

FINANCIAL ACCOUNTING- I

Course objectives: Objective of the subject is to acquaint students with concepts of Financial Accounting for a Non- corporate organization.

Course contents:

1. **Fundamentals of financial accounting:** Concept and definition of accounting: its need and functions , users , importance and limitations. Branches of accounting , relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions, An introduction to Accounting Standards and US GAAPs
2. **Double entry system of accounting:** Concept and definition, Process of Accounting, various stages of DES accounting: Journal (including subsidiary books), Ledger, Trial Balance, Preparation of Final Accounts, Adjustments in Final A/cs., Preparation of Final a/cs. With adjustments. Concept and types of errors, rectification of errors, Impact of Errors and their rectification on Final A/cs. An introduction to Bank reconciliation statement and numerical.
3. **Accounting for depreciation:** Concept and definition, Causes/need and objectives of providing depreciation, Basic factors in considering depreciation, Fixed Installments and reducing balance methods of charging depreciation and their merits and demerits .Numerical problems.
4. **Consignment accounts:** Concept and important terms, Sale v/s. Consignment, Types of Commissions Payable, Valuation of Unsold Stock, important records in the books of Consignor and Consignee.
5. **Hire purchase and instalment purchase system:** Concept and Definitions, Distinction between Hire Purchase and Installment System, Calculation of Interest and Cash Price, Journal Entries and various accounts on the books of Hire Purchaser and Hire Vendor, Various other issues related to hire purchase and installment purchase system.
6. **Branch accounts:** Concept and types of Branches, distinction between branch and department, Accounting in Books of Head Office, Accounting in Books of various types of Branches (including independent and Foreign Branches)
7. **Accounting for Nonprofit organization .**

BOOKS:

Financial Accounts by Dr. Ramesh Mangal, Universal Publication

Financial Accounts by S.M. Shukla, Sahitya Bhawan Publication

An Introduction to Accountancy by Maheshwari and Maheshwari (Vikas Publication)

Advanced Accounts volume I by Shukla Grewal and Gupta (S. Chand Publication)

BUSINESS MATHEMATICS

Course objectives: The objective of this course is to familiarize students with basic mathematical tools with emphasis on applications to business and economic situations.

Course contents:

1. **Theory of Equation**

Introduction, Degree of an equation, Solution of an equation, Linear equation in two variables and its application, Quadratic equation, Solution of a quadratic equation and its application, Linear simultaneous equations, Quadratic simultaneous equations

2. **Matrix**

Introduction, types, addition, subtraction and multiplication of matrices, Transpose, Determinants, Adjoint, Inverse

3. **Arithmetic and Geometric Progression**

Introduction, Arithmetic progression, Arithmetic mean, Geometric progression, Geometric mean

4. **Functions , Limits and Continuity**

Introduction, Concept of function, Types, Roots of function, Break-Even-Analysis

Introduction, Limit of a variable, limit of a function, Limit of a sequence, Limit and value of a function, Methods of evaluation of limits, Continuity

5. **Differentiation**

Introduction, Concept of slope and rate of change, Concept of derivative, Rules of differentiation, Derivative and its application

6. **Maxima and Minima and Integral Calculus**

Sign and magnitude of derivative, Maximum and Minimum values, Applications

Introduction, Indefinite Integral, Fundamental formulae of Integration, Rules of Integration, Integration by Substitution, Parts and Partial fraction, Definite Integral, Applications

7. **Mathematics for Finance**

Introduction, Simple and Compound Interest, Depreciation, Present Value of Annuity, Commission , Discount and Profit and loss.

Suggested Books:

Business Mathematics: R.P. Gupta

Business Mathematics: Dr. Ramesh Mangal & Singhai

Mathematics for Management: M. Raghavachari

Business Calculus: Joglekar and Dubey, Quantitative Aptitude: R.S. Agrawal

BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT

Course objectives: To explain the dynamics of communication and the meaning of personality To make the students understand the importance of effective communication in personal as well as professional life .To make students assess their personality and help them develop. To help students become effective communicators and develop good interpersonal skills

Course contents :

Unit 1:

Theory- Communication: meaning, definitions, models, functions, Objectives of effective communication

Dimensions of communication: upward, downward, lateral/horizontal, grapevine

Barriers to effective communication.

Practical-Oral/spoken communication skill & testing - voice and accent, voice clarity, voice modulation & intonation, word stress, etc.

Feedback & questioning technique: Objectiveness in argument (Both one on one and in groups).

5Ws & 1H & 7Cs for effective Communication, Development Etiquette and manners

Study of different pictorial expression of non-verbal communication and its analysis.

Unit 2:

Theory - Components of Effective Communication - Conviction, confidence & enthusiasm,

Listening ,Communication Process & Handling them

Barriers to Communication, Listening-It's Importance, Good & Bad Listening

Practical- Non-Verbal Communication-its Importance and Nuances :- Facial Expression, Posture, Gesture, eye contact, Appearance (Dress Code).

Unit 3:

Theory-Channels of communication: formal, informal, Types of communication: verbal, nonverbal, Written communication: letter writing, report writing

e-mail and mobile phone etiquettes

Public speaking, making effective presentationsPreparing for interviews

Listening

Practical-

Presentation skill practice

Preparing in presentation

Delivery of presentation:-

Plan your presentation/communication

□ Select proper channel/medium

□ Set ease your environment

- Tell it right with 7 Cs
- Encode/decode
- Follow up your communication
- Ensure action

Concept of 4 step method for presentation

Preparation & introduction,
Presentation
Evaluation/feedback
Summarization / conclusion

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Unit 4:

Theory-Interpersonal communication: Johari Window, Transactional analysis

Practise-Self Management

Self Evaluation,
Self discipline,
Self criticism
Recognition of one's own limits and deficiencies,
Interdependency etc.
Thoughtful & Responsible
Self Awareness

Unit 5:

Theory- Personality: meaning, definitions, aspects, Types of personalities, Having an effective personality. Team Building

Practical-Team building / Coordinating skills

Team building practices through group exercises, team task /Role play.
Ability to – Mixing & accommodation
Ability to work together

Unit-6

Theory- Grooming through Corporate Training-

Tele- *Etiquette*,

Receiving calls

Transferring calls

Taking Message/Voice mails

Practical- Trainings on Business *Etiquette, Time Mgmt, Conflict Mgmt ETC.*

Note: Classroom activities and exercises would be conducted and assignments would be given as per the session requirements. The assignments would be graded as a part of the internal assessment.

Books

1. Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall
2. Excellence In Business Communication (6th Edition) by John Thill, Courtland L. Bovee, Paperback: 656 pages, Publisher: Prentice Hall
3. Essentials of Business Communication with Student CD-ROM by Mary Ellen Guffey, Paperback: 511 pages, Publisher: South-Western Educational
4. Business Communication: Building Critical Skills by Kitty O. Locker, Stephen Kyo Kaczmarek, Hardcover: 637 pages, Publisher: Irwin/McGraw-Hill
5. Business Communication for Managers : An Advanced Approach by John M. Penrose, Robert W. Rasberry, Robert J. Myers, Hardcover: 480 pages, Publisher: South-Western College
6. Guide to Managerial Communication (6th Edition) by Mary Munter, Paperback: 198 pages, Publisher: Prentice Hall
7. Communicating for Managerial Effectiveness by Phillip G. Clampitt, Paperback: 304 pages, Publisher: SAGE Publications

PRINCIPLES AND PRACTICES OF MANAGEMENT

Course objectives: Objectives of this course are to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Course contents :

1. **Management Basics:** Concept of Management, Functions of Management, Principles of Management , Evolution of Management (Approaches to Management), Kinds of managers , Basic managerial roles , skills and nature of managerial work .
2. **Planning :** Concept and Nature of Planning , Types of Planning, Planning Process, Implementation of Plans, Advantages and limitations of Planning.
3. **MBO :** Concept and Nature of Objectives, Management by Objectives, Benefits and weaknesses of MBO.
4. **Decision making :** Types of Decision making, Decision making process.
5. **Organizing :** Nature of Organizing, Organization structure, The Span of Management and Level of Authority, Departmentation Line and Staff Relationship
6. **Directing :** Nature and Purpose of Directing, Motivation theories- McGregor's, Maslow's, Herzberg's, Job Enrichment and Job Enlargement , Meaning and importance of Communication, Process of Communication, Channels of Communication, Barriers to Communication, Effective Communication.
7. **Control :** Nature and process of Control, Principles or Requirements of Good Control System, Techniques of Control.

Text Readings :

1. Harold Koontz, O'Donnell and Heinz Weihrich , “ Essentials of Management”, New Delhi, Tata McGraw Hill, 1992.
2. R.D. Agrawal, ” Organization and Management”, New Delhi, Tata McGraw Hill, 1995.
3. Hellriegel/ Jackson/Slocum, ” Management: A competency based approach”, Thomson South western, 9th Edn.
4. Harold Koontz, Heinz Weihrich, ” Management: A Global Perspective”,

MICRO ECONOMICS

Course objectives: Objective of this course is to acquaint the students with the concept of micro economics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and cost behaviour of firms .

Course contents :

1. **Economics Basics:** Meaning , Definition , Scope, Types, Importance, and Limitation of Micro Economics.
2. **Demand Analysis:** Law of Demand and law of supply, Elasticity of Demand, Utility Analysis, Law of Diminishing marginal Utility, Consumer Surplus. Indifference curve and revealed preference theory..
3. **Production Analysis :** Small Scale of Production and Large Scale of Production: Advantages , disadvantages and problems Law of Return: Law of Diminishing Return, Law of Constant Return, Law of Increasing returns : classical and modern views
4. **Cost Analysis :** Types of Cost, Short run Cost and Long run Cost Analysis
5. **Production Pricing :** Equilibrium of the firm and industry
6. **Market and their Classification:** Perfect Competition , Imperfect Competition and Monopoly : price determination under these markets.
7. **Theory of distribution:** Theory of Rent : Recordian and Modern Theory of Rent, Theory of Interest : Classical and Modern Theory of Interest, Theory of Wages: , Theory of Profit : Schumpeter's Theory and Knight Theory of profit: IS – LM Curve Model and Marginal Productivity Theory of Profit.

Text Books:

Principals of Micro Economics: Dr. H. L. Ahuja

Micro Economics theory and Application : D.N. Dwivedi

Micro Economics : Robert S. Pindyck and Prem L. Mehta

Micro Economics: P.N. Chopra

Business Economics : M. Adhikary

COMPUTER FUNDAMENTALS

Course objectives: Objectives of this course is to introduce the students to the basic concepts of computer and MS office.

Course contents :

- 1. Introduction to Computer:** Definition, characteristics, components, function and application. Classification of computer, History of computer, Von Neumann Model, Introduction, block diagram I/O interface
- 2. Number System:** Decimal conversion, binary conversion octal conversion Hexadecimal conversion
- 3. Software and Memory system :** Types of memory, Input /output devices, System software, Application software
- 4. Computer languages :** Introduction Machine language, Assembly language, High level language, Advantages disadvantages
- 5. Operating system :** Introduction, types of O.S., MS dos introduction, commands (internal & external), file management, booting process
- 6. Ms office:** Introduction, MS word: - Introduction, typing, editing, formatting, Etc
- 7. Ms Excel:** Ms excel : - Introduction, working, formatting, calculation of worksheet, pivot table
- 8. Ms power point:** - introduction, working process.
- 9. Internet and Networking :** Introduction, types: - LAN, WAN, MAN. Network architecture. Internet, Protocol, intranet, WWW, Extra net, user interface, flow chart, multimedia, multiprocessing, Batch processing, system approach, time sharing.

Text references: -

P.K. Sinha – Computer basics.

R.K. Taxali – MS office package.

B.Ram – Computer fundamentals.

Stephon I. nelson – Complete reference office. Computer today.



INCOME TAX

Course objective

This subject contains all the provisions described under Income Tax Act, 1961 that helps to determine the types of income; its assessment & the levy of Income Tax through which the Govt. generates the revenue for meeting various socio-economic objectives & public welfare. After the completion of the course, students will be able to assess individual's income & calculate the Income Tax payable on the same.

Introduction: Definition of Income, Casual Income, Agricultural Income, Person, Assessee, Previous year, Assessment year, Gross Total Income, Total Income; Exempted Income; Heads of Income, Residential Status & Tax Liability

Computation of Income from Salary: meaning & definition Different forms of Salary Allowances, Perquisites Valuation of allowances & perquisites. Valuation of allowances & perquisites. Provisions regarding Provident Fund, Entertainment Allowances, Professional Tax, computation of income from salary.

Income from House Property: Introduction & Important provisions, Types of House Property. Determination of Gross Annual Value, Municipal Tax & Deductions u/s 24. Treatment of unrealized rent & Vacancy period. Computation of income from house property.

Income from Business or Profession: Meaning, income chargeable under Income Tax (section 28) Income chargeable under Income Tax (section 28) Deductions in respect of expenses & allowances. Disallowed expenses. (Excluding special business) Depreciation, computation of income from business and profession.

Capital Gain: Meaning, Items included & types of Capital Gain/Loss. Computation of Capital Gain/Loss. Capital Gain Exempted from Tax. (U/s 54, 54B, 54D, 54ED, 54F, 54G, 54H) Capital Gain Exempted from Tax. (U/s 54, 54B, 54D, 54ED, 54F, 54G, 54H). Computation of taxable capital gains

Income from Other Sources: Meaning & types of Income. Allowable & Disallowable Deductions, exempted incomes. Computation of Income from other sources.

Set off & carry forward of Losses: Set Off of Losses under- same head, other head. Carry forward & set off.

Deductions: Deductions u/s 80C to 80U

Assessment of Individuals: Assessment of Individuals & tax liability. Procedure for Assessment
Advance Payment of Tax.

Text Book: Income Tax: Law & Accounts by Dr.H.C. Mehrotra

Reference Book: Students Guide to Income Tax by Dr. V. K. Singhania

Suggested Readings: Material issued by ICSI Financial Dailies & Periodicals like Business
Standard, The Economic Times & Financial Express, Economic and Political Weekly.

MANAGEMENT ACCOUNTING

CODE-IB-403

Objective: This course is designed to give an insight to the students about practical use of various techniques of accounting which can help in financial decision making to the managers.

Introduction & Basic Concepts:

Introduction to Management Accounting, the Balance Sheet & related concept. The Profit and Loss account & related concepts. Difference between Management, Cost & Financial Accounting.

An Introduction to Financial Statements Analysis:

An overview of Financial Statement Analysis, Meaning, Importance of Financial Statements, Techniques of financial statement analysis

Fund Flow Statement:

Importance, Limitations, Utility of Fund Flow Statement to different parties, Preparation of schedule of changes in working capital and its utility, calculation of funds from operation, Numerical problems.

Cash Flow Statement:

Meaning, Importance, Advantages, Limitations. Computations of cash from operations and other activities, Difference between fund flow and cash flow analysis, Numerical problems.

Ratio Analysis:

Meaning, Advantages, Limitations, Significance and Classification of ratios, computation of profitability ratio, Turnover Ratio, Solvency Ratios and Numerical Problems

Cost Volume Profit Analysis:

Marginal cost and Break even, Margin of safety (MOS), Assumptions of Break Even Analysis, Numerical Problems.

Standard Costing & Variance Analysis:

Meaning & Definition of Standard Costing, Standard Vs Estimated and Historical Cost, Limitation and Advantages, Variance Analysis and its classification.

Budgetary Control:

Budgeting and Budgetary Control, Meaning, Objectives, Advantages, Limitations, Essentials of successful budgetary control, classification of budgets.

Miscellaneous:

MIS & Reporting, Foreign Currency Accounting, Responsibility Accounting, Management Audit.

Text Book: Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

- References :**
1. Management Accounting by I.M.Pandey
 2. Principles of Management Accounting by DR.S.N.Maheshwari
 3. Management Accounting by Khan & Jain

- Journals:**
1. "THE MANAGEMENT ACCOUNTANT" (ICMA, LONDON)
 2. "THE CHARTERED ACCOUNTANT" (ICAI, NEW DELHI)

COMPANY LAW**COURSE OBJECTIVES**

The course is based on the important provisions of The Companies Act, 1956, as amended. The aim of the course is to give the students knowledge of important provisions of The Companies Act, 1956. The course is basically theoretical in nature & has been designed to give an insight of various important provisions applicable to limited companies.

1. **Company-** Meaning and definition, characteristics of joint stock companies, types of companies difference between private and public limited companies.
2. **Promotion and incorporation of companies-** Promotion, Incorporation of companies, promoters: meaning and importance, process of incorporation: preparation contents and importance of various documents to be filed, Memorandum of Association, Articles of Association, certificate of commencement of business.
3. **Memorandum of Association and Articles of Association-** Contents and alteration.
4. **Privileges to Private Ltd. Companies:** Special privileges available to private limited companies, conversion of private limited company into public limited company; conversion of public limited company into private limited company.
5. **Capital of the company-** Share and its types, Debentures and its types, difference between shares and debentures, share certificate, share warrant and stock.
6. **Prospects-** Meaning and definition, contents and registration of prospectus, issue and allotment of shares.
7. **Borrowing Powers of the company-** Restriction on the borrowing, Ultra Vires borrowings, Borrowing ultra vires the company, Borrowing intra vires the company but ultra vires the directors.
8. **Management of Companies-** Board of Directors: Appointment, Qualifications and disqualification, powers, duties and position of directors, removals of directors.
9. **General Principles of Meetings-** Statutory Meeting, Annual General Meetings, Extraordinary General Meetings, Board Meetings.
10. **Winding-up of Companies-** Meaning and types of winding-up, provisions relating to winding-up.
11. Prevention of oppression and mismanagement, rights of minority shareholders.

Readings :

Dr. Avtar Singh : Indian Company Law (Latest Edition)

N. D. Kapoor: Elements of Company Law (Latest Edition)

A.K. Maumdar and G.K. Kapoor: Company Law (Latest Edition)

References :

A. Ramaiya: Company Law & Practice (Latest Edition)

V. Balachandran :Company Law and Practice (Latest Edition)

Journals: Company Law Journal, Chartered Secretary, Corporate Law Adviser & financial dailies like Business Standard, The Economic Times etc

ENTREPRENEURSHIP

CODE-IB-408

Course summary and objectives:

The objective of this course is to develop appreciation and understanding of various aspects of entrepreneurship. This course will help the students in identifying business opportunity, translating it into a detailed business plan and getting versed with various issues in this course. This will provide exposure to the students to the entrepreneurial culture and industrial growth so that they may be prepared to set up and manage their own units.

Course contents:

1. **Entrepreneurship:** Concept of Entrepreneur, Concept and features of Entrepreneurship, Enterprise, Characteristics Of Entrepreneur, Characteristics of Entrepreneurship, Functions of Entrepreneurs, Entrepreneurial skills, Entrepreneur v/s Entrepreneurship, Attributes of Entrepreneurship.

Activities and Assignments:

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.

2. **Entrepreneurial Theories:** Economist's View, Sociologist's View, Psychologist View, Anthropologists View, Difference between Managers and Entrepreneurs, Classification of Entrepreneurs, Entrepreneurship Environment

3. **Creativity, Innovation and Idea generation:**

Creativity and Innovation, Creativity process, Innovation and Entrepreneurship linkage, Searching and selecting business ideas, Methods of generating new ideas

Activities and assignments: Idea generation by students.

4. **Organizational Structure of new venture:** Definition of Organization, Importance of Organization, Steps in Organizing, Functions/Forms of Organizations

5. **Project Planning:** Steps in business planning, Uses of a business plan, Criteria for a good business Plan.

Activities and assignments:

Students asked to finalize on their ideas and start writing business plans.

6. **Financial Management Issues in new venture:** Types of Industrial Finance, Sources of Finance.

7. **Marketing Management Issues in new venture:** Functions of Marketing, Product Concepts, Distributions, Promotions, Pricing, The Marketing Plan, Marketing Strategies

8. **Problems Of new ventures:** Internal Problems, External Problems

9. **New Venture Expansion Strategies And Issues:** Joint Ventures, Acquisitions, Mergers, and Franchising

10. **Legal Issues For The Entrepreneur:** Patents, Trademarks, Copyrights.

Books Recommended:

- 1) Entrepreneurship for SSI: Vasant Deasi (Text Book)
- 2) Entrepreneurship: New Venture Creation: David H. Holt
- 3) Entrepreneurship in small Scale factor: D Naxendra Kumar
- 4) Entrepreneurship development – Programs & Practices: Jasmer Singh Saini
- 5) Entrepreneurship: strategies & resources: Marc. J. Dollinger
- 6) Entrepreneurship: Hirsch Peters

HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVE:

The objective of this course is to help the students to develop an understanding of the dimensions of the management of Human Resources with particular reference to HRM policies and practices in India.

COURSE CONTENTS:

1. The field of HRM: an overview, concept and functions, Personnel to HRM, ASTD HRM model.
2. Acquisition of Human Resources :Objectives, Policies and process of Human Resource Planning, Human Resource planning in evolving small and Entrepreneurial organization,, Job analysis, job description, job satisfaction, job design (nature of job design, job characteristics, Reengineering Jobs, Using Teams in Jobs, Advantages and disadvantages of team jobs, consequences of job design) ,Recruitment, promotion and transfer.
3. The Human Resource Organization, Structure of Human Resource Management, Role and Responsibilities of the human resource selection, Induction and placement department(Administrative, operational and strategic role of HR)
4. Human Resource Policies: Formulation and essentials of sound HR Policies.
5. Development of Human Resources: Learning, training and Development, Evaluation of Training and performance Appraisal (Appraising individual and Team performance), Introduction to career and succession planning.
6. Maintenance of HR: Job Evaluation, Designing and Administering the wage and salary structure, compensation, grievance handling procedure.
7. Separation Process: Turnover, Retirement, Layoff, Retrenchment and Discharge, VRS (Mechanism of VRS, VRS in public sectors and private sector) , Rehabilitation of surplus employees.
8. Emerging Trends and Challenges in HRM : economic and Technological changes, work force availability and quality, Enhancing organizational performance, expanding human capital, Ethics and HRM, HR management competencies and careers – Knowledge of Business organizations and organization culture, influence of change management, specific HR knowledge and expertise.

Text Reading

1. A Handbook of Human Resource Practice by Michael Armstrong
2. Personnel / Human Resource Management by David S. Decenzo and Stephen P. Robbins.
3. Human Resource management by Robert L. Mathis and John H. Jackson

ACCOUNTING INFORMATION SYSTEM AND PACKAGES

Objective: The subject will help the students to develop the understanding of accounting packages like tally and can also understand the use of accounting information system for managing accounts/database of business organization.

Contents

Introduction : Introduction to AIS: Advantages and Disadvantages of AIS.

Steps in Designing AIS. Features of Good AIS. History and background of Accounting Software's and commercial languages. Limitation of Traditional accounting information architecture, Manual accounting information system V/s Computerized accounting.

Introduction to SQL: Query databases to provide insights about business operations and performance Creation of Master files, Designing of Transaction file structure for cash voucher using SQL. Designing of Transaction file for Journal voucher .Sales voucher & Purchase entry. Designing of Transaction file for Sales & Purchase. Extracting information from the files.

Vouchers: Various types of vouchers used in Account entries. Effect of vouchers on Trial Balance, P&L and Balance sheet.

Introduction to Tally: Concept of accounting, Master files and Transaction files. Cash vouchers entry in accounting packages like Tally. Bank vouchers entry in accounting packages like Tally,. Designing of Transaction file for bank voucher using VFP. Journal vouchers entry in accounting packages like Tally etc.

System Analysis and Design: System Analysis and Design of a business event driven system, EDP controls

Books

SQL/PLSQL by Ivan Bayros

An Introduction to Database by C.J. Date

MARKETING MANAGEMENT

Course Objectives: The course contains fundamental aspects of Marketing Management. The basic objective of this course is to provide an opportunity for students to understand marketing management process and eventually to develop skills in problem solving and decision-making. At the end of this course, students are expected to be able to develop comprehensive marketing plan for the product or service to deal with specific or general issues related to it.

Course Contents:

1. Conceptualizing philosophies of marketing management and marketing environment.
2. Marketing Information System.
3. Marketing Research: Objectives, process, basic methods of collecting data, analysis and evaluation.
4. Model of consumer behavior, factors influencing buyer behavior, decision-making process in buying, designing competitive strategies.
5. Marketing Segmentation, Targeting and Positioning.
6. Product: Product concept, product mix, product line, product life cycle, new product development process,
7. Price: Concept, Price adaptation, Pricing methods, Initiating and responding to price changes.
8. Place: Distribution channels and Logistics management, Retailing and Wholesaling
9. Promotion: Communication process, Promotion mix.
10. Building customer relationship through satisfaction, value and retention.
11. Emerging trends in Marketing: An introduction to Internet marketing, Multilevel marketing, CRM and Event marketing

Books Recommended:

1. **Marketing Management by Philip Kotler (Text Book).**
 2. Marketing Management by Bradley.
 3. Principles of Marketing by Adrian Palmer.
 4. Marketing Principles and perspectives by Irwin.
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RDBMS

Course Objectives: The objective of the course is to provide students the basic knowledge of Relational Database Management System, concept and application of DBMS in organization and processing complex business information.

Course Contents:

1. Data Environments: Definition of data & Information. Database concepts, Database Management System, Need of database management, Areas of database management, Advantages of DBMS.
2. Logical Data Models: Types of DBMS – Hierarchical, Relational and Network Modes & Which one is popular, why.
3. Database Design: Preliminary design phase detailed design phase, Normalization Theory, (1 to 4 NF)
4. Entity Relationship Model (ER Model): Basic concepts, Design Issues, Mapping constraints, keys E-R Diagram, weak entity set extended E-R features, Design of and E-R database schema reduction of an E-R schema to Tables
5. Relational Database Management Systems: concept of RDBMS, Components of RDBMS, Introduction to SQL, Data Definition Language, Data manipulation Language, Query Language, Data Control Language, Cartesian Products and Joins, Use of union, intersection, minus, SQL operators and functions, SQLselect statement and types of queries, In, Exists, Group By, Having and Like clauses in SQL, Views, Sequence and synonymiums, Creating Reparts using sqlplus.
6. Advance Database Concept : DATA Mining and Data Warehousing Design Architecture, Basic Principles, OLAP, OLTP Vs OLAP.
7. Cluster & Association Techniques used in Business

Text Reading

Data base concepts by Korth, Sundarhan and Silberschatz.

SQL / PL/SQL by Ivan Bayross.

Fundamentals of Database Systems by Ramez Elmasri and S.B. Navathe

Principles of DBMS by Jeffery D. Ullman.

An Introduction to Database Systems by C.J.Date

DIRECT & INDIRECT TAXES

Course Objective: To acquaint students with the terms of various indirect taxes and wealth tax.
Level of knowledge required is working knowledge.

Course Contents:

Direct Tax

The Wealth Tax Act, 1957: Introduction of wealth tax, meaning, scope and incidence of Tax, Assets included for wealth tax, assets exempted from wealth tax, deemed assets, valuation of assets. Computation of net wealth, Computation of wealth tax, Payment of Wealth Tax, Brief outline of Assessment procedure and methods of assessment.

Indirect Tax

1. Customs Act, 1962:

Origin & Introduction of custom Duty Types of Custom duty, Exemption from custom duty, valuation of goods (imported & exported) levy of custom duty. Introduction to Custom Procedures (Import Procedures and Export Procedure) Brief outline to baggage, Courier, Post, Ware Housing, Duty Drawback.

2. Central Excise Act, 1944:

The legislative background of the Central Excise including Constitutional provisions. Nature of Excise Duty, Central Excise Duty- chargeability, scope & basis of levy; meaning of goods, manufacture & manufacturer; classification & valuation of goods; duty payment & exemption; provisions dealing with registration. Introduction to CENVAT

3. Service Tax Act, 1994:

Background and nature of service tax, value of service tax, Exemption from of service tax, Classification of services, Procedure of service tax, other important provisions.

4. MP VAT Act, 2002:

Introduction to VAT Act, Taxing Authorities, Incidence of Tax, Levy of Tax, Registration of Dealers , Introduction to Assessment Procedure.

Suggested Readings:

- 1. Direct Taxes Law and Practice by V.K. Singhania**
- 2. Indirect Taxes Law and Practice by V.S. Datey**
- 3. Systematic Approach to Indirect Taxes by Sanjeev Kumar**
- 4. Work Book on VAT and Service Tax by V. S. Datey**

CORPORATE ACCOUNTING

Course Objective: The objective of the course is to give the students basic knowledge of corporate accounting including the specific type of transaction faced by a corporate form of organization.

Course Contents:

1. A. Company – Issue of Shares : Company meaning ,definition & characteristics, Share & Share capital ,meaning and Types , Accounting Procedure for issue of shares for cash, Concept of under – subscription & Over-subscription, Issue of shares for consideration other than cash.

1. B. Forfeiture & Re-Issue of Shares: Concept of Calls in Arrears & calls in advances. Forfeiture of shares originally issued at Par, Forfeiture of shares originally issued at discount , forfeiture of shares originally issued at premium.
Concept of R- Issue of Forfeited shares. Re-issue at Par, premium & discount, total re-issue & partial re-issue.

1. C. Issue of Bonus Shares: Concept of capitalization of profits, declaration of bonus shares & related accounting treatment, capitalization by making partly paid shares fully paid, capitalization of profits by issuing fully paid bonus shares.

1. D. Underwriting of Securities: Concept of underwriting of securities. Legal Provisions regarding underwriting of securities, numerical problems.

2. Redemption of Preference Shares: Redemption of preference shares fully out of fresh issue, Redemption of preference shares fully out of accumulated profits, Redemption partly out of fresh issue & partly out of accumulated profits, redemption at par, Premium & discount, Preparation of balance sheet after redemption.

3. Debentures & Issue of Debentures: Debentures – meaning & types, difference between shares & debentures. Issue of Debenture for Cash, Issue at Par, Premium and Discount. Issue of Debentures for consideration other than cash. Calls in arrears & calls in advances on debentures & interest thereon.

Payment of interest on debentures – Concept of periodic payment, concept of income tax deduction, purchase of own debentures as investments – concept of Cum-interest & Ex-interest quotation.

4. Redemption of Debentures : Modes of Redemption of debentures & related accounting treatment, Redemption in Lumpsum after a fixed duration, Redemption out of Profits & redemption out of fresh issue. Redemption by annual drawings – Redemption out of profits

& redemption out of fresh issue. Redemption by purchase in open market –cum interest & Ex-interest quotation. Redemption by conversion, redemption by sinking fund method & insurance policy method.

5. Valuation of Goodwill: Goodwill – meaning, definition & nature, factors affecting goodwill, circumstances for valuation of goodwill, methods of valuation of goodwill, numerical problems.

6. Valuation of Shares: Shares – concept of value, necessity for valuation, factors affecting value of shares, methods of valuation of shares, numerical problems.

7. Liquidation of Companies: Liquidation – meaning and concept, Accounting treatment, calculation of liquidation, remuneration, legal provisions regarding payment to creditors, numerical problems.

Text Book:

Corporate Accounting by S.M. Shukla

Suggested Reading:

Advanced Accounting by Shukla, Grewal & Sharma

Advanced Accounting by Gupta & Radhaswamy

Advanced Accounting by P.V.Ratnam

COST ACCOUNTING

Course Objectives: The course is based on the fundamental aspect of Cost Accounting which is obligatory for certain manufacturing companies. The aim of the course is to give the students basic knowledge of Cost Accounting system & various Costing Methods.

Course Contents:

1. Fundamentals Of Cost Accounting: Cost Accounting- Meaning, Objective, Advantages & Importance. Concept & Classification of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Cost Accounting, as compared with Financial & Management Accounting, Concept of Cost Audit.

2. Elements Of Cost- Material: Concept and Types of Material, Accounting for Issue of Materials from stores; LIFO, FIFO and other methods, Concept and Importance of Inventory Management.

Labour: Labour- Meaning & Classification. Accounting for Labour : Methods of Wage Payment, Incentive Schemes, Labour Cost Control Procedure.

Overheads: Overheads- Meaning & Classification, Accounting for Overheads: Allocation, Apportionment & Absorption Determination of Rates, Under & Over absorption of Overheads & their treatment Computation under various methods

3. Various Costing Methods- I: Unit or Output Costing, Uniform Costing.

4. Various Costing Methods-II: Contract Costing, Process Costing.

5. Various Costing Methods-III: Operating Costing Methods

TEXT BOOK:

Cost Accounting- Principles & Practice by M.N.Arora (Vikas Publishing House, New Delhi)

References: Practical Costing by P.C.Tulsian

Practical Costing by Khanna, Pandey, Ahuja & Batra

Other Study Material : Material issued by the Institute of Cost & Works Accountant of India

Website: WWW.ICWAI.com

Journal: The Management Accountant by ICMA, London

OPERATION RESEARCH

Course Objective

The objective of the course is to understand the practical application of Statistics and Operation Research Concept in Business and Management.

Course Contents

1. **Meaning of Operation Research:** Characteristics of OR, Scope of OR management, Methodology of OR, Advantages and limitations of OR.
2. **Introduction of Linear Programming:** Meaning of linear programming, Mathematical formulation of linear programming problems, assumption, Solution of linear programming by graphical methods.
3. **Simplex Method:** -Maximization problems, Minimization problems (Big M Method), Problem of mixed constraints, Infeasibility. Unbounded ness, Degeneracy, Duality in linear programming problem.
4. **Transportation and:** Introduction, Mathematical formulation of transportation problems, Initial basic feasible solution using NW corner method, Row minima method, Column minima method, Matrix minima method, Vogel's approximation method (VAM), Optimization (Maximization and Minimization) of transportation problems using stepping stone method and MODI method, Unbalanced problem and degeneracy in transportation problems, Transportation problem Maximization type.
5. **Assignment Model:** Hungarian Method
6. **Network Analysis:** CPM/ PERT
7. **Game Theory & its Applications**

TEXT READING

1. Operation Research by J.K.Sharma
2. Quantitative Techniques by N.D. Vohra
3. Operation Research by V.K. Kapoor

ADVANCED ACCOUNTING

Course Objective: The objective of this course is to give the students an insight into specific aspects of final accounting in corporate firms viz: Accounting for Amalgamations, Accounting for Holding and Subsidiary relationship, etc., along with providing fundamental knowledge of company final accounts.

Course Contents

ACCOUNTING STANDARDS AND IFRS

Introduction, Meaning, need & utility. Accounting standards in India, formulation and scope of Accounting standards, details of relevant of accounting standards. An introduction to IFRS, Indian context.

FINAL ACCOUNTS OF COMPANIES (Excluding Managerial Remuneration)

Definition, form & contents of balance sheet, abridged form of balance sheet, important points regarding balance sheet and profits/ loss A/c., Requirements as to profit/loss A/c. Appropriation of profits. Profit & Loss appropriation a/c

FINAL ACCOUNTS OF HOLDING COMPANIES:

Meaning of holding & subsidiary company, merits, constitution & control of Holding companies computation of goodwill, computation of capital reserve, computation of minority interest, preparation of consolidated balance sheet & consolidated Profit/loss a/c

ACCOUNTING FOR INTERNAL RECONSTRUCTION OF COMPANIES:

Internal Reconstruction –meaning & necessity, framing the scheme of internal reconstruction, reduction of capital, creditors & debenture- holders, dissenting shareholders, Reconstruction otherwise than reduction of capital.

ACCOUNTING FOR EXTERNAL RECONSTRUCTION OF COMPANIES

Amalgamation- meaning & objectives, amalgamation in the nature merger, amalgamation in the nature of purchase, purchase consideration & its accounting records in the books of transferor & transferee companies, treatment of specific issues, calculation of intrinsic value of shares, dissenting shareholders, cancellation of common debts and unrealized profits, inter-company holdings.

AN INTRODUCTION TO RECENT & EMERGING TRENDS:

Inflation Accounting and price level changes. Human Resources Accounting and Responsibility Accounting, Environmental Accounting, Social Accounting, Brand Accounting.

Books:

Text Book: Corporate Accounting by Maheshwari and Maheshwari (Fourth Edition)

Suggested Readings: Advanced Accountancy by Shukla, Grewal and Sharma

Advanced Accountancy by Gupta and Radhaswamy

Indian Financial System

Course Objective: Financial system plays very important role in development of an economy. This course will enable the students to understand the complexity of the Indian Financial System and functioning of its various components.

Course Content

INDIAN FINANCIAL SYSTEM

Definition, Meaning, Components, Functions and Role In Economic Development. Reforms in the Financial System, SEBI and RBI. Introduction to Global Financial System.

MONEY MARKET

Money Market & It's Characteristics, Types of Money Market, Mutual Funds, Commercial Bill Market, Treasury Bill Market, Other Money Market Instruments, Discount and Finance House of India.

CAPITAL MARKET- PRIMARY

Primary Market- Meaning & Significance, Instruments of Primary Markets, Public Issue of Securities, Underwriting of Public Issues, SEBI & Regulation of Primary Market

CAPITAL MARKET- SECONDARY

Stock Exchanges, Introduction, Functions, Trading & Settlement, Regulations Related to stock Exchanges, SEBI & Regulation of Secondary Market

CREDIT RATING

Evaluation of Risk & Credit Rating, Various Credit Rating Agencies In India, Short Coming of Security Ratings

MUTUAL FUNDS

Introduction, History of mutual funds, types of mutual fund schemes, SEBI Guidelines on Mutual Funds.

RECENT TRENDS & DEVELOPMENTS IN INDIAN FINANCIAL MARKETS.

Textbooks: Indian Financial System by Bharti Pathak

Financial Institutions and Markets by L.M. Bhole

Suggested Readings: Material issued by ICSI Financial Dailies & Periodicals like Business Standard, The Economic Times & Financial Express, Economic and Political Weekly.

(IB-505)

Insurance and Banking

Course Objective

This course is designed to enhance understanding of fundamentals of risk, Insurance and Banking. Insurance fundamentals are intended for students who have little or no prior education in insurance. The objective of this course is to acquaint students with the theoretical, legal and practical aspects of modern banking.

Course Contents

1. Risk and Insurance

Risk :Concept of risk and its classification, features, cost of risk, methods of managing pure risk, assessment of pure risk.

Risk Management: concept, objectives, risk management process.

Insurance: Concepts, characteristics, Functions, significance of insurance, Classification of Insurance and Different types of policy.

Reinsurance: Concepts and advantages of reinsurance.

2. The Basic Principle of Insurance:

Utmost good faith, Insurable Interest, Indemnity, Corollaries of Indemnity, Proximate cause.

3. Practice of Insurance

Life Insurance: Products, Riders, Options, documents and Claims

General Insurance: Products, Rating, and Concept of Underwriting, Claims.

4. Commercial Banking System and Structure

Introduction & Definition of Banking, Structure of Banking System, Function of Commercial Bank, Credit Creation, Commercial Bank Financial Statement and its analysis. Various Banking Risks

5. Bank Customer relationship: forms of bank customer relationship, types of customer and their accounts, bank duties and rights.

6. Hi-Tech and Retail banking: Electronic Banking, innovation in products and services in banking.

7. Central Banking: Definition and Function of Indian Central Bank.

8. Legal Environment- Insurance and Banking

Insurance Regulatory Authority: IRDA- Brief profile, functions & power.

Negotiable Instruments: meaning of negotiation and its features – characteristics of negotiable instruments – Cheque and its distinction from, crossing of Cheques – types and effect of crossing-practices- case laws. bill of exchange and promissory note.

Text and Reference Books:

1. K C Shekhar and Lekshmy Shekher, Banking Theory and Practice, Vikas Publishing House Pvt Ltd.
2. D. M. Mithani, Money Banking, International Trade and Public Finance. Himalaya Publishing House.
3. Dr. G. Kotreshwar, Risk Management Insurance and Derivatives, Himalaya Publishing House.
4. Mathew M.J; Insurance Principles and Practice, RBSA Publishers, Jaipur
5. Mishra M.N; Insurance, Principles and Practice, Sarmaha Books
6. Practice of General Insurance, IC-11, Insurance Institute of India

E-BUSINESS AND INTERNET TOOLS

COURSE OBJECTIVE:

The objective of this course is to help students to understand the basics of Electronic Business, Electronic Commerce, and related issues.

COURSE CONTENTS:

1. **E-Business:** Fundamentals, E-Business framework, E-Business application, E-Business and E-Commerce, Network Infrastructure for E-Business, E-Business Models.
2. **The Internet :** Internet and its evolution, Internet key technological concept and protocols, Internet and World Wide Web, its features,
3. **Inter-organization Business:** EDI application in business, EDI: legal, security, standardization and EDI, EDI software implementation, VANs (value added net work) Internet based EDI.
4. **Business to Business Intermediations:** Virtual supply chain and Supply chain management
5. **Handling money on the net:** type of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment. Credit Card Frauds,
6. **Electronic market place of buyers and sellers:** Consumer and business markets: ordering on-line, Advertisement and marketing on Internet, Offering customer product on the net, electronics customers support. Web-catalogues
7. **Online Financial Services:** Online Financial Consumer Behavior, Online Banking, Online Insurance Services
8. **Website Development :** Components of Website Development
9. **HTML:** Introduction to HTML, Basic html Tags, Text formatting, Applying images to web-pages, Forms, Frames ,Tables, CSS.

TEXT READINGS

H.Albert Napier,Ollie Rivers,Stuart Wagner,"CREATING A WINNING E-BUSINESS",Thomson Publication,2007

Ravi Kalakotta & Whinston B., "**Frontiers of E-Commerce**", Addison-Wesley, New Delhi, 2000Kenneth C. Laudon,C G,Traver ,

"E-commerce Business,Technology,Society",Pearson Education,2003

(IB-503A)

SECRETARIAL PRACTICE

Course Objective: The objective of the course is to give the students an insight into fundamentals of Secretarial Practices in companies.

Course Contents

COMPANY SECRETARY: Introduction, meaning, duties, Rights & Responsibilities, Profession of Company Secretary in India. Procedure of appointment of a Company Secretary & Secretarial Auditor.

FORMATION & CONVERSION OF COMPANY : Procedure of Incorporation of a limited company & Drafting of various important documents relating thereto, Procedure of Commencement of Business of a Public Limited Company, Conversion of a Private Limited Company into Public Limited Company & vice versa.

1. **ALTERATION:** Alteration & Modification in various important documents of a company, viz: Memorandum of Association & Articles of Association
2. **APPOINTMENT, CHANGES ETC. IN MANAGEMENT:** Procedure of Appointment, Removal & Re- appointment of Company's Directors, including Managing & Whole-time Directors.

SHARE CAPITAL & MEMBERSHIP: Procedure of Allotment of Shares, Consolidation & Sub-division of Shares, Conversion of Shares into Stock/Warrant & vice versa, Procedure of Transfer & Transmission of Shares, De-materialisation of Shares & its process, Process of issue of Share Certificates.

MEETINGS Calling & Conduction of Meetings of Shareholders & Board of Directors, including pre & post meeting formalities, viz: Drafting of Notice, Agenda , Minutes & Filing of various Forms & Documents under The Companies Act, 1956.

1. **ANNUAL REPORTS :** Preparation of Chairman's Speech & Directors' Report, Statement on Corporate Governance, Directors' Responsibility Statement & Compliance Certificate.
2. **STATUTORY BOOKS & REGISTERS:** An overview of various important Books & Registers to be maintained by companies and filing of various Forms & Returns under the Provisions of The Companies Act, 1956. E-filing (MCA 21 Norms)

RECENT TRENDS: Latest Developments in Corporate Secretarial Practices. Secretarial Standards & Various Guidelines issued by Concerned Authorities from time to time.

Text Readings: Secretarial Practice by M.C. Kuchal

Macro Economics

COURSE OBJECTIVE:

The course aim to providing the student with knowledge of basic concept of Macro Economics. The modern tools of macro economics analyses are discuss and the policy frame work is elaborated including the open economy.

COURSE CONTENT:

1 Introduction: Macro Economic analysis, Micro and Macro Economics, goals of macro economic policies, stock and flow variables, exogenous and endogenous variables, EX- ANTE and EX-POST concepts.

2 Measurements of Macro Economic Aggregates: National Income and its variants, Real & Nominal GDP, Measures of national products and methods used, National income and Economic welfare, National income in India, its composition, trend & structural analysis.

3 National Income Determination: National income determination models under open and closed economy, Aggregate demand and supply, Calculation of multiplier, simple investment multiplier, government expenditure, tax, balanced budget and foreign trade multiplier, , limitations of multiplier.

4 Consumption & Savings function: Keynes' psychological law of consumption, Trends of consumption and savings in Indian economy.

5 Investment Function: Investment, its types, factors affecting investments, MEC and factors affecting MEC, Accelerator principle.

6 Money and Interest Rates: Money and its role, measures of demand and supply of money, money multiplier, interest rate and IS- LM framework.

7 Inflation and Deflation: Types of inflation, Inflationary gap, causes and consequences of inflation and Deflation.

8 Monetary and Fiscal Policies: Objectives and Instruments of Monetary and Fiscal Policies, Analysis of the policies in Indian Economy, Current Budget.

9 Basic Macro Economic concepts for Open Economy: Balance of Payments, Current and Capital account, Official reserve account, causes of disequilibrium and methods of correcting in adverse of Balance of payments.

10 Business Cycles: Concept and phases of Business cycles, Monetary and Non Monetary theories of business cycles

READING LIST:-

1. G. MANKIW- MACRO ECONOMICS
2. FRED GOTHEL – PRINCIPALS OF MACRO ECONOMICS
3. EDWARD SHAPIRO – MACRO ECONOMIC ANALYSIS
4. SUNIL BHADURI – MACRO ECONOMICS
5. M.C. VAISH – MACRO ECONOMICS

6. H.L. AHUJA- MACRO ECONOMICS- THEORY AND POLICY

FINANCIAL ACCOUNTING II

CODE- IB-201

COURSE OBJECTIVES:

The course contains fundamental aspects of Final Accounting in partnership concerns. The objective of the course is to give to the students an insight in final accounts preparation of these concerns.

1. Partnership Accounts –Fundamentals

Meaning of Partnership, Essential characteristics, partnership deed- It's contents, Fixed and Fluctuating Capitals, Final accounts, Adjustments after closing accounts, Guarantee of Profit, Joint Life Policy & Change in profit sharing ratio.

2. Partnership Accounts- Admission

Adjustments regarding Future Profit Sharing Ratio, Calculation of new and sacrificing ratio, Revaluation of Assets & Liabilities, Calculation of goodwill and its treatment, Treatment of accumulated profits & losses, Preparation of various accounts etc after Admission.

3. Partnership Accounts- Retirement & Death

Adjustments regarding Future Profit Sharing Ratio, Calculation of new and gaining ratio, Revaluation of Assets & Liabilities, Calculation of goodwill & its treatment, Treatment of accumulated profits & losses, Preparation of various accounts etc after retirement payment of retired partner's share

Ascertainment of Share of deceased partner's interest, Calculation of share of profit of Deceased partner, Concept of joint life policy & its Accounting treatment, Mode of Payment of Deceased partner's share.

4. Partnership Accounts- Dissolution

Dissolution of partnership firm: Meaning & Types, Rights & Obligations of partners after Dissolution, Accounting entries & Preparation of various accounts Insolvency of partner, Rule of GARNER V/S MURRAY, Applicability of this rule in Indian Context Insolvency of all partners, piecemeal distribution- Proportionate capital method Maximum loss Method.

5. Partnership Accounts- Amalgamation & Conversion:

Amalgamation of partnership firms- Calculation of Goodwill, Accounting Record in the books of old firm, accounting record in the books of new firm, revaluation of assets & liabilities, Preparation of various accounts. Advance Concepts in Partnership.

6. CONVERSION OF A PARTERSHIP FIRM INTO JOINT STOCK COMPANY, LEGAL PROVISIONS & ACCOUNTING TREATMENT

REFERENCES BOOK:

- 1 **Financial Accounting by Dr. Ramesh Mangal**
- 2 **Financial Accounting by S.M. SHUKLA**
- 3 **Financial Accounting by S.N. MAHESHWARI**

BUSINESS STATISTICS
CODE-IB-202

COURSE OBJECTIVES

Statistical methods are playing an important role in framing suitable policies in a large number of diversified fields covering natural, physical and social sciences. The objective of this subject is to develop awareness of various statistical methods to the students.

1. Descriptive Statistics: Statistical Terms & Concepts:

Introduction, Characteristics of Statistics, Functions of Statistics Limitations of Statistics, Statistics in Business & Management Data, Variable, A Random Variable, Population-Sample Random Number table, Descriptive Statistics, Inferential Statistics

2. Data Collection Data Presentation and Tabulation

Primary Data, Secondary Data, Data Gathering Sample Selection, Types of Sampling Methods Frequency distribution, Constructing a frequency distribution, Cumulative Frequency distribution, Graphic Presentation, Diagrammatic Presentation

3. Measures of Central Tendencies

Measure of central location (central tendency), Mean, Characteristics of Mean, Mode, Median,

4. Dispersion

Measure of Dispersion (ungrouped data), Co-efficient of variation, Skewness, Moments and Kurtosis. Standard and mean Deviation, Standard error of Mean

5. Probability Theory & Probability Distribution

Some basic concepts of probability, Rules of probability, The mean and variance of a probability distribution, Variance, Binomial Distribution, Normal Distribution, Poisson Distribution, Construction of the curve

6. Correlation Analysis

Types of Correlation and coefficient of determination

7. Regression Analysis

The linear regression and its application.

REFERENCE BOOKS:

1. Business Statistics – S.C GUPTA
2. Business Statistics – G.C BERI

ORGANIZATIONAL BEHAVIOUR

CODE - IB-205C

OBJECTIVE: To introduce the student to the fundamental theories and concepts developed to explain human behavior inside public organizations.

Introduction to Interpersonal and organizational behavior

Definition, meaning, importance of OB, Various models of OB, New Challenges of OB
Study of individual behavior, Characteristics and ability of individual behavior

Learning – Definition, meaning, various theories of learning and their application

Attitude – introduction, meaning, definition, various component of attitude, types of attitude, changing attitude

Job satisfaction – introduction, meaning, measuring of job satisfaction, various effect of job satisfaction & expression of satisfaction/dissatisfaction

Personality – Introduction, meaning, definition, Personality traits, types, Personality traits and other attributes

Emotions – introduction, definition, meaning, Constraints and application of emotions

Perception – introduction, definition, meaning, importance, factors, Persons perception

Decision making – Introduction, meaning, process, styles & constraints of decision making, ethics & culture in decision making

Motivation: Introduction, meaning, definition, theories, various theories of motivation, Employee recognition programme, Involvement/variable pay/skill based pay, special issues in motivation

Group Behavior – introduction, process types and models, various group structure, group decision making, Team type & issues in managing teams.

Leadership – introduction, definition, traits, various theories of leadership, the emerging issues & contemporary issues

Communication – introduction, meaning, process, barrier of communication

Conflict – various thoughts of conflict,

Stress – introduction, definition, meaning, approaches to manage stress.

REFERENCE BOOKS:

- | | |
|-----------------------------------|--------------------------|
| 1. Organization Behavior : | Stephens.P.Robins |
| 2. Organization Behavior : | Paul Hersey |
| 3. Organization Behavior : | Fred Luthans |
| 4. Organization Behavior : | Schegmerhorn Hunt |
| 5. Organization Behavior : | L.M. Prasad |
| 6. Organization Behavior : | D. Nelson |

PROGRAMMINING With C++

CODE – IB-206 A

COURSE OBJECTIVE:

The primary objective of this course is to introduce students of the fundamentals of computer programming, logical development and correct use of a programming language (C++).

COURSE CONTENTS

Fundamental of Computer, Flow Chart, Introduction to C Language, Data Type and variable declaration, Basic Programming in C, Formatting output in C, Decision control statement, Conditional statement (if else) and use of math.h header file. Nested if statement, Examples of nested if statement, Loop control statement, while loop, for loop, Use of Break & continue statement, do-while loop, Nested loop, Case control Statements. Example of control statement , goto statement.

Functions & use of functions, passing values between functions, Practical problems using functions, Recursion, Array handling, Single Dimension arrays, Programming using arrays,

Object Oriented Programming, Basic of OOP, How C++ is OPP, Benefits of OPP, Concepts of C++, Abstract data types,

Classes and Objects constructors, Destructors, Functions Of C++, Call by Value, Call by Reference, Types of arguments and function. Overloading, Basic concepts of file Handling, Pointers, Arrays.

REFERRED BOOKS:

1. Let Us C By. Yashwant Kanetkar
2. The C Programming Language By.W.Kernighan & Dennis M. Ritchie
3. Programming with C By. Balaguruswamy
4. Programming with C By. Gottfried, Schaums Outline Series
5. Object Oriented Programming with C++ By. Robert Lafore
6. Object Oriented Programming with C++ By. Balaguruswamy
7. C++ Complete Reference By. Herbert- Schlitz

BUSINESS LAW

CODE – IB203

Course Objective: The course is based on important provisions of various laws related to business. The aim of the course is to gain an insight into the Indian Legal process and legal provisions specifically with reference to business and corporate functioning.

Course Contents

The Indian Contract Act, 1872

General principles of contract, classification of contract and key terms Essential elements of a valid contract viz., offer & acceptance competence of contracting parties, free consent, consideration, legality of object and consideration, void agreements Performance of contracts, discharge of contract, breach of contract remedies for breach of contract Specific contracts viz, contingent contracts, quasi-contracts, contracts of indemnity and guarantee, contract of bailment, contract of agency.

The Indian Partnership Act 1932

General Principles- Meaning of partnership, essential features of partnership, types of partners Formation of Partnership-Partnership deed, registration of partnership firms, position of a minor partner, duration partnership firm, rights of outgoing partner Rights and Liabilities of Partners- Relations of partner with each other, rights of partner, duties of partners, relation of partner with third parties Dissolution of Partnership Firms- Dissolution of partnership and dissolution of firm modes of dissolution of firm consequences of dissolution, rules for settlement of accounts after dissolution

The Negotiable Instruments Act, 1881

General Principles- Meaning of negotiable instrument, types of negotiable instruments, ambiguous instruments, maturity of negotiable instrument, payments of negotiable instruments Parties to Negotiable Instruments- Parties to various negotiable instruments, holder and holder in due course, competence of parties to negotiable instruments, liabilities of parties to negotiable instruments Presentation, Negotiation and Discharge of Parties- Presentation of various instruments, meaning of negotiation and assignment, modes of negotiation, negotiation of various types of instruments, endorsements, meaning of discharge of parties, modes of discharge, dishonor

The Sale of Goods Act, 1930

Introduction-Definition and essentials of a contract of sale
Goods and their classification
Meaning of price
Puffs, representation and terms
Passing of property in goods
Transfer of title by non-owners
Performance of a contract of sale of goods
Unpaid seller and his rights
Remedies for breach of contract
Sale by auction

Foreign Exchange Management Act, 1999

General Principles- Meaning & definition of various important provisions
Regulation & Management of Foreign Exchange- Current account transaction, capital account transaction Provisions related to authorized person, Reserve Bank's power to issue directions to authorized person Contravention & penalties
Adjudication & appeal

The Consumer Protection Act, 1986

General Principles- Meaning & definition of various important terms
Rights of Consumers
Nature & scope of remedies available to consumers

An overview of following business related legislation

The Industries (Development & Regulation) Act, 1951, The LLP, Act, 2008, The Competition Act, 2002, The Information Technology Act, 2000, Environmental Laws, Laws relating to Intellectual Property, Provisions relating to patent, copyright and trademarks.

Recommended Books

1. Elements of Mercantile Law: N.D. Kapoor
2. Mercantile Law: S.S. Gulshan
3. Study Materials of ICSI & ICAI
4. Business Law: S.K. Agrawal
5. Legal Aspects of Business : Akhileshwar Pathak

Foundation II Code - IB203B

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 - 3- fgUnh 'kCn dks'k

CORPORATE TAX PLANNING (IB-601 A)

COURSE OBJECTIVES: The course is based on the important provisions of Income Tax Act, 1961 relating to corporate assesses. The course aims to provide knowledge to the students about provisions of corporate taxation in practical terms and use of the tax planning methods to minimize tax liability.

Introduction: Corporation tax, Tax Planning, Tax Evasion, Tax Avoidance, Tax Management, Dividend Tax, Domestic Company, Foreign Company.

Computation of Total Income and Tax Liability of Companies: Income from business, capital gain, income from other sources, total income.

Tax Planning for new Business: Location and Nature of Business, Forms of Business Organization

Tax Planning and Financial Management Decisions: Tax Planning relating to Capital Structure Decision, Dividend Policy, Inter-Corporate Dividends and Bonus Shares

Tax Planning and Managerial Decisions: Tax planning in respect of Own or Lease, sale of assets used for scientific research, make or buy decisions, repair, replace, renewal or renovation of an asset, shut-down or continue decisions.

Special Tax Provisions: Tax provisions in respect of Free Trade Zone, Tax provisions in respect of Infrastructure Development, Tax provisions in respect of Backward Areas, Tax provisions in respect of Tax Incentives to Exporters.

Amalgamation

Tax Payment: Tax deduction at source, Tax collection at source, and Advance payment of tax

Recommended Books:

Reading: Corporate Tax Planning & Management by H. C. Mehrotra & S. P. Goyal

Corporate Tax Planning and Business Tax Procedures by V. K. Singhania

References: Students Guide to Income Tax by V. K. Singhania,

Direct Taxes Law & Practice by V. K. Singhania

Journals: Chartered Secretary, Chartered Accountant

Financial Dailies: Business Standard, The Economic Times, Financial Express etc.

MANAGEMENT INFORMATION SYSTEM (IB-611)

OBJECTIVE : The objectives of the course is to develop fundamental understanding of management information system and apply it in decision making.

TOPICS TO BE COVERED

The meaning & role of MIS : The meaning & role of MIS- What is MIS system view of business. System approach. Importance of MIS. Evolution of MIS. Computers in MIS. Concepts of DSS, ESS, KM, OAS, TPS.

Information Systems and Organization: Data & Information, Management and Decision Making Information Systems and Society. Technical and Behavioral aspects.

The strategic role of Information: as a strategic resource containing competitive force. It products and services linking with customers and suppliers. How is affects organization- Economic theories, Behavioural theories. Organisational resistance to change, Implication for the design and understanding of I.S.

Management Decision Making: Information Management. Decision Making- What managers do, behavioural model. Classical description of management. Level of decision making, types of

decisions, structured unstructured types of decisions systems stages of decision making, individual model of decision making.

TPS: Introduction, Data entry process, batch processing, real time processing, file and database processing, Document and report generations.

Business Information system : Business function Information system: Introduction Marketing Information Systems manufacturing Information systems, HR Information Systems accounting information systems & financial information systems.

Modern Information Systems: Modern Information Systems: ERP Introductions MRP, MRP-II, Definition Implementation benefits & Precautions ERP software.

TEXT READINGS:

Murdick. et. al. Information System for Modern Management- PHI.

London & London – Management Information Systems – PHI

Obrien – Management Information System

FINANCIAL MANAGEMENT (IB-605)

Course Objectives: This course is designed to enhance the understanding of the fundamental concepts of finance including but not limited to time value, capital budgeting and the cost of capital, working capital management.

Financial Management – An Introduction: The Scope and Function of Finance

Concept of Value: Time preference for Money, Compound value & Present Value

Analysis of Capital Budgeting Decision: Nature of Investment decisions, Investment evaluation Criteria.

The Cost of Capital: Concept & Significance of cost of capital, Specific & Weighted Average Cost of Capital, Marginal Cost of Capital.

Long Term Sources of Finance: Shares, Debentures and Term loans

The Management of Current Assets: Concept and planning of working capital management, Estimation and calculation of working capital management, Account Receivable, Inventory And Cash Management.

Financing Decisions: Concept of Leverage, Operating leverage, Financial Leverage, Combine Leverage.

Dividend Decision: Concept & significance, Determinants and constraints, Capital Structure Planning, Features of an appropriate capital Structure, Factors determining capital Structure, capital structure theories.

Reference Books :

Financial Management, I M Pandey

Fundamental of Financial Management; James C Van Horne & John M Wachowicz, Jr

Financial Management Text & Problems by M Y Khan & P K Jain

Financial Management; Prasanna Chandra.

PUBLIC FINANCE AND TREASURY (IB-603A)

Course Objective: The objective of this course is to provide intensive study of govt. finance and their implication on the economy. Treasury management is a special aspect of fund management, dealing with the operation in the treasury funds, traded in the money market controlled by the RBI govt. and bonds.

Public Finance: Meaning, Importance, scope and functions. Public finance Vs. Private finance Govt. role and performance in mixed India's economy. Public Enterprises- features, management structure, merits and demerits.

Public Revenue: Meaning, source of public revenue, canons of taxations. The division of tax burden, principles of tax burden, objectives of taxation, characteristics of ideal Taxation, effects of taxation. Types of taxes –Direct & Indirect taxes. Division of tax burden I- socio political theory, expediency theory. Division of tax burden II- ability to pay theory.

Public Debt: The meaning of public debt and differences between public and private debt. Sources, forms and need for public debt. Effects of public debt, Role of Public debt in economic development, public debt and inflation, burden of public debt.

Public Expenditure: Meaning, classification and objectives of public expenditure, causes of the increase in public expenditure, importance and effects of public expenditure. Principles of public expenditure. Increasing trend of public expenditure.

Deficit financing: Meaning, definition, effects, purposes, and limitations of deficit financing.

Budget: introduction; kinds of Public budget, economic and functional classification of budget, Balance budget: arguments for and arguments against balance budget.

Treasury Management: meaning , scope, objectives, function and organizational structure of treasury management.

Integrated Treasury: Cost centre and profit centre functions of integrated treasury benefits of integration, structure of integrated treasure.

Risk Analysis and Control: Financial Risk and Operation Risk.

Books:

Public Finance: H.L.Bhatia (Vikas Pub)

Treasury Management in India: V.A. Avdhani (Himalya pub.)

Treasury Risk Management: S.K. Bagchi

Public Finance: D.M.Mithani (Himalya Pub.)

Money, Banking, International Trad and Public finance: M.L. Jhingan

AUDITING (IB-602)

Course Objectives: The aim of the course is to give the students basic knowledge of Auditing system & various auditing procedures & techniques needed to apply for auditing.

Introduction: Origin & development, Definition, scope & importance of Auditing
Classification of audit

1. Objectives: Detection & prevention of frauds & errors
2. Principles, techniques & procedure of auditing
3. Internal control, internal check & internal audit

4. Vouching
5. Verification & valuation of assets & liabilities
6. Depreciation, provisions & reserves Planning the audit
7. Divisible profits & dividends
8. Qualities, qualification, appointment, remuneration, rights, duties & liabilities of auditors
9. Investigation
10. Company audit
11. Audit reports & certificates
12. Types of audit: Audit of banking co., Audit of insurance co., Audit of electricity co., Audit of educational institutes, Audit of hospitals, Audit of hotels, Audit of charitable institutes, Audit of clubs
13. Audit of assets & liabilities; Audit of revenue & expenditure
14. New trends in auditing, practical problems & cases.

Books

Auditing: Srinivasam Anann G. (Taxmann)

Auditing – Principles & Practices: S.D. Shah

Principles & Practices of Auditing – Saxena R.G. (Himalaya)

INTERNATIONAL BUSINESS (IB-610)

Course Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

1. **Introduction to International Business:** Nature of international business, need and importance of international business stages of internationalization, approaches to international business theories of international business, mercantilism, absolute advantage, comparative advantage, factor endowment, competitive advantage, Tariff and Non-tariff measures.
- 2 **International Monetary System:** History of the System & Need for the System, IMF, World Bank, Foreign Exchange System.
3. **Regional Economic Co-operation:** Forms of regional groupings (Trade Blocks); Integration efforts among countries in Europe, North America and Asia & UNCTAD, WTO– an overview.
4. **International Business Environment:** National and foreign environments and their components - economic, cultural and political-legal environments; Trends in India's foreign trade.
5. **International Financial Environment:** Foreign investments - types and flows; Foreign investment in Indian perspective.
6. **Financing of foreign trade and payment terms:** Basic documents in foreign trade, Sources of financing foreign trade, Payment terms of Export transactions.

7. Opportunities in International Business- with special reference to India: Strategic alliances, mergers and acquisitions; Indian joint ventures and acquisitions abroad; International business and ecological considerations.

Suggested Readings:

1. Charles, W.L. Hill., "*International Business*", New Delhi: Tata McGraw-Hill, 2003.
2. Johnson, ,Derbe., and Colin Turner, "*International Business - Themes & Issues in the Modern Global Economy*", London: Roulledge, 2003.
3. Cherunilam, Francis., "*International Business: Text and Cases*", Prentice Hall of India Ltd., 2004.
4. John, H. Daniels and Lee H. Radenbaugh," *International Business Environments and Operations*, Delhi: Pearson," (2001).
5. Justin, Paul., "*International Business*", Prentice Hall of India Ltd., 2003.
6. RBI, Report on Currency & Finance, various issues.
7. P.G.Apte, "*International Financial Management*", Tata McGraw Hill.