

<b>PAPER-101 ENGLISH</b>	<i>Full Marks: 100 University Exam.: 70 Internal Assessment: 30</i>
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**Unit- I: Comprehension:** There shall be passage from an unseen prose topic. Ten-short/ objective type of question shall be set from the given passage. The candidate has to answer the entire short question in not more 50 words each. **(14 marks)**

**Unit-II: Précis-Writing:** There shall be a long passage from unseen prose topic of about 300 words. The candidate is required to write a précis in about one third of its length and suggest a suitable title. **(14 marks)**

**Unit- III: Composition-Essay writing:** The candidate is required to write an essay on a contemporary relevant topic in about 400 words. **(14 marks)**

**Unit-IV: Correct the Errors:** Noun, Verbs, Adjectives, Adverbs, Tenses, Articles, Prepositions, Punctuation, Capitalisation, Abbreviations, Numerals and Spelling etc. Here the candidate is expected to correct the errors in the sentences by making changes as required. There shall be twenty objective types of questions carrying one mark each. The candidate is required to answer one of them. **(28 marks)**

**Reference Books:**

1. Dianna Booher, Good Grammar, Mac Millan India Limited.
2. F.T.Wood, A Remedial English Grammar for Foreign Students, MacMillan India.
3. J. Sethi, Hand book of Pronunciation of English Words, Prentice Hall of India.
4. J.D.O. Connoer, Better English Pronunciation, Cambridge University.
5. Raymond Murphy, Intermediate English Grammar, Oxford University Press.
6. Sarah Freeman, Written Communication in English, Orient Longman.
7. Spit Coder, An Intermediate English Practice Book, Orient Longman.
8. Thomson & Martinet, A Practical English Grammar, Oxford University Press.

<b>PAPER-102 BUSINESS ETHICS AND CORPORATE GOVERNANCE</b>	<i>Full Marks: 100 University Exam.: 70 Internal Assessment: 30</i>
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**Unit-I: Ethics in Business:** Ethics: Introduction, Meaning & Definition and Objectives. Business Ethics: Introduction, Meaning, Definition, Objectives, Nature, Scope, Need, Importance, Characteristics of Business Ethics, Sources and Types of Ethics, Factors influencing Business Ethics, Functions of Ethics. **(14 marks)**

**Unit-II: Ethics in the Business Disciplines:** Business Ethics is a Management Discipline, Morality and Ethics, Values, Norms, Moral Standards, Beliefs and their Role, Ethics in HRM, Ethics in Marketing, Ethics in Finance & Accounting, Ethics in I.T. **(14 marks)**

**Unit-III : Corporate Governance:** Corporate Governance-Introduction, Meaning, Definition, OECD emphasis, Issues in Corporate Governance, Need and Importance of Corporate Governance, Benefit of Good Governance to companies and to the Society, Corporate Governance Mechanism, Obligations to Stakeholders-Shareholders, Investors, Employees, Customers, Society etc. **(14 marks)**

**Unit-IV: Business Ethics & Corporate Governance:** Introduction, Importance and Need for Business Ethics in Indian context, Roots of Unethical Behaviour and Issues, Corporate Governance Ethics, How Ethics can make Corporate Governance make meaningful. **(14 marks)**

**Unit-V: Corporate Social Responsibility:** CSR- Introduction, Meaning & Definition, Objectives, Drivers and Catalysts of CSR, Importance & Benefits of CSR, Attributes of an Effective CSR, Arguments for and against CSR, Future Challenges of CSR. **(14 marks)**

**Suggested Readings:**

1. A.C.Fernando, Corporate Governance-principles and practices, Pearson Education.
2. Anil Kumar, Corporate Governance, International Book House Ltd.
3. B.P.Banerjee, Foundation of Ethics in Management, Excel Books.
4. C.S.V.Murty, Business Ethics, Himalaya Publishing House.
5. G.Geeta Rani & R.K.Mishra, Corporate Governance, Excel Books.
6. Hartman, Perspective in Business Ethics, Tata McGraw Hill.
7. P.S. Bajaj and Raj Agarwal, Business Ethics- An Indian Perspective, Biztantra
8. R.V.Badi and N.V.Badi, Business Ethics, Vrinda Publications.
9. Riya Rupani, Business Ethics and Corporate Governance, Himalaya Publishing House
10. Rutuparna Raj, Business Ethics, Himalaya Publishing House.
11. S. Singh, Corporate Governance-Global Concept, Excel Books.
12. U.C.Mathur, Corporate Governance and Business Ethics, Mac Millan India Limited.

<b>PAPER-103</b> <b>BUSINESS ORGANISATION AND ENVIRONMENT</b>	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
<b>Unit-I:</b> Concept of business-Definition, Origin, Classification, Economics and Social objectives, Basic knowledge on different forms of business-sole proprietorship partnership, Co-operative societies, trusts joint venture and collaboration. <b>(14 marks)</b>	
<b>Unit-II:</b> Statutory provisions -Relating to Partnership-types of partners, roles and responsibilities of partners, Profit sharing and other issues in partners, cooperative societies-objectives, formation, structure and management. <b>(14 marks)</b>	
<b>Unit- III:</b> Company form of business: Joint Stock Company-Meaning, Characteristics, Types of company, Formation of Company, Company Promotion, Loan Capital, Prospectus, Memorandum and Articles of Association, Certificate of Incorporation and Commencement of Business location. Company Management-Indian Companies Act, Roles and Responsibility of Chairman, Managing Director, Board of Directors and Company Secretary. <b>(14 marks)</b>	
<b>Unit- IV:</b> Business Combination-need, importance, forms, criticism and control. Business and Society-Arguments in favour and against, business involvement, a social action, forms of social responsibility, ethics and morality in business. <b>(14 marks)</b>	
<b>Unit- V:</b> Business and Government-Economic, Social, Cultural, Political and legal environment, changing role of government, structure of Indian industries, different roles played by government in respect of industry and licensing, industrial policy, government department and quasi government organization and their role in promotion of industries concept of public enterprises , issues of privatization and liberalization on export-import policies. <b>(14 marks)</b>	

**Reference Books:**

1. D.Amarchand, Government and Business, Tata McGraw Hill.
2. D.P.Jain, Business Organisation and Management, Vrinda Publications.
3. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
4. Neeru Vasishth, Business Organisation, Taxmann Allied Services Pvt. Ltd.
5. R.K.Sharma and S.K.Gupta, Business Organisation, Kalyani Publisher.
6. S.A.Sherlekar and V.S.Sherlekar, Modern Business Org. and Management, Himalaya Publishing House.
7. R.P.Maheshwari, Business Organisation and Management, International Book House.

<b>PAPER-104</b> <b>ACCOUNTING FOR DECISION MAKING</b>	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
<b>Unit-I:</b> Introduction to Accounting, Accounting Principles-Concepts and Conventions, Need and Importance of Accounting, Accounting as an Information System, Branches of Accounting, Limitations of Accounting, Nature of Accounts-Personal, Real and Nominal, Journal, Ledger and Trial Balance, Capital and Revenue Expenditure, Bank Reconciliation Statement, Subsidiary Books. <b>(14 marks)</b>	
<b>Unit-II:</b> Depreciation Accounting, Provisions and Reserve, Final Account with Adjustments, Reporting and Disclosure, Accounts of Non-Trading Concern, Financial Statement Analysis. <b>(14 marks)</b>	
<b>Unit- III:</b> Partnership Accounts-Admission, Retirement and Dissolutions. <b>(14 marks)</b>	
<b>Unit-IV:</b> Accounts of Joint Stock Companies-Issue of Shares and Debentures, Forfeiture and Re-Issue of Shares, Financial Accounting on Computers-Software Packages for Accounting. <b>(14 marks)</b>	
<b>Unit-V:</b> Accounting Standards-Indian and International, International Financial Reporting Standards, International Accounting-Concepts, Scope, Importance, Process and Limitations. <b>(14 marks)</b>	

**Reference Books:**

1. A.K.Das Mohapatra, International Accounting, Prentice Hall of India.
2. A. Jaffarulla, Financial Accounting, Vrinda Publications.
3. Ashish K. Bhattacharjee, Accounting for Managers, Prentice Hall of India.
4. D.K.Goel and R.Goel, ISC Accountancy Vol. I & II, Avichal Publishing Company.
5. M.Hanif, A. Mukherjee, D.Biswal, G. Sharma, Accountancy, Tata McGraw Hill.
6. M.N.Arora, Accounting for Management, Himalaya Publishing House.
7. P. Bhattacharjee, C.Mohan Juneja, R.C. Chawla, I.S.C. Accountancy, Kalyani Publishers
8. P.C.Tulsian, Financial Accounting, Pearson Education.
9. R.K.Jain, Financial Accounting Vol. I and II, Dhanpat Rai and Sons.
10. S. Kr. Paul, Financial Accounting: Vol. I & II, New Central Book Agency.
11. S.N.Maheshwari and S.K.Maheshwari, Advanced Accountancy, Vikas Publishing House.

<b>PAPER-105</b>	<i>Full Marks: 100</i>
<b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
<b>Unit-I: Introduction to Management:</b> Concept of management, Importance & nature of Management, Management as profession, Professionalisation of Management in India. <b>(14 marks)</b>	
<b>Unit-II: Management Function:</b> Nature of Management function, Management role, Function at various levels of Management. <b>(14 marks)</b>	
<b>Unit-III: Planning:</b> Concept, Nature& Importance of Planning, Steps in Planning, Types of Planning, Barriers to effective planning, Making planning Effective, Concept of Mission & Objective, Management By Objective, Concept, formulation & Importance of Strategy. <b>(14 marks)</b>	
<b>Unit-IV Organising &amp; Staffing:</b> Fundamentals of Organization & Organizing, Organization theory, Classical theory of Organisation, Neo Classical theory of Organisation, Fundamentals of Staffing, Manpower Planning & Man Power Planning Process. <b>(14 marks)</b>	
<b>Unit-V: Directing &amp; Controlling:</b> Concepts & Principles of Direction, Direction & Supervision, Techniques of Direction, Directing & Human Factor. Concept of Controlling, Controlling & Other functions, Steps in Controlling, Types of Control. <b>(14 marks)</b>	

**Reference Books:**

1. B.S.Moshal, Management-theory and practice, Galgotia Publications.
2. Harold Koontz, Essentials of Management, Tata McGraw Hill Publishing.
3. J.S.Chandan, Management, Vikas Publishing House.
4. James A.F.Stonner, Management, Prentice Hall of India.
5. L.M.Prasad, Principles & Practices of Management, Sultan Chand & Sons.
6. P.Parthasarathy, Principles of Management, Vrinda Publications.
7. Ritweek Haldar, Principles of Business Management, Himalaya Publishing House.
8. S.P.Robbins, Management, Pearson Education.
9. V.S.P. Rao & P.S.Narayana, Principles & Practices of Management, Konark Publications.
10. V.S.P. Rao, Principles of Management, Himalaya Publishing House.

<b>PAPER-106</b>	<i>Full Marks: 100</i>
<b>BANKING AND INSURANCE MANAGEMENT</b>	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
<b>Unit-I: Evolution of Banking:</b> Meaning and Definition of Banking, Features of Banking, Classification of Banks, Banking Systems in India, Banking & Other Business. <b>(14 marks)</b>	
<b>Unit-II: Banking Services &amp; Products:</b> Relationship between Bankers and Customers and their rights and obligations, Deposit Service, Payments and Remittances, Loan or Credit Services, Demand Draft and Cheques, Credit Cards and Debit Cards, Customer Services, Miscellaneous Services. <b>(14 marks)</b>	
<b>Unit-III: Commercial Bank and Central Bank:</b> Commercial Banks: Functions, Lending principles of commercial banks Central Bank (RBI): Functions of Reserve Bank of India, Methods of credit control by Reserve Bank of India. Central Banks Vs. Commercial Banks. <b>(14 marks)</b>	
<b>Unit-IV: Principles of Insurance:</b> Introduction and Meaning, Essentials of Insurance contract, Kinds of Insurance contract, Principles of Insurance, Types of Insurance and their policies-Life, Fire, Marine; Double and Re-insurance. <b>(14 marks)</b>	
<b>Unit-V: IRDA and Insurance Intermediaries:</b> Objectives of IRDA, Registration of Insurance Companies, Licensing of Insurance Agent, surveyors, Risk Management-classification of risk and risk management process, assignment, nomination, surrender value, Claim settlement and revivals, Underwriting, Bancassurance, pension schemes and ULIPs. <b>(14 marks)</b>	

**Reference Books:**

1. A. Gajendran, A Text on Banking Theory, Vrinda Publications.
2. B.S.Khubchandani, Practice and Law of Banking, MacMillan India.
3. Banking Products and Services, Taxmann publication.
4. E.Gordon, P.KGupta-Banking and Insurance, Himalaya Publishing House.
5. Inderjit Singh, Rakesh Katyal, Insurance and Risk Management, Kalyani Publisher.
6. K.C.Sekhar, Banking-theory and practice, Vikas Publishing House.
7. M.N.Mishra and S.B.Mishra, Insurance-Principles and Practices, S.Chand & Co.
8. N.C.Majumdar, Fundamentals of Modern Banking, New Central Book Agency.
9. O.P. Agarwal, Banking and Insurance Management, Himalaya Publishing House.
10. S. Natarajan, Indian Banking, S. Chand & Co.
11. S.C.Sahoo and S.C.Das, Insurance Management, Himalaya Publishing House.
12. V.Iyengar, Introduction to Banking, Excel Books.

<b>PAPER-107</b> <b>PROGRAMMING LANGUAGE AND INFORMATION TECHNOLOGY</b>	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
<b>Unit-I: Information Technology):</b> An overview, components of Information Technology, classification of computers (According to purpose, technology, size and capacity), Application Areas of computers, Electronic Data Processing, Benefits and shortcomings, computers in management, computer Hardware, central processing unit, Input devices, secondary storage devices (Floppy Disks, Hard Disks, Laser disks). <b>(18 marks)</b>	
<b>Unit-II: Software's):</b> Classification, Programming Languages (Machine, Assembly and High level Language) categories of application software, operating system, Functions of operating systems, Introduction to Data base Management, Cyber laws and information Technology Act, 2000. <b>(16 Marks)</b>	
<b>Unit-III: C Language Fundamentals:</b> Character set, Identifiers, Keywords, Data Types, Constants and variables, statements, Expressions, Operators, Precedence operators, Input-output Assignment, Control structures, Decision Making, Branching and looping one dimensional and multidimensional arrays, its applications, Declarations, string handling functions. Functions, User defined functions and system defined functions. <b>(16 marks)</b>	
<b>Practical:</b> Simple programs based on Unit-III	

**Reference Books:**

1. A. Leao R.M. Leon, Fundamentals of Information Technology, Techworld Publication.
2. C S V Murthy, Fundamentals of Computers, Himalaya Publishing House.
3. C S V Murthy, Information Technology, Himalaya Publishing House.
4. E Balaguru Samy, Programming in ANSI, TMH Publications.
5. R. Subburaj, Programming in C, Vikas Publishing House.
6. S.S.Khandare, Programming in C and C+, S. Chand & Co.
7. Susant K. Rout, C is simple, Tata McGraw Hill Publications.
8. V.K. Kapoor ,Computers and Information Technology, Sultan Chand & Sons.
9. Y.P. Kanetkar, Let us C, BPB Publications.

<b>PAPER-108</b> <b>MARKETING MANAGEMENT</b>	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
<b>Unit-I: Marketing:</b> Nature and scope of marketing, marketing management and its environment. <b>(14 marks)</b>	
<b>Unit-II: Marketing Segmentation:</b> Nature, basis, consumer buying behaviour, factors affecting, purchase behaviour. <b>(14 marks)</b>	
<b>Unit-III: Marketing Mix:</b> Introduction, Product decision, product definition, new product development process, product life cycle, positioning, branding and packaging decisions. <b>(14 marks)</b>	
<b>Unit-IV: Pricing:</b> Types, factors and strategies, Distribution: Channel decisions, types and factors. <b>(14 marks)</b>	
<b>Unit-V: Promotion:</b> Promotion mix and factors affecting it and Introduction to advertisement and Public relation. <b>(14 marks)</b>	

**Reference Books:**

1. Arun Kumar and N. Meenakshi, Marketing Management, Vikas Publishing House.
2. P. Ravilochanan, P, Principles of Marketing Management, Vrinda Publications.
3. Paul Baines, Chris Fill, Kelly , Marketing, Oxford University Press
4. Philip Kotler, Principles of Marketing, Prentice Hall of India.
5. V.S.Ramaswami & S.Namakumari, Marketing Management, MacMillan India Limited.
6. William J. Stanton, Michael J. Etzel, Fundamentals of Marketing, McGraw-Hill Publications.