presentation, contents and query handling.

BB1505

FOREIGN LANGUAGE

[3 0 2 4]

Training will be imparted in any one foreign language. - German / Chinese / Japanese/ French.

BB1655

CAPITAL MARKET OPERATIONS

[3 0 0 3]

Objective:

To study the capital financial & commodity markets, mutual funds & to study derivatives & instruments.

Contents:

Capital markets in India – stock exchange, concept and functions of stock exchange, New issue markets, Secondary markets, SEBI and recent trends in Indian capital markets, Financial derivatives in India – concept and types, options, future, forward. Types of options. Option strategies, Commodity derivatives in India – role of forward market commission, Mutual funds in India – concept, types and status, regulation of mutual funds, schemes of mutual funds, problems and prospects of mutual funds in India.

Text / Reference Books:

1. **Bhole, L.M:** *Financial Markets and Institutions*, Tata McGraw Hill., New Delhi, 2015.
2. **Hooda, R.P.:** *India Securities Market-Investors view point*, Excell Books, New Delhi, 2014.
3. **Khan & Jain,** *Indian Financial System*, Tata McGraw Hill., New Delhi, 2015.

BB1657 STRATEGIC FINANCIAL MANAGEMENT**[3 0 0 3]****Objective:**

To introduce tools & techniques of strategic financial management.

Contents:

Concept, issues in strategic financial management, Financial Policy and Corporate Strategy Mergers, acquisitions and and Restructuring. Factoring, securitization, venture capital, PE funding.

Security Analysis Portfolio Theory and Asset Pricing. Leasing decision including cross border leasing.

Suggested Book:

1. Chandra P *Strategic Financial Management: Managing for Value Creation*, McGraw Hill Education (India) Private Limited, 2015.
2. Weaver, Samuel C *Strategic Financial Management: Application of Corporate Finance* Cengage Learning, 2007.
3. Jakhotiya, G.P. *Strategic Financial Management* Sangam Books Ltd. 2003.
4. Rao P.M. and Jain T.K. *Strategic Financial Management*, Deep and Deep Publications Delhi, 2002
5. Grundy, Tony, Jahnsen G, Scholes K *Exploring Strategic Financial Management*, Prentice Hall, Delhi, 1998

BB1658**MARKETING RESEARCH [3 0 0 3]****Objective:**

Introduce the concepts tools & techniques of marketing research. Without knowledge of this subject no specialization in Marketing and Business Management is possible

Contents:

Concept of market and market research, Evolution of marketing research in India, Identification of problem and marketing research design, Data collection and analysis through software, Validation of data, Review of select marketing research organisations in India, Report writing and follow up.

Text / Reference Books:

1. David A. Aaker ,V. Kumar, Robert Leone, George S. Day, *Marketing Research*, Wiley, 2015.
2. Gupta S.L. *Marketing Research*, Excel Books, Delhi, 2004
3. Reddy and Acharyulu, *Marketing Research*, Excel Books, Delhi, 2009
4. Beri, G.C. *Marketing Research*, Tata McGraw Hill, Delhi, 2004
5. Arora, R and Mahankale *Marketing Research*, Prentice Hall of India, Delhi, 2014

BB1665

HR ADMINISTRATION

[3 0 0 3]

Objective:

To introduce human resource management performance management.

Contents:

What is HRA & how does it differ from Personal Management, Assessing the internal and the external environment, Human Resource Audit & Managerial Styles Audit, Organizational Structure & Design Filing & Record Keeping Systems, Confidential Credit Rules, Conventional Performance Systems Model Management Systems, HRIS, Corporate Culture Building, Role of HR in Containing Unethical Managerial Behavior, HR and the Management of Change HR Interventions.

Text / Reference Books:

1. Aguinis H, *Performance Management*, Pearson Education, 2015.
2. Deb, T., Kohli A. S *Performance Management* (Oxford Higher Education), Oxford University Press, 2014.
3. Truss, Mankin and Kelihar *Strategic Human Resource Management*, Oxford University Press, UK, 2013
4. Budhwar and Bhatnagar *The Changing Face of People Management in India*, Routledge, 2009

CA1401

DATABASE MANAGEMENT

[3 0 0 3]

Introductory concepts of DBMS : Introduction and applications of DBMS, Purpose of Data base, Data, Independence, Database System, architecture- levels, Mappings, Database, users and DBA,.

Relational Model : Structure of relational databases, Domains, Relations, Relational algebra –

FUNDAMENTALS operators and syntax, relational algebra queries, tuple relational calculus, Entity-Relationship model : Basic concepts, Design process, constraints, Keys, Design issues, E-R diagrams, weak entity sets, extended E-R features – generalization, specialization, aggregation, reduction to E-R database schema, Relational Database design : Functional Dependency – definition, trivial and non-trivial FD, closure of FD set, closure of attributes, irreducible set, of FD,

Normalization – 1NF, 2NF, 3NF, Decomposition using FD- dependency preservation, BCNF, Multivalued dependency, 4NF, Join dependency and 5NF. , Query Processing & Query Optimization: Overview, measures of query cost, selection operation, sorting, join, evaluation of expressions, transformation of relational expressions, estimating statistics of expression results, evaluation plans, materialized views. Transaction Management : Transaction concepts, properties of transactions, serializability of transactions, testing for serializability, System recovery, Two- Phase Commit protocol, Recovery and Atomicity, Log-based recovery, concurrent executions of transactions and related problems, Locking mechanism, solution to concurrency related problems, deadlock, , two-phase locking protocol, Isolation, Intent locking. Security: Introduction, Discretionary access control, Mandatory Access Control, Data Encryption, SQL Concepts : Basics of SQL, DDL,DML,DCL, structure – creation, alteration, defining constraints – Primary key, foreign key, unique, not null, check, IN operator, Functions - aggregate functions, Built-in functions – numeric, date, string functions, set operations, sub-queries, correlated sub-queries, Use of group by, having, order by, join and its types, Exist, Any, All , view and its types. transaction control commands – Commit, Rollback, Save point, PL/SQL Concepts: Cursors, Stored Procedures, Stored Function, Database Triggers.

Suggested Books:

1. Philip J. P and Mary Z. L, *Concepts of Database Management, Course Technology*; 8 edition (September 8, 2014).
2. Joseph P. T., SJ. *E-Commerce: an Indian Perspective*, PHI. 2010
3. Joseph P. T., SJ, and Mahapatra S *Management Information Systems in a Knowledge Economy* PHI 2013
4. Chaffey D: *E-Business and E-Commerce Management*, McGraw Hill 2013

BB1671

ADVANCED ACCOUNTING

[3 0 0 3]

Objectives:

To provide knowledge about consolidation of Accounts and Special entity accounts. To give introduction about Harmonization of Accounting and IFRS. **Contents:**

Accounting for Amalgamation & Reconstruction of Companies. Consolidated Accounts of Holding and Group Companies. Valuation of Assets: Inventories, Goodwill, Shares and Business Corporate Social Accounting and Environmental Accounting. Value Added Statement, Economic Value Added (EVA) Statement, Human Resource Accounting. Harmonization in Accounting and Reporting: International Accounting Standards Committee & International Accounting Standard Board (IASB), Obstacles in Harmonization, Introduction of IFRS & IAS.

Text / Reference Books:

1. Shukla and Grewal: *Advanced Accounts*, S.Chand & Sons, Delhi, 2015.
2. Porwal, L.S.: *An Introduction to Accounting Theory*, Tata McGraw Hill, 2014.
3. Jawahar Lal: *Corporate Financial Reporting*, Taxmann Publication (p) Ltd., New Delhi, 2010.
4. Jawahar Lal: *Contemporary Accounting Issue*, Vision Book, New Delhi, 2014.

BB1672

DIRECT TAX

[3 0 0 3]

Objectives:-

To expose the students to the various provisions of Income Tax Act relating to computation of total taxable income of an Individual, H.U.F.

To give practical knowledge of total income calculation considering all deductions & exempted Incomes.

Contents:

Introduction & Definitions of Basic Terms, Tax administration & Authorities, Residential status and incidence of tax, computation of taxable income under the salary head and house property head, Computation of taxable income from business or profession. Income from capital gain. Taxable income from other sources. Aggregation of clubbing of Income, Set off and Carry Forward of Losses. Exempted Incomes, Deductions from gross total income. Computation of total income and tax liability of an individual. Total income and tax liability of H.U.F. Appeals and penalties. Provisions regarding deduction of tax at source and advance payment of tax. Assessment procedure. Introduction of basics of wealth tax.

Text / Reference Books: (latest books based on latest law must be referred)

1. Choudhary P, *Income Tax*, Choudhary Prakashan, Jaipur.
2. Ahuja G, Gupta R, *Systematic approach to Income Tax, service Tax & VAT*, Bharat Law House Pvt. Ltd. New Delhi.
3. Singhania V.K., Singhania M, *Student Guide to Income Tax*, Taxmann Publication Pvt. Ltd.
4. Singhania V.K., *Direct Tax Laws*, Taxmann Publication Pvt. Ltd.

BB1673

AUDITING

[3 0 0 3]

Objective:-

To give the FUNDAMENTALS knowledge of auditing concept. To gain practical knowledge of the process of auditing, types, internal control & audit of joint stock companies. **Contents:**

Auditing: Audit Programs; Auditor's working papers, Test checking and Routine checking. Elementary knowledge of Management Audit, Operational Audit, Efficiency

Audit, Corporate Social Audit. Rights, Duties and Liabilities of an auditor and rules. Investigation: Investigation on behalf of prospective purchaser of business, banker and prospective. Internal Control: evaluation of internal control; internal Check and internal audit, Internal control regarding sales, Purchases, Assets, Liabilities and salaries and wages, Vouching. Verification and Valuation of assets and liabilities, Audit Reports and Audit Certificates. Audit of Joint Stock Companies: Appointment, Removal and Remuneration of company auditor, Audit of share capital, debentures and managerial remuneration, Audit of Government Companies with reference to Section 619 of the Company Act 1956. Divisible Profits Including Audit of Reserves & Provisions.

Text / Reference Books:

1. Kumar A, Sharma R: *Auditing theory & Practice*, Atlantic Publishing, 2015.
2. Goyal S: *Text book of auditing: Theory & Practice*, Subline publishing, 2014.
3. Basu S K; *Fundamentals of Auditing*, Pearson publication, 2010
4. Gupta K: *Contemporary Auditing*, Tata McGraw Hill Publishing Co., 2014

BB1674

INDIRECT TAX

[3 0 0 3]

Objective:-

To familiarize the students with tax laws and procedures relating to CST and VAT. To acquire the ability to apply the knowledge of the provisions of the above mentioned laws to various situations in actual practice **Contents:**

Central Sales Tax & GST, Value Added Tax, Customs duty, Excise duty, Service Tax.

Text / Reference Books: (latest books & latest law must be referred)

1. Ahuja G, Gupta R; *Systematic approach to Income Tax, service Tax & VAT*, Bharat Law House pvt. Ltd. New Delhi.
2. Singhanian. V.K., Singhanian Monica; *Student Guide to Indirect Tax*, Taxmann Publication Pvt. Ltd.
3. Datey V.S.; *Indirect Taxes Law & Practice*, Taxmann Publication Pvt. Ltd.

BB1605

FOREIGN LANGUAGE

[3 0 2 4]

Training will be imparted in any one foreign language. - German / Chinese / Japanees/ French.

BB1653

**MANAGEMENT OF
BANKING SERVICES**

[3 0 0 3]

Objective:

To introduce the concepts of banking & financial services.

Contents:

Concept of banks and types of banks, Regulation of banking services in India - Salient provisions

Product and services of banks, Marketing of banking services – customized, tailor made, new innovations, Contemporary issues in banking services in India – competition, consolidation and entry of new banks, NPA – issues, challenges and governance, Introduction to treasury and call money market. Micro finance. Financial inclusion & Financial literacy.

Reference Books

1. **D.M. Mithani**; *Money, Banking & International Trade* , Himalya Publishing House, Mumbai, 2015.
2. **Trivedi, Choudhary & Kumar**; *Indian Bank System*; Ramesh Book Depot, Jaipur, 2014.
3. **Sukvinder Mishra** *Banking Law & Practice*, S. Chand publication, 2010.
4. **S Gurusamy**; *Banking Law & Practice*. Tata MC Graw hill Education, 2010.
5. **Stephen G. Cecchetti**; *Money Banking & Financial Markets*, Tata Mc grew hill Education, 2015.

BB1656 INSURANCE MANAGEMENT**[3 0 0 3]****Objective:**

To introduce the concept of insurance and to review latest developments in the field of insurance management.

Contents:

Concept of insurance, types of insurance, Essentials of insurance contract, Regulation of insurance in

India, IRDA, Life insurance – policies, ROI, and social security, surrender value, loan against policy Non-life insurance – types and essentials of contract, Recent trends in insurance in India – competition, consolidation and capital adequacy

Suggested Readings

1. **Mishra M.N.;** *Insurance Principles & Practice*, Sultan Chand & Co., New Delhi, 2015.
2. **Vinayakam N. Radhaswamy & Vasudevan SV;** *Insurance – Principles & practices*, S. Chand & Co., New Delhi, 2015.
3. **Gupta O.S.;** *Life Insurance*, Frank Brothers, New Delhi, 2014.

BB1661 ADVERTISING AND SALES PROMOTIONS

[3 0 0 3]

Objective:

To introduce concepts & tools of advertising and sales management.

Contents:

Advertising: Objectives of Advertising, Role of Advertising in the Marketing Process, Types of Advertising, Advertising Planning and advertising process. Advertising Budgeting and Advertising agency: Advertising budgeting methods, Advertising Agency functions and types, **Creative Strategy:** Creativity in advertising, Creative Process, Creative Strategy-Appeals and execution Styles, Advertising Copywriting, copy principles for print advertising and broadcast copy, Advertising art-Layout-Functions and Types. Media planning & Scheduling: Overview of Media Planning, Establishing Media objectives, Evaluation of Media mix –print. **Event, Public Relations, Interactive Marketing:** Key elements of Events and Sponsorship, Public relations meaning, objectives, tools of public relations. Interactive Marketing and Social media Marketing -Meaning, Components. **Monitoring, Evaluation and control:** Measuring the effectiveness of the Promotional Program Evaluating the social, ethical and economic aspects of advertising and promotion.

Text / Reference Books:

1. Panda T K and Sahadev S, *Sales and Distribution Management*, Oxford University Press, New Delhi, 2015.
2. Stanton W J etc. *Management of a Sales Force*. Chicago, Irwin, 1995.
3. Still, R R, Cundiff G, *Sales Management: Decisions, Strategies and Cases*, Prentice Hall India Pvt Ltd., 2015.
4. Batra, M and Aaker, D A., *Advertising Management*, Prentice Hall of India, New Delhi, 2014.
5. Jethwaney & Jain: *Advertising Management*, Oxford University Press, New Delhi, 2015.
6. Jain T K and Singh S: *Advertising*, Garima Publications, Jaipur. 2015.

Objective:

To enable students understand the important concepts of wage, salary and compensation management in India.

Contents:

Introduction: Concept of Compensation and Compensation Management. Importance of an ideal Compensation Plan. Compensation Plan and Business Strategy. Factors affecting Compensation. Legal Provisions for Payment of wages in India {as per the Payment of Wages Act, 1936} Globalization and challenges to Compensation Management. **Wage Concept And Wage Theories:** Concept of Minimum Wages; Statutory Minimum Wage {with reference to The Minimum Wages Act, 1948} Concepts of Fair Wage and Living Wage. Systems of Wage Payment-Piece Wage and Time Wage. Advantages and Disadvantages of Piece Wage and Time Wage. Wage Theories- Subsistence Theory of Wages Exploitation Theory of Wages Bargaining Theory of Wages. **Wage Policy:** Concept of Wage Policy and its importance. Determinants of Wage Policy. Wage Policy in India. Income Tax/ Direct Tax Code[DTC] and its impact on wage and salary. Wage Boards and Pay Commissions in India-with special reference to Sixth Pay Commission. **Pay Packet:** Constituents of Pay Packet- Basic Wage Dearness Allowance House Rent Allowance City Compensatory Allowance Other Allowances – with reference to Public Sector and MNCs in India. Pricing Managerial and Professional jobs in India in the light of Liberalization. **Pay-For-Performance & Financial Incentives:** Meaning. Definitions. Prerequisites of effective incentive system. Role of Performance Appraisal in fixing compensation. Types of incentives with special reference to India. Group incentive plans. Incentives for indirect workers. Incentives for sales personnel. Executive Compensation-Compensation for Managers and Professionals. Cafeteria Compensation package. Performance Linked Compensation: Statutory Bonus {as per The Payment of Bonus Act, 1965}. **Employee Retention Strategies:** Meaning; Need for Benefits and Services. Types of employee benefits and services in India. Fringe Benefits. Future of Fringe Benefits. Fringe Benefit Tax and ESOPs. **Recent Trends In Compensation Management:** Use of Computers/Information Technology in Compensation Management

Text / Reference Books:

1. Bhattacharyya D K, *Compensation Management*, Oxford University Press (16 February 2009).
2. Muller, Max *The Manager's Guide to HR: Hiring, Firing, Performance Evaluations, Documentation, Benefits, and Everything Else You Need to Know* AMACOM; Second Edition edition (August 15, 2013)
3. Herod, Roger *Global Compensation and Benefits: Developing Policies for Local Nationals*, Society for Human Resource Management, UK, 2009
4. Cocks, David *Compensation Planning: The Key to Profitability*, Real Estate Brokerage Managers Council, UK, 1995