

PAPER-201 BUSINESS COMMUNICATION SKILLS	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit- I: Principles of Letter Writing, Structure and Layout of letters, Planning a letter, Sales letters, Claim/Adjustment letters, Credit and collection letters, Job Application Letters and Preparation of Resume/Bio-Data. (12 marks)	
Unit- II: Enquiry, Quotations, Orders, Tenders, Memoranda, Notices/Circulars, Agenda & Minutes, Noting and Drafting. (12 marks)	
Unit- III: Office Procedure: (a) Receipt and Dispatch of Mail , Filing system, Classification of Mail, Modern Office Technology, Duplicating Technology, Storage Devices and Social Correspondence, (b) Modern office/Electronic Communication Systems: Computer, DTP, Tele printer-a general idea. (12 marks)	
Unit- IV: Business Reports, Characteristics of Business Report, Importance of Business Reports, Types of Business Reports, Structure of Business Reports, Preparatory steps to writing Business Reports, Elements of Style, Use of Illustration, Specimen of Business Reports. (14 marks)	
PRACTICAL: Examination during personal contact programme shall include practical. A candidate has to secure 40% both in the exam. During Personal Contact Programme and Term End Practical. Oral Presentation, Body language, Voice Modulation, Audience Awareness, Presentation and Debating Skill, Group Discussion, Thematic Appreciation Test. Introduction of Guests and Vote of thanks. (20 marks)	

Reference Books:

1. C.L.Bovee, Business Communication, Pearson Education.
2. K.K.Sinha, Business Communication, Taxmann Publications.
3. M. Balasubramanyam, Business Communication, Kalyani Publishers.
4. Meenakshi Raman, Business Communication, Oxford Publications.
5. R.C.Sharma Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw.
6. R.K.Madhukar, Business Communication, Vikas Publishing House.
7. R.V.Badi and K.Aruna: Business Communication, Vrinda Publications.
1. U. Rai and S.M.Rai- Business Communication, Himalaya Publishing House.
8. S.Jasmin & J.S.Bright, Business Letter Writing, Universal (ND).
9. Sarah Freema, Written Communication in English, Orient Longman.
10. Urmila Rai, Business communication, Himalaya Publishing House.

PAPER-202 COST AND MANAGEMENT ACCOUNTING	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Introduction to Cost Accounting, Difference between Cost and Financial Accounting, Cost Accounting vs. Cost Accountancy, Cost Concepts-Cost Accounting & Management Accounting, objective & Significance, Cost Classification, Technique of Total Cost Determination; Cost Sheet, Inventory Control, Allocation & Absorption of Overhead. Elements of cost and costing techniques. (14 marks)	
Unit-II: Job & Process Costing- process losses and Inter process profits, equivalent production, Joint Products and By-products, Cost-Volume-Profit Analysis, Marginal Costing, Batch costing, uniform costing and Inter-firm comparison. (14 marks)	
Unit-III: Standard Costing, budgeting & Budgetary Control, Reconciliation of cost and financial accounts, cost audit and management audit, cost control accounts, Integrated Accounts. (14 marks)	
Unit-IV: Fund Flow Statement, Cash Flow Statement, Ratio Analysis. (14 marks)	
Unit-V: Responsibility Accounting, Activity Based Costing, Management Reporting and Emerging Areas: Human Resource Accounting. Inflation Accounting and Social Accounting. (14 marks)	

Reference Books:

1. B.K.Bhar, Cost Accounting, Academic Publishers.
2. Bhabatosh Banerjee, Cost Accounting, World Press.
3. Jawahar Lal, Advanced Management Accounting, S.Chand and Co.
4. M.E.Thukaram Rao, Cost Accounting, New Age International.
5. M.N,Arora, Cost and Management Accounting, Himalaya Publishing House.
6. N.K.Agrawal, Cost Accounting, Global Business Press.
7. R.K.Sharma and S.K.Gupta, Advanced Cost and Management Accounting, Kalyani Publisher.
8. Ravi. M. Kishore, Cost Accounting, Taxmann Allied Services.
9. S.P. Jain & K.L. Narang, Cost Accounting, Kalayani Publisher.

PAPER-203 MANAGERIAL ECONOMICS	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit- I: Significance and Scope of Managerial Economics: Role of Managers in Business Economics, Paradigms applicable to business analysis. (14 marks)	
Unit- II: Market Demand: Determinants of Demand and Supply, Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium, Price, Income and Substitution Effects, Demand Forecasting. (14 marks)	
Unit- III: Production Function: Production decision-making, Short Run and Long Run Production Functions. (14 marks)	
Unit- IV: Market Analysis: Cost Structure, Various Concepts, Cost Estimation, Pricing and Output decisions in perfect competition, Monopoly, Monopolistic Competition. (14 marks)	
Unit- V: Profit Analysis: Theories of profit, Break Even Analysis, Managerial Decisions, Business Cycle. (14 marks)	

REFERENCE BOOKS:

1. Brigham E.E. & Pappas J.L., Managerial Economics, Dreden Press.
2. D.D.Chaturvedi and S.L.Gupta, Managerial Economics, International Book House.
3. D.N.Dwivedi, Managerial Economics, Vikas Publishing House.
4. Dholakia, Oza, Microeconomics for Management Students, Oxford University Press.
5. Ferguson C.E. John, R. Microeconomics Theory, Richard D. Irwin Press.
6. G.S.Gupa, Managerial Economics, Tata McGraw Hill.
7. H.L.Ahuja, Managerial Economics, S.Chand & Co.
8. H.R.Appanaiah & P.N.Reddy, Economics for Business, Himalaya Publishing House.
9. M.L.Jhingan and J.K.Stephen, Managerial Economics, Vrinda Publications.
10. P.L.Mehta, Managerial Economics, Sultan Chand and Sons.
11. P.N.Chopra, Managerial Economics, Kalyani Publisher.
12. Peterson and Lewis, Managerial Economics, Prentice Hall of India.

PAPER-204 BUSINESS AND LABOUR LAWS	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Law of Contract: Essentials of Contract, Offer and Acceptance, Consideration, Capacity of Contract, Coercion, Misrepresentation, Fraud, Mistake, Legality of objects, Agreement not declared void, Performance of Contract, Discharge of Contract, Breach of Contract, Quasi Contract. (14 marks)	
Unit- II: Sale of Goods Act: Contract of sale, Conditions and Warranties, transfer of Ownership, Performance of Contract of Sale, Remedial Measures, Sale by auction. Negotiable Instrument Act: Introduction, Types of negotiable instruments. Parties to the Negotiable Instrument, negotiation, Presentation and dishonour of Negotiable Instrument, Discharge of Negotiable instrument. (14 marks)	
Unit- III: Company Law: Introduction, Memorandum of Association and Articles of Association. Director's Powers & Responsibilities, Meeting and Proceeding, Borrowing Powers, Prevention, Operation and Mismanagement, Winding up. (14 marks)	
Unit- IV: Negotiable Instrument Act: Introduction, Types of Negotiable Instruments, parties to the Negotiable Instrument, Negotiations, Presentation and dishonour of Negotiable instruments, Discharge of Negotiable Instrument. (14 marks)	
Unit- V: Indian Partnership Act, Consumer Protection Act. (14 marks)	

Reference Books:

1. A.K.Sen and J.K.Mitra, Company Law, World Press.
2. Anil Kumar, Corporate Law, International Book House.
3. K.R.Bulchandani, Business Law, Himalaya Publishing House.
4. L.M.Porwal and S.Kumar, Industrial and Labour Legislations, Vrinda Publications .
5. N.D.Kapoor, Mercantile Law, Sultan Chand and Sons.
6. R.K.Bangia, Principles of Mercantile Law, Allahabad Law Agency.
7. S.K.Tuteja, Business Law for Manager, Sultan Chand and Sons.
8. S.S.Gulshan and G.K.Kapoor, Business Law including Company Law, New Age International.
9. P. Saravanavel, S.R.Mohapatra, Business and Company Law, Himalaya Publishing House.
10. R.S.N.Pillai, Business Law, S.Chand & Co.
11. M.C.Kuchhal, Business and Industrial Law, Vikas Publishing House.

PAPER-205 RELATIONAL DATABASE MANAGEMENT SYSTEM	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit-I: Introduction to DBMS: Data, database, database management system, structure of DBMS, Advantage of the DBMS over file system, DBA, three levels of data abstraction, instance and schema, Data Independence, data Models, Entity sets, Attribute, relationships, Mapping, cardinalities, simple ER Diagrams. (18marks)	
Unit- II: Relational Models: Structure of the relational data base, relational algebra, relational calculus, QBE, Quel, Codd's rule, integrity constraints, SQL, Views (16 Marks)	
Unit- III: Relational Database Design: Functional Dependency, Normalization using functional dependencies, multi valued dependency, normalization using multi valued dependencies. JOIN, different types of JOINS, decomposition, lossless decomposition, Dependency preservation. (16 Marks)	
Practical: SQL and PL/SQL	

Reference Books:

1. Abraham Silberschatz, Henry F Korth, S.Sudarshan, Database System Concepts, McGraw Hill.
2. Bipin C. Desai, An Introduction to Data Base System, Galgotia Publications.
3. Leon Alexis and Leon Mathews, Database Management systems, Vikas Publishing House.
4. Nirupama Pathak, Database Management systems, Himalaya Publishing House.
5. Remez Elmari, Fundamentals of Data Base Systems, Pearson Education.

PAPER-206 ORGANISATION BEHAVIOUR	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Introduction : Organisation Behaviour Meaning, Contribution from different field, History of Organisation Behaviour, Personality determinants and theories of personality. (14 marks)	
Unit-II: Motivation: Theories of Motivation; Need hierarchy theory, Two factor theory, equity theory, theory X & theory Y, expectancy theory, and situational theory. (14 marks)	
Unit-III: Leadership: Leader Vs Manager, Theories of Leadership (Trait theory & situational theory), Effectiveness of Leadership. conflict & conflict Management. (14 marks)	
Unit-IV: Group Process: Importance of group, Theories of group, Group cohesiveness, Interpersonal Behaviour in group-trust, stages of group formation, types of group. (14 marks)	
Unit-V: Organisation Culture : Formation and maintenance of culture, Communications; Interpersonal & Intergroup Communication, Barriers in communication, Role of Emotion in Communication. (14 marks)	

Reference Books:

1. Fred Lutharies, Organisational Behaviour, McGraw Hill International.
2. J.S.Chandan, Organisational Behaviour, Vikas Publishing House.
3. K. Aswathappa, Organisational Behaviour, Himalaya Publishing House.
4. M.Gangadhar Rao, & V.S.P.Rao, P.S.Narayan: Organisational Behaviour.
5. P.N.Khandelwala, Organisational Design for Excellence, Tata McGraw Hill Publications.
6. R.N.Banerjee, Organisational Behaviour, New Central Book Agency.
7. Robin Fincham, Principles of Organisational Behaviour, Oxford University Press.
8. S.S.Khanka, Organisational Behaviour, S.Chand & Co.
9. Stephens P Robbins, , Organisational Behaviour, Prentice Hall of India.
10. Subba Rao-Organisational Behaviour. Himalaya Publishing House.
11. Udai Pareek, Human Resource Development, Tata McGraw Hill.

PAPER-207	<i>Full Marks: 100</i>
QUANTITATIVE TECHNIQUES FOR MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Probability Distribution: Introduction, Random variable, Binominal distribution, Poisson distribution, Normal distribution. (14 marks)	
Unit-II: Sampling and Sampling Distribution: Introduction, Probability & non probability sampling, Testing of Hypothesis, Chi-square test. (14 marks)	
Unit-III: Business Forecasting: Correlation- Karl Pearson's Method, Rank Correlation, Regression Analysis, Time Series Analysis. (14 marks)	
Unit-IV : Introduction to Linear Programming: Formulation, Graphical solution and Simplex method (Phase I and II). (14 marks)	
Unit-V : Numerical Solutions to Algebraic & Transcendental Equations : Bisection Method, Iterative method, Newton Raphson Method, Regula falsi method. (14 marks)	

Reference Books:

1. E.Balgurusamy, Numerical Methods, Tata McGraw Hill Publications.
2. G C Beri, Statistics for Management, Tata McGraw Hill.
3. Gerald,Wheatley, Applied Numerical Analysis, Pearson Education.
4. J.K.Sharma, Business Statistics, Pearson Education.
5. Kanti Swarup ,Gupta & Manmohan: Operations Research, Sultan Chand & Sons.
6. Reddy, Quantitative Techniques for Management Decision, Himalaya Publishing House.
7. S D Sharama, Operations Research, Kedarnath and Ramnath & Co.
8. S P Gupta, Statistical Method, Sultan Chand & Sons
9. S S Sastry, Introductory Method of Numerical Analysis, Prentice Hall of India.
10. S.Kalavathy, Operations Research with C Programming, Vikas Publishing House.
11. Viswanathan, Business Statistics, Pearson Education.

PAPER-208	<i>Full Marks: 100</i>
OPERATION MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Introduction: What is operation Management? Critical responsibility of a Manager, Transformation process, Operations as Service, Historical Development of Operation Management, JIT and TQC, Quality and Productivity, TQM and Quality Certification, Business Process Re-engineering, Supply Chain Management. (14 marks)	
Unit-II: Job Design and Work Measurement: Job design decision, behavioural considerations in job design, job enrichment, method study, work measurement, financial incentive plan, job evaluation. (14 marks)	
Unit-III: Quality Management: Total Quality Management, Cost of quality, Six Sigma Quality, ISO 9000 Certification, Process Control Procedure, Acceptance Sampling. (14 marks)	
Unit-IV : Inventory Control: Definition of inventory, purpose of inventory, inventory costs, EOQ, Quantity Discounts, Periodic Review System, Reorder Level System, Selective Inventory Control, ABC, HML, XYZ, VED, SDE, FSN Analysis, Principles of Material Requirement planning. (14 marks)	
Unit-V: Production Planning and Control and Introduction to Project Management: Production Planning and Control, Routing, Scheduling, Introduction to Project Management, Networks Principles, CPM, PERT. (14 marks)	

Reference Books:

1. A. Bhatnagar and R.Agrawal, Production and Operations Management, Vrinda Publications.
2. B.S.Goel, Production and Operation Management, Pragati Prakashan
3. K.Aswhatha and K.S.Bhatt, Production and Operations Management, Himalaya Publishing House.
4. K.Bedi, Production and Operation Management, Oxford University Press.
5. M. Telsang, Industrial Engineering and Production Management, S.Chand & Co.
6. M.Mahendru and G.D.Sharma, Production and Operation Management, Kalyani Publishers.
7. Martand and Telsang: Industrial Engineering and Business Management, S. Chand & Co.
8. R.Paneerselvam, Production and Operation Management, Prentice Hall of India.
9. Richard Chase: Operations Management, McGraw Hill.
10. S.K.Mandal, Total Quality Management, Vikas Publishing House.
11. S.N.Chary, Production and Operation Management, McGraw Hill.