



**JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY,
JAIPUR**

Faculty of Law and Governance

Department of Management and Commerce

SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

BBA

SESSION – 2022-23

DURATION –3 YEARS/ 6 SEMESTERS



PROGRAM DETAIL

Name of Program	-	Bachelor of Business Administration (BBA)
Program Code	-	BBA
Mode of Program	-	Yearly /Semester
Duration of Program	-	3 yrs/ 6 Semesters
Total Credits of Program	-	274
Curriculum Type and Medium Choice	-	English



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SYLLABUS DETAIL FIRST SEMESTER

S. No.	Credit	Course Name
1	8	Principles of Management
2	8	Marketing Management
3	8	Fundamentals of Accounting
4	8	Organization Behavior
5	8	FUNDAMENTAL OF INFORMATION-TECHNOLOGY
6	1	Extra-Curricular Activities
	1	Curriculum Training & Exposure
	1	English Communication(Level-A)
7	-	Professional Activities
Total	43	

SECOND SEMESTER

S. No.	Credit	Course Name
1	8	Business Mathematics
2	8	Financial Management
3	8	Business Organization
4	8	Managerial Economics
5	8	Database Management System
6	1	Extra-Curricular Activities
	1	Curriculum Training & Exposure
	1	Women Rights and Law
7	-	Professional Activities
Total	43	



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THIRD SEMESTER

S. No.	Credit	Course Name
1	8	Research Methods in Business
2	8	Cost Accounting
3	8	Human Resource Management
4	8	Advance Financial Management
5	8	Brand Management
6	1	Environmental Science & Disaster management : Ecosystem and pollution
	1	Industrial Visit
	1	Extra-Curricular Activities
7	1	Community Development Activities
8	-	Professional Activities
Total	44	

FORTH SEMESTER

S. No.	Credit	Course Name
1	7	Business Environment
2	7	Business Ethics and Corporate Governance
3	7	Management Accounting
4	7	Principles of Banking
5	7	Legal Aspects of Indian Business
6	18	45 Days Training
	1	Extra-Curricular Activities
	1	Community Development Activities
7	-	Professional Activities
Total	37+18	



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

FIFTH SEMESTER

S. No.	Credit	Course Name
1	7	Quantitative Techniques
2	7	Indian Financial System
3	7	Training And Development
4	7	Industrial Relations
5	7	International Marketing
6	10	Certified Project
	1	Extra-Curricular Activities
	1	Community Development Activities
7	-	Professional Activities
Total	37+10	

SIXTH SEMESTER

S. No.	Credit	Course Name
1	8	Operation Research
2	8	Entrepreneurship Development
3	8	Strategic Management
4	8	Capital Market & Security Analysis
5	8	Advertising & Sales Promotion Management
6	1	Extra-Curricular Activities
	1	Community Development Activities
	-	Professional Activities
Total	42	



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Program Outline

FIRST SEMESTER

Nature of Course	Course Name	Credit
Core Management	Principles of Management: Functions of Management , Development of Management Thought	2
	Principles of Management: MBO,Departmentation & Staffing	2.5
	Principles of Management: Motivation, Leadership Controlling	2.5
	Practice session of 5 Group discussions and 2 Cases in the GD room	1
Core Marketing	Marketing Management: Segmentation, Targeting and Positioning, Product Life Cycle	2
	Marketing Management: Price, Place, Product	2.5
	Marketing Management: Promotion& Personal Selling	2.5
	Practice session of 5 Group discussions and 2 Role play	1
Core Accounting	Fundamentals of Accounting: Theoretical Framework,	2
	Fundamentals of Accounting: Bank Reconciliation, Final Accounts for Sole Proprietors	3
	Fundamentals of Accounting: Special Transactions, Partnership	3
Core Management	Organization Behavior : Basics of Behavior ,Personality Various Models	2
	Organization Behavior: Learning & Groups behavior	3
	Organization Behavior: Culture and Conflict, Change	2
	Practice session of 5 Group discussions and 2 Role plays	1
Core Information Technology	Fundamental of Information Technology: Introduction to Computers, Operating System & Windows	2
	Fundamental of Information Technology: MS Office I & II	2
	Fundamental of Information Technology: Internet & E-Commerce	2
	20 Practice Sessions of Ms Dos Ms Windows Ms Word Ms Excel, Ms Access Ms PowerPoint Internet & E Commerce	2
University Compulsory Course	Extra-Curricular Activities	1
	Curriculum Training & Exposure	1
	English Communication : Reading and Listening: Vocabulary Building, Passages, Audio and Videos	0.5
	English Communication : Writing and Speaking: Grammar, Phonology, Writing Formats	0.5
University Optional course	Professional Activities	-
Total Credits:		43



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SECOND SEMESTER

Nature of Course	Course Name	Credit
Core Applied Mathematics	Business Mathematics: Permutation & Combination	2.5
	Business Mathematics: Vectors	3
	Business Mathematics: Differential Calculus	2.5
Core Finance	Financial Management : Overview of Financial Management	2.5
	Financial Management : Capital Structure & Cost of Capital	3
	Financial Management : Capital Budgeting & Leverages	2.5
Core Management	Business Organization: Business and Environment Interface	2
	Business Organization: Kinds of Business	3
	Business Organization: Government Policies. Government & Business Interface	2
	10 Practice session of 5 Group discussions and 5 Case Studies	1
Core Economics	Managerial Economics: Micro Economics	3
	Managerial Economics: Macro Economics	4
	10 Practice session of 5 Group discussions and 5 Case Studies	1
Core Information Technology	Data Base Management System: Structure of a DBMS	2
	Data Base Management System: Relational Model	2
	Data Base Management System: Database Creation and Manipulation	3
	<i>10 Practice Sessions of SQL Queries, ER- Model</i>	1
University Compulsory Course	Extra-Curricular Activities	1
	Curriculum Training & Exposure	1
	Women Rights and Law: Constitutional Safeguards for Women, Right to Equality	0.5
	Women Rights and Law: Right of Private Defence	0.5
University Optional course	Professional Activities	-
Total Credits:		43



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

THIRD SEMESTER

Nature of Course	Course Name	Credit
Core Research	Research Methods in Business: Research Design	2
	Research Methods in Business: Sampling Design	2.5
	Research Methods in Business: Parametric & Report Writing	2.5
	5 Practice Sessions of Development of Questionnaires and 5 for SPSS in Computer Lab	1
Core Accounting	Cost Accounting: Basic Cost Concepts	3
	Cost Accounting: Labour Cost Control, Overheads	3
	Cost Accounting: Methods of Costing	2
Core Human Resource Management	Human Resource Management : Evolution of HRM, Acquisition of Human Resources	2
	Human Resource Management : Selection Process	2
	Human Resource Management : Compensation & Maintenance	3
	Practice session of 5 Group discussion and 5 Case Analysis in GD room	1
Core Accounting	Advance Financial Management : Sources of Financing, Depositories	2
	Advance Financial Management: Working Capital Management, Inventory & Dividend Policy	2.5
	Advance Financial Management: Leasing, Corporate Restructuring	2.5
	10 Practice session of 5 Group discussion and 5 Cases in GD room	1
Core Marketing	Brand Management : Branding context	2
	Brand Management : Brand audit	2
	Brand Management : Branding strategies	3
	10 Practice session of 5 Role Play&5 Cases in GD room	1
University Compulsory course	Environmental Science & Disaster management :Ecosystem and pollution	0.25
	Environmental Science & Disaster management : Biodiversity and Conservation	0.25
	Environmental Science & Disaster management : Concept and Types of Disaster	0.25
	Environmental Science & Disaster management : Components and Management of Disaster	0.25
Professional Development Activities	Industrial Visit	1
University Compulsory Course	Extra-Curricular Activities	1
	Community Development Activities	1
University Optional Course	Professional Activities	-
Total Credits:		44



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Program Outline FORTH SEMESTER

Nature of Course	Course Name	Credit
Core Management	Business Environment: Overview of Business Environment	1.5
	Business Environment: Economic & Social Environment	2.5
	Business Environment: Political, Natural, Technology Environment	2
	10 Practice Sessions of GD's and Case Studies	1
Core Management	Business Ethic Corporate Governance: Values & Ethical Decision Making	1.5
	Business Ethic Corporate Governance: Knowledge and Wisdom, Stress & Dharma & Karma Yoga	2.5
	Business Ethic Corporate Governance: Success, Corporate Social Responsibility & Corporate Governance	2
	10 Practice Sessions of GD's and Case Studies	1
Core Accounting	Management Accounting: Financial Analysis	2
	Management Accounting: Ratio Analysis, Funds & Cash Flow Analysis	3
	Management Accounting: Budgets	2
Core Banking	Principles of Banking: Indian Banking System, Commercial Banking	1.5
	Principles of Banking: Bank Balance-Sheet, Loans and Advances	2.5
	Principles of Banking: Emerging trends in Banking:	2.5
	5 Practice session of Group discussion and 2 Cases in GD room	0.5
Core Law	Legal Aspects of Indian Business: Contract Act 1872	1.5
	Legal Aspects of Indian Business: Sale of Goods Act 1930	2.5
	Legal Aspects of Indian Business: Companies Act 1956	2.5
	Practice session of 5 Group discussion and 2 Role Plays	0.5
Professional Development Activities	45 Days Training	18
University Compulsory Course	Extra-Curricular Activities	1
	Community Development Activities	1
University Optional Course	Professional Activities	-
Total Credits:		37+18



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Program Outline

FIFTH SEMESTER

Nature of Course	Course Name	Credit
Core Management	Quantitative Techniques: Matrices & Inverse of matrix	2.5
	Quantitative Techniques: Probability & Assignment Problems	2.5
	Quantitative Techniques: Transportation problems & Queuing Theory	2
Core Finance	Indian Financial System: Overview Indian financial system, Capital market	2
	Indian Financial System: Financial services, Merchant banking	2.5
	Indian Financial System: Credit rating, Leasing, Stock exchange business and practices	2
	<i>Practice Sessions of 5 G.D. & 2 Case study in G.D. Room</i>	0.5
Core Human Resource Management	Training & Development: Training Process, Learning and Skill, Relationship between HRD & Business Strategies	2
	Training & Development: Training Climate, Training Techniques, Training Function	2
	Training & Development: Technical Training, Training Communication, Training Evaluation	2
	<i>Practice Sessions of 5 G.D. & 5 Case study in G.D. Room</i>	1
Core Human Resource Management	Industrial Relations : Industrial relations perspectives	2.5
	Industrial Relations: Trade Unions	2
	Industrial Relations: Employee empowerment	2
	<i>Practice Sessions of 5 G.D. & 2 Case study in G.D. Room</i>	0.5
Core Marketing	International Marketing: International market environment	2
	International Marketing: International marketing research & Product Management	2
	International Marketing: Marketing communication	2
	10 Practice session of 5 Group discussion and 2 Cases in GD room	1
Professional development Activities	Certified Project	10
University Compulsory Course	Extra-Curricular Activities	1
	Community Development Activities	1
University Optional Course	Professional Activities	-
Total Credits:		37+10



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Program Outline

SIXTH SEMESTER

Nature of Course	Course Name	Credit
Core Management	Operations Research: Theory of Games, Methodology and Limitations	2
	Operations Research: Decision Theory & Simulation Technique	3
	Operations Research: Linear Programming & Replacement Problem	2
	10 Practice Sessions of GD's and Case Studies	1
Core Management	Entrepreneurship Development: Theories & Characteristics of Entrepreneurship	2
	Entrepreneurship Development: Promotion of a Venture	3
	Entrepreneurship Development: Role of Entrepreneur	2
	<i>Practice Sessions of 5 G.D. & 2 Case study in G.D. Room</i>	1
Core Management	Strategic Management: Fundamentals of Strategy	2
	Strategic Management: Environmental Analysis	3
	Strategic Management: Formulation of Strategy	2.5
	<i>Practice Sessions of 5 G.D. & 2 Case study in G.D. Room</i>	0.5
Core Finance	Capital Markets & Security Analysis : Concept of Security	2
	Capital Markets & Security Analysis : Securities markets	2
	Capital Markets & Security Analysis : SEBI and its Regulation	3
	<i>Practice Sessions of 5 G.D. & 5 Case study in G.D. Room</i>	1
Core Marketing	Advertising & Sales Promotion Management: Process & structure of advertising industry	2
	Advertising & Sales Promotion Management: Planning & Target	3
	Advertising & Sales Promotion Management: Preparing The Message	2.5
	<i>Practice Sessions of 5 G.D. & 2 Case study in G.D. Room</i>	0.5
University Compulsory Course	Extra-Curricular Activities	1
	Community Development Activities	1
University Optional Course	Professional Activities	-
Total Credits:		42



FIRST YEAR

FIRST SEMESTER

Principles of Management

(Crédits: 8)

Objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Unit I

- Introduction: Concept, Nature, Process and Significance of Management; Managerial levels, Skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management;
- Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.
- Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting;

(Credits: 2)

UNIT II

- MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.
- Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization
- Staffing : Concept, Nature and Importance of Staffing;

(Credits: 2.5)

UNIT III

- Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z;
- Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.
- Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

(Credits: 2.5)

Recommended practice session: Practice session of 5 Group discussions and 2 Cases in the GD room

(Credit:1)

Recommended Text Book:

- Principles of Management by Dr. L. M. Prasad Anmol Publications Sultan Chand & Sons

Suggested Readings:

- Koontz, H. (2008), Essentials of Management, McGraw Hill Education.
- Gupta, C.B. (2008), Management Concepts and Practices, Sultan Chand and Sons, New Delhi.
- Robbins, (2009). Fundamentals of Management: Essentials Concepts and Applications, 6th edition, Pearson Education.
- Stoner, Freeman and Gilbert Jr. ((2010)) Management, 8th Edition, Pearson Education.
- Ghillyer, A, W., (2008) Management- A Real World Approach, McGraw Hill Education.
- Mukherjee, K, (2009), Principles of Management, 2nd Edition, McGraw Hill Education.



Marketing Management

(Credit:8)

Objective:The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

UNIT I

- Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts
- , Marketing Environment,
- Market Segmentation, Targeting and Positioning.
- Product: Product Levels, Product Mix, Product Strategy, Product innovation and Diffusion, Product Development, Product Lifecycle and Product Mix.

(Credit :2)

UNIT II

- Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.
- Place: Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel,
- Managing Retailing, Physical Distribution,
- Marketing Logistics and Supply Chain Management.

(Credit :2.5)

UNIT III

- Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising- Meaning and Importance, Types, Media Decisions, Promotion Mix,
- Personal Selling- Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

(Credit :2.5)

Recommended practice session : Practice session of 5 Group discussions and 2 Role play

(Credit:1)

Recommended Text Book:

- Kotler, Armstrong, Agnihotri and Haque, (2010), Principles of Marketing- ASoutAsian Perspective, 13th edition, Pearson Education.

Suggested Readings:

- Saxena, Rajan, (2008), Marketing Management, 3rd edition, McGraw Hill Education.
- Kumar, Arun and Meenakshi, N., (2009), Marketing Management, Vikas Publishing House.
- Russel, Winer, (2007), Marketing Management, 3rd edition, Pearson Education.
- Kotler, Koshijha, (2009), Marketing Management, 13 edition, Pearson Education.
- Ramaswamy and Namkumar, S., (2009), Marketing Management Global Perspective: Indian Context, McMillan, Delhi.



Fundamentals of Accounting

(Credits: 8)

Unit I

Theoretical Framework

- (i) Meaning and Scope of accounting
- (ii) Accounting Concepts, Principles and Conventions
- (iii) Accounting Standards – concepts, objectives, benefits
- (iv) Accounting Policies
- (v) Accounting as a measurement discipline – valuation principles, accounting estimates

Accounting Process

Books of Accounts leading to the preparation of Trial Balance, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors including rectifications thereof.

(Credits:2)

Unit II

- Bank Reconciliation Statement
- Inventories Basis of inventory valuation and record keeping.
- Depreciation accounting Methods, computation and accounting treatment of depreciation, Change in depreciation methods.
- Preparation of Final Accounts for Sole Proprietors

(Credits:3)

Unit III

Accounting for Special Transactions

- (a) Consignments
- (b) Joint Ventures
- (c) Bills of exchange and promissory notes
- (d) Sale of goods on approval or return basis

Partnership Accounts

Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill.

Introduction to Company Accounts

Issue of shares and debentures, forfeiture of shares, re-issue of forfeited shares, redemption of preference shares

(Credits:3)

Recommended Text Book:

Fundamentals of Accounting; Maheshwari S N; vikas publication house

Suggested Readings:

Fundamental accounting; P. C. Tulsian; Tata McGraw-Hill Education



Organizational Behavior

(Credits: 8)

Objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the hanging global scenario. The course must be taught using case study method.

UNIT I

- Introduction: Concept and nature of Organizational behavior; Contributing disciplines to the field of O.B.;
- O.B. Models; Need to understand human behavior; Challenges and opportunities.
- Individual & Interpersonal Behavior: Biographical Characteristics; Ability; Values;
- Attitudes- Formation, Theories, Organization Related Attitude, Relationship between Attitude and Behavior;
- Personality – Determinants and Traits; Emotions;

(Credit :2)

UNIT II

- Learning-Theories and Reinforcement Schedules, Perception –Process and Errors.
- Interpersonal Behavior: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.
- Group Behavior & Team Development: Concept of Group and Group Dynamics; Types of Groups;
- Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness;

(Credit :3)

UNIT III

- Group Think and Group Shift. Group Decision Making; Inter Group Behaviour;
- Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.
- Organization Culture and Conflict Management: Organizational Culture- Concept, Functions,
- Socialization; Creating and sustaining culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict;
- Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.

(Credit:2)

Recommended practice session: Practice session of 5 Group discussions and 2 Role plays

(Credit:1)

Recommended Text Book

- Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.
- Singh, Kavita, (2010), Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.

Suggested Readings:

- Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.
- Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), Organisational Behaviour, 4th Edition, McGraw Hill Education.
- Kinicki, Angelo and Kreitner, Robert, ((2005)), Organisational Behaviour, 2nd Edition, McGraw Hill Education.



Fundamental of Information Technology

(Credit: 8)

Objective: To impart basic knowledge about computer with application of various packages to Business and Commerce.

Unit - I

Introduction to computers:

Definition, Characteristics and limitations of computers - Elements of Computers - Hardware - CPU - Primary and Secondary memory - Input and Output devices. IT enabled services - BPO, KPO, Call centers.

Modern communications

(Concepts only): Communications - FAX, Voice mail, and information services - E Mail - Creation of email id - group communication - Tele conferencing - Video conferencing - File exchange - Bandwidth - Modem - Network Topologies - Network types LAN, MAN, WAN and their architecture - Dial up access.

Operating System and Windows: Operating Systems: Meaning, Definition, Functions and Types of Operating Systems - Booting process - Disk Operating System: Internal and External Commands - Wild Card Characters - Computer Virus, Cryptology. Windows operating system - Desktop, Start menu, Control panel, Windows accessories.

(Credit: 2)

Unit - II:

MS Office I

MS Word & Word Processing : Meaning and features of word processing - Advantages and applications of word processing - Parts of MS Word application window - Toolbars - Creating, Saving and closing a document - Opening and editing a document - Moving and copying text - Text and paragraph formatting, applying Bullets and Numbering - Find and Replace - Insertion of Objects, Date and Time, Headers, Footers and Page Breaks - Auto Correct - Spelling and Grammar checking - Graphics, Templates and wizards - Mail Merge :

Meaning, purpose and advantages - creating merged letters, mailing labels, envelopes and catalogs- Working with Tables - Format Painter.

MS EXCEL

Features of MS Excel - Spread sheet / worksheet, workbook, cell, cell pointer, cell address etc., - Parts of MS Excel window - Saving, Opening and Closing workbook - Insertion and deletion of worksheet - Entering and Editing data in worksheet - cell range - Formatting - Auto Fill -Formulas and its advantages - References : Relative, absolute and mixed - Functions: Meaning and Advantages of functions, different types of functions available in Excel - Templates -Charts - Graphs - Macros : Meaning and Advantages of macros, creation, editing and deletion of macros - Data Sorting, Filtering, validation, Consolidation, Grouping, Pivot Table and Pivot Chart Reports.

MS Office II:

MS Access - Data, Information, Database, File, Record, Fields - Features, advantages and limitations of MS Access - Application of MS Access - 10 parts of MS Access window - Tables, Forms, Queries and Reports - Data validity checks - (Theory with simple problems)

MS PowerPoint:

Features, advantages and application of Ms Power point - Parts of MS Power point window - Menus and Tool bars - Creating presentations through Auto content wizard, Templates and manually - slide show - saving, opening and closing a Presentation - Inserting, editing and deleting slides -Types of slides - Slide Views- Formatting -Insertion of Objects and Charts in slides- Custom Animation and Transition.



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Multimedia:

Meaning, Purpose, Usage and application – Images, Graphics, sounds and music – Video presentation devices – Multimedia on web.

(Credit: 2)

Unit- III:

Internet & E commerce:

Services available on internet - WWW - ISP.

E commerce:

Meaning, advantages and limitations, applications of E commerce - trading stocks online, ordering products / journals / books etc., online, travel and tourism services, employment placement and job market, internet banking, auctions, online publishing, advertising-Online payment system (including practicals).

(Credit 2)

Lab Work:

PRACTICALS:

MS DOS MS WINDOWS MS WORD MS EXCEL
MS ACCESS MS POWERPOINT INTERNET & E COMMERCE.

Recommended practice session: 10 Practice Sessions of Ms Dos Ms Windows Ms Word Ms Excel, Ms Access Ms PowerPoint Internet & E Commerce

(Credit 2)

Recommended Text Books:

Computer Fundamentals; Pradeep K. Sinha, PritiSinha; BPB Publications

Suggested Readings:

1. Introduction to Information Technology: Rajaraman, PHI
2. Fundamentals of Computers 4/E: Rajaraman, PHI
3. Fundamentals of Computers: P. Mohan, Himalaya
4. Information Technology: Dennis P. Curtin, McGraw Hill International
5. Fundamentals of Information Technology: Sahaetal, Himalaya
6. Microsoft Office Excel 2003 step by step: Frye, PHI
7. Fundamentals of Computers: AtulKahate, Tata McGraw Hill

English Communication

(Credit: 1)

Objective: To enable students to develop Four major skills Reading, Writing, Speaking and Listening in relevance to English culture according to time and venue.

Unit 1: Reading and Listening

1. Types of passages, purpose of reading, reading strategies, vocabulary building, antonyms and synonyms and one-word substitution etc.
2. Role of Listening, Barriers of Listening, Remedies to remove the barriers. Listening to Narratives, Listening to specific information or data, listening to Conversational contexts etc.

(Credit: 0.5)



Unit 2: Writing and Speaking

- Subject- Verb Concord, Sentence Pattern (SVOCA), Time and Tenses. Different Letter Writing Formats: Application, Cover Letter, Notice, Report etc. Resume Building.
- Introduction to the sounds of English-Vowels, Diphthongs and Consonants phonetic sounds, Introduction to Stress and Intonation, Situational Dialogues / Role Play 'Just a minute' Sessions (JAM), action verbs (play way method), Describing Objects/ Situations/ People (personality), Debates (current topics), Turn Coat, Telephonic Conversation.

(Credit: 0.5)

Recommended text Books:

- Phonetics by Peter Roach, Oxford University Press 2004.
- Better English Pronunciation by J.D.O'Connor, OUP 2010.

Suggested Readings:

- Accents of English by J.C.Wells, Cambridge University Press.
- English Grammar Today with CD: An A-Z of Spoken and Written
- Grammar by Ronald Carter, Michael Mac Carthy, Geraldine Mark
- Anne O'Keeffe, Cambridge University Press, 2009.
- Alred, Gerald J. . The Business Writers Handbook. 9th ed. Boston:

Bedford/St. Martins, 2009.
- GeetaJajivan, Kiranmai: Course Listening and Speaking Skills part 1. Foundation Books Pvt Ltd.
- Lorven: Enrich Your Communication in English



FIRST YEAR

II Semester

Business Mathematics

(Credits8)

Objective: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

UNIT I

- Principle of Counting: Permutations and Combination, Concept of Factorial, Principle of Counting,
- Permutation with Restriction, Circular Permutation and Combination with Restriction; Mathematics Induction: Principle, Sequences & Series -A.P. & G.P.
- Matrix Algebra: The Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by: (i) the Adjoint Matrix Methods. (ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations

(Credit 2.5)

UNIT II

- The Echelon Matrix; Vectors: Types Optimization Vector- Additions, Suggestions & Multiplication,
- Scaler Product, Vector Product; Linear Dependence of Vectors, Application of Matrices to Business Problems Input Output Analysis,
- Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis.

(Credit 3)

UNIT III

- Differential Calculus: Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers,
- Derivative as a Rate Measure, Applications in Business.
- Integral Calculus & Differential Equations: Business application,
- Consumer's or Producer's surplus,
- Learning Curve; Differential Equations - Variable, Separable and Homogeneous Type- Business applications.

(Credit 2.5)

Recommended Text Book:

- Trivedi, ((2010)), Business Mathematics, 1st edition, Pearson Education.

Suggested Reading:

- Raghavachari, M, ((2004)), Mathematics for Management, McGraw Hill Education.
- Bhardwaj, R.S. (2000). Mathematics for Economics and Business, Excel Books
- Cleaves, Cheryl, and Hobbs, Margie, (2008) Business Math, 7th Edition, Prentice Hall.
- Tuttle, Michael, D., (2008) Practical Business Math: An Applications Approach, 8th Edition, Prentice Hall.
- Khan, Shadab, (2008) A Text Book of Business Mathematics, Anmol Publications.

Financial Management

(Credits 8)

Objectives: (a) To develop ability to analyse and interpret various tools of financial analysis and planning; (b) To gain knowledge of management and financing of working capital; (c) To understand concepts relating to financing and investment decisions; and (d) To be able to solve simple cases.



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Unit I

- **Scope and Objectives of Financial Management** (a) Meaning, importance and objectives (b) Conflicts in profit versus value maximization principle (c) Role of Chief Financial Officer.
- **Financial Planning** , Meaning , Definition, Objective of financial planning, Importance of financial planning ,
- **Time Value of Money** Compounding and discounting techniques – concepts of annuity and perpetuity.
 - **Leverage Analysis: Meaning;** Types; Estimation of Financial; Operating and Combined Leverage. **(Credits: 2.5)**

Unit II

- **Financing Decisions** (a) Cost of Capital – weighted average cost of capital and marginal cost of capital (b) Capital Structure decisions – capital structure patterns, designing optimum capital structure, constraints, Factor Affecting capital structure, various capital structure theories (c) Business risk and financial risk – operating and financial leverage, trading on equity.
- **Investment Decisions** (a) Purpose, objective, process (b) Understanding different types of projects. (c) Techniques of decision making: non-discounted and discounted cash flow approaches - payback period method, accounting rate of return, net present value, internal rate of return, modified internal rate of return, discounted payback period and profitability index. (d) Ranking of competing projects, ranking of projects with unequal lives.
- **Dividend Decisions:** Meaning and Types of Dividend; Issues in Dividend Policy; Walter Model; Gordon Model; Miller and Modigliani Model.

(Credits: 3)

Unit III

- **Management of working capital:**, Operating Cycle Method, Net Current Assets Method, Projected Balance Sheet Method
- Inventory management, Receivables management, Payables management, Management of cash and marketable securities, Financing of working capital.

(Credits :2.5)

Recommended Text Book:

- Financial Management: S.N. Maheshwari, Vikash Publishing House

Suggested Readings:

- Khan and Jain: Financial Management, Tata McGraw Hill
- M. R. Agarwal: Financial management: Garima Publication.
- I.M. Pandey: Financial Management, Vikash Publishing House
- Prasanna Chandra: Financial Management, Tata McGraw Hill
- John J. Hampton: Financial Decision Making, Printice Hall India
- PV Kulkarni: Financial Management, Himalaya Publication
- V. Sharan: Fundamentals of Financial Management, Pearson Education



Business Organization

(Credits 8)

Objective: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

UNIT I

- Introduction: Concept, Nature and Scope of Business; Concept of Business as a System;
- Business and Environment Interface;
- Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.

(Credits: 2)

UNIT II

- Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber's Theory);
- Government Policy on Industrial Location. Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization;
- Types of Companies, Choice of form of organization; Promotion of a company – Stages in formation; documentation (MOA, AOA).

(Credits: 3)

UNIT III

- Small Business: Scope and role; Government Policies. Government & Business Interface: Rationale; Forms of Government and Business Interface.
- Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.
- Business Combinations: Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

(Credits: 2)

Recommended Practice Sessions:

(Credit 1)

Recommended Text Book:

- P C Tulsian, Vishal Pandey : Business Organisation and Management: Pearson

Suggested Readings:

- Saha: Business Organization And Management: McGraw-Hill Education (India) Pvt Ltd
- DrRkSingla: Business Organization and Management: V K Publications

MANAGERIAL ECONOMICS

(Credits 8)

Objective:

The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Unit I

- Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business.
- Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.
- Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand,
- Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising and Elasticity of Demand.

(Credits:1.5)



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

UNIT II

- Theory of Production: Meaning and Concept of Production, Factors of Production and production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.
- Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Pricing Under Monopolistic Competition. **(Credits:1.5)**

Unit III

- Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics,
- National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.
- Macro-Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function,
- Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two Sector Model.
- , Inflation- Types, Causes, Impact and Remedies.
- Equilibrium of Product and Money Market: Introduction to IS-LM Model, Equilibrium- Product Market and Money Market, Monetary Policy, Fiscal Policy. **(Credits:4)**

Recommended Practice Sessions:

(Credit 1)

Recommended Text Book

- Dwivedi, D.N.(2008) Managerial Economics, 7th edition, Vikas Publishing House.

Suggested Readings:

- Salvatore, D. ((2006)) Managerial Economics in a Global Economy, 6th edition, Oxford University Press.
- Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
- Kreps, D.(2009). Micro Economics for Managers, 1st edition, Viva Books Pvt. Ltd.
- Peterson, L. and Jain (2006)) Managerial Economics, 4th edition, Pearson Education.
- Colander, D, C (2008) Economics, McGraw Hill Education.

Data Base Management System

(Credits 8)

Objective: To develop understanding of database management system and abilities to use DBMS packages.

UNIT I

- **Introduction to Database Systems:** File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS.
- Structure of a DBMS, People who deal with Database,
- Introduction to Data Models, Architecture of DBMS. **(Credits: 2)**

UNIT II

- **Entity Relationship Model:** Overview of Database Design, Entities, attributes, and Entity Sets, Relationships and Relationship Sets, Additional Features of the ER Model,
- Conceptual Database Design with the ER Model – Entity versus Attribute, Entity versus Relationship;
- **Relational Model:** Introduction to Relational Model, Foreign Key Constraints, Enforcing Integrity Constraints, Querying Relational Data,
- **Logical Database Design:** ER to Relation, Introduction to Views, Destroying/Altering Tables and Views. **(Credits: 2)**



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UNIT III

- **Schema Refinement & Normal Forms:** Introduction to Schema Refinement, Functional Dependencies, Examples Motivation Schema Refinement, Reasoning About Functional Dependencies, Normal Forms, Decompositions, Normalization (Up to 3rd Normal Form)
- Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules;
- Database Creation and Manipulation; SQL Queries: the Form of a Basic SQL Query, Union, Intersect, and Expect, Aggregate Operators, Null Values. **(Credits:3)**

Recommended Practice Sessions:

(Credit 1)

Recommended Text Book:

- Ramakrishnan, R. and Gehrke, J. (2007), Database Management Systems, 3rd edition, McGrawHill Education.

Suggested Readings:

- Kanan, A. and Date, C. J., (2006), An Introduction to Database System, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company.
- Elmasri and Navathe, (2009), Fundamentals of Database Systems, 5th edition, Pearson Education.
- ITL Education Ltd., (2010), Introduction to Database System, Pearson Education.
- Singh. S. L., (2008), Database System Concept and Application, 2nd edition, Pearson Education.
- Atul, Kahate, (2006), Introduction to Database Management System, 1st edition Pearson Education.
- Creating Labels and Mail-Merge Documents: Using the Label Wizard, using Custom Labels, Printing Multiple Labels, Merging Access Data with Word Documents.

Women Rights and Law

(Credits-1)

Objective: The paper aims at creating awareness as to importance and role of women in society through the medium of law. It also focuses on women welfare laws.

Unit – I: Meaning of law, Constitutional Safeguards for Women, Right to Equality (Art-14), Life & Personal Liberty, Right to Education (Art-21, 21-A), Right against Sexual Exploitation (Art-23, 24), Constitutional Remedies (Writs- Art-32-35), Participation in Panchayat and Municipalities, Marriage : Conditions, Ceremonies, Registration, Restitution of Conjugal Rights, Judicial Separation, Void & Voidable Marriages, Legitimacy of Children of Void & Voidable Marriages, Punishment of Bigamy, Divorce Common Grounds for Divorce, No Petition for divorce within 1 year of marriage, Divorced Person when may marry again, Maintenance: Wife, widowed daughter-in-law, Children, Amount of Maintenance, Interim Maintenance, Maintenance Provisions under Cr.PC, Adoption: Requisites of a valid adoption, Capacity of a male Hindu to take in adoption, Capacity of a female Hindu to take in adoption, Persons capable of giving in adoption, Persons who may be adopted, Effects of Adoption.,

(0.5 Credit)

Unit – II: Indian Penal Code, 1860 Right of Private Defence, Dowry Death, Abetment of Suicide, Cruelty by Husband or Relatives of Husband, Sex Selection & Causing Miscarriage, Hurt & Grievous Hurt, Wrongful Restraint & Confinement, Outraging the modesty of a woman, Kidnapping and Abduction, Offences regarding Prostitution, Rape, Bigamy, Adultery, Domestic Violence, Sex Determination Test -The Medical Termination of Pregnancy Act, 1971, The Pre-Conception and Pre-Natal Diagnostic Techniques Act, 1994, Reproductive Technologies: Meaning, Concept & Challenges of A.I, IVF & Surrogacy, Right of HIV/ AIDS Victims, Introduction to Consumer Protection Act, Tenancy Act, Right to Information Act, Motor Vehicles Act, Intellectual Property Rights, Act & Rules Maternity Benefits Act 1961.

(0.5 Credit)

Recommended Books:

1. Law relating to Women – S.R.Myneni
2. Law relating to Women – Dr. S.C. Tripathi

Suggested Readings:

1. Women and Law – Prof. Nomita Aggarwal
2. Women and Law – Dr. Manjula Batra
3. Women and Law – G.P. Reddy



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SECOND Year

Semester III

Research Methods in Business

(Credits: 8)

Objective: To equip the students with the basic understanding of the research methodology and enable them to use appropriate tools and techniques for solving research problems and produce good quality research reports.

UNIT I

- Defining Research Methodology, Objectives of conducting research in business, Steps in Business Research.
- Research Design: Formulating the research problem, choice of research design, types of research design,
- Sources of experimental errors. Methods of Data Collection – Primary and Secondary Data.

(Credits: 2)

UNIT II

- Sample and Sampling Design: Basic Terms, Advantages and limitations of sampling, Sampling process,
- Types of sample design, testing of hypothesis, Sampling distribution of the mean.

(Credits: 2.5)

UNIT III

- Overview of Parametric (chi-square test, t-test) and Non-Parametric tests (run test, sign test, chi-square test),
- Interpretation and Report Writing

(Credits: 2.5)

Recommended practice session: 5 Practice Sessions of Development of Questionnaires and 5 for SPSS in Computer Lab

(Credit: 1)

Recommended text book:

- C.R. Kothari: Research Methodology, Viswas Publication Pvt. Ltd.

Suggested Reading:

- Rao S., Research Methodology, Excel Publishing House, New Delhi
- R.S. Khandelwal and Gupta : Research Methods

Cost Accounting

(Credits: 8)

Objective: The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

UNIT I

- Meaning and Scope of Cost Accounting: Basic Cost Concepts – Elements of Costs, Classification of Costs, Total Cost Build up and Cost Sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back Flush Costing.
- Materials Control: Meaning – Steps Involved – Materials and Inventory – Techniques of Material/Inventory Control – Valuation of Inventory – Material Losses.

(Credits 3)

UNIT II

- Labour Cost Control: Direct and Indirect Labour, Steps Involved – Treatment of Idle Time, Holiday Pay, Overtime etc. in Cost Accounts, Casual Workers & Out Workers, Labour Turnover, Methods of Wage Payment. Incentive Plans.
- Overheads: Meaning and Classification of Overheads – Treatment of Specific Items of Overheads in Cost Accounts – Stages Involved in Distribution of Overheads – Methods of Absorption of Overheads – Treatment of Under and Over Absorption of Overheads.

(Credits 3)

UNIT III



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- Methods of Costing: Single Output Costing, Job Costing, Contract & Batch Costing.
- Process Costing (including Joint Products and By-products and Inter-process Profits), Operating/Service Costing. (Transport & Power House only);

(Credits 2)

Recommended Text Book

- Maheshwari, S. N. and Mittal, S. N. (2009), Cost Accounting – Theory and Problems, 22nd Revised Edition, ShriMahavir Book Depot.
- Rajasekaran, (2010), Cost Accounting, 1st edition, Pearson Education.

Suggested Readings:

- Dutta, Mahesh, (2006), Cost Accounting - Principle Practices, 1st edition, Pearson Education.
- Arora, M.N., (2009), Cost Accounting, Vikas Publishing House.
- Lal, Jawahar and Srivastava, Seema, (2008), Cost Accounting, 4th Edition, McGraw Hill Education.
- Jain and Narang, (2008), Cost Accounting, Kalyani Publishers.

Human Resource Management

(Credits :8)

Objective:The objective of the paper is to make student aware of the various functions and importance of the HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization, which is the most challenging and daunting look for any organization today.

UNIT I: Evolution of HRM, Acquisition of Human Resources

- **Introduction:**Meaning, scope, objectives and functions of HRM; Importance of Human Resource Management;
- **Environment of HRM:**Role of government, internal and external forces; Human Resource Management practices in India.
- **Human Resource Planning:**Definition, objectives, process and importance;
- Case Studies, Group Discussion, Presentation and Seminars, Business games and quiz based on the topics of unit.

(Credits 2)

UNIT II:Selection Process

- Job analysis, description, specification & job evaluation;
- Recruitment, selection, placement and induction process;
- **Human Resource Development:** Concept, Employee training & development; promotions, demotions, transfers, separation, absenteeism & turnover;
- **Job Compensation:**Wage & salary administration, incentive plans & fringe benefits.
- Case Studies, Group Discussion, Presentation and Seminars, Business games and quiz based on the topics of unit.

(Credits 2)

UNIT III:Compensation & Maintenance

- **Performance Management:** Concept & process, performance appraisal, Potential appraisal;
- **Quality of work life (QWL):**Meaning, techniques for improving QWL.
- **Quality circles:**concept, structure, role of management; Job satisfaction and morale.
- Industrial Relations:Concept and theories, trade unions; Health, Safety & Employee welfare measures; Employee grievances and discipline, participation & empowerment; Introduction to collective bargaining.
- Case Studies, Group Discussion, Presentation and Seminars, Business games and quiz based on the topics of unit.

(Credits 3)

Recommended practice session:Practice session of 5 Group discussion and 2 Case Analysis in GD room

(credit:1)

Recommended Text Book:



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Personal Management (Text and Cases) C.B. Mamoria& V.S.P. Rao, Himalaya Publishing House

Suggested Readings:

- Human Resource Management- Perspectives For The New Era: Sage Publications (i) P. Ltd
- V.S.P. Rao: Resources Management, Excel Publishing, New Delhi
- Edwin B. Flippo: Personnel Management, Tata McGraw Hill.
- ArunMonappa&Saiyadain: Personnel Management, Tata McGraw Hill
- Human Resource Management by C B Gupta: Sultan Chand (2008)

Advanced Financial Management

(Credits: 8)

Objective: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

UNIT I

- **Sources of Financing:** Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments (in brief) viz.
- Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts
- Role of financial manager, characteristics of financial manager, Decision considered by financial manager

(Credits :2)

UNIT II

- **Working Capital Management:** Introduction, Importance of capital budgeting management, advantage of working capital, Methods of Estimating Working Capital Requirement - Operating cycle Method, Net Current assets forecasting Method, Management of Cash,
- Inventory Management, Management of Accounts Receivable and Accounts Payable, Over and Under Trading.
- **Dividend Policy:** Types of Dividend, Relevance and Irrelevance Concepts of Dividend- Walter Model, Gordon Model, and M-M Model, Corporate Dividend Practices in India.

(Credits :2.5)

UNIT III

- Leasing V/s Hire Purchase: Operating Lease, Financial Lease, Sale and Lease back, Leveraged Leasing. Hire Purchase financing, Difference between Leasing and Hire purchase.
- Cost-Volume-Profit Analysis: Profit-Volume ratio, BEP, Margin of Safety, Required sales to Earn Desired Profit.
- Corporate Restructuring: Merger, Acquisition, Joint venture, Strategic Alliance, takeover.

(Credits: 2.5)

Recommended practice session: 10 Practice session of 5 Group discussion and 2 Cases in GD room

(Credit:1)

Recommended Text Book:

- I.M Pandey: Financial Management: : Vikas Publishing House

Suggested reading:

- Khan & Jain: Financial Management : Tata McGraw-Hill
- M.R Agarwal: Financial Management : MISC



Brand Management

(Crédits :8)

OBJECTIVES : The drivers of a firm's performance at the marketplace have undergone a radical change. Brands have risen to the top of the hierarchy of assets. Financial and manufacturing related assets run common across players in an industry. Therefore brands have come to acquire an important role in transforming value on a higher plane. This course is designed to provide insight to students into the process by which brands create superior marketing results. More specifically, the course aims to develop specific competencies involved in navigating brand effectively in a dynamic marketing environment.

UNIT -I

Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning: brand vision and visioning process, business of brand;

(Crédits : 2)

UNIT -II

Brand audit: brand reality check and brand appraisal; Brand positioning: choice of context, parity and differentiation, repositioning; Brand equity: brand assets and liabilities, equity creation and management. Brand concept management: functional, symbolic and experiential brands; Managing brand over time: revitalization decisions Brand valuation: valuation process and methods;

(Crédits : 2)

UNIT -III

Leverage: concept of stretch, line and brand extensions; type of extensions, Branding strategies; portfolio decisions, optimal portfolio, portfolio structure; Brand naming decisions: names and meaning, semiotic analysis, semantic name creation. Branding across categories: commodity, industrial, service and consumer products; Branding across markets: geographies and cultures. Branding in special areas: sports, political, social cause, digital, entertainment.

(Crédits :3)

Recommended practice session : 10 Practice session of 5 Role Play & 2 Cases in GD room

(Credit:1)

Recommended Text Books:

- Building Measuring & Managing Brand Equity (3rd ed.): Keller, K. L., New Delhi: Pearson Education

Suggested Readings:

- Aaker, D. A. (1996). *Building Strong Brands*. New York: Free Press.
- Aaker, D. A. (2004). *Brand Portfolio Strategy*. New York: Free Press.
- Caperer, J. N. (2001). *Reinventing the Brand*. London: Kogan page.
- Kapferer, J. N. (2003). *Strategic Brand Management*. London: Oxford University Press.
- Keller, K. L. (2008). *Best Practice Cases in Branding*. New Delhi: Pearson.
- Keller, K. L. (2008). *Strategic Brand Management: Building Measuring & Managing Brand Equity* (3rd ed.). New Delhi: Pearson Education.
- Ries, Al., & Ries, L. (2004). *The Origins of Brands*. New York: Collins.
- Tybout, A., & Calkins, T. (2006). *Kellogg on Brand Management*. New Delhi: Wiley
- Verma, H. V. (2010). *Branding Demystified: From Plans to Payoffs*. New Delhi: Response Books (Sage).
- Verma, H. V. (2007). *Brand Management: Text and Cases*. New Delhi: Excel Books.

ENVIRONMENTAL SCIENCE AND DISASTER MANAGEMENT

(Credits: 1)

Objective: To enable students to aware about the Environmental Science for sustainable development and also about the Disaster Management for precautionary as well as rescue purpose.

UNIT I : (Ecosystem and pollution)

Theory

Environmental Science and Ecosystem: Definition, scope and importance, Concept of Ecosystem, Ecological Pyramids, and Functions of Ecosystem: brief idea of energy flow. Environmental Pollution and other Problems: Definition, Causes, Effect, Control and preventive measures of air, water, noise, nuclear pollution. Global problems: Climate change, global warming, Ozone layer depletion and Acid Rain.

(Credit: 0.25)



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UNIT II : (Biodiversity and Conservation)

Theory

Biodiversity and its Conservation: Definition, Types and Importance, Spots of Biodiversity, Endangered and Endemic Species of India, Threats to Biodiversity, Habitat loss, Poaching of wild life, Conservation of Biodiversity: Brief idea of *in situ* and *ex situ* conservation of Biodiversity. Brief idea of Natural Resources and their conservation

(Credit: 0.25)

UNIT III: (Concept and Types of Disaster)

Theory

Concept and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks), Disaster: classification, causes, impacts (including social, economic, political, environmental, health, psychosocial, etc), Differential impacts-in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, climate change, Disaster cycle-its analysis, phases, culture of safety, prevention, mitigation, and preparedness, community based DRR, Structural –non structural measures, roles and responsibilities of community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULB,s) states, Centre and other stake-holders.

(Credit: 0.25)

UNIT IV (Components and Management of Disaster)

Theory

Factors affecting Vulnerabilities, differential impacts, impact of development projects such as Dams, embankments, changes in Land use etc, Climate change Adaptation, Relevance of indigenous knowledge, appropriate technology and local resources, Disaster risk Management in India: Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management, Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programs and legislation, Project Work: (Field Work, Case Studies)

(Credit: 0.25)

Recommended Text Books:

1. "Disaster Management (2003)"- H.K. Gupta
2. Elements of Environmental Science (2012) Kaushik and Kaushik

Suggested readings:

- 1) P. Bakre, V. Bakre and V. Wadhwa. 2005. ParyavarniyaAdhyyan. Rastogi Publications, Meerut.
- 2) E. Bharucha. 2005. Environmental Studies. University Press, Hyderabad.
- 3) G.R. Chatisel and H. Sharma. 2005. A Text Book of Environmental Studies. Himalaya Publishing House, Delhi.
- 4) J.P. Sharma. 2005. Environmental Studies. Laxmi Publications Ltd., Jalandhar.
- 5) S.V.S. Rana. 2007. Environmental Studies. Rastogi Publications, Meerut.
- 6) P.D.Sharma .2008. Environmental Science. RastogiPublication , Meerut.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SECOND YEAR

Semester IV

Business Environment

(Credits: 7)

Objective: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

UNIT I

- An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment,
- Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business,
- Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.

(Credits 1.5)

UNIT II

- Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2009.
- Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society,
- Social Audit, Business Ethics and Corporate Governance.

(Credits 2.5)

UNIT III

- Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment,
- The Constitutional Environment, Rationale and Extent of State Intervention.
- Natural and Technological Environment: Innovation, Technological Leadership and Followership,
- Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India.
- Management of Technology, Features and Impact of Technology.

(Credits 2)

Recommended Practice Sessions: 10 practice sessions of GD and case studies.

(Credit 1)

Recommended Text Book

- Shaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.
- Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Suggested Readings

- Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
- Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
- Bedi, Suresh, ((2004)), Business Environment Excel Book.
- Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.

Business Ethic and Corporate Governance

(Credits: 7)

Objective: The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

UNIT I

- Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers,
- Ethical Decision Making. Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business



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(Credits :1.5)

UNIT II

- Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker,
- Concept of Knowledge Management and Wisdom management, Wisdom Based Management.
- Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.
- Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

(Credits :2.5)

UNIT III

- Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.
- Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.
- Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business.

(Credits :2)

- **Recommended Practice Sessions: 10 practice sessions of GD and case studies.**

(Credit :1)

Recommended Text Book

- Fernando, A.C., (2009), Business Ethics, 1st edition, Pearson education.
- Hartman, Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education.

Suggested Readings:

- Chakraborty, S.K., (2004), Ethics in Management: A Vedantic Perspective, Oxford University Press.
- Kaur, Tripat, (2008), Values & Ethics in Management, Galgotia Publishers.
- Rao, A.B., (2006), Business Ethics and Professional Values, Excel Book.
- Manuel G.Velasquez, (2007), Business Ethics Concepts, Printice Hall of India.

Management Accounting

(Credits: 7)

Objective:The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

UNIT I

- Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.
- Introduction of Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

(Credits:2)

UNIT II

- Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPOINT Control Chart.
- Funds Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement,
- Cash Flow Analysis: Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

(Credits:3)



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

UNIT III

- Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control,
- Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting,
- Concept of Responsibility Accounting – Types of Responsibility Centers.

(Credits:2)

Recommended Text Book:

- Management Accounting :Theory, Problems and Solutions: M.N. Arora, Himalaya Publishing House

Suggested Readings:

- Bhattacharya, (2010), Management Accounting, 1st edition, Pearson Education.
- Maheshwari, S.N., (2009), Principles of Management Accounting, Sultan Chand & Sons.
- Khan, M.Y, and Jain, P.K., (2009), Management Accounting, 5th Edition, McGraw Hill Education.
- Gurusamy, Murthy,S., (2009), Management Accounting, 2nd Edition, McGraw Hill. Education.
- Pandey, I.M., (2008), Management Accounting, 3rd Edition, Vikas Publishing House, Delhi.
- Horngren, Charles, (2009), Introduction to Management Accounting, 5th Edition, Pearson Education.

Principles of Banking

(Credits: 7)

Objective: The course has been designed to develop understanding of basic concepts of banking and career opportunities available after this course.

UNIT I

- Indian Banking System: Evaluation of Banking Institutions; Banking System of India;
- Different Banking Institutions in India, their role and functions;
- Regulatory framework of Banking in India;
- Functions of Commercial Banks; Sound Commercial Banking principles.

(Credits: 1.5)

UNIT II

- Bank Balance-Sheet; Basic operations of Banks; Bankers; Customer relationship;
- Payment and Collection of cheques and other negotiable instruments; opening of accounts of various types of customers.
- Loans and Advances: Principles of sound bank lending; Different types of loans; Credit appraisal techniques; Credit management and credit monitoring;

(Credits: 2.5)

UNIT III

- Sources and Uses of Funds in Banks; Value Chain Analysis in Banking Industry.
- Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

(Credits: 2.5)

Recommended Practice Sessions: 5 practice sessions of GD and case studies.

(Credit :0.5)

Recommended Text Book:

- Sundaram&Varshney, " Banking, Theory Law and Practice" Sultan chand& sons;2004
- Chaturvedi D.D., Anand Mittal, " Business Economics-II", Brijwasi Book Distributors;2005
- Varshney&Malhotra, "Principles of Banking",Sultan Chand & Sons, 2005.



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Suggested Readings:

- Vaish M.C, "*Money, Banking and International Trade*", New Age International Pvt.Ltd, 1997
- Gordon.E, Natarajan.K, "*Banking, Theory, Law & Practice*", Himalaya Publishing House, 2003.

Legal Aspects of Indian Business

(Credits :7)

Objective: To understand the concept of Ethics and its role in business life for corporate growth.

UNIT I

- Indian Contract Act, 1872 (Fundamental Knowledge): Essentials of Valid Contract, Discharge of Contract,
- Remedies for Breach of Contract;
- Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

(Credits :1.5)

UNIT II

- Sale of Goods Act 1930: Meaning of Sale and Goods,
- Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.
- The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque.

(Credits :2.5)

UNIT III

- The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies,
- Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions;
- Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

(Credits :2.5)

Recommended Practice Sessions: 5 practice sessions of GD and case studies.

(Credit :0.5)

Recommended Text Book:

- Pathak, Akhileshwar, (2009), *Legal Aspects of Business*, 4th Edition, McGraw Hill Education.
- Kuchhal, M. C., (2006), *Business Law*, Vikas Publishing House, New Delhi.

Suggested Readings:

- Singh, Avtar, (2006), *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
- Bagrial, Ashok, (2008), *Company Law*, Vikas Publishing House.
- Kapoor, N. D., (2006), *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
- A.Ramaiyya, *Guide to the Companies Act*, 16th edition, Lexis NexisButterworths



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THIRD YEAR V Semester

Quantitative Techniques

(Credits: 7)

Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in quantitative techniques. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

UNIT I

- Quantitative techniques: Introduction, importance, limitations. Matrices: Types of matrices, matrix algebra, addition, subtraction and multiplication of matrices, determinants, minors and co-factors,
- Inverse of matrix, solution of linear equation by Cramer's and Inverse method and applications of matrices.

(Credits : 2.5)

UNIT II

- Probability: Basic concepts, definition, additional and multiplication laws of probability, Bayes' theorem, conditional probability;
- Theoretical Distributions, Binomial, Poisson and Normal Distribution.
- Assignment Problems: Formulation in the form of matrix, Hungarian method of assignment problem, Balanced, Unbalanced, Maximization, Mixed and Restriction problem in assignment.

(Credits : 2.5)

UNIT III

- *Transportation problems:* General Structure of Transportation Problem, Different Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogel's Approximation Method, Testing for Optimality by MODI Method.
- *Queuing Theory:* Queuing Model, Definition of Terms, Characteristics of a Queuing system, Solution of Queuing Model, Single server queuing model only.

(Credits : 2)

Recommended Text Book:

- S.P. Gupta: Statistical Methods, Sultan Chand & Sons, New Delhi.
- V.K. Kapoor: Operations Research, 7th Sultan Chand

Suggested Readings:

- J.K. Sharma: Business Statistics, Pearson Publication, New Delhi.
- P.N. Arora & S. Arora: Statistics for Management, S. Chand & Co., New Delhi.
- M.P. Gupta & S.P. Gupta: Business Statistics, Sultan Chand & Sons, New Delhi.
- R.S. Bhardwaj: Business Statistics, Excel Publishers.

Indian Financial System

(Credits :7)

Objective: To give a detailed idea about the Indian financial system and its broad components.

UNIT I

- Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – Treasury bill market – gilt edged securities market.
- Capital market – overview - capital market instruments - capital market reforms –primary markets methods of raising funds from primary market- public issue – emerging trends.

(Credits 2)

UNIT II

- **Financial services- nature** – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services
- **Merchant banking** – historical perspective – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on **merchant banks** – under writing – stock broking – depositories – tax planning services – port folio management services – factoring services and practices – card business – credit cards and debit cards.

(Credits 2.5)



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UNIT III

- **Credit rating:** approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating.
- **Leasing:** concepts and classification of leasing – present legislative frame work of leasing.
- Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

(Credits 2)

Recommended Practice Sessions: 5 practice sessions of GD and case studies.

(Credit 0.5)

Recommended Text Book:

- L.M. Bhole: Financial Institutions and Market
- I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors

Suggested Readings:

- N.J.Yasaswy: Personal Investment and Tax Planning
- Julia Holyoake, William Weipers: Insurance 4th edition
- M.Y.Khan: Financial Services
- Sriam. K: Hand book of leasing, Hire purchase and Factoring.
- Bhatt. R.S : Financial system for economic development

Training & Development

(Credits 7)

Objective: To gain an in-depth understanding of the concepts, tools and techniques of management training, and, to learn to design and use methods for management development.

UNIT I

- Training process an overview; Training and development; Learning and skill acquisition; Role, responsibilities and challenges to training managers
- Relationship between HRD and business strategies; Skill inventory; Scanning the environment for training areas; Organizational analysis for training.

(Credits: 2)

UNIT II

- Organization and management of training function; Learning process; Learning and Knowledge management; Various tools and models.
- Training climate and pedagogy – developing training modules – training methods and techniques- facilities planning and training aids.

(Credits: 2)

UNIT III

- Technical training – training for TQM – attitudinal training – training for management change – training for productivity – training for creativity and problem solving – training for leadership and training for trainers. Training communication- Training evaluation – evaluation methods – cost benefit analysis.
- Management Development (MD): objectives of Management Development; Methods of Management Development; Various models of management development.

(Credits: 2)

Recommended Practice Session: Practice Sessions of 10 G.D. & 2 Case study in G.D. Room

(Credit 1)

Recommended Text Book:

- Neo Raymond A.: Employee Training And Development (Special Indian Edition): Tata McGraw Hill

Suggested Readings:

- S K Bhatia: Training and Development: Deep & Deep Publications
- Dr B Rathan Reddy: Effective Human Resource Training and Development Strategy: Himalaya
- Janakiram B: Training & Development: WILEY INDIA PVT.LTD



Industrial Relations

(Credits 7)

Objective: To sensitize the students to the tasks of industrial relations, and, To familiarize them with the current IR practices.

UNIT I

- Industrial relations perspectives; IR and the emerging socio-economic scenario- IR and the state- legal framework of IR; Industrial conflict and disputes.
- Salient features of Industrial Employment (Standing Orders) Act, 1946.

(Credits 2.5)

UNIT II

- IR and Trade Unions; Role and future of trade unions; Trade union and the employee; Industrial unrest; Trade union and the management; Plant level labor relations; Works committees; Joint management committees.
- Discipline and grievance management; Negotiation and collective settlements; Participative management and co-ownership; Productivity bargaining and gain sharing.

(Credits 2)

UNIT III

- Employee empowerment and quality management; Quality circles; Employee suggestion schemes; Industrial relations and technology management.
- Role of state in IR; Labor office, labor courts and industrial tribunals; Conciliation and mediation.

(Credits 2)

Recommended Practice Session: Practice Sessions of 5 Case studies and G.D.

(Credit 0.5)

Recommended Text Books:

- Niland J.R. el, The Future of Industrial Relations, Sage Publications, New Delhi 1994.
- Mamkootam, K, Trade Unionism–Myth and Reality, Oxford University Press, New Delhi 1982.

Reference Books:

- Papola T.S. and Rodgers, Labor Institutions and Economic Development in India, ILO, Geneva, 1992.
- Ramaswamy, E.A, The Rayon Spinners The Strategic Management of Industrial Relations, Oxford University Press, New Delhi 1994.
- Virmani, B.R., Participative Management vs Collective Bargaining, Vision Books, New Delhi, 1988.



INTERNATIONAL MARKETING

(Credits: 7)

OBJECTIVES

The course is designed to enable students to acquire expertise in developing marketing strategies for countries other than their own. The course will help them to understand to deal with international marketing situations and the impact of international competitors.

UNIT -I

- **International market environment:** identifying and analyzing opportunities in the international trading environment-understanding the changes in the world trading environment-IMF, WTO, World Bank. The C factors-countries, currency, competitors.
- **Types of international marketing:**Contract manufacturing, joint venture, and foreign direct investment (FID).
- **Understanding customer buying behavior:** consumer, business, institutional in different countries at different stages of economic and political development-using marketing research to identify opportunities, similarities and differences.

(Credits :2)

UNIT -II

- **International marketing research:** MR agency selection-the use of comparative analysis in international market appraisal- the development of international market strategy- international marketing planning.
- **International product management:** portfolios, standardization and adaptation. Evaluation of stability with reference to marketing and financial implications.

(Credits :2)

UNIT -III

- **Marketing communication:** availability, constraints, suitability, selection of agencies.
- **Distribution and logistics:** foreign market channel management. Appropriateness for financial, distribution, marketing and international trade purposes, customer service levels-demand generation and costs.
- **Pricing strategies:** skimming and penetration pricing; currency considerations in exporting and in international marketing.
- **Evaluating and controlling:** particular difficulties in evaluating and controlling international marketing strategy

(Credits :2)

Recommended Practice Session:Practice Sessions of 10 G.D. & 2 Case study in G.D. Room

(Credit :1)

Recommended Text Book:

- **Global Marketing Management by Masaaki Kotabe, KristiaanHelsen**

Suggested Readings:

- Kotler, P. Keller K.I. et al: Marketing Management, A South Asian Perspective.
- Cundiff, W.F. and Still R.: Basic Marketing.
- **International Marketing by Michael R. Czinkota, Ilka A. Ronkainen**



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

THIRD YEAR
VI Semester

Operations Research

(Credits: 8)

Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

UNIT I

- **Operations Research:** Definition, objective of operations research, Application and Scope, Features, Methodology and Limitations.
- **Theory of Games:** Two person zero sum game, Principles to solve the game, Methods of solution- Saddle point, Oddment Method, Sub-game method, Graphical Solution and Principle of Dominance.

(Credits: 2)

UNIT II

- **Decision Theory:** Components of a Decision Problem, Types of decision making Environment, Criteria for Decision Making under Uncertainty- Maxi-max, Maxi-min, Mini-max Regret, Hurwitz, Laplace, Decision Making under Risk- EMV, EOL, and EVPI, Bayesian Decision Rule, Decision Tree Analysis.
- **Simulation Technique:** Introduction, Application Areas of Simulation, Advantages of Simulation, Monte Carlo Simulation Technique, Problems Related to Maintenance, Demand and Supply, Assembly Line, Investment, Queuing Problem etc.
- Inventory Management:

(Credits: 3)

UNIT III

- **Linear Programming:** Introduction, Formulation in LPP, Methods of Solution- Graphical and Simplex Method, Degeneracy in LPP, Problem Related to Unrestricted Variable, No-Feasible Solution, Unbounded Solution, Alternative Optimal Solution, Two Phase method and Duality in LPP.
- **Replacement Problem:** Introduction, Replacement of Items that Deteriorate with Time (Without Change in Money Value), Replacement of Items that Deteriorate with Time (Money value also Changes).

(Credits: 2)

Recommended Practice Session: Practice Sessions of 10 G.D. & 2 Case study in G.D. Room

(Credit: 1)

Recommended Text Book:

- Operation research by V.K Kapoor

Suggested Readings:

- Quantitative Techniques by N.P Agarwal
- Quantitative Techniques by N.D Vohra

Entrepreneurship Development

(Credits: 8)

Objective: It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

UNIT I

- Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.
- Characteristics of an Entrepreneur – Why Start an Enterprise; Entrepreneur as an Inventor, Innovator, and Imitator; Difference Between an Entrepreneur and A Manager; Functions of an Entrepreneur; Types of Entrepreneurs; Entrepreneurial Characteristics & Skills. Disadvantages of Being an Entrepreneur.



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(Credits :2)

UNIT II

- Promotion of a Venture: Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required.
- Entrepreneurial Behavior: Innovation and Entrepreneur; Entrepreneurial Behavior and Psychotheories, Social responsibility. Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

(Credits: 3)

UNIT III

- Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth,
- Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings.

(Credits: 2)

Recommended Practice Session: Practice Sessions of 10 G.D. & 2 Case study in G.D. Room

(Credit :1)

Recommended Text Book:

Hisrich, Robert and Peters, Michael, (2002), Entrepreneurship, 5th Edition, McGraw Hill Education.
Charantimani, (2006), Entrepreneurship Development and Small Business Enterprise, 1st edition, Pearson Education.

Suggested Readings:

- Chandra, Ravi, (2003), Entrepreneurial Success: A Psychological Study, Sterling Publication Pvt. Ltd., New Delhi.
- Balaraju, Theduri, (2004), Entrepreneurship Development: An Analytical Study, Akansha Publishing House, New Delhi.
- David, Otes, (2004), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
- Kaulgud, Aruna, (2003), Entrepreneurship Management, Vikas Publishing House, Delhi.

Strategic Management

(Credits:8)

Objective: The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

UNIT I

- Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management.
- strategic analysis, strategic choice, and strategy implementation
- Strategic Management Process: Formulation Phase – Vision, Mission, Environmental Scanning, Objectives and Strategy; Implementation phase – Strategic Activities, Evaluation and Control.

(Credits:2)

UNIT II

- Environmental Analysis: Need, Characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process – Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.
- Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis
- Concept of Restructuring and reengineering ,
- Methods of Analysis and Diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.



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(Credits: 3)

UNIT III

- Formulation of Strategy: Approaches to Strategy formation;
- Major Strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy;
- Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model,
- Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model;
- Major Issues involved in the Implementation of strategy: Organization Structure; Leadership and Resource Allocation.

(Credits: 2.5)

Recommended Practice Session: Practice Sessions of 5 G.D. & 1 Case study in G.D. Room

(Credit: 0.5)

Recommended Text Book

- Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
- Ghosh, P. K., (2006), Strategic Planning and Management, 8th Edition, Sultan Chand & Sons, New Delhi.

Suggested Readings:

- Walker, Gordon, (2005), Modern Competitive Strategy, 1st Edition, McGraw Hill Education.

Capital Markets & Security Analysis

(Credits: 8) Max. Marks: 100

Objective: To provide a conceptual understanding of the function of capital markets, to develop the analytical and research skills of the student by analyzing a specific problem or issue related to capital markets and to analyze the international integration of capital markets and its policy implications with emphasis on global developments.

UNIT I

- Concept of Security: Concept of security analysis, portfolio management. Investment – Concept, features, importance, types.
- Types of security-Equity shares, Preference shares, investment objectives and constraints-security and no security forms of investment, Bonds or fixed income securities.

(Credits: 2)

UNIT II

- Securities markets: Primary market – Concept of capital issue, features, functions and investors and investors protection.
- Secondary market – structure, functions, products and features. Development of stock market in India. Concept of listing, membership, trading and settlement procedure and Demat.

(Credits: 2)

UNIT III

- SEBI and its Regulation; Constitution of SEBI, Power and functions of SEBI. Regulation of Securities market. SEBI's role in the Primary and secondary market. Mutual Funds; Management types and role in capital market.
- Security Analysis; Introduction, Technical, Economic, Industrial and Company analysis. Security trading, dealing and organization. Security credit ratings.

(Credits: 3)

Recommended Practice Sessions: 10 practice sessions of GD and case studies.

(Credit: 1)

Recommended Text Book:

- H K Singh, Meera Singh: Mutual Funds and Indian Capital Market: Kanishka

Suggested Readings:

- E Gordon, Dr K Natarajan: Capital Market in India: Himalaya
- K K Agarwal: Capital Market in India: Anmol Publications
- Asis Kumar Pain: Capital Market In India: Revitalizing The Economy: ICFAI



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Advertising & Sales Promotion Management

(Credits: 8)

Objective: The course has been designed to understand the advertising process and advertising industry structure thoroughly. Each component of advertising has been covered to give the student over all importance of advertising in corporate communications. The syllabus also emphasizes on the integrated study of advertising along with brand building and management

UNIT I

- The Process: Advertising And Integrated Brand Promotion in Business and Society what is advertising, advertising as a communication process, Advertising as business process, Types of advertising, the economic effects of advertising.
- The structure of advertising industry - The scope and structure of advertising industry, Trends advertising and promotion industry, The evolution of promoting and advertising brands - Fundamental influences on evolution of advertising industry, Brand entertainment, Social, ethical and regulatory aspects of advertising

(Credits: 2)

UNIT II

- The Planning: Analyzing The Advertising And Integrated Brand Promotion Environment. The consumer as a decision maker, Modes of consumer decision making, Consumer as a social being, Market segmentation, positioning and the value proposition -
- Identifying the target segments, Segment profiling and targeting, positioning strategies, Advertising and promotion research - Developmental advertising and promotion research, Copy research, Planning advertising and integrated brand promotion, Advertising plan and its marketing context, Communication objectives v/s sales objectives, Advertisement Budgeting, Role of advertising agency in advertisement planning, Advertisement planning : An international perspective

(Credits: 3)

UNIT III

- Preparing The Message Creating brands, in general and across domains, Advertising agencies, creative process and the product, Message strategy - Essential message objectives and strategies, Copy writing - Copy writing and creative plan, Copy writing for print advertisements, Copy writing for cyber space, Copy writing for broadcast advertisements, The copy approval process, Art direction and production - Illustration, design and layout production in print advertising, Art direction and production in television advertising
- Placing The Message In Conventional And New Media World of promotional media, Fundamentals of media planning, Media planning process, media strategies, media choices, Contemporary essentials, Media choice and integrated brand promotion, Media planning - Strategic planning considerations in media choice

(Credit 2.5)

Recommended Practice Sessions: 10 practice sessions of GD and case studies.

(Credit: 0.5)

Recommended Text Book:

- S A Chunawalla: Advertising Sales and Promotion Management: Himalaya

Suggested Readings:

- S H HKazmi, Bhartiya Vidya Bhawan, Satish K Batra: Advertising and Sales Promotion: Excel
- Agarwal Pk: Advertising Sales Promotion: PRAGATI PRAKASHAN