

COURSES OF STUDIES FOR BBA PROGRAMME
(Effective from 2016 Admission Batch)

1st Semester

Code	Subject	Credit	Marks	Time (hrs.)
101	Introduction to Business	4	100	45
102	English Language and Literature	4	100	45
103	Quantitative Techniques for Management	4	100	45
104	Basic Financial Accounting	4	100	45

2nd Semester

Code	Subject	Credit	Marks	Time (hrs.)
201	Economics	4	100	45
202	Management Theory and Practices	4	100	45
203	Cost and Management Accounting	4	100	45
204	Computer for Management(including practical)	4	100	45

3rd Semester

Code	Subject	Credit	Marks	Time (hrs.)
301	Psychology for Management	4	100	45
302	Business Ethics and Corporate Governance	4	100	45
303	Introduction to Banking and Insurance	4	100	45
304	Business and Corporate Law	4	100	45
305	Communicative English	2	50	

4th Semester

Code	Subject	Credit	Marks	Time (hrs.)
401	Financial Management	4	100	45
402	Marketing Management	4	100	45
403	Human Resource Management	4	100	45
404	Production and Operation Management	4	100	45
405	Environment Studies	2	50	

5th Semester

Code	Subject	Credit	Marks	Time (hrs.)
501	Organizational Behaviour	4	100	45
502	Financial Markets and Institutions	4	100	45
503	Advertisement and Sales Promotion	4	100	45
504	Management Information System and DSS(including practical)	4	100	45
505	Indian Society and Culture	2	50	

6th Semester

Code	Subject	Credit	Marks	Time (hrs.)
601	Research Methodology	4	100	45
602	Entrepreneurship and Small Business Management	4	100	45
603	Organizational Change and Development	4	100	45
604	Dissertation and Viva-voce	4	100	45
605	E-Business	2	50	

Curriculum Aspects

The Curriculum Aspects are the mainstay of any educational institution. However, the responsibilities of various HEIs in this regard vary depending on their administrative standing. That is, an Affiliated College is essentially a teaching unit which depends on a larger body namely university for legitimizing its academic and administrative processes. Its engagement with curricular aspects is mainly in their implementation while its participation in curriculum development, procedural detailing, assessment procedures as well as certification is peripheral and these are “givens”.

Curricular Planning and Implementation

The Affiliating/Constituent Colleges have rather insignificant role in curriculum designing and development. They adopt the curriculum overview provided by the respective universities. Each college operationalize the curriculum within the overall frame work provided, in one's own way depending on its resource potential, institutional goals and concern and so on. That is, each college visualizes the way the curriculum has to be carried out – activities, who, how, when etc. This process makes each institution unique and reflects on the concern of the college for quality in the form of values emphasized, sensitivities focused on, etc.

As our CREATIVE TECHNO COLLEGE is affiliated by UTKAL UNIVERSITY, we have to follow the syllabus as provided by university. Apart from the syllabus and exam guidelines we are also conducting few additional things for better academic performance by students. Also we are providing some courses, projects, activity, exams, workshops, seminars by faculty and experts from different institutions etc.

The additional courses are:-

1. We are conducting 4 extra exams for students.
 - Unit test 1- only the 1st unit of all subject
 - Unit test 2- only the 3rd unit of all subject
 - Internal 1- 1st & 2nd unit of all subjects
 - Internal 2- 3rd & 4th unit of all subjects

Note:-we take only one internal mark between these two, which over's performance is better.

VST exam- very similar test like semester before the actual semester conducted by the university

2. University guidelines says we have to assign one project in 3 years but we are doing 4 mini projects in 5 semesters and major project in last semester for BCA and B.SC.

- 1ST SEM-Project related to MS Office
- 2nd sem-Project related to C/C++
- 3rd sem-Project related to JAVA & PYTHON
- 4th sem-Project related to ANDROID
- 5th sem-project related to PHP/WEBDESIGN
- 6th sem-project related to DATA SCIENCE/AI

For BBA we are doing 3 mini projects in 2nd, 3rd, 4th semesters and one Dissertation Project in last semester.

3. We are sending our students to ISO certified/ Govt. Registered Pvt.Ltd companies for internship in 2nd & 4th & 6th semester. The internship may be in online /offline mode.
4. To grab more technical and management knowledge we are enrolling our students some online courses, value added courses and workshops.
5. To gain outer knowledge about recent trends in different industries we are conducting seminars by experts from outside and also faculty seminar in their respective areas.
6. Again we are preparing our students for the placement by providing pre-placement activity (how to write the resume, formal dress up, group discussion, personal interview etc), aptitude & reasoning classes and some other activities in order to enhance self-confidence among them.

STUDENTS' HANDBOOK ON CODE OF ETHICS AND CONDUCT ALONG WITH STANDARD PROCEDURES

1. **PREAMBLE**. This Handbook indicates the standard procedures and practices of the Creative Techno College (hereinafter referred to as the 'Institute') for all students enrolling with the Institute for pursuing varied courses. All students must know that it is incumbent upon them to abide by this Code of Ethics and Conduct (hereinafter referred to as the 'Code') and the rights, responsibilities including the restrictions flowing from it. That the Institute's endeavour by means of enforcing this Code is to pioneer and administer a student discipline process that is egalitarian, conscientious, effectual and expeditious; and providing a system which promotes student growth through individual and collective responsibility. All Students are requested to be well conversant with this Code, which can be also reviewed on the official website of the Institute

2. **JURISDICTION**

2.1 The Institute shall have the jurisdiction over the conduct of the students associated /enrolled with the Institute and to take cognisance of all acts of misconduct including incidents of ragging or otherwise which are taking place on the Institute campus or in connection with the Institute related activities and functions.

2.2 Institute may also exercise jurisdiction over conduct which occurs off-campus violating the ideal student conduct and discipline as laid down in this Policy and other regulations, as if the conduct has occurred on campus which shall include

- (a) Any violations of the Sexual Harassment Policy of the Institute against other students of the Institute.
- (b) Physical assault, threats of violence, or conduct that threatens the health or safety of any person including other students of the Institute;
- (c) Possession or use of weapons, explosives, or destructive devices off campus
- (d) Manufacture, sale, or distribution of prohibited drugs, alcohol etc.
- (e) Conduct which has a negative impact or constitutes a nuisance to members of the surrounding off-campus community. The Institute, while determining whether or not to exercise such off-campus jurisdiction in situations enumerated hereinabove, the Institute shall consider the seriousness of the alleged offense, the risk of harm involved, whether

the victim(s) are members of the campus community and/or whether the off campus conduct is part of a series of actions, which occurred both on, and off-campus.

3. **Ethics and Conduct.**

3.1 This Code shall apply to all kinds of conduct of students that occurs on the Institute premises including in University sponsored activities, functions hosted by other recognized student organizations and any off-campus conduct that has or may have serious consequences or adverse impact on the Institute's Interests or reputation.

3.2 At the time of admission, each student must sign a statement accepting this Code and by giving an undertaking that

(a) he/she shall be regular and must complete his/her studies in the Institute.

(b) In the event, a student is forced to discontinue studies for any legitimate reason, such a student may be relieved from the Institute subject to written consent of the Deans.

(c) As a result of such relieving, the student shall be required to clear pending hostel / mess dues and if a student had joined the Institute on a scholarship, the said grant shall be revoked.

3.3. Institute believes in promoting a safe and efficient climate by enforcing behavioural standards. All students must uphold academic integrity, respect all persons and their rights and property and safety of others; etc.

3.4 All students must deter from indulging in any and all forms of misconduct including partaking in any activity off-campus which can affect the Institute's interests and reputation substantially. The various forms of misconduct include:

3.5 Any act of discrimination (physical or verbal conduct) based on an individual's gender, caste, race, religion or religious beliefs, colour, region, language, disability, or sexual orientation, marital or family status, physical or mental disability, gender identity, etc.

3.6 Intentionally damaging or destroying Institute property or property of other students and/or faculty members

3.7 Any disruptive activity in a class room or in an event sponsored by the Institute

3.8 Unable to produce the identity card, issued by the Institute, or refusing to produce it on demand by campus security guards

3.9 Participating in activities including

3.9.1 Organizing meetings and processions without permission from the Institute.

3.9.2 Accepting membership of religious or anti national groups banned by the Institute/Government of India

3.9.3 Unauthorized possession, carrying or use of any weapon, ammunition, explosives, or potential weapons, fireworks, contrary to law or policy.

3.9.4 Unauthorized possession or use of harmful chemicals and banned drugs

3.9.5 Smoking on the campus of the Institute

3.9.6 Possessing, Consuming, distributing, selling of alcohol and tobacco like Gutka and Khaini etc in the Institute and/or throwing empty bottles / packets on the campus of the Institute.

3.9.7 Parking a vehicle in a no parking zone or in area earmarked for parking other type of vehicles.

3.9.8 Rash driving on the campus that may cause any inconvenience to others.

3.9.9 Not disclosing a pre-existing health condition, either physical or psychological, to the Chief Medical Officer which may cause hindrance to the academic progress.

3.9.10 Theft or unauthorized access to others resources

3.9.11 Misbehavior during any activity of the Institute.

3.9.12 Engaging in disorderly, lewd, or indecent conduct, including, but not limited to, creating unreasonable noise; pushing and shoving; inciting or participating in a riot or group disruption at the Institute.

3.10 Students are expected not to interact, on behalf of the Institute, with media representatives or invite media persons on to the campus without the permission of the Institute authorities.

3.11 Students are not permitted to either audio or video record lectures in class rooms or actions of other students, faculty, or staff without prior permission.

3.12 Students are not permitted to provide audio and video clippings of any activity on the campus to media without prior permission.

3.13 Students are expected to use the social media carefully and responsibly. They cannot post derogatory comments about other individuals from the Institute on the social media or indulging in any such related activities having grave ramifications on the reputation of the Institute.

3.14 Theft or abuse of the Institute computers and other electronic resources such as computer and electronic communications facilities, systems, and services which includes unauthorized entry, use, tamper, etc. of Institute property or facilities, private residences of staff/professors etc. offices, classrooms, computers networks, and other restricted facilities and interference with the work of others is punishable.

3.15 Damage to, or destruction of, any property of the Institute, or any property of others on the Institute premises.

3.16 Making a video/audio recording, taking photographs, or streaming audio/video of any person in a location where the person has a reasonable expectation of privacy, without that person's knowledge and express consent.

3.17 Indulging in any form of Harassment which is defined as a conduct that is severe and objectively, a conduct that is motivated on the basis of a person's race, colour, national or ethnic origin, citizenship, sex, religion, age, sexual orientation, gender, gender identity, marital status, ancestry, physical or mental disability, medical condition,

4. If there is a case against a student for a possible breach of code of conduct, then a committee will be formed to recommend a suitable disciplinary action who shall inquire into the alleged violation and accordingly suggest the action to be taken against the said student. The committee may meet with the student to ascertain the misconduct and suggest one or more of the following disciplinary actions based on the nature of misconduct.

4.1 **WARNING**. Indicating that the action of the said delinquent student was in violation of the Code and any further acts of misconduct shall result in severe disciplinary action.

4.2 **RESTRICTIONS**. Reprimanding and Restricting access to various facilities on the campus for a specified period of time.

4.3 **COMMUNITY SERVICE**. For a specified period of time to be extended if need be. However, any future misconduct along with failure to comply with any conditions imposed may lead to severe disciplinary action, including suspension or expulsion.

4.4 **EXPULSION**. Expulsion of a student from the Institute permanently. Indicating prohibition from entering the Institute premises or participating in any student related activities or campus residences etc.

4.5 **MONETARY PENALTY**. May also include suspension or forfeiture of scholarship/fellowship for a specific time period.

4.6 **SUSPENSION**. A student may be suspended for a specified period of time which will entail prohibition on participating in student related activities, classes, programs etc. Additionally, the student will be forbidden to use various Institute facilities unless permission is obtained from the Competent Authority. Suspension, may also follow by possible dismissal, along with the following additional penalties.

4.7 Ineligibility to reapply for admission to the Institute for a period of three years, and

4.8 Withholding the grade card or certificate for the courses studied or work carried out

5 **APPEAL**: If the delinquent student is aggrieved by the imposition of any of the aforementioned penalties, he/she may appeal to the Director. The Director may decide on one of the following:

5.1 Accept the recommendation of the committee and impose the punishment as suggested by the Committee or modify and impose any of the punishments as stipulated in this Code which is commensurate with the gravity of the proved misconduct, Or

5.2 Refer the case back to the committee for reconsideration. In any case the Director's decision is final and binding in all the cases where there is a possible misconduct by a student.

6 **Academic Integrity** As a premier institution for advanced technological research and education, the Institute values academic integrity and is committed to fostering an intellectual and ethical environment based on the principles of academic integrity. Academic Integrity encompasses honesty and responsibility and awareness relating to ethical standards for the conduct of research and scholarship. The Institute believes that in all academic work, the ideas and contributions of others must be appropriately acknowledged. Academic integrity is essential for the success of the Institute and its missions, and hence, violations of academic integrity constitutes a serious offence.

6.1 **Scope and Purpose A.** This Policy on academic integrity, which forms an integral part of the Code, applies to all students at the Institute and are required to adhere to the said policy. The purpose of the Policy is twofold:

- To clarify the principles of academic integrity, and
- To provide examples of dishonest conduct and violations of academic integrity.

NOTE :

A. These examples are only illustrative, NOT exhaustive.

B. Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

C. The principles of academic integrity require that a student,

- properly acknowledges and cites use of the ideas, results, material or words of others.
- properly acknowledges all contributors to a given piece of work.
- makes sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtains all data or results by ethical means and reports them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.

- treats all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitates academic dishonesty by others nor obstructs their academic progress.

6.2 Violations of this policy include, but are not limited to:

(i) Plagiarism means the use of material, ideas, figures, code or data as one's own, without appropriately acknowledging the original source. This may involve submission of material, verbatim or paraphrased, that is authored by another person or published earlier by oneself. Examples of plagiarism include:

(a) Reproducing, in whole or part, text/sentences from a report, book, thesis, publication or the internet.

(b) Reproducing one's own previously published data, illustrations, figures, images, or someone else's data, etc.

(c) Taking material from class-notes or incorporating material from the internet graphs, drawings, photographs, diagrams, tables, spreadsheets, computer programs, or other non-textual material from other sources into one's class reports, presentations, manuscripts, research papers or thesis without proper attribution.

(d) Self plagiarism which constitutes copying verbatim from one's own earlier published work in a journal or conference proceedings without appropriate citations.

(e) Submitting a purchased or downloaded term paper or other materials to satisfy a course requirement.

(f) Paraphrasing or changing an author's words or style without citation.

(ii) **Cheating**. Cheating includes, but is not limited to:

(a) Copying during examinations, and copying of homework assignments, term papers, theses or manuscripts.

(b) Allowing or facilitating copying, or writing a report or taking examination for someone else.

(c) Using unauthorized material, copying, collaborating when not authorized, and purchasing or borrowing papers or material from various sources.

(d) Fabricating (making up) or falsifying (manipulating) data and reporting them in thesis and publications.

(e) Creating sources, or citations that do not exist

(f) Altering previously evaluated and re-submitting the work for re-evaluation.

(g) Signing another student's name on an assignment, report, research paper, thesis or attendance sheet.

(iii) **Conflict of Interest:** A clash of personal or private interests with professional activities can lead to a potential conflict of interest, in diverse activities such as teaching, research, publication, working on committees, research funding and consultancy. It is necessary to protect actual professional independence, objectivity and commitment, and also to avoid an appearance of any impropriety arising from conflicts of interest. Conflict of interest is not restricted to personal financial gain; it extends to a large gamut of professional academic activities including peer reviewing, serving on various committees, which may, for example, oversee funding or give recognition, as well as influencing public policy. To promote transparency and enhance credibility, potential conflicts of interests must be disclosed in writing to appropriate authorities, so that a considered decision can be made on a case-by-case basis. Some additional information is available also in the section below dealing with resources.

4.3 Guidelines for academic conduct are provided below to guard against negligence as well as deliberate dishonesty:

(a) Use proper methodology for experiments and computational work. Accurately describe and compile data.

(b) Carefully record and save primary and secondary data such as original pictures, instrument data readouts, laboratory notebooks, and computer folders. There should be minimal digital manipulation of images/photos; the original version should be saved for later scrutiny, if required, and the changes made should be clearly described.

(c) Ensure robust reproducibility and statistical analysis of experiments and simulations. It is important to be truthful about the data and not to omit some data points to make an impressive figure (commonly known as “cherry picking”).

(d) Laboratory notes must be well maintained in bound notebooks with printed page numbers to enable checking later during publications or patenting. Date should be indicated on each page.

(e) Write clearly in your own words. It is necessary to resist the temptation to “copy and paste” from the Internet or other sources for class assignments, manuscripts and thesis.

(f) Give due credit to previous reports, methods, computer programs, etc. with appropriate citations. Material taken from your own published work should also be cited; as mentioned above, it will be considered self-plagiarism otherwise.

6.3. **Individual and Collective Responsibility:** The responsibility varies with the role one plays.

(a) **Student roles:** Before submitting a note or assignment to the department, the student is responsible for checking the details for plagiarism using software that is available on the web. In addition, the student should undertake that he/she is aware of the academic guidelines of the Institute, has checked the document for plagiarism, and that the thesis is original work. A web-check does not necessarily rule out plagiarism. If a student observes or becomes aware of any violations of the academic integrity policy he/she is strongly encouraged to report the misconduct in a timely manner.

(b) **Faculty roles:** Faculty members should ensure that proper methods are followed for experiments, computations and theoretical developments, and that data are properly recorded and saved for future reference. In addition, they should review manuscripts and theses carefully. Faculty members are also responsible for ensuring personal compliance with the above broad issues relating to academic integrity. Faculty members are expected to inform students of the Institute’s academic integrity policy within their specific courses, to ensure minimal academic dishonesty, and to respond appropriately and timely to violations of academic integrity.

(c) **Institutional roles:** A breach of academic integrity is a serious offence with long lasting consequences for both the individual and the institute, and this can lead to various sanctions. In the case of a

student the first violation of academic breach will lead to a warning and/or an “F” course grade. A repeat offence, if deemed sufficiently serious, could lead to expulsion. It is recommended that faculty bring any academic violations to the notice of the department Chairperson. Upon receipt of reports of scientific misconduct, the Director may appoint a committee to investigate the matter and suggest appropriate measures on a case by case basis.

7. **RAGGING** The Institute has a coherent and an effective anti-ragging policy in place which is based on the ‘UGC Regulation on Curbing the Menace of Ragging in Higher Educational Institutions, 2009 [hereinafter referred to as the ‘UGC Regulations’]’. The UGC Regulations have been framed in view of the directions issued by the Hon’ble Supreme Court of India to prevent and prohibit ragging in all Indian Educational Institutions and Colleges. The said UGC Regulations shall apply mutatis mutandis to the Institute and the students are requested kindly to

7.1 Ragging constitutes one or more of the following acts:

- (a) any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness any student;
- (b) indulging in rowdy or undisciplined activities by any student or students which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof in any other student;
- (c) asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such a student;
- (d) Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any student;
- (e) Exploiting the services of a student for completing the academic tasks assigned to an individual or a group of students;
- (f) Any act of financial extortion or forceful expenditure burden put on a student by other students;
- (g) Any act of physical abuse including all variants of it: sexual abuse, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person;

(h) Any act or abuse by spoken words, emails, post, public insults which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to any other student ;

(i) Any act that affects the mental health and self-confidence of any other student with or without an intent to derive a sadistic pleasure or showing off power, authority or superiority by a student over any other student.

7.2 **ANTI-RAGGING COMMITTEE**: The Anti-Ragging Committee, as constituted by the Director and headed by students affairs advisors shall examine all complaints of anti-ragging and come out with recommendation based on the nature of the incident. The committee shall be headed by students affairs advisors, and can have as its members, the Deans, Student Counselors, Faculty Advisors, Chairperson of the concerned Department.

7.3 **ANTI-RAGGING SQUAD** To render assistance to students, an Anti-Ragging Squad, which is a smaller body, has also been constituted consisting of various members of the campus community. The said Squad shall keep a vigil on ragging incidents taking place in the community and undertake patrolling functions. Students may note that the Squad is active and alert at all times and are empowered to inspect places of potential ragging, and also make surprise raids in hostels and other hotspots in the Institute. The Squad can also investigate incidents of ragging and make recommendations to the Anti-Ragging Committee and shall work under the guidance of the Anti-Ragging Committee.

7.4 A student found guilty by the committee will attract one or more of the following punishments, as imposed by the Anti-Ragging Committee:

- (a) Suspension from attending classes and academic privileges.
- (b) Withholding/ withdrawing scholarship/ fellowship and other benefits.
- (c) Debarring from appearing in any test/ examination or other evaluation process.
- (d) Withholding results.
- (e) Debarring from undertaking any collaborative work or attending national or international conferences/symposia/meeting to present his/her research work.

- (f) Suspension/ expulsion from the hostels and mess.
- (g) Cancellation of admission.
- (h) Expulsion from the institution and consequent debarring from admission to any other institution for a specified period.
- (i) In cases where the persons committing or abetting the act of ragging are not identified, the institute shall resort to collective punishment.
- (j) If need be, in view of the intensity of the act of ragging committed, a First Information Report (FIR) shall be filed by the Institute with the local police authorities. The Anti-Ragging Committee of the Institute shall take appropriate decision, including imposition of punishment, depending on the facts and circumstances of each incident of ragging and nature and gravity of the incident of ragging.

7.5 An Appeal against the any of the orders of punishment enumerated hereinabove shall lie to:

- (i) In case of an order of an institution, affiliated to or constituent part, of the Institute, to the Director of the Institute.

8 **SEXUAL HARASSMENT**. The Institute's Policy on prevention and prohibition of sexual harassment at workplace, 2016 shall apply **mutatis mutandis** to the students of the Institute which can be accessed and reviewed by the students at <http://www.iisc.ernet.in/misc/harashment.htm> Students should note that sexual misconduct or harassment encompasses a range of conduct, including but not limited to sexual assault, unwanted touching or persistent unwelcome comments, e-mails, or pictures of an insulting or degrading sexual nature, which may constitute harassment, which shall depend of the circumstances of each case.

9 **STUDENT GRIEVANCE PROCEDURE** Any student of the Institute aggrieved by any acts of sexual harassment, misconduct or ragging as defined and summarised hereinabove can approach the Student Grievance Redressal cell at the Institute. Further, any student who is aware of any violations must report the same to the Cell. The Cell shall consist of members as appointed by the Director. Said grievance must be in writing and should be made within 60 days from the day of the alleged violation. The Cell shall take cognisance of the grievance and inform the Committee formed to enforce this Code or the Internal Complaints Committee, in cases of any sexual harassment complaints.

10 **STUDENT PARTICIPATION IN GOVERNANCE** As Students are members of the Institute campus, they have a substantial interest in the governance of the Institute. The Code, policies and the varied procedures laid down herein intends that the principle of student involvement in governance in both administrative and academic areas is essential and it is pivotal that Students must be, at all junctures, be encouraged to put forth their views and advice, for an informed decision making. Student Participation is encouraged and must be strengthened through the involvement of students in all levels. Therefore, all students who are a part of the Institute and who are going to be enrolled in the Institute are advised to uphold the policy and inform the Institute of any violations and assist individually and collectively to improve the quality and effectiveness of this Code and appended policies.

101- INTRODUCTION TO BUSINESS

Unit -I

Introduction to Business: Meaning of business, purpose and mission, objectives, strategies, policies, procedure, programs, budgets; nature of business; objectives of business; essentials of a successful business; qualities of a successful businessman; Classification of industries; Modern business environment; Business process.

Unit- II

Forms of Business Organizations: Meaning and definition; characteristics of an ideal form of business organization; Sole Trader: Meaning; features; merits and demerits. Partnership: Meaning, characteristics; Kinds of Partners; partnership deed; dissolution of partnership firms.

Unit - III

Joint Stock Company: Meaning and definition; characteristics; kinds of companies; distinction between private and public company; merits and demerits of company form of organization; Statutory corporations; Formation of a company.

Unit - IV

Business and Government: Different roles by Government in respect of Industry ,Industrial policy, IDR Act ,Government Department and Quasi -government organizations and their roles in Promotion of Industry. Special Responsibilities of Business and Limits of Social Responsibilities.

Unit - V

Organizational Structure: Formal and informal organizations- Line and staff organization; Principles underlying designing of a structure. Structure and Management of Co-operative organizations. Government and co-operative system. Social Responsibilities and obligations of Business Management, Case Studies

References:

1. S.A.Sherlekar, Modern Business Organisation Management- Himalaya Publishing House
2. J.P.Mahajan, Modern business Organisation - Himalaya Publishing House
3. C.R.Basu, Business and Organisation - TMH
4. Satyaraju and Parthasarathi, Management: Text & Cases PHI
5. Peter Drucker, Process of Management.

102 - ENGLISH LANGUAGE AND LITERATURE

Unit-I

Three pieces of prose from Zest for Life, edited by Dr. Shubendu Mund are to be studied.

- i. "Spoken English" by G.B. Shaw
- ii. "The pleasures of Work " by A.C. Benson
- iii. "On the Rule of the Road" by A.G. Gardinor

Comprehension, Composition, Vocabulary & Usage, Grammar with respect to i, ii & iii above

Unit - II

Three pieces of prose from Zest for Life, edited by Dr. Shubendu Mund are to be studied. i. "Science and Human Life" by Bertrand Russel

- ii. "A Fugitive Seeks Refuge" by Winston S. Churchill
- iii. "The Pleasures of Ignorance" by Robert Lynd

Comprehension, Composition, Vocabulary & Usage, Grammar with respect to i, ii & iii above

Unit - III

Three pieces of prose from Zest for Life, edited by Dr. Shubendu Mund are to be studied.

- i. "Three Days to see" by Hellen Keller
 - ii. "Science as a Habit of Mind" by S. Radhakrishnan
 - iii. "What I Require from Life" by J.B.S. Haldane
- Comprehension, Composition, Vocabulary & Usage, Grammar with respect to i, ii & iii above

Unit - IV

Three pieces of prose from Zest for Life, edited by Dr. Shubendu Mund are to be studied

- i. "True purpose of Life" by Tai Solarin.
- ii. "Culture" by K.M. Munshi
- iii. "My Village My Art School" by Prafulla Mohanty

Comprehension, Composition, Vocabulary & Usage, Grammar with respect to i, ii & iii above

Unit- V

Comprehension, synthesis of ideas and drawing inferences. Independent passages outside the prescribed texts may be of approximately 300 words.

References

1. Zest for Life

103 – QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Unit-I

Introduction:

Statistics as a subject; functions, importance and limitations of statistics; Planning and execution of a statistical investigation; Census and sample investigation; Descriptive and inferential statistics. Classification of data, Organisation of data using data array, Tabulation, Graphical Presentation, Types of Diagram, Exploratory Data Analysis.

Unit- II

Measures of Central Tendency:

Definition and utility; Characteristics of a good average; Arithmetic Mean; Median; Other positional measures - quartiles, deciles, percentiles; Mode; Relation between Mean, Median and Mode; Geometric and Harmonic Mean; Choice of a suitable measure of central tendency.

Unit- III

Measures of Dispersion:

Meaning and objectives of Dispersion; different measures of Dispersion - Range, Quartile deviation, Mean deviation, Mean Absolute Deviation, Standard Deviation; Comparison of the different measures of dispersion. Measures of relative dispersion- Coefficient of Variation, combined mean and standard deviation; moments, Skewness and Kurtosis; Moments; Coefficients based on moments; Sheppard's correction; skewness; Measures of Skewness; Kurtosis and its measures.

Unit-IV

Correlation and Regression:

Correlation Analysis- Meaning of correlation; Karl Pearson's coefficient of linear correlation; Properties of the correlation coefficient; Advantages and limitations of the coefficient of correlation; Rank correlation; Spearman's Rank correlation coefficient. Regression Analysis - Two lines of regression; some important results relating to regression lines; Correlation coefficient and the two Regression Coefficients; Coefficient of Determination; concept of Multiple Regression.

Unit-V

Time Series Analysis:

Component, Trend analysis, Cyclical Variation, Seasonal Variation, Irregular Variation.

Index number:

Construction; Uses; Price Quantity and value indices, Consistency test of Index Number.

References

1. J.K.Sharma, Pearson.
2. J.S.Chandran- Statistics for Business and Economics, Vikas.
3. Levin & Rubin- Statistics for Management, PHI.
4. A.K.P.C.Swain- A first course in Statistics with Applications, Kalyani.
5. Goon, Gupta, Dasgupta- Fundamentals of Statistics Vol I, World Press.

104 - BASIC FINANCIAL ACCOUNTING

Unit - I

Financial Accounting: An Introduction: The need Accounting ,Objects and functions of Accounting External and Internal users of Accounting Information, branches of Accounting, Concepts and Conventions, Limitations of Financial Accounting.

Unit - II

Classification of Accounts, Analysis and Recording of Business Transactions, Journal, Rules of Journalizing, Ledger posting ,Completion of the Accounting Process. The preparation of Trial balance, Errors and their rectifications, Preparation of art Book and bank reconciliation Statement.

Unit - III

Understanding and preparation of Income statement and Balance sheet without adjustments and with adjustments.

Unit - IV

The Concept of Depreciation, Causes, Factors affecting dereciation ,Depreciation methods, Accounting for Depreciation.

Unit - V

Understanding Company Accounts Issue, forfeiture and reissue of shares and debentures, understanding company final accounts and schedules.

References:

1. S.P. Jain, K.L. Narang - Financial Accounting, Kalyani Publishers, New Delhi.
2. T.S. Grewal - Introduction to Accountancy, S.Chand &Company, New Delhi.
3. Juneja & Saxena, Introduction to Accounting.

201. ECONOMICS

Unit-I

Introduction to Business Economics : Basic Economic

Concepts and precepts; Goods, Services, utility, value, wealth, marginalism, time perspective, stock and flow variables equilibrium, Basic principles of Economics, Basic problems of an economy.

Unit-II

Demand and Supply Analysis: Meaning of demand, law of demand, Determinants of Demand, Increase and Decrease in demand, Exceptions to the law of demand, Individual and Market demand; Meaning of supply, Law of supply, Increase and Decrease in Supply, Determinants of supply" Exceptions to the Law of supply, Equilibrium; Elasticity concept; Perfect elasticity, Perfect Inelasticity, Relative Elasticity, Relative Inelasticity;

Unit-III

Elasticity of demand : Price, Income, Cross and Promotional elasticity of demand; Elasticity of supply: Price, Income and Cross elasticity of Supply; Elasticity and Implications for total Revenue determinants of Elasticity, simple numerical problems to be solved.

Unit-IV

Production and cost Analysis : What are costs; Costs as opportunity costs, Accounting vs Economic costs, Accounting vs Economic profit; Production functions in the short run and in the long run producer's equilibrium; Types of costs: Variable and fixed costs, short run and long run costs, Average cost, Marginal Cost; Diminishing Returns and Marginal cost; Production and costs in the long run; Economics and Diseconomies of Scale; Revenue concepts, total revenue, Average revenue and Marginal Revenue.

Unit-V

Market structure and Business Decisions: Distinguishing characteristics between market forms; Perfect competition; Monopoly; Monopolistic competition; Oligopoly; Short run decisions of a firm to shut down; Long run decision of the firm to exit; Practical application of different market forms.

References:

1. Business Economics- D.M. Mithani- Himalaya Publication
2. Modern Micro-Economics: H.L. Aahuja -S.Chand
3. Managerial Economics: P.L. Mehta-Sultan Chand.

202- MANAGEMENT THEORY AND PRACTICES

Unit-I

Introduction: Concept, process and significance of management; Managerial roles; An overview of functional areas of management; Development of management; Classical and neo-classical systems; Contingency approaches.

Unit-II

Planning: Concept, process and types. Decision making - concept and process; Management by Objectives; Corporate Planning; Environment analysis; Strategy formulation.

Unit-III

Organizing: Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and decentralization; Departmentalization; Organization structure - forms and contingency factors.

Unit-IV

Leading: Leadership Theories, Leadership Styles. Communication - Types, process, barriers.

Unit-V

Controlling: Concept and process; effective control system; Techniques of control.

References:

1. Wehrich and Koontz, et al - Essential of Management, TMH.
2. Robbins, SP- Management, Prentice Hall.
3. Stoner, Freeman, Gilbert - Management, PHI.
4. Terry, Franklin - Principles of Management, AITBS.
5. L.M.Prasad - Principles and Practice of Management, Sultan Chand.

203. COST AND MANAGEMENT ACCOUNTING

Unit - I

Overview of Cost Accounting, Concepts and practices. Difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting, Management Accounting : Scope, Objects and Functions and Limitations of Management Accounting, Tools and Techniques of Management Accounting

Unit - II

Classification of Cost, Cost Center and Cost Unit, Preparation of cost sheet, Allocation and Absorption of Overhead, Preparation of Labour hum mate & Machine hum mate.

Unit - III

Marginal Costing and Cost - Volume Profit Analysis.

Unit - IV

Job ,Contract and Process costing.

Unit - V

Budgetary Control, Standard Costing and Variance Analysis.

References

- 1 Cost Accounting,S.. P. Jain & K.L. Narang,Kalyani Publishers.
2. Nigam B.M.L. & Jain, I.C., Cost Accounting An Introduction, PHI.

204-COMPUTER FOR MANAGEMENT

Unit-I

Fundamentals: Concepts of computers, Application areas, Classification of Computer System. Data representation and Binary Numbers, computer hardware and software.

Unit-II

ALS, Internal organization of ALU, Types of memories, selection of memory systems, role of control unit, data communication, LAN and WAN, Switches, hubs, routers, idea of distributed systems, the internet, world wide web, search engine, email, home page.

Unit-III

programming, concept, flowchart, algorithms, programming languages and packages, batch processing, multi programming, parallel process, stored programme concept, programme execution, fetch decode, execute cycle, arithmetic, Logic and shift operations.

Unit-IV

Operating Systems, DOS, WINDOWS, Conventional machines, digital logic machine, operating system, basic idea of an OS, OS as a resource manager, memory management, input output management.

Unit-V

Web fundamentals, internet and WWW internet, internet based E Commerce, issues, problems, prospects.

References:

1. Balguruswami - Computer Fundamentals.
2. V.Rajaraman - Computer Fundamentals.

301. PSYCHOLOGY FOR MANAGEMENT

Unit - I

- a. Psychology: Its nature, scope and methods.
- b. Biological Bases of Behaviour: Neurons, Nervous system. It's basic structure and function, The brain, Lateralization of the cerebral centre, The endocrine system

Unit - II

a. Sensation and Perception

Sensation: The raw material of understanding: Sensory threshold, Sensory adaptation Vision, Hearing, Touch and other skin senses, Smell and taste, Kinesthetic and vestibule sense

Perception

Perception: The focus of attention Perception: Same organizes principles. Constancies and illusions
The plasticity of perception

b. Learning

Classical conditioning, Operant conditioning, Observational learning

Unit - III

a. Memory

Human memory: The information processing approach Sensory memory, Short - term memory, Long - term memory, Forgetting from long term - memory, Memory in natural contexts, Biological bases of memory

b. Cognition : Thinking, Dealing and Communicating

Thinking: Forming concepts and reasoning to conclusions Making decisions: Problem solving and creativity Language: The communication of information

Unit - IV

a. Motivation and Emotion

Motivation: The activation and persistence of behavior Emotion: Their nature, expansion and impact

b. Measuring Individual Differences: The Nature of Psychological Testing Psychological Tests: Reliability, validity and standardization, The nature and measurement of human intelligence. Human intelligence: The role of heredity and the role of environment. Measuring interests, aptitudes and achievements

Unit - V

Social Thought: How we think About Others and the Social Culture a. Attribution: Understanding the causes of others behavior Social cognition: How we process social information Attitudes: Evaluations of the social world Prejudice and discrimination Social Behavior :Social influence: Changes other behavior ,conformity compliance, obedience Attraction and love: Interpersonal attraction, pro social behavior

Reference:

1. Morgan & King - Introduction to psychology
2. Alkinson & Alkinson - Introduction to psychology
3. Barron - Introduction to psychology

302 - BUSINESS ETHICS AND CORPORATE GOVERNANCE

Unit I

Business Ethics, Meaning, Scope, Nature and value of management, need for ethical decisions by managers, value of management ethics, management integrity, types of integrity and developmental integrity, Ethical planning.

Unit II

Social Responsibilities of Business, concept, rationale, dimensions and tools of social responsibilities, social responsibility and social responsiveness.

Unit III

Ethics in management, Ethical theories, Enterprise mission, institutionalizing ethics, code of ethics and its implementation.

Unit IV

Social responsibilities of Indian Business firms, towards share holders, consumers, Government, Community etc.

Unit V

Corporate Governance, meaning, scope and nature, trends in Governance practices, Corporate Governance Issues, Role of Auditors, OECD principles, and SEBI Guidelines.

Reference :

1. Business Ethics and Corporate Governance, CSV Murthy, HHP.
2. Business Ethics, CSV Murthy, HPH.

303 - INTRODUCTION TO BANKING & INSURANCE

Unit- I

Banking Business in India, Banking Legislations, Structure of Indian Banking System, Recent Developments in Banking Industry, Roles of Banks, Principles of Banking, Banker - Customer Relationship

Unit - II

Organization of bank lending (Loans and advances, Priority sector lending, Export credit), project and working capital finance, Deposit and Credit Services, Payment and Remittance Services, Collection Services and the different products there under.

Unit – III

Practical banking, Annual reports and balance sheet of a bank, Electronic banking, (POS) Banking Regulatory Norms- Know your customer (KYC), Anti Money Laundering (AML) Guidelines.

Unit - IV

Indian insurance industry: Transition and Prospects, legal frame work, Insurance- Basic concepts and principles, Classification of Insurance, reinsurance, Principles Governing Marketing of Insurance products.

Unit - V

Channels of distribution for insurance products, policy servicing and claim settlement, Registration of Insurance Companies, Licensing of Insurance Agents, Professional standards, Code of Conduct for insurance agent, Protection of Policyholder's Interest.

References:

1. Banking Theory, Law and Practice – Gordon & Natarajan (HPH)
2. Insurance Management - Anand Ganguly (New Age)

304. BUSINESS AND CORPORATE LAW

Unit - I

Indian Contract Act - essential elements of contract, offer and acceptance, consideration, capacities of parties, free consent legality of objects, contingent contract, discharge of contract. Special Contract Act - Quasi - Contracts, indemnity and guarantee, bailment and pledge, contract of agency.

Unit - II

Sales of Goods Act - introduction, conditions and warranties, transfer ownership of property in goods, performance of the contract of sale, remedial measures.

Unit - III

Indian partnership Act - nature of partnership, formation of partnership, relation of partners to one another, relation of partners to third parties, reconstitution of a firm, dissolution of a firm.

Unit - IV

Negotiable Instruments Act - negotiable instruments - parties, negotiation presentation, dishonor, crossing and borrowing of cheques, GATT, FERA, Export Import exim policy.

Unit - V

Information Technology Act, Cyber Laws in India, Digital Signature, Computer Crimes, Regulation of certifying Authorities, Intellectual property right Act.

References:

1. Mercantile Law - N.D. Kapur, Sultan Chand.
2. Business Law - Tulsian TMH.
3. Business Law - P.R. Chandha, Gogolia.

305 – COMMUNICATIVE ENGLISH

Unit-I The Elements of Communication

- 1.1 the importance of communication through English at the present time
- 1.2 factors that influence communication: sender, receiver, channel, code, topic, message, context, feedback
- 1.3 the importance of audience and purpose
- 1.4 the information gap principle : given and new information ; information overload
- 1.5 critical and creative thinking
- 1.6 verbal and non-verbal communication: body language

Unit-II The Sounds of English

- 2.1 vowels, diphthongs, consonants, consonant clusters
- 2.2 the International Phonetic Alphabet (IPA) ; phonemic transcription

Unit-III Stress and Intonation

- 3.1 syllable division and word stress
- 3.2 sentence rhythm and weak forms
- 3.3 contrastive stress in sentences

Unit-IV Intonation

- 4.1 intonation : falling, rising and falling-rising tunes
- 4.2 varieties of Spoken English : Standard Indian, American and British
- 4.3 problems of Indian speakers (particularly from the Eastern region) in the pronunciation of English.

(Note: This unit should be taught in a simple, non-technical manner, avoiding technical terms as far as possible.)

Unit-V Review of English Grammar

- 5.1 Stative and dynamic verbs
- 5.2 the auxiliary system ; finite and non-finite verbs
- 5.3 tense and time
- 5.4 Aspect
- 5.5 Voice
- 5.6 Modality
- 5.7 Negation
- 5.8 interrogation ; reported and tag questions
- 5.9 complex noun phrases
- 5.10 Concord
- 5.11 phrasal verbs

(**Note T h e** teaching of grammar should be treated as a diagnostic and remedial activity and integrated with communication practice activities. The areas of grammar in which errors are common should receive special attention when selecting areas for review. Teaching need not be confined to the topics listed above.)

References:

1. Effective English Communication by Mohan, TMH
2. Effective Technical Communication by M.Ashraf Rizvi (Tata McGraw Hill)
- 3 Business Communication Today by Bovee et al (Pearson)
- 4 “Ship or Sheep” by Ann Baker (Cambridge)
- 5 “Tree or Three” by Ann Baker (Cambridge)
- 6 A University Grammar of English by Quirk et al (Pearson)

401 - FINANCIAL MANAGEMENT

Unit -I

Concepts, objectives and scope of financial management, functions of a finance manager in contemporary business environment.

Unit-II

Financial Analysis: Tools of analysis: Ratio analysis, Preparation and interpretation.

Unit - III

Managerial uses of funds flow and cash flow statement their preparation and analysis.

Unit -IV

Time value of money, Concept of Risk and Returns: Risk and return calculations for individual security and portfolio concept.

Unit -V

Capital Budgeting, Process, Techniques of capital budgeting,

References

1. Prasanna Chandra - Financial Management, TMH
2. James C. Vanhorne - Financial Management & Policy.
3. Weston & Brigham - Managerial Finance (Rine Hart Winston Holt).
4. Brigham - fundamentals of Financial Management, C.B.S. intemation.
5. Sahoo, P.K. - financial Management, Pen Point Communication
6. Khan & Jain - financial Management, Tata McGraw - Hill.

402-MARKETING MANAGEMENT

Unit- I

Marketing Concepts: Nature and Scope of Marketing Management, Marketing Process, Marketing v/s Selling, Marketing Environment, Marketing Organizations, Marketing Mix.

Unit- II

Scanning the marketing environment

Marketing Strategy: Market Segmentation, Targeting and Positioning, Brand Equity and Craft Brand Positioning.

Unit- III

Understanding Consumer: Consumer Behavior, Types of Consumers, Factors influencing Consumer Behavior, Consumer Decision Making Process.

Unit- IV

Marketing Planning & Control: Marketing Planning, Marketing Competitiveness, Customer Value, Marketing Planning Process, Identifying and analyzing the competitors. Defining the Competitive Strategy and Marketing control process.

Unit- V

MIS & Marketing Research Process: Need, Importance, Steps with emphasis on research design.

References:

1. V.S.Ramaswamy & S.Namakumari - A Textbook on Marketing Management, McMillan.
2. Philip Kotler, Keller, Koshy & Jha - Marketing Management, Pearson Education.
3. Rajan Saxena - Marketing Management, Tata McGraw Hill.
4. S H H Kazmi - Marketing Management, Excell Book

403-HUMAN RESOURCE MANAGEMENT

Unit- I

HRM: Concept, scope and objective. HRM- the challenges - environmental, organizational and individual. Human Resource Planning - Supply and demand. Recruitment and Selection - sources of recruitment, Tests & Interviews, Induction/orientation and Socialization.

Unit- II

Promotion: Bases and types, promotion policy and procedure. Transfer - types and purpose. Employees' separation - its costs and benefits. Voluntary and involuntary separations. Lay off and retrenchment, outplacement and outsourcing.

Unit- III

Performance Appraisal: Objectives, uses and methods of appraisal, MBO, Assessment and development centres, 360 degrees Feedback, the strength and limitations of each method,. Identifying performance dimensions - measuring performance, measurement of tools, challenges to effective performance measurement, the appraisal errors.

Unit- IV

Training: Concept and benefits, training versus development, key training issues. Training Need Assessment (TNA). Types of Training - on-the-job and off-the-job methods. Managing the training process - the assessment phase, training and conduct phase, the evaluation phase.

Unit - V

Managing Compensation: Concept, Principles and Components. Designing compensation system - internal v/s external equity, fixed v/s variable pay, performance v/s membership, and job v/s individual pay. Compensation tools - job based compensation plans and skill based compensation plans.

References :

1. Gomez, Mejia, et.al - Managing Human Resources, Pearson Education.
2. Gary Dessler - HRM, PHI.
3. C.S.Venkat Ratnam & B.K.Srivastav - Personnel Management and Human Resources, TMH.
4. Rao Subba P. - HRM, Himalaya Publishing House.

404-PRODUCTION AND OPERATIONS MANAGEMENT

Unit- I

Basic Concept: Production and Operations Management functions: various production processes and their selection; common systems model; Relevant cost concept, production and productivity; Measurement of Productivity.

Unit-II

Work Study: Methods study- procedure and techniques, Principles of motion economy and work place design; work measurement; Time Study and work sampling; Performance rating and allowances; Estimation of standard time and related errors.

Unit-III

Facilities Planning: Facilities location factors, Bridgeman's dimensional analysis; systematic layout planning; Principles and techniques used; different layouts; Material handling systems and equipments.

Unit-IV

Production Planning and Control : Aggregate Planning – basic Strategies, viz., Level Production, chase demand and mixed strategy; Aggregate Planning costs; routing, scheduling, Gantt Charts.

Unit-V

Select Techniques and Concepts: Cost-Benefit Analysis, Input-Output Analysis; Value analysis; Learning Curves; Vertical Analysis; Learning Curves; Vertical Integration; Just-in-Time Systems.

References :

1. Chary S.N. - Production Operations Management, Tata McGraw Hill.
2. Mayer R.R. - Production Operations Management, TMH.
3. Schroeder R.G. - Operations Management, Decision Making in Operations function, Tata McGraw Hill.
4. Riggs J.L. - Production Systems, John Wiley & Sons.
5. Buffa & Sarin - Modern Production/Operations Management, John Willey & Sons.
6. Dilworth J.B. - production Operations Management, TMH.
7. Aswathappa & Shridhara Bhatt - Production Operations Management, Himalaya.
8. Chase, Aquilano, Jacobs - Production & Operations Management, TMH.
9. Adam & Ebert - Productions & Operations Management, PHI.
10. Mahapatra - Computer Aided Production Management, PHI.

405-ENVIRONMENTAL STUDIES

Unit-I

Fundamentals of Environmental Management: Definition, principles and scope; Types and components of environment; Man- environment relationship; Causes of environment destruction; Environmental ethics; Environment Awareness Programmes.

Unit - II

Natural Resources - Awareness: Eco-system, Atmosphere, Land, Water, Forest, Mines & Minerals, Wetland, Bio-diversity, Conservation of natural resources.

Unit- III

Environmental Protection - Policies & Legislations: National environment policy, Environmental Legislations, International conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.

Unit- IV

Environment Management System: ISO-14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry.

Unit - V

Environmental Impact Assessment (EIM): EIM-Methods and tools, Appraisal and clearance for industry, Evaluation Systems.

References:

1. N.K.Oberoi - Environmental Management, Excell Books.
2. G.N.Pandey - Environmental Management, Vikas.
3. K.M.Agrawal & P.K.Sikdar - Text Book of Environment, Macmillan.
4. L.W.Canter - Environmental Impact Assessment, Tata McGraw Hill.

501-ORGANISATIONAL BEHAVIOR

Unit- I

Introduction: Definition, goals, scope and historical development of organizational behavior, contributing disciplines to OB, models, social systems and organizational culture. International dimensions of OB. Limitations and future of OB.

Unit- II

Individual Behavior: Introduction and foundation. Personality -definitions, determinants, personality traits and types, theories, instruments to measure personality, personality attributes influencing OB.

Perception: Meaning, factors influencing perception, theories, perceptual errors.

Emotions: Meaning, types of emotions, determinants, emotional intelligence.

Unit- III

Attitudes: Definition, sources of attitudes, types of attitudes, cognitive dissonance theory; four concepts to skills, changing attitudes, and work related attitudes.

Values: concept, importance of values, sources of value system, types, loyalty and ethical behavior.

Learning: Concept, theories of learning, application of learning in organization. **Motivation:** concept, importance, theories and their applicability.

Unit- IV

Behavior in organization: Introduction, issues between organizations and individuals. Inter personal behavior; conflict, nature of conflict, levels of conflict, types and conflict management styles.

Communication: Introduction, importance, process of communication, types, barriers in communication, Communication and organizational effectiveness.

Unit- V

Group dynamics: Concept, types of groups and functions, meetings, team work, stages of group formation and its relevance to organization.

Employee stress: forms, causes, implications and approaches to stress management.

Leadership:, Concept, approaches, Leading v/s Managing Leadership theories and its implications.

References :

1. Stephen.P.Robbins, et.al - Organizational Behavior, Pearson Publication
2. Steven L., McShane, et.al - Organizational Behavior, TMH.
3. Fred Luthans - Organization Behavior, McGraw Hill.
4. K.Awsathappa - Organisation Behavior.

502 -FINANCIAL MARKETS AND INSTITUTIONS

Unit-I Financial Markets:

Financial System and Financial Markets- Meaning, Types, Classification of Financial Markets, Money Market, Call money Market, Govt. Securities Market. Capital Market, Debt Market, Primary and Secondary Market, Interlinking Financial Market-Indian and Global Financial Markets.

Unit-II Financial Institutions:

Broad Categories- Special Characteristics, Money Market Institutions, Capital Market Institutions, Financial Services Institutions, Functions and structure introduced,

Stock Exchanges: Constitution, control, functions, Prudential Norms, SEBI Regulations, Sensitive Indices, Investor Services, Grievance Redressal Measures.

Unit-III Financial Services Institutions: Clearing Corporation of India Ltd, Discount and Finance House of India Ltd, National Securities Depository Ltd, Securities Trading Corporation of India Ltd. Credit Rating Institutions.

Unit-IV Financial Instruments:

Commercial Papers, Certificate of Deposits, Treasury Bills, Commercial Bills, Gilt- edged Securities, Equity Shares, Dematerialisation, Preference Shares, Debentures, Warrants and Convertibles, ADRs and GDRs, Derivatives- Options and Futures,

Unit-V Indian Financial Institutions:

Commercial Banks- Roles, Functions, Regulations, Public Sector, Private Sector and Foreign Banks, Development Banks: IFCI, IDBI, SFCs, NABARD, RRBs, SIDBI, IIBI, Non-Banking Financial Institutions, Insurance Companies- Public and Private, Investment Policy, Regulatory Authority

References:

1. S Gurusamy, Financial Markets and Institutions, Thomson
2. Gordon & Natrajan; Financial Markets and Services, Himalaya Publishing House

503 –ADVERTISEMENT AND SALES PROMOTION

Unit-I:

Introduction: Definition, objectives, Functions and classification of advertising, Advertising Agency Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

Unit-II:

Advertising as Mass communication: the communication mix, building of advertising program: Creative strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

Unit – III:

Advertising media, General and special characteristics of different media: Media planning, scheduling, selection and evaluation, Measuring advertising effectiveness (DAGMAR): The rationale of testing: pretesting, concurrent testing & post testing, recall and recognition.

Unit – IV:

Advertising Budget: Approach and procedures for determining the size of the budget, Administration and control of budget. Regulation of Advertising: Self Regulation by advertising Media (ASCI), Ethics & Social Responsibility in Advertising, E-advertising.

Unit – V:

Introduction: Definition, objectives, Functions and classification of sales promotion. Consumer Promotion, sales force planning and execution, Recent Trends, Elementary knowledge of public relations.

References:

1. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI
3. Jethawaney & Jain, Advertising Management, Oxford University Press.

504-MANAGEMENT INFORMATION SYSTEM & DSS

Unit- I

Introduction: Organization and Information systems, Changing Environment and its impact on Business - the IT/IS and its influence - The Organization: Structure, Managers and activities - Data, Information and its attributes - The level of people and their information needs - Types of Decisions and information - Information system, categorization of information on the basis of nature and characteristics. Transaction Processing System (TPS) - Office Automation system (OAS) - Management Information (MIS) - Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS).

Unit-II

System Analysis, Development and Models: Need for system analysis - Stages in system Analysis - Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram, system Development Models: Water Flow, Prototype, Spiral, RAD - roles and Responsibilities of System.

Unit-III

Computer Service Systems: Data Communication and Networking - LAN, MAN & WAN - Network Topologies, Internet, Intranet and Extranet, Information systems for: Accounting, Finance, Production and Manufacturing, Marketing and HRM.

Unit- IV

Design of Information System: Fundamental Concept of file design, database design, input output design, procedure design, form design, dialogue design, code design, coupling and cohesion.

Unit- V

Internet- A Conceptual Approach: Web Browsing - Concept of FTP, Telnet, uploading, downloading , HTTP; Internet Explorer; Electronic Data Security; Access Database System.

References :

1. G.V.Sathya Sekhar - MIS, Excell Books.
2. David Obeson - MIS, TMH.
3. Muyrdick and Ross - Information system for Modern Management.
4. Kenneth J Laudon - Management Information Systems - Pearson/PHI, 10/e, 2007.
5. W.S.Jawadekar - MIS, TMH, 3/e, 2004.
6. Ralph Stair – MIS

505-INDIAN SOCIETY AND CULTURE

Unit-I

Demographic Profile: Characteristics of Indian population, Population Growth, Age, Sex, Religion, Language, Occupation, National Policy on Population.

Unit - II

Indian Society: Society and its types, Features of Tribal Society, Agrarian Society, Industrial Society.

Unit- III

Social Stratification: Caste System, Class System, Communities, Ethnic Groups, Weaker Sections and Minorities, Constitutional Provisions for Scheduled Castes, Scheduled Tribes and Other Backward Classes.

Unit- IV

Socio-Economic Problems: Poverty, Illiteracy, Unemployment, Hosing, Child Labor, Migration, Occupational Diseases, Insurgency, Terrorism, Crime, Project Affected People, social Destitute, Beggary, Aged Population, Juvenile Delinquency, Problems in Family Life.

Unit- V

Indian culture: Culture - Features, Characteristics and Diversity. Differences with Western culture, Human Values, Values in Work Life, Value Crisis in contemporary Indian Society.

References:

1. Andre Beteille - Society and Politics in India, OUP.
2. Dipankar Gupta - Social Stratification, OUP.
3. Ram Ahuja - Social Problems in India, Rawat Publications.
4. M.N.Srinivas - Social Structure and Caste and Other Essays, OUP.
5. A.N.Tripathi - Human Values, New Age International.
6. NCERT - Text Book on Indian Society.
7. R.Thapar (Ed.) - Tribe, Caste and Religion in India, Macmillan

601- RESEARCH METHODOLOGY

Unit- I. Introduction to Research.

Definition, scope, limitations & types, objectives, research process, research designs , terminologies; Research project : choice of topic , writing research proposal - objective , hypothesis, methodology, time frame.

Unit- II Survey methods.

Survey designs- sampling , qualitative data, quantitative data, scaling technique; Research methods: interview method, observational method, questionnaires, case studies, action research, & documentary sources.

Unit- III Data analysis.

Types of research data, frequency distributions, bar charts, histograms, pareto charts, statistical tools of data analysis- mean, median, mode, correlation & regression; Report writing: formatting , title page, abstract, body, introduction, methods, sample, measures, design, results, conclusions, references, tables, figures, appendices; Presentations of report: skills & methods, practice sessions on assignments.

Unit- IV Hypothesis Testing.

Concepts basic to the hypothesis testing procedure; steps in hypothesis testing; Type -I error & Type-II error; Two tailed & one tailed tests of hypothesis. Hypothesis testing of means when the population standard deviation is known / not known; Hypothesis testing of proportions; t - test , Chi square test, F- test, ANOVA of one way & two way classifications.

Unit- V Point estimation & Non parametric Tests.

Criteria of a good estimator, method of estimation, interval estimation, confidence interval, maximum likelihood estimator, rank correlation test, sign test, one sample run test, Wilcoxon's signed rank test, Mann Whitney U - test, Kruskal Walis test.

References:

1. Research methodology: Methods & Techniques, by C.R. Kothari.
2. Research methodology for social sciences, A.N. Sadhu & A. Singh (Sterling).
3. Statistics for management, Levin.
4. Quantitative techniques for managerial decisions, U.K. Srivastava, (Wiley Eastern Ltd.)

602 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Unit I

Entrepreneurship, general concept definition, entrepreneurial culture theory of entrepreneurship, types of entrepreneurship, entrepreneurial trade and motivation, entrepreneur and professional manager.

Unit II

Environment and entrepreneurial development: Entrepreneurial environment, process of entrepreneurial development, training of entrepreneurial, institutions, producing aids for an entrepreneurial development.

Unit III

Starting a Small Scale Unit-Structure and ownership, Establishment of unit, Project feasibility, Implementation, Tax benefits incentives and concessions.

Unit IV

Financial management of small business- Financial planning, long- term finance working capital management, cash management, recommendation of various committees, role of various institutions, both financial & non-Financial institutions.

Unit V

Marketing strategy of small scale units- elements in marketing mix segmentation, product life cycles, pricing, distribution channels, export promotion and institutional support for marketing and exports.

References :

1. Malhotra & Gupta, Management of small scale industries, Galgotia Publishing company, New Delhi.
2. Desai, Vasant, Management of Small scale industries, Himalaya
3. Dynamics of Entrepreneurial Development and Management Vasant Desai, HPH.

603 –ORGANISATIONAL CHANGE AND DEVELOPMENT

Unit - I

Concept of change, importance, causes and nature. Organisational levers for change. Perspectives on change - Contingency perspective, Resource Dependence perspective, Population-ecology perspective, Institutional perspective. The Six-Box organizational model. The 7-S framework. Types of changes - continuous and discontinuous, Participative and directive, Planned and unplanned.

Unit - II

Resistance to change - The life of resistance to change, Change Resistance model, Managing resistance to change, steps to successful change. Managing change - Planning, Internal Resource Persons (IRP) and external agents, organizational restructuring and re-organizing work activities.

Unit - III

Organizational Diagnosis: Issues, concerns and the framework. Diagnostic Methodology - planning, collection of data and instruments, Qualitative and quantitative methods of diagnosis.

Unit - IV

Interventions in Organisational change - Concepts, types of intervention, Sensitivity Training, TA, Role analysis Techniques, Role Negotiations techniques, Myers-Briggs Type Indicators (MBTI). Evaluation of organizational change programmes - concept, rationale, the stakeholders, components of evaluation, evaluation typology. Issues in planning and conducting evaluation.

Unit - V

Managers as change Agents, Internal and External change agents, Steps to successful change. Change Management - the case of Power Sector in Orissa.

References :

1. Nilakantha Vand Ramnarayan S- Managing Organisational Change, Response Books
2. K. Harigopal- Management of Organizational changes, Response Books
3. I.Palma, Richard Dunford, G.Akim- Managing Organisational Change, TMH

604 –DISSERTATION AND VIVA VOCE

Each student is required to work for dissertation under the guidance of a teacher in any functional area. After the submission of dissertation, there will a viva voce test at the end of six semester examination.

605-E – BUSINESS

Unit- I

Introduction to E-Commerce and Physical Commerce. Different types of E-Commerce, E-commerce Scenarios, Advantages & Disadvantages of E-Commerce, and Business Models for E-Commerce.

Unit- II

Internet and WWW, Basic Network Architecture, WEB system Architecture, URL, Overview of the HTTP, Web Page Designing using HTML, Presenting our oneness sters.

Unit- III

B2B E-Commerce, Characteristics of B2B EC, Models of B2B EC, supplier-oriented and Buyer-oriented Market Place, JIT, Other B2B Models, Auctions and Services, the Role of Software Agents for B2B EC, E-Marketing in B2B and Management issues.

Unit- IV

Electronic Payment Systems, SSL & SET protocols, Security Schemes in e-Payment Systems, Basic Cryptography for enabling E-Commerce, Managerial issues for E-Payment system.

Unit- V

Economics, Global and other issues in E-Commerce and Software Agents.

References:

1. Chan, Lee, Dillon & Chang – E-Commerce Fundamentals & Applications, WILEY.
2. P.T.Joseph – E-Commerce: A Managerial Perspective, PHI.
3. Turban, Lee, King & Chung – E-Commerce, Pearson Education.
4. C.S.V.Murthy – E-Commerce, Himalaya Publishing House