

MBA 5-YEARS INTEGRATED PRACTICE-ORIENTED PROGRAMME (IPOP)
Scheme of Examination (w.e.f. the Session 2016-17)

SEMESTER-I (Total Marks: 600; Total Credits: 24)

	Maximum Marks	Total Credits
IMS-101 : Conceptual Foundations of Management	100	4
IMS-102 : Business Mathematics	100	4
IMS-103 : Fundamentals of Accounting	100	4
IMS-104 : Indian Public Administration	100	4
IMS-105 : Computer Fundamentals	100	4
IMS-106 : Proficiency in English	100	4

SEMESTER-II (Total Marks: 500; Total Credits: 20)

	Maximum Marks	Total Credits
IMS-201 : Understanding Human Behaviour	100	4
IMS-202 : Business Statistics- I	100	4
IMS-203 : Financial Accounting and Auditing	100	4
IMS-204 : Business Laws	100	4
IMS-205 : Business Communication	100	4
IMS-206 : Environment Studies *	100	-

*The paper is as per the guidelines of Hon'ble Supreme Court. This is Core module syllabus as approved by UGC. The examination of this paper will be conducted by the Institute at its own level earlier than the semester examination and each student will be required to score minimum of 35% marks each in theory and practical. The marks obtained in this qualifying paper will not be included in determining the percentage of marks obtained for the award of degree. However, these will be shown in the detailed marks certificate of the student.

SEMESTER-III (Total Marks: 600; Total Credits: 24)

	Maximum Marks	Total Credits
IMS-301 : Soft Skills and Personality Development	100	4
IMS-302 : Business Statistics- II	100	4
IMS-303 : Business Economics -I	100	4
IMS-304 : Corporate Laws	100	4
IMS-305 : Cost Accounting	100	4
IMS-306 : Vyavharik Hindi	100	4

SEMESTER-IV (Total Marks: 600; Total Credits: 24)

	Maximum Marks	Total Credits
IMS-401 : Financial Management	100	4
IMS-402 : Human Resource Management	100	4
IMS-403 : Business Economics -II	100	4
IMS-404 : Marketing Management	100	4
IMS-405 : Business Research Methods	100	4
IMS-406 : Data Base Management System	100	4

Note: ⁵Every student shall be required to undergo 6-8 weeks summer training after the end of 4th Semester in an Industrial/Commercial/Service Organization in Private/Public/Co-operative/Joint Sector as approved by the Director. After the completion of the training every student shall be required to prepare and submit a report within 15 days of commencement of the 5th Semester. The students are required to make presentation of the report before a panel of experts on the date/s as notified by the Director.

SEMESTER-V (Total Marks: 600; Total Credits: 24)

	Maximum Marks	Total Credits
IMS-501 : Consumer Behaviour	100	4
IMS-502 : Production and Operation Management	100	4
IMS-503 : Management Accounting and Financial Analysis	100	4
IMS-504 : Business Environment	100	4
IMS-505 : Management Information System	100	4
IMS-506 : Summer Training Report ⁵	100	4

SEMESTER-VI (Total Marks: 600; Total Credits: 24)

	Maximum Marks	Total Credits
IMS-601 : Taxation Laws	100	4
IMS-602 : Entrepreneurial Development	100	4
IMS-603 : Principles of Banking and Insurance	100	4
IMS-604 : Sales Management	100	4
IMS-605 : International Business	100	4
IMS-606 : Comprehensive Viva-Voce	100	4

(From I to VI Semesters, Total Marks: 3500; Total Credits: 140)

Note: ⁷Every student shall be required to undergo 6-8 weeks summer training after the end of 6th Semester in an Industrial/Commercial/Service Organization in Private/Public/Co-operative/Joint Sector as approved by the Director. After the completion of the training every student shall be required to prepare and submit a report within 15 days of commencement of the 7th Semester. The students are required to make presentation of the report before a panel of experts on the date/s as notified by the Director.

SEMESTER-VII (Total Marks: 700; Total Credits: 28)

Compulsory Papers:

	Maximum Marks	Total Credits
IMS-701 : Indian Ethos and Business Ethics	100	4
IMS-702 : Organizational Behavior	100	4
IMS-703 : Summer Training Report ⁷	100	4

Optional Papers:

The students have the option to choose the major and minor areas of specialization from the three areas viz. Marketing, Finance and Human Resources. These areas once opted would remain same both in the fourth and fifth years of the course duration. Further, for the major area of specialization all the three papers are compulsory; whereas the students would be required to opt the first paper (IMS-704, or IMS-707, or IMS-710) of the respective area of minor specialization.

Marketing

	Maximum Marks	Total Credits
IMS-704 : Rural Marketing	100	4
IMS-705 : Advertising Management	100	4
IMS-706 : Logistics Management	100	4

Finance

	Maximum Marks	Total Credits
IMS-707 : Financial Institutions and Markets	100	4
IMS-708 : Multinational Financial Management	100	4
IMS-709 : Security Analysis and Investment Management	100	4

Human Resources

	Maximum Marks	Total Credits
IMS-710 : Managing Interpersonal Group Processes	100	4
IMS-711 : Human Resource Development	100	4
IMS-712 : Industrial Relations	100	4

SEMESTER-VIII (Total Marks: 650; Total Credits: 26)

Compulsory Papers:

	Maximum Marks	Total Credits
IMS-801 : Business Policy and Strategic Management	100	4
IMS-802 : Management Science	100	4

Elective Paper*

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*The students would be required to opt for any one of the elective papers offered by the Departments/Institutes within the faculty of Commerce and Management. The list of these elective papers would be provided by the Director.

Optional Papers:

The students would be required to opt for the same major and minor areas of specialization as was opted in the 7th Semester. Further, for the major area of specialization all the three papers are compulsory; whereas the students would be required to opt the first paper (IMS-803, or IMS-806, or IMS-809) of the respective area of minor specialization.

Marketing

	Maximum Marks	Total Credits
IMS-803 : Services Marketing	100	4
IMS-804 : International Marketing	100	4
IMS-805 : Business Marketing	100	4

Finance

	Maximum Marks	Total Credits
IMS-806 : Working Capital Management	100	4
IMS-807 : Foreign Exchange Management	100	4
IMS-808 : Strategic Financial Management	100	4

Human Resources

	Maximum Marks	Total Credits
IMS-809 : Labour Legislation in India	100	4
IMS-810 : Global Human Resource Management	100	4
IMS-811 : Manpower Development for Technical Change	100	4

Note: ⁹Every student shall be required to undergo 6-8 weeks summer training after the end of 8th Semester in an Industrial/Commercial/Service Organization in Private/Public/Co-operative/Joint Sector as approved by the Director. After the completion of the training every student shall be required to prepare and submit a report within 15 days of commencement of the 9th Semester. The students are required to make presentation of the report before a panel of experts on the date/s as notified by the Director.

SEMESTER-IX (Total Marks: 700; Total Credits: 28)

Compulsory Papers:

	Maximum Marks	Total Credits
IMS-901 : E-Commerce	100	4
IMS-902 : Export and Import Management	100	4
IMS-903 : Summer Training Report ⁹	100	4

Optional Papers:

The students would be required to opt for the same major and minor areas of specialization as was opted in the 7th Semester. Further, for the major area of specialization all the three papers are compulsory; whereas the students would be required to opt the first paper (IMS-904, or IMS-907, or IMS-910) of the respective area of minor specialization.

Marketing

	Maximum Marks	Total Credits
IMS-904 : Integrated Marketing Communication	100	4
IMS-905 : Retail Marketing	100	4
IMS-906 : Marketing of Non-Profit Organization	100	4

Finance

	Maximum Marks	Total Credits
IMS-907 : Portfolio Management	100	4
IMS-908 : Insurance Procedures and Documentation	100	4
IMS-909 : Financial Derivatives	100	4

Human Resources

	Maximum Marks	Total Credits
IMS-910 : Organizational Change and Stress Management	100	4
IMS-911 : Counseling Skills for Managers	100	4
IMS-912 : Performance Management	100	4

Note: *On the onset of 9th semester the institute will assign research project topics to each student. The students would be required to finalize the synopsis of their research project during the 9th semester by the date finalized by the Director. The research project will be evaluated in the 10th semester. The students are required to submit the final project report upto 15th April of the respective session/year of 10th Semester. A student may be permitted to submit the project report after the above mentioned date but on or before 30th April by the Director in special case.

SEMESTER-X (Total Marks: 600; Total Credits: 24)

Compulsory Papers:

	Maximum Marks	Total Credits
IMS-1001 : Project Management	100	4
IMS-1002 : Research Project*	100	4
IMS-1003 : Comprehensive Viva-Voce	100	4

Optional Papers:

The students would be required to opt for the same major and minor areas of specialization as was opted in the 7th Semester. Further, for the major area of specialization both the two papers are compulsory; whereas the students would be required to opt the first paper (IMS-1004, or IMS-1006, or IMS-1008 of the respective area of minor specialization.

Marketing

	Maximum Marks	Total Credits
IMS-1004 : Product and Brand Management	100	4
IMS-1005 : Strategic Marketing Management	100	4

Finance

	Maximum Marks	Total Credits
IMS-1006 : Management of Financial Services	100	4
IMS-1007 : Bank Management	100	4

Human Resources

	Maximum Marks	Total Credits
IMS-1008 : Compensation Management	100	4
IMS-1009 : Cross Cultural Management	100	4

(From I to X Semesters, Total Marks: 6150; Total Credits: 246)

Elective Papers Offered in the Institute

	Maximum Marks	Total Credits
EPIMS-1 : Leadership and Effective Management	100	2
EPIMS-2 : Export Import Procedures and Finance	100	2

IMS-101 : Conceptual Foundations of Management

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To facilitate an understanding of concepts, principles and functions of management.

Course Content:

- Unit-I : Nature, Scope and Significance of Management; Process of Management; Management as an Art, Science and Profession; Management and Administration; Role of Managers; Principles of Management; Levels of Management. Evolution of Management Thought: Classical, Neoclassical and Contingency;
- Unit-II : Planning: Meaning and Importance of Planning; Planning Process; Making Planning Effective; Types of Plans; Decision Making: Concept, Nature, Types of Decision, Process and Techniques, Creativity in Decision Making. Management by Objectives.
- Unit-III : Organizing – Nature, Importance, Process and Principles of Organizing, Departmentalization, Decentralization, Centralization, Delegation, Authority and Responsibility Relationship - Line, Staff and Functional; Formal vs. Informal Organizations. Directing: Concept, Nature and Importance
- Unit-IV : Foundations of individual and group behaviour, understanding work teams, Motivation: Concept and Significance, Theory X and Theory Y, Maslow's Theory of Motivation.
- Unit-V : Leadership: Meaning, Importance and Characteristics of a Good Leader, Control: Nature, Process and Significance, Control Methods: Pre-action Control, Steering Control and Post-action Control, Control Techniques.

Suggested Readings:

1. Koontz, H. and Wehrich, H.: Management, 10th ed., McGraw - Hill, New York, 1995.
2. Robbins, S.P. : Management, 5th ed., Englewood Cliffs, Prentice Hall Inc., New Jersey, 1996.
3. Management ;Robert Kreitner&MamataMohapatra, 2008 edition.
3. Stoner, J. etc: Management, 6th ed., Prentice Hall of India, New Delhi, 1996.
4. Luthans, F.: Organizational Behaviour, 7th ed., McGraw Hill, New York, 1995.
5. Rao, V. S. P.: Management, 1st ed., Excel Books, New Delhi, 2002.

IMS-102 : Business Mathematics

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To familiarize the students with a broad based knowledge of mathematics with focus on business applications.

Course Content:

- Unit-I : Theory of Sets: Meaning, Elements, Types, Presentation and Equality of Sets; Union, Intersection, Compliment and Difference of Sets; Venn Diagrams; Cartesian Product of Two Sets; Application of Set Theory.
- Unit-II : Matrices : Types, Properties, Addition, Multiplication, Transpose and Inverse of Matrix. Properties of Determinants; Solution of Simultaneous Linear Equations; Business Application of Matrices.
- Unit-III : Indices and Logarithms; Arithmetic, Geometric and Harmonic Progressions and their Business Applications; Sum of Squares and Cubes of First Natural Numbers.
- Unit-IV : Permutations and Combinations; Binomial Theorem
- Unit-V : Functions: Concept, and Types. Differential and Integral Calculus - An Introduction; Applications of derivatives

Suggested Readings:

1. Sharma, J. K.: Business Mathematics (Theory & Applications); Ane Books Pvt. Ltd., New Delhi, 2008
2. Sancheti, D.C.and Kapoor, V. K.: Business Mathematics; Sultan Chand & Sons, New Delhi, 2004
3. Raghavachari, M.: Mathematics for Management – An Introduction; Tata McGraw Hills Publishing Company Ltd., New Delhi, 2004
4. Aggarwal, B.M.: Business Mathematics & Statistics; Anne Books Pvt. Ltd., New Delhi, 2009.
5. Srinivasa, G. & George Deepa: Business Mathematics & Statistics; New Age, New Delhi, 2003.
6. Zamirudin, KhannaV. K: Business Mathematics; Vikas Publishing House, New Delhi, 2003.

IMS-103 : Fundamentals of Accounting

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Content:

- Unit-I : Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation
- Unit-II : Accounting Process: Journal and Ledger, Trial Balance including Rectification of Errors, Subsidiary Books.
- Unit-III : Capital and Revenue, Classification of Income, Expenditure and Receipts. Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments)
- Unit-IV : Depreciation: Concept, Causes, Features, Objectives and Methods. Valuation of Stock, Bank Reconciliation Statement.
- Unit-V : Computer and Accounting: Role of Computer in Accounting; Flow Chart, Software Packages for Accounting, Accounting for Non- Profit Organizations.

Suggested Readings:

1. Khan, M.Y. and Jain: Financial Management, 5th ed., Tata McGraw Hills Publishing Company Ltd., New Delhi
2. Goyal, V. K.: Financial Accounting, 3rd ed., Excel Books, 2009.
3. Hingorani, N. L. and Ramanathan, A. R.: Management Accounting, 5th ed., Sultan Chand & Sons, New Delhi, 1992.
4. Bhattacharya's. K. and dearden J.: Accounting for Management - Text And Cases, Vikas Publishing House, New Delhi,
5. Jawahar Lal: Cost Accounting, Vikas Publishing House, New Delhi.
6. Gupta, R. L. and Ramaswamy: Advanced Accounting, Vol.1 & 2, Sultan Chand & Sons, New Delhi

IMS-104 : Indian Public Administration

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To develop an understanding of the basics of the Indian public administration.

Course Content:

- Unit-I : Indian Administration: Introduction and Features; President: Election, Impeachment, and Powers; Prime Minister and Council of Ministers: Appointment, Powers and Role. Cabinet Secretariat: Organization, Role and Functions.
- Unit-II : Ministry of Finance: Organization and Functions; Finance Commission; Comptroller and Auditor General; Executive and Legislative Control on Public Administration: Public Accounts Committee, Estimate Committee, Committee on Public Undertakings.
- Unit-III : State Administration in India: Governor, Chief Minister, Council of Ministers; Secretariat and Directorate: Organisation and Functions. Chief Secretary: Role and Functions in State Administration.
- Unit-IV : District Administration: Functions; District Collector: Role and Functions; Other Functionaries of Sub-District Level: Sub-Divisional Magistrate, Block Development and Panchayat Officer, Tehsildar.
- Unit-V : Local Government in India; Urban Local Bodies: Municipal Corporation, Municipal Council and Municipal Committees; Rural Local Bodies: Gram Panchayats, Panchayat Samities and Zila Parishads.

Suggested Readings:

1. Avasthi A. 1980. Central Administration: Tata Mc Graw Hill: New Delhi.
2. Chanda Ashok: 1967. Indian Administration: Allen and Unwin: London.
3. Singh Hoshier and Singh Mohinder, 1989. Public Administration in India: Theory and Practice; Sterling Publishers Private Ltd., New Delhi.
4. Puri, K.K., 1985, Indian Administration, Bharat Prakashan, Jalandhar.

IMS-105 : Computer Fundamentals

Total Credits: 4; Maximum Marks: 100 (Internal: 30, Practical: 40, External: 40); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of two marks each (one part from each unit of the syllabus). Further, two questions of six marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of the course is to make the students understand the basics of computer and its applications.

Course Content:

- Unit-I : Fundamentals of Computers: Introduction to Computer, Types (Analog, Digital and Hybrid); Characteristics of Computers; Evolution of Computers (History, Generation), Basic Components of a Computer, Their Functions and Inter-relation; RAM, ROM; Computer Hardware and Software; Computer Languages; Types of Computer Systems: Personal-Micro, Mini, Mainframe and Super Computer.
- Unit-II : Data Representation : Number Systems (Binary, Octal and Hexadecimal) and Their Inter-Conversions; Binary Arithmetic; Internal Data Representation; Organization of Memories; Representation of Number (Fixed-point and Floating-Point); Representation of Alphanumeric Character Codes.
- Unit-III : Data Storage: Primary Storage; Secondary Storage; Input and Output Devices. Concept of Data Communication and Network Topology
- Unit-IV : Operating System: Introduction to Operating System; Types of Operating Systems. Word Processor: Meaning and Applications.
- Unit V : Windows: Basic Functionality; MS Office: MS Word, MS Excel, MS PowerPoint, Internet: Usage and Applications.
- Practical:** The practical will be based on the applications of MS Office- MS Word, MS Excel, and MS PowerPoint.

Suggested Readings :

1. Sinha , P. K.: Computer Fundamentals, 3rd ed., BPB Publications, New Delhi.
2. Raman Raja: Fundamentals of Computer, Prentice Hall of India, New Delhi, 2007.
3. Jaiswal, S.: Computer science Question Bank Bible, Galgotia Publishers, New Delhi, 1997.
4. Dhunnna Mukesh, Dixit J.B.: Information Technology in Business Management, University Science Press New Delhi (An imprint of Laxmi Publications, New Delhi), 2010
5. Gill N.S.: Computer Network, Krishna Publishing House, New Delhi
6. Douglas, E. Comer: Computer Network and Internet, Pearson Education, New Delhi

IMS-106 : Proficiency in English

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set ten questions in all, two questions of fourteen marks each from each unit. The students will be required to attempt five questions in all, selecting one question from each unit.

Course Objective: The objective of the course is make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

Course Content:

- Unit I : Basic Grammar: Spotting the errors pertaining to Articles, Nouns, Pronouns, Adjectives, Adverbs, Subject Verb Concord, Active & Passive voice, Reporting Speech.
- Unit II : Reading and writing skills – Paragraph Writing, Outline Development, Slogan Writing, Dialogue Writing, Comprehension Passage.
- Unit III : Vocabulary, Antonyms, Synonyms, Idioms and Phrases, Words often Confused, One Word Substitution, Homonyms and Formation of words (Suffixes, Prefixes and Derivatives)
- Unit IV : Introduction to Principal Components of Spoken English- Transcription, Word Accent and Intonations
- Unit V : Techniques of developing proficiency in English language: Newspaper, Magazine Reading, reviewing and rewriting, Audio Visual Aids for language skill enhancement, Book Review Writing. Writing for Media and Advertising, Group Discussion, Problem Solving Exercise & Visual Interpretation

Suggested Readings :

1. Wren and Martin: High School Grammar & Composition: Sultan Chand & Sons, New Delhi
2. S.D.Sharma, Communication Skill in English:, Natraj Publishing House
3. Anjana Neira Dev, Anuradha Marwah & Swati Pal, Creative writing – A Beginner's Manual, Pearson Publishing India. 2009.
4. Textbook of English Phonetics : For Indian Students, T Balasubramania Macmillan Publishers India.
5. English Phonetics for Indian Students: A Workbook by Balasubramania, Macmillan India Pvt. Ltd.

Detailed Syllabus: 2nd Semester

IMS-201 : Understanding Human Behaviour

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Content:

- Unit-I : Definition of Behaviour; Psychology in Historical Perspective- Behaviourism, Gestalt Psychology, Psychoanalysis; An overview of different branches of Psychology - Clinical, Industrial, Social, Experimental and Para Psychology.
- Unit-II : Perception - Meaning and Significance of Perception; Perceptual Organization -Laws of Organization; Perceptual Abnormalities - Illusions & Hallucinations.
- Unit-III : Learning - Meaning and Process; Types of Learning; Learning Theories- Classical Conditioning, Operant Conditioning, Social Learning Theories, Learning Curves; Problem Solving and Thinking.
- Unit-IV : Motivation - Meaning and Significance; Theories of Motivation, Emotion-Meaning; Theories; Management of Emotion; Emotional Intelligence-Meaning, Significance and Assessment; Attitude and Value: Meaning, Components, Theories of Attitudes.
- Unit-V : Personality - Definition; Types, Determinants and Assessment of Personality. Theories of Personality. Self-concept, Self- Esteem, Self-Efficacy.

Suggested Readings :

1. Robert, A. Baron: Psychology, Pearson, New Delhi, 2003.
2. Morgan, C.T. and King: Introduction to Psychology, Mc Graw Hill, New Delhi, 2005.
3. Baren and Greenberg : Behaviour in Organisations, Pearson Education
4. Luthans, Fred : Organisations Behaviour, Tata Mc Graw Hill, New Delhi

IMS-202 : Business Statistics- I

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To acquaint the students with the basics of statistical techniques and their applications to business problems.

Course Content:

- Unit-I : Statistics: Meaning, Scope, Significance, Functions, and Limitations; Collection of Data: Types of Data, Methods of Collecting Primary Data; Sources of Secondary Data; Classification and Tabulation of Data; Organizing Numerical Data: Ordered Array, and Frequency Distribution; Cumulative and, Percentage Frequency Distributions; Bi-variate Frequency Distributions; Diagrammatic and Graphic Presentation of Data.
- Unit-II : Measures of Central Tendency: Mean Median, Mode, Geometric Mean, and Harmonic Mean; Partition Values - Quartiles, Deciles, and Percentiles. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation; Measures of Skewness; and Kurtosis.
- Unit-III : Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Coefficients of Correlation. Regression Analysis: Concept, and Significance, Two Lines of Regression.
- Unit-IV : Multiple Correlation and Regression Analysis: Estimation of Multiple Regression Equation; Calculation of Multiple Correlation Coefficient; Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations.
- Unit-V : Index Numbers: Meaning, Types, and Uses; Methods of constructing Index Numbers; Tests of Adequacy. Chain Index Numbers. Special Problems: Base Shifting, Splicing, and Deflation of Index Numbers. Problems in the Construction of Index Numbers.

Suggested Readings:

1. Gupta, B. N. : Statistics (Theory & Practice); Sahitya Bhawan Publishers and Distributors (P) Ltd., Agra.
2. Hooda, R. P. : Statistics for Business and Economics; MacMillan India Ltd., New Delhi.
3. Gupta, S. P. and Gupta M. P.: Business Statistics; Sultan Chand and Sons, New Delhi.
4. Sharma, J. K.: Business Statistics; Prentice Hall of India, New Delhi, 2003.

IMS-203 : Financial Accounting and Auditing

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of the course is to provide advanced knowledge of accounting along with auditing procedures of corporate.

Course Content:

- Unit- I: Concept of Partnership Firm; Partnership Deed, Accounting for partnership; Admission of new partner; Valuation of Goodwill, Sacrifice ratio, Retirement and death of a partner, Dissolution of firm.
- Unit-II: Meaning, formation and types of companies; Company Accounts- Accounting for issue, forfeiture and reissue of shares. Debenture-Meaning and types of debentures, Issue of debentures, purpose of issue, Accounting for issue and redemption of debentures.
- Unit-III: Final Accounts of a company- Profit and Loss Account, Balance Sheet, Managerial Remuneration, Valuation of shares.
- Unit-IV: Amalgamation, Absorption and Reconstruction- Nature of purchase, purchase consideration, Accounting in the books of transferor and Transferee Company. Inter company holdings.
- Unit-V: Auditing- concept, functions of an Auditor, procedure of auditing, internal control and audit, qualifications of company auditor, Auditor's report.

Suggested Readings:

1. Rajesh Kothari, 'Management Accounting- Concepts and Applications, MacMillan India Ltd., 2007.
2. S.N.Maheshwari, S.K.Mahaeshwari, : Accounting for Management, Vikas Publishing House Pvt. Ltd., 2006.
3. M.A.Sahaf, : Management Accounting- Principles and Practice, Vikas Publishing House Pvt. Ltd., 2006.
4. M.N.Arora, 'Cost and Management Accounting' Vikas Publishing House Pvt. Ltd., 2006.
5. Prof. S. Jayapandian, 'Accounting for Managers - effective techniques for decision making.
6. Ambrish Gupta, : Financial Accounting for Management, Dorling Kindersley (India) Pvt. Ltd., 2009

IMS-204 : Business Laws

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To give an exposure to the students of some of the major commercial laws affecting business.

Course Content:

- Unit I: Indian Contract Act 1872: Meaning and Essentials of a Valid Contract, Performance of Contract, Breach of Contract and its Remedies, Contracts of Indemnity, Guarantee, Bailment and Pledge
- Unit-II: Law of Agency: Types of Agents, Rights and Duties of an Agent, Termination of Agency. Sales of Goods Act, 1930: Meaning and Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Property, Unpaid Seller and his Rights.
- Unit-III: The Negotiable Instruments Act 1881: Types of Negotiable Instruments; Holder and Holder-in-due-course; Negotiation by Endorsements; Crossing of a Cheque and Dishonour of Cheque.
- Unit-IV: Major Provisions of Consumer Protection (Amendment) Act 2002, Consumer Protection Bill 2015, The Competition Act 2002, Forms of Intellectual Property Rights and Important Laws regulating IPRs in India
- Unit-V: Cyber Laws in India; Categories of Cyber Crimes- Unauthorised Access and Hacking of Computers, Trojan Attack, Virus or Worm Attack, Denial of Service attack, Email Spoofing, Spamming and Bombing etc. Major Provisions of Information Technology Act (ITA) 2000 and Amended (ITAA) 2008. Reasonable Security Practices, Role of The Indian Computer Emergency Response Team (CERT-In).

Suggested Readings:

1. Aggarwal, S. K., Singhal, K., Business Laws, Galgotia Publications, New Delhi, 2004.
2. Datey, V. S., Business and Corporate Laws, Taxmann Allied Services (P) Ltd., New Delhi.
3. Gulshan, S. S., Business Law, New Age International Publication, New Delhi.
4. Kapoor, N. D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2004.
5. Kuchhal and Prakash, Business Legislation for Management, Vikas Publishing House Pvt. Ltd., New Delhi, 2007.
6. Maheshwari, S. N. and Maheshwari, S. K., A Manual of Business Law, 2nd Edition, Himalaya Publishing House, New Delhi.
7. Tulsian P. C., Business Law, Tata McGraw Hill, 2nd Edition, New Delhi, 2000.

IMS-205 : Business Communication

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To develop Written and Oral Communication Skills.

Course Content:

- Unit-I : Communication : Meaning, Objectives and Importance; Communication Process, Barriers in Communication ;Essentials of Effective Communication; Verbal and Non-Verbal Communication; Effective Listening; formal & Informal Communication.
- Unit-II : Business Messages: Memo Writing, Proposal Writing, Office Orders, Office Circulars; Report Writing: Types and Formats; Persuasive Message Writing.
- Unit-III : Public Speaking: Strategies for Oral Presentations, Informative and Persuasive Speaking; Interpersonal Communication: Dyadic, Interviewing, Telephonic Conversation, Dictating.
- Unit-IV : Communication Outside the Organization: Agenda, Quotations, Tenders, Business Letters, Complaints and Follow-up Letters; Business & Group Meetings: Purpose, Types and Responsibility in Business Meetings.
- Unit-V : Job Application Process: Written Job Presentation, Interview and Follow-Up, Use of Visual Aids in Business Communication. Ethical Issues in Communication.

Suggested Readings:

1. Hilderbrandth and Murphy: Effective Business Communications, Irwin McGraw Hill, 7th edition, USA.
2. Sinha, K.K.: Business Communication, Galgotia Publishing Company.
3. Pradhan, Homai, et al: Business Communication, Himalaya Publishing House.
4. Paul, Rajendra and Korthalli, J.S.: Business Communication, Sultan Chand & Sons.
5. Chaturvedi and Chaturvedi : Business Communication, Pearson Publishing

IMS-206 : Environment Studies

Maximum Marks: 100 (Theory: 75 Marks, Practical/Field Work: 25 Marks)

Exam Pattern: The question number will be consisting of two parts. **Part-A** will consists of five Short answer pattern questions of *five* marks each. **Part-B** will consists of five Essay type questions of *ten* marks each with inbuilt choice.

Note: The paper is as per the guidelines of Hon'ble Supreme Court. This is Core module syllabus as approved by UGC. The examination of this paper will be conducted by the Institute at its own level earlier than the semester examination and each student will be required to score minimum of 35% marks each in theory and practical. The marks obtained in this qualifying paper will not be included in determining the percentage of marks obtained for the award of degree. However, these will be shown in the detailed marks certificate of the student.

Course Content:

Unit-1 : The multidisciplinary' nature of environmental studies, Definition, Scope and Importance. Need for public awareness.

Unit-2 : Natural Resources: Renewable and non-renewable resources, Natural resources and associated problems.

(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.

(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.

- Equitable use of resources for sustainable lifestyle.

Unit-3: Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem, (b) Grassland ecosystem, (c) Desert ecosystem, and Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit-4: Biodiversity and its conservation

- Introduction –Definition; genetic, species and eco- system diversity.
- Biogeographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity of global, National and local levels, India as a mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endomic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-5: Environmental Pollution Definition

Cause, effects and control measures of:

- a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise Pollution.
 - f. Thermal Pollution.
 - g. Nuclear hazards.
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution.
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.

Unit-6: Social Issues and the Environment

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people: Its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit-7:

- Human Population and the Environment
- Population growth, variation among nations.
- Population explosion- Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- MV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and Human health.
- Care Studies.

Unit-8: Field work

- Visit to a local area to document Environment assets- river/ forest/ grassland/ hill/ mountain.
- Visit to Local polluted site-Urban/Rural Industrial/Agricultural.
- Study of common plant, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work equal to 5 lectures hours)

Detailed Syllabus: 3rd Semester

IMS-301 : Soft Skills and Personality Development

Total Credits: 4; Maximum Marks: 100

Note: Continuous evaluative criteria would be followed to evaluate the performance of the students. The same would be based on practical activities assigned by the teacher concerned.

Course Objective: The objective of this course is to develop budding managers with idealistic, practical and moral values and soft skills to enhance holistic development of students and improve their employability skills.

Course Content:

MODULE 1: Self-analysis and assessment: Perception and Attitude and Attributes, Importance of Self Confidence, Self Esteem. Goal-setting: Wish List, SMART Goals, Blueprint for success, Short Term, Long Term, Life Time Goals, Vision. Etiquette – Social etiquette, business etiquette, civic sense and social norms.

MODULE 2: Communication Skills- reading, writing, speaking and listening skills, Time Management: Value of time, Diagnosing Time Management, Weekly Planner To-do list, Prioritizing work.

MODULE 3: Factors of motivation, Intrinsic and Extrinsic Motivators. Change: coping skills – critical and adaptive mind-sets – changes in career / life / people.

MODULE 4: Creative thinking: Out of box thinking, Lateral Thinking-- Problem solving skills, purpose-driven decisions. Stress management, Emotional Intelligence: coping with emotions – interpersonal conflicts – emotional – rational balance.

MODULE 5: Personality development: its various techniques: Mnemonics, mediation and concentration techniques, self-hypnotism, self-acceptance and internal growth. Role and importance of 'Ancient Indian Wisdom' in shaping personality.

References:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.
2. Personality Development by Rajiv K. Mishra. Rupa & Co.
3. Youngster's Guide to Personality Development Paperback – 2011, S.P. Sharma
4. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
5. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
6. Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972
7. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006
8. Desire2will: Dr Dinesh Kumar.
9. Lateral Thinking : Bono Edward De
10. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006

IMS-302 : Business Statistics- II

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to acquaint the students with inferential statistical techniques and their applications to business problems.

Course Content:

- Unit-I : Probability Theory: Basic Concepts and Approaches; Addition and Multiplication Rules; Bayes' Theorem. Probability Distribution: Meaning and Types; Characteristics and Applications of Binomial, Poisson and Normal Distributions.
- Unit-II : Sampling: Need, Significance and Methods of Sampling; Sampling and Non-sampling Errors; Law of Large Numbers; Central Limit Theorem; Large and Small Sampling Distributions.
- Unit-III : Statistical Estimation: Estimates and Estimators, Point and Interval Estimation of Population Mean, Proportion, and Variance. Statistical Testing: Hypotheses and Errors, Large and Small Sample Tests – z test, t -test, and F test.
- Unit-IV : Non-Parametric Tests: Chi-square Tests of Goodness of Fit, Independence and Homogeneity, Tests of Equality of several Population Proportions; Sign Test, Wilcoxon Signed-Rank Test, Wald-Wolfowitz Test, Kruskal-Wallis H Test.
- Unit-V : Role of Statistics in Quality Management: Significance and Introduction; Statistical Quality Control : Quality Control Charts for Variables, for Attributes; Acceptance Sampling.

Suggested Readings:

1. Aczel Amir D. and J. Sounderpandian: Business Statistics; Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Hooda, R.P.: Statistics for Business and Economics; MacMillan India Limited, New Delhi.
3. Levin Richard I. and David S. Rubin: Statistics for Management; Prentice Hall of India Private Limited, New Delhi.
4. Kohlar Heinz & Harper Collins: Statistics for Business and Economics, New York.
5. Gupta, S. P. and Gupta M. P.: Business Statistics; Sultan Chand and Sons, New Delhi.
6. Sharma, J. K.: Business Statistics; Prentice Hall of India, New Delhi, 2003.

IMS-303 : Business Economics-I

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To introduce basic concepts, analytical tools and theories of business economics.

Course Content:

- Unit-I : Economics: Meaning, Nature and Scope; Micro & Macro Economics; Central Problems of an Economy, Economic Systems – Types and Features
- Unit-II : Introduction to Business Economics: Nature and Scope of Business Economics; Decision Process; Fundamental Concepts in Business Decisions, Basic Tools in Economic Analysis, Functional Relationship Between Economic Variables, the Function; Objectives of a Firm, Baumol's Theory and Behavioral Model, Profit Maximisation as the Goal of Corporate Firms.Limitations of Economic Theories.
- Unit-III : Theory of Demand: Meaning, Law of Demand; Types of Demand; Factors Affecting Demand; Marginal Utility Analysis and Analysis of Consumer Behaviour: Cardinal and Ordinal Utility Approach; Elasticity of Demand; Measurement of Elasticity of Demand and its Implications in Decision Making Process; Introduction to Demand Forecasting - its Role, Types and Methods.
- Unit-IV : Production and Cost Analysis; Meaning of Production; Production Function, Least Cost Combination of Inputs; Factor Productivity and Returns to Scale; Cost Concepts. Traditional and Modern Theory of Cost in Short and Long Run; Economies of scale
- Unit-V : Market Structures and firm's equilibrium, Concepts of Revenue, Break-Even Analysis, CVP analysis

Suggested Readings:

1. Dean, Jod: Managerial Economics, New Delhi, Prentice Hall.
2. Haynes, W. W., V. L. Mote and S. Paul(1970): Managerial Economics-Analysis and Cases, Bombay.
3. Truett, C. J. and D. B. Truett(1984): Managerial economics,2nd ed.,Cincinnati, South Western Publication.
4. Dwivedi, D. N.: Managerial Economics, 7th ed., Vikas Publication, 2008.
5. Koustosiannis, A: Modern Micro Economics,2nd ed., Mc Millan,1979.

IMS-304 : Corporate Laws

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this paper is to acquaint the students with major provisions of The Companies Act, 2013.

Course Content:

- Unit-I : The Companies Act 2013: Important Terms, Titles of the Chapters and Major provisions (in brief), Difference between The Companies Act 1956 and The Companies Act 2013. Meaning, Features, Types of Companies.
- Unit-II : Formation and Incorporation of Company: Promotion of Company and role of Promoters, Registration Formalities, Commencement of Business. Provisions regarding Companies Incorporated outside India, Memorandum of Association: Clauses and its Alteration. Articles of Association: Contents and its Alteration.
- Unit-III : Prospectus- Main Contents of a Prospectus, Types- Deemed Prospectus, Red-Herring Prospectus etc. Mis-statement and Liability for Mis-statement. Shares and Share Capital, Provisions regarding Issue, Transfer and Transmission of Securities, Members and Shareholders.
- Unit-IV : Appointment, Qualifications, Duties, Resignation and Removal of Directors. Prevention of Oppression and Mis-management, Meetings of the Board of Directors and its Powers, Managerial Remuneration, Role of Independent Directors, CEO and Company Secretary.
- Unit-V : Corporate Social Responsibility (CSR) and Corporate Governance. Revival and Rehabilitation of Sick Companies, Provisions regarding Winding-up of a Company.

Suggested Readings:

1. Gulshan S.S.: Company Law, Excel Books New Delhi, 2009
2. Ashok K. Bagrail: Company Law, Vikas Publications New Delhi, 2005
3. Kapoor N.D.: Company Law, Sultan Chand and Sons New Delhi, 2007
4. Avtar Singh : Company Law
5. S.C. Kucchal : Company Law

IMS-305 : Cost Accounting

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of the course is to provide knowledge of basic concepts to the students in cost accounting.

Course Content:

- Unit-I : Cost Accounting: Meaning, Definition, Objectives, Advantages and Limitations; Difference between Cost Accounting and Financial Accounting. Installation of a Costing System. Difficulties in Installing a Costing System. Methods and techniques of Cost Accounting ;Cost Units and Cost Centers; Elements and Classification of Cost. Cost Sheet and Components of Total Cost.
- Unit-II : Materials Control : Meaning, Need, Purchasing and Function of Purchase Department. Purchase Procedure. Stores Control: Maximum Level, Minimum Level, Safety Level, EOQ, Material Records, Stores Ledger, Perpetual Inventory System, Continuous Stock- taking.
- Unit-III : Labour Cost, System of Wage Payment, Time Wage System and Piece Rate System. Premium and Bonus Plans. Marginal Costing: Meaning, Characteristics, Merits and Limitations.
- Unit-IV : Overheads: Introduction, Classification, Codification, Source of Collection, Departmentalization, Allocation and Apportionment. Job and Batch Costing, Process Costing.
- Unit-V : Contract Costing: Reconciliation of Cost and Financial Accounts, Cost Audit and Cost Reduction.

Suggested Readings:

1. Saxena, V. K.: Basics of Cost Accounting, Excel Books, New Delhi,2004.
2. Arora, M. N.: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi,2009.
3. Pillai: Cost Accounting, S. Chand, New Delhi,2005.
4. Thakur, K. S.: Cost Accounting Theory and Practice, Excel Books, 2009.
5. Jain: Cost Accounting, Prentice Hall, New Delhi, 2005.
6. Kishore Ravi: Cost & Management Accounting, Taxman Allied Services, New Delhi,2005.

IMS-306 : Vyavharik Hindi

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set ten questions in all, two questions of fourteen marks each from each unit. The students will be required to attempt five questions in all, selecting one question from each unit.

उद्देश्य : प्रस्तुत प्रश्न-पत्र का उद्देश्य वाणिज्य एवं प्रबन्धन से जुड़े विद्यार्थियों को राजभाषा / राष्ट्रभाषा हिन्दी का व्यावहारिक ज्ञान प्रदान करना है, ताकि वे जनसामान्य तक अपनी बात, उनकी अपनी भाषा में, समझा सकें ।

खण्ड -क

राजभाषा अधिनियम, राष्ट्रपति के अध्यादेश तथा केन्द्रीय सरकार की हिन्दी शिक्षण -योजना ।

खण्ड -ख

पत्राचार के विविध रूप (मूल पत्र, पत्रोत्तर, पावती, अनुस्मारक, अर्द्धसरकारी, ज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अन्तःविभागीय टिप्पण, निविदा सूचना, विज्ञापन, प्रेस विज्ञप्ति, प्रेस नोट, प्रतिवेदन)

खण्ड -ग

- (क) अनुवाद : स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी/हिन्दी अनुच्छेद का अनुवाद), अनुमाषण (आशु अनुवाद)
- (ख) पल्लवन : परिभाषा, प्रक्रिया और गुण
- (ग) संक्षेपण : परिभाषा, विधि और गुण

खण्ड -घ

पारिभाषिक शब्दावली (मंत्रालयों, उपक्रमों, निगमों, बैंकों, रेलवे-क्षेत्रों, रेडियो तथा दूरदर्शन में प्रयुक्त पारिभाषिक शब्दों और वाक्यांशों का अध्ययन)

नोट इस खण्ड के अन्तर्गत विकल्प -रहित 14 पारिभाषिक शब्द अथवा 07 पारिभाषिक वाक्यांश दिए जाएंगे, जिनमें से सभी का स्वीकृत पारिभाषिक अर्थ लिखनी होंगी ।

खण्ड -ङ

निबन्ध-लेखन (निम्नलिखित विषयों में से चार-पांच विषय दिए जायेंगे, जिनमें से लगभग 300 शब्दों पर आधारित एक निबन्ध लिखना होगा)

1. वाणिज्य अध्ययन में हिन्दी की उपयोगिता
2. उपभोक्ता, बाजार और वाणिज्य
3. बैंक और वाणिज्य
4. कुशल प्रबन्धन और वाणिज्य
5. विज्ञापन और वाणिज्य
6. वाणिज्य विकास में कम्प्यूटर की भूमिका
7. श्रमिक असंतोषों का उद्योग जगत पर प्रभाव
8. जनसंख्या - वृद्धि का राष्ट्र -समृद्धि पर प्रभाव
9. अन्तर्राष्ट्रीय व्यापार और अन्तर्राष्ट्रीय मुद्रा-कोष
10. निजीकरण का भारतीय अर्थव्यवस्था पर प्रभाव
11. वैश्वीकरण और भारतीय उद्योग
12. महंगाई
13. काला धन
14. ऊर्जा संकट
15. लघु उद्योगों का भविष्य

संदर्भ ग्रन्थ

1. प्रयोजनमूलक हिन्दी : राजनाथ भट्ट, हरियाणा साहित्य अकादमी, पंचकूला-2004.
2. अनुवाद विज्ञान : राजमणि शर्मा, हरियाणा साहित्य अकादमी, पंचकूला -2004.
3. प्रामाणिक आलेखन और टिप्पण : विशाज, राजपाल एण्ड सन्स, दिल्ली -2005.
4. प्रयोजनमूलक हिन्दी के छः अध्याय, दर्शन कुमार जैन, लिपि प्रकाशन, अम्बाला छावनी-1996.

Detailed Syllabus: 4th Semester

IMS-401 : Financial Management

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To familiarize the students with basics and important aspects of financial management.

Course Content:

- Unit-I : Nature, Scope, Functions and Objectives of Financial Management, Organization of Finance Function, Time Value of Money, Source of Long-term and Short-Term Finance.
- Unit-II : Cost of Capital: Concept, Computation of Cost of Capital, Capital Budgeting- Conventional & Discounting Methods.
- Unit-III : Leverages: Operating, Financial and Combined Leverages. Capital Structure: Theories & Determinants of Capital Structure
- Unit-IV : Dividend Policy: Introduction, Considerations and Approaches to Valuation of Stock, Dividend Models.
- Unit-V : Working Capital Management: Management of Cash, Inventories Management and Receivables Management.

Suggested Readings :

1. Pandey, I. M. : Financial Management , Vikas Publication, 2003.
2. Khan, M. Y. : Financial Management, Tata Mc Graw Hill, 2003.
3. Chandra Prasanna : Financial Management, Vikas Publication , 2003
4. James C. Van Horne: Financial Management and Policy, Prentice Hall of India, New Delhi.
5. John Hampton: Financial Decision-Making, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.

IMS-402 : Human Resource Management

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to familiarise the students with the basic functions and processes of Human Resource Management.

Course Content:

- Unit-I : HRM: Historical Development, Definition, Objectives, Scope, Significance and Functions of HRM; Human Resource Planning.
- Unit-II : Recruitment: Process, Sources, Methods and Techniques; Selection: Process, Tests, Interview; Placement and Induction.
- Unit-III : Training: Process, Principles, Methods, Types; Training need Assessment and Process Evaluation; Development: Nature, Process, Methods, Techniques and Evaluation.
- Unit-IV : Compensation Management: Wages, Salaries, Incentives, Fringe Benefits, Bonus; Job Evaluation; Performance Appraisal; Potential Appraisal; Performance Management.
- Unit-V : Career Planning and Development; Industrial Relations: Concept, Trade Unionism; Industrial Disputes; Grievance Handling; Workers Participation in Management. Present and future trends in HRM. Competitive challenges influencing HRM.

Suggested Readings:

1. R.S. Dwivedi: Personal Management in Indian Enterprises.
2. Armstrong, M.A.: Handbook of HRM Practices.
3. Aswathappa, K.: Human Resource & Personnel Management, McGraw Hill, New Delhi, 2005.
4. Dessler, G.: Human Resource Management, Pearson, New Delhi, 2005.
5. Rao, V. S. P.: Human Resource Management, Pearson, New Delhi, 2005.
6. Gomez, M. & Louis, R.: Managing Human Resources, PHI, New Delhi, 2006.
7. Cascio, W. F.: Managing Human Resources, Tata McGraw Hill, New Delhi, 2005.

IMS-403 : Business Economics-II

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To introduce basic concepts, analytical tools and theories of business economics.

Course Content:

- UNIT-I : Product Pricing and Market Structures: Market Structures and firm's equilibrium; Pricing under Different Types of Market Structures i.e. Perfect, Monopoly, Monopolistic and Oligopoly.
- Unit-II : Pricing Strategies - Cost-Plus, Life Cycle, Transfer Pricing, Peak-Load Pricing; Administered Pricing System; Dual Pricing System; Differential Pricing System; Popular Pricing Strategies; Linear Programming and Economic Analysis.
- Unit-III : Factors of Production; Supply and wage determination; Recardian and Modern Theory of Rent; Theory of Interest-classical and Loanable Funds Theory, keynes' Liquidity Preference Theory.
- Unit-IV : Analysis of National Income-Variou Concepts, Determination of National Income, Keynesian Perspective, Consumption Function & Multiplier-Accelerator- Business, Business Cycle.
- Unit-V : Inflation; Deflation; Stagflation; Monetary & Fiscal policy : Balance of Payments; Global Economic Trends.

Suggested Readings :

1. Dean, Joel: Managerial Economics, New Delhi, Prentice Hall.
2. Truett, C. J. and D. B. Truett(1984): Managerial economics, 2nd ed., Cincinnati, South Western Publication.
3. Dwivedi, D. N.: Managerial Economics, 7th ed., Vikas Publication, 2008.
4. Koustosiannis, A: Modern Micro Economics, 2nd ed., Mc Millan, 1979.
5. Manab adhikary: Business economics, 2nd ed., Excel Books, 2006.
6. Atamanand: managerial economics, 5th ed., Excel Books, 2006.

IMS-404 : Marketing Management

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to familiarise the students with the basic concepts, functions and processes of Marketing.

Course Content:

- Unit-I : Marketing- Definition, Nature & Scope, Core Marketing Concepts, Evolution of Marketing, Marketing Mix, STP(Segmenting, Targeting & Positioning) Approach to Marketing, Marketing Environment. Value Concept & Framework. Recent trends in Marketing Management.
- Unit-II : Product-Meaning, Levels, Product Mix, New Product Development Process, Product Life Cycle- Concept & Application, Branding & Packaging.
- Unit-III : Promotion Mix- An Introduction to Advertising, Sales Promotion, Personal Selling, Direct Marketing & Public Relations. Pricing- Objectives, Methods & Policies
- Unit-IV : Distribution Channels- Planning & Management, Retailing, Wholesaling, Physical Distribution & Logistics Decisions.
- Unit-V : Selected Applications: Marketing Research & Information System, Internet Marketing, Green Marketing, Network Marketing.

Suggested Readings:

1. Marketing Management: Phillip Kotler, Kevin Lane Keller, Prentice Hall of India. 12th edition, 2006
2. Marketing Management- A South Asian Perspective, Philip Kotler, Koshi & Zha. Pearson Education India. 13th edition, 2009
3. Marketing Management-Global Perspective Indian context, V S Ramaswamy & S Namakumari, Macmillian India. 4th edition 2009
4. Marketing Management by Arun Kumar & N Meenakshi, Vikas Publishing House. 1st edition.
5. Marketing Concept & Cases, W.J Stanton & Ajay Pandit, Tata McGraw Hill Publishing. 13th edition, 2008.

IMS-405 : Business Research Methods

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to acquaint the students with concepts and basics of research methodology.

Course Content:

- Unit-I : Research in Business- Meaning, Objectives, Motivation, and Utility. The Language of Research-Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory, Models. Research Process- an Overview.
- Unit-II : Research Design- Concept and Importance in Research. Exploratory Research Design, Descriptive Research Design, Experimental Research Design, Sampling- Need, Sampling Design, Probability Sampling, Nonprobability Sampling.
- Unit-III : Collection of Primary Data- Observation Method, Interview Method, Collection of Data through Questionnaires and Schedules. Collection of Secondary Data. Measurement and Scaling Techniques.
- Unit-IV : Data Preparation- Editing, Coding, Data Entry. Data Analysis- Univariate Analysis, Bivariate Analysis. Hypothesis Testing.
- Unit-V : Multivariate Analysis- an overview of Factor analysis, Conjoint Analysis, Cluster Analysis, Multidimensional Scaling. Use of SPSS and Other Softwares in Research. Report Writing and Presentation of Results.

Suggested Readings:

1. Malhotra, Naresh K.: Marketing Research an Applied Orientation, 5th edition, Pearson.
2. Cooper and Schindler: Business Research Methods, 8th edition, Tata McGraw Hill.
3. Boyd & Westfall: Marketing Research, Prentice Hall.
4. Kothari, C. R.: Research Methodology, New Age International Publishers.
5. Shekharan & Uma: Business Research Methods-A Skill- Building Approach, 7th ed., New York, John Willy, 2002.
6. Creswell, John W.: Research Design-Qualitative & Quantitative Methods, New York, John Willy, 2002.

IMS-406 : Data Base Management System

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: To inculcate the knowledge of Data Base & their effective usage in managerial Decision making.

Course Content:

- Unit-I : Database: Concept, Objectives, Advantages, & Limitations ; Architecture of Database System; Schema, Subschema, Components of Database System.
- Unit-II : Logical & Physical Data Independence, Database Administration, Entity, Attributes, E-R Diagram, Entity-Relationship (One-To-One, One-To-Many, Many-To-One).
- Unit-III : Hierarchical, Network & Relational Data Models, Functional Dependency, Transitive Dependency, Normalization.
- Unit-IV : Structured Query Language(SQL), Components of SQL, Data types in SQL, Operators in SQL, DDL, DML, & DCL Commands.
- Unit-V : Database Security, Concurrency.

Suggested Readings:

- 1 Korth, Abraham: Database System Concepts, 4th ed., McGraw Hill.
- 2 Navathe: Fundamental of Database System, Addison Wesley.
- 3 Date, C. J.: Introduction to Database System, 7th ed., Addison Wesley.
- 4 Fred R. McFadden, Jeffery A. Hoffer & Marry B. Prescott: Modern Database Management, 5th ed., Pearson Education.
- 5 Datey, Y. S.: An Introduction to Database System, Pearson, New Delhi, 2006
- 6 Rameez Elmasri: Foundation of Database System, Pearson, New Delhi, 2006.
- 7 Elmasri, Navathe, Somayajulu and Gupta: Fundamentals of Database Systems, Pearson Education, 2007
- 8 Kumar Muneesh: Business Information System, Vikas Publishing House, 2006

Detailed Syllabus: 5th Semester

IMS-501 : Consumer Behaviour

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to impart the knowledge to students regarding consumer behaviour and its implications for marketers.

Course Content:

- Unit-I : Consumer Behaviour: Meaning, Nature, Scope and Historical Development; Consumer Behaviour as a Discipline: Contribution of Other Disciplines in the Formation of Consumer Behaviour Theories and Models; Consumer Research: Meaning, Process; Factors Influencing Consumer Behavior- An Overview.

- Unit-II : Psychological Factors Affecting Consumer Behaviour: A Study of Concepts of Motivation, Personality, Perception and their Marketing Implications.

- Unit-III : Psychological Factors Affecting Consumer Behavior: Learning, Self- Concept and Attitude Formation and Change and their Marketing Implications. Cultural Influences on Consumer Behavior: Cultural Influences; a Study of Culture, Subculture and Social Class; Social and Economic Influences on Consumer Behavior.

- Unit-IV : Social Influences: A Detailed Study of Reference Groups and Family Influences, Consumer Influence & The Diffusion of Innovation: Meaning of Innovation and Factors Affecting its Diffusion. Adopter Categories; Concept of Opinion Leadership.

- Unit-V : Consumer decision Making: Levels, Process and Marketing Implications. Various Decision Making Models: Nicosia Model, Howard-Sheth Model, Blackwell Model. Consumerism: Meaning & Implications for India, Cross Cultural Consumer Behavioral Perspective & Implications.

Suggested Readings:

1. Schiffman L.G. & Kanuk, L.L.: Consumer Behaviour, PHI, New Delhi.
2. Stuart Henderson, Britt :Consumer Behaviour in Theory and in Action.
3. Benett Peter D. & Kassarian, Harold H.: Consumer Behaviour, PHI, New Delhi.
4. David L. Loudon: Consumer Behaviour, Tata McGraw Hill, New Delhi.

IMS-502 : Production and Operation Management

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The basic objective of this course is to familiarise the students one of the important functional areas of Management i.e. production.

Course Content:

- Unit-I : Production - Definition, Nature, Scope and Importance, Production as a Functional Area of Management, production Systems - Job, Batch and Flow Production, Continuous and Intermittent Production.
- Unit-II : Facility Location, and Layout: Need, Meaning, and Types of Plant Layout, Plant Layout and Material Handling, Inventory Management: Techniques of Inventory Control.
- Unit-III : Production Forecasting - Concept, Importance and Methods. Production Planning and Control, Master Production Scheduling, Materials Requirement Planning.
- Unit-IV : Method Study - Concept, Application, Procedure. Relevance of Forms, Charts and Reports in Method Study. Work Measurement Time Study - Concept, Application, Procedure, Determination of Standard, Actual and Normal Time, Performance Rating, Work Sampling.
- Unit-V : Managing for Quality: Meaning of Quality, Principles, TQM, Six Sigma and Statistical Quality Control.

Suggested Readings:

1. Starr, Martin K. : Production and Operations Management, Biztantra, New Delhi, 2005
2. Aswathappa, K. and Bhat, K. Shridhara : Production and Operations Management, Himalaya Publishing House Pvt Ltd, Mumbai, 2008
3. Panneerselvam, R. : Production and Operations Management, Prentice Hall of India Pvt Ltd, New Delhi, 2005
4. Chunawalla, K. and Patel, D. R. : Production and Operations Management, Himalaya Publishing House Pvt Ltd, Mumbai, 2008
5. Kachru, Upendra : Production and Operations Management, Excel Books, New Delhi, 2007

IMS-503 : Management Accounting and Financial Analysis

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this paper is to make the students capable in understanding and analyzing the financial statements so as to facilitate in managerial decision-making.

Course Content:

- Unit-I : Management Accounting: Nature, scope, functions and significance. Distinction between Financial Accounting and Management Accounting, Responsibility Accounting.
- Unit-II : Budgeting Process; Performance Budgeting, Zero base budgeting, Programme budgeting and Activity based budgeting. Budgetary control: Nature, objectives and significance. Types of Budgets: Operational Budgets, Financial budgets and Master Budget.
- Unit-III : Marginal Costing: Nature, Significance and Limitations, CVP Analysis and Break even analysis. Distinction between Marginal Costing and Standard Costing.
- Unit-IV : Financial Analysis: Nature and tools; Ratio Analysis: Meaning and Significance, Types- Profitability ratios, Efficiency ratios, Liquidity ratios, Solvency ratios and Risk ratios; Common Size Statements and Comparative statements.
- Unit-V : Cash flow statements; Management reporting: Meaning and significance, Types of reports, Principles of reporting.

Suggested Readings:

1. Rajesh Kothari, 'Management Accounting- concepts and applications, MacMillan India Ltd., 2007.
2. S.N.Maheshwari, S.K.Mahaeshwari, 'Accounting for Management, Vikas Publishing House Pvt. Ltd., 2006.
3. M.A.Sahaf, 'Management Accounting- Principles and Practice' Vikas Publishing House Pvt. Ltd., 2006.
4. M.N.Arora, 'Cost and Management Accounting' Vikas Publishing House Pvt. Ltd., 2006.
5. Prof. S. Jayapandian, 'Accounting for Managers- effective techniques for decision making' 2006.

IMS-504 : Business Environment

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The main objective of this course is to apprise the students the basics and of business environment.

Course Content:

- Unit-I : Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment. Micro and Macro Environment. Concepts of Liberalization, Privatization, Globalization and Disinvestment
- Unit-II : Economic environment: economic system and economic policies. Economic Roles of Government - Planning, Entrepreneurial, Regulatory and Promotion, Major Problems of Indian Economy, Economic Planning in India.
- Unit-III : New Economic Policy and Economic Reforms; Sun-rise sectors of India Economy. Recent Industrial Policy, Monetary Policy, Union Budget and Fiscal Policy.
- Unit-IV : Social and Cultural Environment – Nature and Impact on Business. Social Audit-Meaning and Importance of Corporate Governance and Social Responsibility of Business. Technological environment -Features, impact of technology on Business
- Unit-V : International Environment, Foreign Trade Policy, Role of WTO, IMF & World Bank, Balance of Payment, FDI-Meaning, Need for FDI in developing countries. MNCs in India, Challenges faced by International Business and Investment Opportunities for Indian Industry.

Suggested Readings:

1. Cherunilam, Francis: Business Environment, Himalaya Publishing House.
2. Joshi, Rosy & Kapoor Sangam: Business Environment, Kalyani Publishers,2009.
3. Aswathappa, K.: Essentials of Business Environment, 7th ed., Himalaya Publishing House.
4. Mishra, S.K.& Puri, V.K.: Economic Environment of business, Himalaya Publishing House.
5. Frank, T. Paine & William Naumes: Organizational Strategy & Policy, The Dreyden press, Chicago, 1982.

IMS-505 : Management Information System

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to acquaint the students with Information Systems in Management.

Course Content:

- Unit-I : MIS - Definition, Nature, Scope. The Impact of Information Systems on Organizational Decision Making. Information- Types, Characteristics. Types of Information System in organizations & their interrelationships.
- Unit-II : System Development Life Cycle, Role of System Analyst, System Analysis And Design. IT infrastructure and platforms.
- Unit-III : Telecommunications, Networks and the Internet. Role and Importance of Wireless Communication in Organizations, New trends in wireless communication.
- Unit-IV : MIS Applications: Operational Excellence and Customer Intimacy through Information Systems, Knowledge Management Systems, Decision Support Systems, Executive Support Systems.
- Unit-V : Selected Topics in MIS—Managing Global Systems, E-commerce, M-commerce, Ethical and Social Issues in Information Systems, Security Issues in MIS.

Suggested Readings:

1. Kenneth C Laudon., Jane P. Loudon: Management Information System –Managing the Digital Firm, Pearson Education India, 2009
2. James O Brien: Management Information System, Tata McGraw-Hill Publishing, 2005
3. D.P. Goyal: Management Information System, Macmillan Publishing, 2000

IMS-506 : Summer Training Report

Total Credits: 4; Maximum Marks: 100 (Report: 50 marks and Presentation on Report: 50 marks)

Note: Every student shall be required to undergo 6-8 weeks summer training after the end of 4th Semester in an Industrial/Commercial/Service Organization in Private/Public/Co-operative/Joint Sector as approved by the Director. After the completion of the training every student shall be required to prepare and submit a report within 15 days of commencement of the 5th Semester. The students are required to make presentation of the report before a panel of experts on the date/s as notified by the Director.

Detailed Syllabus: 6th Semester

IMS-601 : Taxation Laws

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

Course Content:

- Unit I : Income Tax Act 1961 -Basic Concepts: Assessment Year, Previous Year, Person, Assesse, Income under Income Tax Act 1961, Agricultural Income, Capital Expenditure & Revenue, Residential Status, Incidence of Tax, Income Exempted from Tax.
- Unit II : Heads Classification & Computation of Income Tax : Salaries, Income from House Property.
- Unit III : Heads Classification & Computation of Income Tax: Income from Business or Profession, Capital Gains & Income from Other Sources, Aggregation of Income, Set Off & Carry Forward of Losses.
- Unit IV : Deductions from Gross Total Income & Tax Liability. Rebates from Income Tax, Assessment of Individual Income Tax, Assessment of Company's Income Tax, TDS.
- Unit V : An Overview of Income Tax Authorities of India, Tax Planning and Tax Management, Money Laundering, An Introduction to Service Tax, CENVAT, VAT & GST.

Suggested Readings:

1. Lal, B. B.& Vashisht Nitin: Income Tax & Central Sales Tax- Law & Practice, Pearson Education.
2. Singhanian, Vinod K. & Singhanian Monica: Students Guide to Income tax, Taxman.
3. Mehrotra: Indian Taxation Laws, Sahitya Bahvan.
4. Ahuja, G. K.& Ravi Gupta: Systematic Approach to Income Tax
5. Lokhotia, R.N.: Corporate Tax Planning, Latest Edition, (Vision Publications, Delhi)
6. Singhanian, V.K.: Direct Tax Planning & Management, (Taxman Publication, Delhi).
7. K.C. Jain & V.K. Gaur: Taxation – Law & Practice (Kalyani Publications).

IMS-602 : Entrepreneurial Development

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to acquaint the students with concepts of entrepreneurship, focus areas in the development of entrepreneur.

Course Content:

- Unit-I : Entrepreneurship : Meaning and Significance, Relationship between Entrepreneurship Development and Economic Development, Types of Entrepreneurs, Entrepreneurial Competencies, Factors Affecting Entrepreneurial Growth,-Economic & Non Economic Factors, Role of Entrepreneurship in India.
- Unit-II : Influence on Entrepreneurial Development: Socio Cultural, Political, Economical and Psychological Influence on E.D., Problems Associated with Entrepreneurship in India, Role of Innovation and Creativity in Entrepreneurship.
- Unit-III : Role of Government, Promotional Agencies and Institutions in Entrepreneurship Development, Incentives and Various Financial Schemes available for Entrepreneurs.
- Unit-IV : New Venture Development : Methods and Procedures. Overcoming Hurdles in New Venture Development. Feasibility study : Preparation of Feasibility Reports, Selection of Factory Location, Market Potential, Demand Analysis, Measurement, Working Capital Requirement, Profit and Tax Planning.
- Unit-V : Small Scale Industry: Definition, Role and Problems of SSI; New Industrial Policy for SSI; Industrial Sickness: Causes, Consequences and Remedial Measures; financing of SSI.

Suggested Readings:

1. Desai, Vasant: Dynamics of Entrepreneurship Development; Himalaya Publications.
2. Drucker, Peter: Innovation & Entrepreneurship; Heinemall, London.
3. Dollinger, Marc J.: Entrepreneurship: Strategies & Resources, Pearson.
4. McClelland, D. C. & Winter, W. G. :Motivating economic achievement, Free Press, New York.
5. Monk, Ellen & Bert: Concept in Enterprise Resource Planning, Thompson, UK.

IMS-603 : Principles of Banking and Insurance

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this subject is to acquaint students with the contemporary issues in the banking and insurance sectors. It also imbibes knowledge of managerial issues related to life insurance and general insurance.

Course Content:

- Unit-I : Insurance-Concept, Nature, Classification-Life & Non-life, Functions, Importance and Principles of Insurance; IRDA Act 1999 – Organization, guidelines for life & Non-life insurance.
- Unit-II : Life Insurance –Concept; Public & Pvt. Sector companies in India – their products, schemes & plans; LIC Act 1956-An overview.
- Unit-III : General Insurance – Concept, Types; Public & Pvt. Sector companies in India – their products, schemes & plans.
- Unit-IV : Bank – Concept, Classification their objectives & functions. Bank Management – Concept, Functions, Importance. Legal framework of regulation of banks: Banking Regulation Act 1949 and main amendments, RBI Act 1934 and main amendments.
- Unit-V : Banking forms- Corporate Banking, Rural Banking, Retail Banking, International Banking, e-banking. Banker-customer relationship: Payment and collection of cheques; special services rendered by banks to customer. Reforms in banking after 1991.

Suggested Readings:

1. Nalini Prave Tripathy, Prabir Pal, 'Insurance theory and practice' TMH 2007.
2. Justin Paul and Padmalatha Suresh, 'Management of Banking and financial services'. TMH 2009.
3. M. Ravathy Sriram and P.K. Bamanan, 'Core banking solution' PHI 2008
4. Jyotsna Sethi and Nishevan Bhatia, 'Elements of Banking and Insurance' PHI 2008.
5. Vijayaragavan Iyengar, 'Introduction to Banking' Excel Books Pvt. Ltd. 2007.
6. Viganim, BML, 'Banking, law and practice' Konak Publication 2005
7. K.C. Shekhar, Lakshmy Shekhar, 'Banking, theory and practice' Pearson publications, 2009.

IMS-604 : Sales Management

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective The main objective of this course is to acquaint students with the nature of Sales Force Management and its application in corporate sector.

Course Content:

- Unit-I : Sales Management: Concept, Objectives and Functions; Personal Selling: Concept & Importance, Classification of Sales Jobs; Buyer-Seller Dyads; Personal Selling process; Theories of selling. Sales Force Management challenges.

- Unit-II : Sales Planning: Importance, Approaches and Process of Sales Planning; Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force.

- Unit-III : Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivating and Leading the Sales-Force; Sales Meetings and Contests.

- Unit-IV : Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time Management; Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota.

- Unit-V : Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance; Ethical Issues in Sales Management. Role of IT in Sales Management.

Suggested Readings:

1. Spiro, Stanton & Rich : Management of a Sales Force, Tata McGraw-Hill : 11th edition, 2003.
2. Still, Cundiff & Govoni : Sales Management, 5th edition 2007.
3. Tapan k. Panda, Sunil Sahadev: Sales and Distribution Management , Oxford University Press, 2008
4. Tanner, Honeycutt, Erffmeyer :Sales Management, Pearson Education India , 1st edition, 2009
5. S.A.Chunawala : Sales and Distribution Management , Himalaya Publishing House, 2nd edition, 2008.
6. Gupta, S. L.: Sales and Distribution Management , Excel Books, 1st Edition, 2005.
7. David Jobber, Geoff Lancaster : Selling and Sales Management, Pearson Education India 6th edition, 2003.

IMS-605 : International Business

Total Credits: 4; Maximum Marks: 100 (Internal: 30, External: 70); Time: 3 Hours

Note: The examiner is required to set eleven questions in all. The question number one will be compulsory, and would contain five parts of four marks each (one part from each unit of the syllabus). Further, two questions of ten marks each are to be set from each units of the syllabus. In all, the students are required to attempt six questions – one compulsory question and one question from each unit of the syllabus.

Course Objective: The objective of this course is to acquaint the students with concepts of international business, focus areas in the international trade and globalisation trends.

Course Content:

- Unit-I : International Business : Concept, Theories of International Trade. Nature, Importance and Growth of International Business in India. Recent trends in export and import in India.
- Unit-II : Technology transfers-importance and types; Foreign investment: Nature, types and theories, Foreign investment flows and barriers, BOP status in India, Capital and current account convertibility.
- Unit-III : Environmental impact of factors in International business: Cultural, political, legal and economic. Rationale for Government intervention and control, Trade Barriers, Facilities provided by Govt. to business enterprises operating internationally.
- Unit-IV : Modes of entry in International business, Meaning and Types of MNE's, Impact of MNE's, International business strategies- Geographical, Collaborative and Control Strategy, Marketing and HR Strategies.
- Unit-V : International economic and business integrations- role in promoting international business, India's relationship with WTO, NAFTA, SAFTA, EU, BRICS, IBSA.

Suggested Reading :

1. Apte, International Financial Management, TMH.
2. Black and Sundaram: International Business Environment, Prentice Hall of India, New Delhi.
3. Daniels, Johan and Lee H. Redebaugh: International Business Environment and Operations, Readings.
4. Leith, Johan M.: International Economic Policies and Theoretical Foundation, Academic Press, New York.
5. Shapiro: International Financial Management, PHI.
6. Soderesten, B.O. : International Economics, McMillan, London.

IMS-606 : Comprehensive Viva-Voce

Total Credits: 4; Maximum Marks: 100

NOTE: The Viva-Voce will be based on all the papers studied by the students during the three years. It will be conducted jointly by internal and external examiners.