

# **BBA (CBCS)**

## **Syllabus**

### **(2019 – 2020)**



**FACULTY OF MANAGEMENT**  
**Osmania University**  
**Hyderabad**  
**Telangana – 500 007**

**2019**

**2<sup>ND</sup> YEAR****SEMESTER – III**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 3</b>	English (First Language) - 3	<b>3</b>	<b>3</b>		
<b>MIL 3</b>	MIL – 3	<b>3</b>	<b>3</b>		
<b>SEC 1</b>	a) Personality Development - I b) Advanced Computers	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>SEC 2</b>	a) Basic Quality Management b) Business Policy and Strategy	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>DSC 301</b>	Human Resource Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 302</b>	Information Technology for Business	<b>4 T + 1 P</b>	<b>5</b>	<b>3 Hrs.</b>	<b>60 U + 20 P + 20 I</b>
<b>DSC 303</b>	Financial Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>24/25</b>	<b>25</b>		

**SEMESTER – IV**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 4</b>	English (First Language) - 4	<b>3</b>	<b>3</b>		
<b>MIL 4</b>	MIL – 4	<b>3</b>	<b>3</b>		
<b>SEC 3</b>	a) Business Correspondence and Communication b) Personality Development - II	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>SEC 4</b>	a) Start Up Management b) Business Intelligence & Data Visualization	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>DSC 401</b>	Business Law and Ethics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 402</b>	Market Research	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 403</b>	Management Science	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

**III - SEMESTER**

**PERSONALITY DEVELOPMENT – I**

**OBJECTIVE:**

The objective of the course is to provide a proper perspective towards one's personality development.

**UNIT - I: INTRODUCTION TO PERSONALITY**

Introduction to Personality- Basic of Personality, Human Growth and Behavior, Theories in Personality, Motivation; Attitudes: Types of Attitudes, Formation – importance of positive attitudes – steps in developing positive attitudes

**UNIT - II: COMMUNICATION AND LEADERSHIP SKILL**

Communication Skills – Definition, Significance of communication, disasters of non-communication, communication Gap, process of communication, forms of communication; listening skills, active and attentive listening, benefit of listening; Body Language, Right Posture and its importance – effects of right body language, Inter personal communication and relationships, leadership skills, team building and public speaking.

**SUGGESTED BOOKS :**

1. Personality Development by Rajiv K. Mishra. Rupa & Co.
2. Public Speaking – Collins.
3. Your Personal Pinnacle of Success - D.D. Sharma
4. Self development - Devesh.

**ADVANCED COMPUTER SKILLS**

**OBJECTIVE:**

The objective the course is to enhance the computer skills and provide on understating of the computer technology.

**UNIT – I: COMPUTER NETWORKS AND INTERNET CONCEPTS:**

**Introduction to Computer Networks:** Data communication, communication channels (duplex, half- duplex, full-duplex), communication channels (twisted pair, coaxial cable, fiber optic cable, microwave transmission, radio transmission, infrared transmission, satellite communication), Network topologies (bus, ring, star, tree topology).

**Introduction to Internet and Security:** Internet protocol, transmission control protocol, application layer protocol (FTP, TELNET, SMTP, PPP), network connecting devices (repeater, bridge, router, gateway), network security concepts (firewall, cookies, hackers & crackers).

**UNIT -II: INTRODUCTION TO PROGRAMMING CONCEPTS AND SPREADSHEETS USING EXCEL**

**Introduction to Programming Concept:** Algorithms, flowchart, low level languages, high level languages, types of high- level languages, generation of programming languages.

**Introduction to Excel:** Creating, naming & saving a worksheet, formatting feature, types of built-in functions, graph and data management tools.

**SUGGESTED BOOKS :**

1. Computer fundamentals, 2e, A. K. Sharma, Universiy press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI

**COURSE NO. SEC - 2 (a)**

**BASIC QUALITY MANAGEMENT**

**OBJECTIVE :**

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

**UNIT – I: INTRODUCTION:**

The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

**UNIT – II: TOOLS AND TECHNIQUES OF TQM:**

Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

**SUGGESTED BOOKS :**

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mujkherjee, PN, "Total Quality Management", 2007, PHI.
5. R. P. Mohanty & R. R. Lakhe, "TQM in the Service Sector", Jaico Books.2016

**COURSE NO. SEC - 2 (b)****BUSINESS POLICY AND STRATEGY****OBJECTIVE:**

To acquaint the students with understanding the business environment and design strategies to meet challenges. It focuses on designing plans and policies.

**UNIT– I: INTRODUCTION TO BUSINESS POLICY AND STRATEGY:**

Strategy, Strategic Management Process, Establishing Corporate directions – Vision, Mission and Objectives. Crafting and Executing Business Policy and Corporate Planning. Strategic Intent, Strategy decision making

**Environmental Analysis for Business Policy Formulations**-Evaluating a Company's External and Internal Environmental analysis for creating business policy and strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues.

**Strategy Formulation**-Strategy Formulation; Business-Level, Functional Level Strategy, Strategy analysis and choices Competitive analysis and advantages: Generic strategies, Choice based strategies, Tailoring Strategy to fit specific industry, Strategy for Leaders, Challengers, weak crisis Businesses.

**UNIT -II: ALTERNATIVE STRATEGY DEVELOPMENT AND STRATEGY****IMPLEMENTATION AND CORPORATE ETHICS:**

**Strategy Alternatives**-Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Using Offensive and defensive strategies. Outsourcing Strategies, Growth and Drivers of outsourcing. Market diversification strategies.

**Strategy Implementation:** Evaluation and Control, Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

**SUGGESTED BOOKS:**

1. Arthur A Thompson Jr, Strickland “Strategic Management- Concepts and Cases” TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. P. Subba Rao, “Business Policy and Strategic Management” HPH, 2017.
3. Fred R. David, “Strategic Management” 2008, 12<sup>th</sup> Edition, PHI Learning Limited, New Delhi.
4. Michael Porter, “Competitive Strategy” 2005 Reprint, Free Press, London.
5. R.M.Srivastava, “Management Policy and Strategic Management- Concepts, Skills and Practices” 2014, Revised edition, H P H , Hyderabad.
6. Dr. Francis Cherunilaym, “Strategic Management”, HPH, 2019.

**COURSE NO. DSC - 301****HUMAN RESOURCE MANAGEMENT****OBJECTIVE:**

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

**UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :**

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

**UNIT – II : ACQUIRING HUMAN RESOURCES :**

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

**UNIT – III : DEVELOPING HUMAN RESOURCES :**

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

**UNIT - IV: LABOUR MANAGEMENT :**

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

**UNIT – V : REWARDING HUMAN RESOURCES :**

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

**SUGGESTED BOOKS :**

1. Human Resources - Bernardin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management. Texts and Cases. - TMH
6. Human Resource Management, P Subba Rao, HPH, 2009
7. Human Resource Management, Sen Gupta, 2018 1<sup>st</sup> Edition, Sage Publication



**COURSE NO. DSC - 302****INFORMATION TECHNOLOGY FOR BUSINESS****OBJECTIVE:**

The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

**UNIT - I : INTRODUCTION TO IT :**

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

**UNIT – II : INTRODUCTION TO IS :**

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

**UNIT - III : MULTIMEDIA CONCEPTS :**

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

**UNIT – IV : INTERNET & SECURITY ISSUES :**

Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

**UNIT – V : OFFICE MANAGEMENT APPLICATIONS :**

Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXCEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

**SUGGESTED BOOKS :**

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education, Fourth Edition 2008.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition- Fourth Edition.
3. Leonard Jessup, Joseph Valacich – Information Systems Today, Why IS matters, Pearson Education –Low Price Edition, Second Edition.
4. Effy Oz- Management Information systems, Thomson Course Technology, Fifth Edition.

**COURSE NO. DSC - 302 (PRACTICAL)**

**INFORMATION TECHNOLOGY - LAB**

**OBJECTIVE :**

The aim of this course is to give a management students practical experience om working in typical office software like MS-OFFICE.

**UNIT - I : MS-EXCEL :**

Basic features: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. **Data And Graphical Options:** Filling a Series, Sorting data, querying of data. Working with graphs and charts.

**ADVANCED OPTIONS OF MS-EXCEL:**

- a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
- b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
- c) Date Functions
- d) Building Simple Macros.

**UNIT – II : MS-ACCESS :**

Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels. Transfer of data between Excel & Access.

**SUGGESTED BOOKS :**

- 1. David Whigham, “Business Data Analysis Using Excel”, Oxford University Press, Indian Edition.
- 2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
- 3. R & D, “IT Tools and Applications”, Macmillan India Ltd.
- 4. Sanjay Saxena, “A First Course in Computers – Based on Windows Office XP”, Second Edition – Vikas Publishing House.

**COURSE NO. DSC - 303****FINANCIAL MANAGEMENT****OBJECTIVE:**

To acquaint students with the techniques of financial management and their applications for business decision making.

**UNIT – I : NATURE OF FINANCIAL MANAGEMENT :**

Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization Vs. Wealth Maximization Vs. Value Maximin Traditional and Modern Approach of FM; Functions of finance – Objectives of Financial Management; Investment Decision, Financing Decision, Current Assets Management Decision and Dividend Decision - Organisation of finance function;

**UNIT – II : CONCEPT OF TIME VALUE OF MONEY :**

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting, calculation of NPV and IRR

**UNIT - III : SOURCES OF LONG TERM FINANCE :**

Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

**UNIT - IV: WORKING CAPITAL MANAGEMENT :**

Gross Vs net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

**UNIT - V: RECEIVABLES MANAGEMENT – OBJECTIVES :**

Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

**SUGGESTED BOOKS :**

1. Eugene.F. Brigham, Fundamentals of Financial Management, The Dryden Press, 6<sup>th</sup> edition, 1992
2. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
3. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6<sup>th</sup> edition, 2015
4. I.M. Pandey, Financial Management, Vikas Publishing House, 11<sup>th</sup> edition, 2015
5. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India, 13<sup>th</sup> edition, 2009.
6. Rustogi, Financial Management, TaxMann, 5<sup>th</sup> edition, 2011.

**IV SEMESTER**

**COURSE NO. SEC - 3 (a)**  
**BUSINESS CORRESPONDENCE AND COMMUNICATION**

**OBJECTIVES :**

This course is intended to help the students to present themselves properly to the corporate world. It enables them to communicate formally highlighting their strengths.

**UNIT - I: INTRODUCTION TO BUSINESS COMMUNICATION**

**Introduction** - Understanding Workplace Communication, Communicating across cultures, Importance of Business Correspondence, Communication and organizational effectiveness, Perception and conception, Formal and informal communication systems.

The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

**Non -Verbal Communication:**

Characteristics of non- verbal communication–Types and functions of non verbal communication– Interpreting non- verbal communication;

**UNIT - II: REPORT WRITING, BUSINESS LETTERS, MEETINGS AND AGENDA:**

**Report Writing** - What is a report, Importance of Reports, Types of reports, Characteristic of good report, Structure of Reports.

**Business Letters** - Structure and Format of Business Letter, Types of Business Letters, Writing Cover letters, Letters for enquiry, Offer, Order, Purchase and Complaint.

**Meetings** - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings -Developing agendas and Writing Minutes.

**SUGGESTED BOOKS:**

1. Penrose, Rasberry and Myers, “Business Communication for Managers”, Cengage Learning.
2. Lesikar, R.V. and M.E. Flatley, “Basic Business Communication”, 2008 11th Ed. New York, McGraw-Hill.
3. CSG Krishnamacharyalu and L.Ramakrishnan, “Business Communications”, 2019, 1<sup>st</sup> Edition, Himalaya Publishing House.
4. Technical Communication: M.Raman & Sharma, Oxford University Press.
5. Business Communication: From Principles to Practice – Matukutty M.Monippally, UBS Publishers.
6. Business Letters: The Effective Commercial Correspondence- R.Gupta, RPH Editorial Board.
7. Quintanilla, Business and Professional Communication, 1<sup>st</sup> Edition, 2011, Sage Publication
8. Rai + Rai, Business Communication, 2018, HPH.

**COURSE NO. SEC - 3 (b)**

**PERSONALITY DEVELOPMENT – II**

**OBJECTIVE:**

The objective of this course to enable a student to understand the importance of Goal setting Time Management and Trustworthiness.

**UNIT – I : GOAL SETTING AND TIME MANAGEMENT :**

Definition, Importance of goal setting, Periodicity of goal setting- Short, Medium and Long term- Methods to achieve set goals – Activity in goal setting – Techniques of time management- Prioritization of activities- Awareness of time wasters and how to avoid them.

**UNIT –II : ENHANCING PERSONALITY DEVELOPMENT :**

Maintaining Trust- Being Trusting and Trustworthy, Building Interpersonal Trust, Re-establishing trust after it has been broken, Trusting Appropriately, Trust and Friendship. Managing Anger- Nature of anger, Guidelines for managing anger constructively, dealing with an angry person- Managing Anxiety and Fear- Breathing, Progressive muscle relaxation, Building one's self esteem, Avoiding self-blame, Taking risks, Tolerating failure, Celebrating success.

**SUGGESTED BOOKS :**

1. Rajiv Mishra, Personality Development, Rupa & Co.
2. Elizabeth B. Hurlok, Personality Development, Tata McGraw Hill, New Delhi.
3. McGrath E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd.
4. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press
5. Sherfield, R.M., Montgomery, R.J., Moody, P.G., Developing Soft Skills, 4<sup>th</sup> Edition, Pearson, 2010.
6. Robbins, S.P., & Hunsaker, Phillip, L., Training in Interpersonal Skills, Tips for managing people at work, PHI, 5<sup>th</sup> edition.

**COURSE NO. SEC - 4 (a)****STARTUP MANAGEMENT****OBJECTIVE:**

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

**UNIT – I: ENTREPRENEUR AND ENTREPRENEURSHIP :**

Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a Manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs: Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

**UNIT – II: ROLE OF SUPPORT INSTITUTIONS & MANAGEMENT OF SMALL ENTERPRISES:**

Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

**SUGGESTED BOOKS :**

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises" 2006, Pearson Education.
4. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
5. P. Narayana Reddy, "Entrepreneurship – Text and Cases", 2010, 1st Ed. Cengage Learning.
6. Longencker, Morge, Mitchell, "Managing Small Business", Sage South Asia Edition.

**COURSE NO. SEC- 4 (b)**

**BUSINESS INTELLIGENCE & DATA VISUALIZATION**

**OBJECTIVES:**

The aim of this course is to provide a basic understanding of Business Intelligence and its appreciation through Data Visualization.

**UNIT - I: INTRODUCTION:**

Definition – History and Evolution – Elements of Business Intelligence – Benefits and limitations of Business Intelligence – Real time Business Intelligence – Architecture of Business Intelligence.

**UNIT - II : DATA VISUALIZATION:**

Definition – Importance of Data Visualization – Tools of Data Visualization (Brief discussion on Power BI, Tableau), GIS, GPS, GIS Vs GPS.

**SUGGESTED BOOKS :**

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King - Pearson – Second Edition - 2014
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada – Pearson, latest Edition
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.



**COURSE NO. DSC - 401**

**BUSINESS LAW & ETHICS**

**OBJECTIVES :**

It helps the students to understand importance of contracts companies act & ethics.  
It focuses on legal aspects of contracts.

**UNIT - I : LAW OF CONTRACTS :**

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

**UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :**

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

**UNIT – III : COMPANIES ACT :**

Definition of company – Characteristics - Classification of Companies- Formation of Company - Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings - Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

**UNIT - IV: CONSUMER PROTECTION LAW :**

Introduction to consumer protection law in India - Consumer councils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

**UNIT - V: BUSINESS ETHICS :**

Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it's relevance in Management.

**SUGGESTED BOOKS :**

1. N.D. Kapoor, “Elements of Mercantile Law”, 2015, Sultan Chand & Co.
2. K.R. Bulchandani, “Business Law for Management”, 2018, HPH.
3. PPS Gogna, “A Text Book of Company Law”, 2006, S. Chand
4. Marianne moody Jennings, “The Legal, Ethical and Global Environment of Business”, 2009, South western Cengage learning, New Delhi.
5. Richard Schaffer, Agusti& Earle.
6. V. Ramakrishna Raju, “Business Laws and Economic Legislations”, 2005, HPH.

**COURSE NO. DSC - 402**

**MARKETING RESEARCH**

**OBJECTIVE:**

To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

**UNIT - I : MARKETING RESEARCH :**

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

**UNIT – II : SOURCES OF DATA :**

Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview , Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

**UNIT – III : SECONDARY METHOD OF DATA COLLECTION :**

Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,

**UNIT – IV : MEASUREMENT AND SCALING :**

Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of a scale.

**UNIT – V : SAMPLING :**

Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

**SUGGESTED BOOKS :**

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2018, PHI.
2. Tull and Hawckins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
5. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
6. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2014.
7. Kumar, Marketing Research, 2015, Sage Publication.

**COURSE NO. DSC - 403**

**MANAGEMENT SCIENCE**

**OBJECTIVE :**

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

**UNIT – I : INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT :**

Definition of Production and Operations. An overview of Manufacturing processes:  
Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle.  
Process design – Project, Job, Batch, Assembly and Continuous process.

**UNIT – II : PLANT MANAGEMENT AND WORK STUDY :**

Capacity Planning, factory location, plant layout – types of layout.  
Sequencing of Operations: n-Jobs with one, two and three facilities.  
Work Study: The concept and various techniques of methods analysis and work measurement.

**UNIT – III : PURCHASE AND STORES MANAGEMENT :**

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating.  
Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

**UNIT – IV : INTRODUCTION TO OR :**

Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models.  
Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

**UNIT – V : TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY :**

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method(VAM).  
Assignment Problem (AP): Mathematical model, method of obtaining solution- Hungarian method.  
Queuing Theory - Concepts of Queue - General structure of a Queuing system- Operating Characteristics of Queues.

**SUGGESTED BOOKS :**

1. S.N. Chary, "Production & Operation Management" 5<sup>th</sup> Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2<sup>nd</sup> Edition, Tata-McGraw – Hill Publishing Company Ltd.
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