



SHRI RAMDEOBABA COLLEGE OF ENGINEERING AND MANAGEMENT, NAGPUR

An Autonomous College of Rashtrasant Tukadoji Maharaj
Nagpur University, Nagpur, Maharashtra, India

**TEACHING SCHEME & SYLLABUS
2015-16**

DUAL DEGREE COURSE IN MANAGEMENT



Dual Degree Course in Management

About the Department:

An era of excellence dawned with the birth of the Department of Management Technology (DMT). It was established under aegis of Shri Ramdeobaba College of Engineering & Management with the dream of nurturing and developing managerial talent. The MAM full time program is designed to equip students with domain knowledge of management in different business discipline & to develop leadership skills to enable students to make decisions in complex environment.

The Department Management Technology (DMT) has received Overall ranking of 107 across India. It is ranked 19th in Western India, 2nd in Vidarbha & Ranked 1st in the various Institutes Affiliated to RTM Nagpur University. In Industry Institute Interaction category DMT has been ranked 90th position in Western India by Business world 25th June 2012.

Vision:

We envisage Department of Management Technology to be a Place of Learning imparting management education of highest standard, most relevant at all times to meet the needs of the industry of suitable, efficient and ethical human resources.

Mission:

To impart quality education in the field of management by continuously updating the course contents to match the needs of industry and to develop industry institute interaction for mutual benefit for enhancement of knowledge, research, acumen and employability of the students

Programme Education Objectives & Outcomes (Department of Management Technology)

Program Education Objectives :

- To develop understanding of the functional areas of business of Marketing, Finance, Global Business, Business Law and Ethics, Assessment (Qualitative and Quantitative) methods.
- To develop leadership, team building, human relations professionalism, social and ethical values at work.
- To identify relevant data sources for analysis, apply appropriate analytical tools and technique, generate and evaluate alternative courses of action to take business decision.
- To develop business communication and interpersonal skills to identify & resolves various business issues & problems.
- To develop understanding of implications of various issues (likeethical business issues, global environments issues, societal issues etc) on business decisions.
- To develop understanding of critical concepts and tools that are relevant to active leadership and achieving organizational objectives and goals, whether they involve processes, projects or people.

Published by

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ISO 9001 : 2008 CERTIFIED ORGANISATION

Program Outcomes :

- Students of the program will be able to demonstrate domain knowledge of various business functions like marketing, HR, finance, operations & IT.
- Students of the program will be able to formulate an actionable business strategy that is grounded in theory and practice from multiple business disciplines.
- Students of the program will be able to conduct business analysis by integrating and synthesizing knowledge and perspectives from the core business disciplines.
- Students of the program will be able to conduct data-driven analyses to identify significant business problems, recommend feasible solutions to the problem, and justify a course of action.
- Students of the program will be able to apply leadership theories to analyze business situations and develop theory-based recommendations.
- Students of the program will be able to effectively utilize communication & interpersonal skills inside & outside business organizations.



**Scheme of Examination of Dual Degree Course in Management
Semester Pattern**

I SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BMT101	English Language	3	2	0	40	60	100	4	3 Hrs.
2	BMT111	Business Ethics & Corporate Governance	3	2	0	40	60	100	4	3 Hrs.
3	BMT103	Business Mathematics	3	2	0	40	60	100	4	3 Hrs.
4	BMT104	Human Skills	3	2	0	40	60	100	4	3 Hrs.
5	BMT105	Computer Applications	3	2	0	40	60	100	4	3 Hrs.
6	BMA101	Self Management	5	0	0	--	--	--	--	--
Total			20	10		200	300	500	20	

**Scheme of Examination of Dual Degree Course in Management
Semester Pattern**

II SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BMT106	Business Communication	3	2	0	40	60	100	4	3 Hrs.
2	BMT107	Foreign Language	3	2	0	40	60	100	4	3 Hrs.
3	BMT108	Business Statistics	3	2	0	40	60	100	4	3 Hrs.
4	BMT109	Financial Accounting	3	2	0	40	60	100	4	3 Hrs.
5	BMT112	Organizational Behavior	3	2	0	40	60	100	4	3 Hrs.
6	BMA102	Environment Management	5	0	0	--	--	--	--	--
Total			20	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

III SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BMT201	Managerial Economics	3	2	0	40	60	100	4	3 Hrs.
2	BMT202	Management Principles	3	2	0	40	60	100	4	3 Hrs.
3	BMT203	Cost Accounting	3	2	0	40	60	100	4	3 Hrs.
4	BMT204	Marketing Management	3	2	0	40	60	100	4	3 Hrs.
5	BMT205	Human Resource Management	3	2	0	40	60	100	4	3 Hrs.
6	BMA201	Working on MS Office & Tally	5	0	0	--	--	--	--	--
Total			20	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

IV SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BMT206	Entrepreneurship Development	3	2	0	40	60	100	4	3 Hrs.
2	BMT207	Strategic Management	3	2	0	40	60	100	4	3 Hrs.
3	BMT208	Management Accounting	3	2	0	40	60	100	4	3 Hrs.
4	BMT209	Legal aspects of Business	3	2	0	40	60	100	4	3 Hrs.
5	BMT210	Operations Management	3	2	0	40	60	100	4	3 Hrs.
6	BMA202	Case Study Application	5	0	0	--	--	--	--	--
Total			20	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

V SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BMT301	Financial Management	3	2	0	40	60	100	4	3 Hrs.
2	BMT302	Change Management	3	2	0	40	60	100	4	3 Hrs.
3	BMT303	Consumer Behavior	3	2	0	40	60	100	4	3 Hrs.
4	BMT304	Research Methodology	3	2	0	40	60	100	4	3 Hrs.
5	BMT305	Family Business	3	2	0	40	60	100	4	3 Hrs.
6	BMA301	Aptitude & Personality Development	5	0	0	--	--	--	--	--
Total			20	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

VI SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BMT306	Quantitative Techniques	3	2	0	40	60	100	4	3 Hrs.
2	BMT307	Banking & Financial Services	3	2	0	40	60	100	4	3 Hrs.
3	BMT308	E-Commerce	3	2	0	40	60	100	4	3 Hrs.
4	BMT309	Project Management	3	2	0	40	60	100	4	3 Hrs.
5	BMP310	Project	--	--	2	50	50	100	4	--
6	BMA302	General Studies	5	0	0	--	--	--	--	--
Total			17	8	2	210	290	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

VII SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BAT401	Quantitative Techniques	3	2	0	40	60	100	4	3 Hrs.
2	BAT402	Business Plan writing	3	2	0	40	60	100	4	3 Hrs.
3	BAT403	Research Methodology	3	2	0	40	60	100	4	3 Hrs.
4	BAT404	Case Study Application	--	--	2	40		100	4	--
5	BAT405	Seminar	--	--	2	40		100	4	--
		Total	9	6	4	320	180	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

VIII SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	BAT406	International Business	3	2	0	40	60	100	4	3 Hrs.
2	BAT407	Operations Management	3	2	0	40	60	100	4	3 Hrs.
3	BAT408	Paper 1 of Specialization I	3	2	0	40	60	100	4	3 Hrs.
4	BAT409	Paper 1 of Specialization II	3	2	0	40	60	100	4	3 Hrs.
5	BAT410	Seminar	--	--	0	50	50	100	4	--
		Total	12	8	2	210	290	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

IX SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	MAM 41	Paper 2 of Specialization I	3	2	0	40	60	100	4	3 Hrs.
2	MAM 42	Paper 3 of Specialization I	3	2	0	40	60	100	4	3 Hrs.
3	MAM 43	Paper 2 of Specialization II	3	2	0	40	60	100	4	3 Hrs.
4	MAM 44	Paper 3 of Specialization II	3	2	0	40	60	100	4	3 Hrs.
5	MAM 45	Applied Operation Research	3	2	0	40	60	100	4	3 Hrs.
		Total	15	10	0	200	300	500	20	

Scheme of Examination of Dual Degree Course in Management
Semester Pattern

X SEMESTER DUAL DEGREE COURSE IN MANAGEMENT

Sr. No	Subject Code	Course Name	L	T	P	Marks			Credits	Exam Duration
						Internal Assessment	Semester End Exam.	Total		
1	MAM 46	Case study application	--	--	2	100	--	100	4	--
2	MAM 47	Paper 4 of Specialization I	3	2	0	40	60	100	4	3 Hrs.
3	MAM 48	Paper 4 of Specialization II	3	2	0	40	60	100	4	3 Hrs.
4	MAM 49	Industrial Application Project	--	--	4	100	100	200	8	--
		Total	6	4	4	280	220	500	20	

Syllabus of Semester I, BM- Dual Degree Course in Management

Course Code: BMT101

Course: English Language

L: 3 Hrs, T: 2 Hrs , P: 0 Hrs, per Week

Total Credits : 4

Course Outcomes:

1. Awareness about the basic of Grammar & its usage
2. Understanding about speaking & language skills

Unit-I: Basics of grammar and usage: How to improve command over spoken and written English with stress on Noun and Pronoun, Verb Tense and Adjective. Sentence errors, Punctuation.

Unit II: Grammar: Articles, Preposition, antonyms, synonyms, one word substitutes, Direct and Indirect Speech, Tenses and Uses.

Unit III: Speaking Skills: Phonetics, Pronunciation (identification of sounds, vowels & consonants), Rhyming words, Vocabulary building for effective communication, common errors in spoken English.

Unit IV: Spoken Communication: Meeting People, Exchanging Greetings and Taking Leave, Introducing Yourself, Introducing People to Others, Answering the Telephone and Asking for Someone, Dealing with a Wrong Number, Taking and Leaving Messages, Making Inquiries on the Phone, Calling for Help in an Emergency.

Unit V: Language Skills: Figure of speech, Business Idioms and Business Phrases, Reading Skills.

Unit-VI: Written Composition: Paragraph writing – principles, style, story writing, Précis Writing Method of Procedure, Essay Writing, Types of essay.

Text Book:

English Grammar and Composition, Wren and Martin, S. CHAND Publication.

Reference Books:

1. Essential Grammar in Use with Answers: A Self-Study Reference and Practice ... by Raymond Murphy, Cambridge University Press, 3rd Edition.
2. English Made Easy- By Mary Hosler, McGraw Hill , 5th Edition.
3. English language Skills- By ArunaKnoneru, McGraw Hill.
4. Build your Business Grammar-By Bowen, Cenage Learning India.
5. Business Communication – by AshaKaul

Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code: BMT111

Course : Business Ethics & Corporate Governance

L: 3 Hrs, T: 2 Hrs , P: 0 Hrs, per Week

Total Credits : 4

Course Outcomes:

1. Understanding the concept of ethics, ethical decision making process
2. Knowledge of various Organizational Ethics, industry ethics, ethics in marketing & IT
3. Corporate governance & Corporate Governance codes

Unit I: Ethics - An introduction, Concept of ethics, Values & Ethics – Meaning & Types of Values, Ethical Action–Morals, Morality, Moral development pyramid, Beliefs, Religiousness and Law. Business & its stakeholders, Social Responsibility – Concept of CSR, Public Policy approach & role of NGO, Environmental Ethics – concerns, issues & case studies.

Unit II: Ethical Decision Making - Normative Framework –Principle of personal benefit, Principle of Social Benefit, Principle of Neutralization, Categorical Imperative, Principle of Duty, Principle of Justice and Principle of Lawfulness. Approaches / Theories of ethics – Gandhian Approach, Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory, Aristotle's Virtue based ethics and Narrative based ethics – Case studies on inspirational life stories of individuals.

Unit III: Business Organizational Ethics - Ethics in Business – Myth & Reality, The Indian Business scene, Ethical Concerns, LPG & Global trends in business ethics, Business ethics rating in India – Organizations & Organisation culture, Types of Organization, Corporate code of ethics – Formulating, Advantages, implementation Professionalism and professional ethics code.

Unit IV: Corporate Governance - Objectives , issues, features, Corporate Governance codes – Cadbury report, CII recommendations ,Corporate Governance for public sector, Corporate Governance & Investment – ethical investing, Insider trading, Case studies – Tata Finance, Enron case & UTI case.

Unit V: Ethical Issues in Marketing & IT - Introduction; Principles of Ethical Marketing; Ethical approaches to buyer- seller relationship; Ethics in Pricing; Ethics in product labeling and packing; Ethics in dealership decision; Ethics in promotion; Social and Ethical criticism of Advertising & Media, Ethics in Marketing research; Green Marketing;

Unit VI: Ethical Issues in Industry - Ethical issues in Production management Services, Product Design, Features, Quality standards, Safety, Obligation to inform consumer, Ford Pintocase; Ethics Audit – Formal committees, Auditing Process.

References Books:

1. Business Ethics – Concept & Practice - B. H. Agalgatti & R. P. Banerjee – (Nirali Publication)
2. Ethics in Business & Management - R. P. Banerjee (Himalaya Publication)
3. Business Ethics. by Crane – Pub. By Oxford Press
4. Corporate Governance & Business Ethics – (Text & Cases), U. C. Mathur, Macmillan India Ltd.
5. Business Ethics, C S V Murthy, Himalaya Publishing House

Syllabus of Semester I, BM- Dual Degree Course in Management

Course Code: BMT103

Course: Business Mathematics

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Awareness about the basic of Mathematics & its application
2. Understanding about Matrices & Determinants.
3. To get familiar with Progressions, Permutations and Combinations

Unit I : Ratio, Proportion and Percentage Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Meaning and Computations of Percentages.

Unit II : Profit And Loss Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit III : Interest & Set Theory-Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Problems- **Set Theory:** Sets, Subsets, Equality of two sets, Null set, Universal set, Complement of a set, Union and intersection of sets. Difference of two sets, Venn diagram, De Morgan's laws, Cartesian product of two sets, Laws of algebra of sets (with proof), Applications of set theory.

Unit IV : Matrices And Determinants (upto order 3 only): Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via and adjoint Matrix

Unit V : Progressions: Arithmetic Progression, Geometric Progression – Introduction & concept, formulae for nth term of an A.P. & G.P. (without Proof) ; Sum to n term of A.P. & G.P. (without Proof), arithmetic & geometric problems based on the formula studied.

Unit VI : Permutations and Combinations: Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = n! / (n-r)!$ (without proof). Combinations of 'r' objects taken from 'n' objects. $nCr = n! / r! (n-r)!$ (without proof) problems, Applications.

Text Book:

Business Mathematics By S P Rajagopalan, R Sattanathan, 2nd Edition, Tata McGraw Hill

Reference Books:

1. Business Mathematics-By Dr. AmarnathDikshit& Dr. Jinendra Kumar Jain.
2. Business Mathematics -By V. K. Kapoor - Sultan chand& sons, Delhi
3. Business Mathematics -By Bari , New Literature publishing company, Mumbai
4. Business Mathematics & Statistics- By NG Das & JK Das, McGraw Hill
5. Business Mathematics –II – By J. K. Singh ,Deepti Rani. Himalaya Pubklishing House

Syllabus of Semester I, BM- Dual Degree Course in Management

Course Code: BMT104

Course : Human Skills

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits : 4

Course Outcomes:

1. Better understanding of individual behaviour
2. Proficiency in thinking.
3. Knowledge of basic HR concepts of perception, personality & attitude

Unit I : Foundations of individual behavior: Personal factors, Psychological factors, Organizational systems and resources and environmental factors.

Unit II : Intelligence: Concept of intelligence, Intelligent quotient, Measurement of intelligence, Factors influencing intelligence, Concept of emotional intelligence.

Unit III : Perception: Meaning of perception, Perceptual process, managing the perception process.

Unit IV : Personality: Concept and nature of personality, Determinants of personality, Personality structure- Big five personality model & Myers-Briggs Indicator.

Unit V : Attitude: Concept and nature of Attitude, Components of attitude, Formation of attitude, Changing attitudes, Major Job attitudes.

Unit VI : Effective Thinking: Thinking Skills, Thinking Styles, Concept of Six Thinking Hats.

Text Book:

Organisational Behaviour: Text, Cases & Games, K. Aswathappa, Himalaya Publishing House

Reference Books:

1. OrganisationBehaviour: Luthans⁸thTataMcGrawHill
2. Six Thinking Hats, Edward de Bolo, Penguin Books
3. ORGB, Nelson, Quick and Khandelwal, Cengage Learning



Syllabus of Semester I, BM- Dual Degree Course in Management

Course Code: BMT105

Course: Computer Applications

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Awareness about the Objectives and role of IS in Business Organization with particular reference to Management Levels.
2. Understanding various Management support systems.
3. Getting acquainted with Database
4. To get familiar SDLC
5. Understanding about E-Commerce
6. To learn Emerging Technologies & Trends

Unit I: Introduction: IS:- Concepts & Definitions, Classification and types of IS, Definition, Purpose, IT support to Business Process & People, Using Information Technologies for a Competitive Advantage, Innovative & futuristic Information Systems.

Unit II: Management Support Systems: Transaction Processing System, DSS, Executive Information system.

Unit III: Managing Data: Databases & Database Management Systems, Database Models, Data Warehousing, Data Mining-Analysis and Data Marts.

Unit IV: System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc., System Development Life Cycle - System Analysis, Design and Implementation, Need for System Analysis.

Unit IV: E-Commerce: Overview of E-Business & E-commerce, E-commerce Business Models, Major Categories of E-Commerce, E-C Mechanisms, E-Commerce Supporting Technologies: Electronic Payment System, Web Marketing&SEO, Ethical & Legal issues.

Unit VI:Emerging Technologies & Trends:Business Intelligence, Artificial Intelligence, Use of Social Networks in Business,Business Analytics, Cloud Computing.

Text Books:

1. Information Technology for Management, 7th Edition, Efraim Turban, Linda Volonino, Wiley India

Reference Books:

1. Management Information System(South-Asian Perspective), Cenage Learning, Nilanjan Chattopadhyay, CENAGE Learning
2. Management Information System- ByJavadekar, W.S.,;TataMacGraw Hill Publication, 2003.
3. Management Information System- By CSV Murthy, Himalaya Publication.
4. Computer Application in Business- By Dr. R. Parameswaran, S. Chand Publication, 2012

Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code: BMA101

Course: Self Management

L: 5 Hrs, T: 0 Hrs, P: 0Hrs, per Week

Total Credits: 0

Course Outcomes:

1. Coursewillthe group discussion & debating skills of students.
2. Course will enhance the presentation & story telling skills
3. It will result in improvement of overall personality of students which will reduce stage fear, improve team building and leadership quality

Unit I:Reading & Reflection : Deriving pleasure in reading, maintaining a observation diary, finding meaning, synonyms, antonyms and thesaurus, writing a book review.

Unit II: Public Speaking: Understanding the speech context, audience, setting; speech making process, introduction and conclusion, reducing & overcoming speech anxiety, body language in public speaking.

Unit III: Debating: Understanding the topic, teamwork in debate, role of the speakers, rules for rebuttal, technique for debating, finding the right content for speech, what you say and how you say.

Unit IV: Elocution: Skill of clear & expressive speech, distinct pronunciation & speech, skills required for elocution, elocution competitions.

Unit V: Presentation Skills: Being self-organized, Nonverbal communication, Visuals, making an effective opening, wrapping your talk, question and answer, 4 P's of presentation: Plan, Prepare, Practice and Present.

Unit VI: Etiquettes: Courtesy, phone manners, taking follow up letters, thank you notes, to criticize and take criticisms, disciplined and punctual, hosting clients, dressing sense, eating manners and etiquettes, active listening skills, salutations before name, non-verbal communication: personal space, body language.

Reference Books:

1. Basic Business Communication – By Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill. Business Communication –By Nawal, Cenage India Learning.
2. Intercultural Communication for Business – By O'Rourke IV/ Tuleja, Cenage India Learning, 1st Edition
3. Resume Writing & Interviews –By MunishBhargava, McGraw Hill
4. Journey Towards Success Group Discussion & Personal interview –B Dr. G F Surya, Saijyoti Publication



Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code: BMT106

Course: Business Communication

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Awareness about the Employment-Process Communication
2. Understanding about Legal and ethical considerations for business communicators
3. Ability to apply knowledge for public presentation.

Unit I: Overview of communication in business –Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers, Communication and organizational effectiveness, Perception and conception, Formal and informal communication systems, Communication networks and communication technology.

Unit II: Letters-Need and functions of letter writing - Planning & layout of letter writing -- Essentials of effective correspondence, **Drafting of letters and Email** - Letter to the Principal ,Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters – Writing SMS Using Short hand and Symbols.

Unit III: Effective business writing-Style, word-usage, organization, mechanics, and form (including electronic mail with attached documents) for specific objectives, Primary and secondary research for business report-writing including electronic databases, Revising and proofreading, Writing for maximum effect; using language checkers.

Unit IV: Employment-Process Communication - Cover letter, resume, follow-up, On-line resume submittal forms, Interviewing skills (interviewer and interviewee), Listening skills, how to face a job interview.

Unit V: Public presentation -Audience analysis, Research Organization of presentation Delivery of presentation, Nonverbal communication (including business etiquette and protocol).

Unit VI: Legal & ethical considerations: Business communicators, Equal employment opportunity, Invasion of privacy, Misrepresentation and fraud, Ethical perspectives and their implications for responsible communication, **Applications of communication** Group decision making, conflict & negotiation public relations.

Reference Books:

1. Basic Business Communication – By Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill. Business Communication –By Nawal, Cenage India Learning.
2. Intercultural Communication for Business – By O'Rourke IV/ Tuleja, Cenage India Learning, 1st Edition
3. Resume Writing & Interviews –By MunishBhargava, McGraw Hill
4. Journey Towards Success Group Discussion & Personal interview –B Dr. G F Surya, Saijyoti Publication



Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code: BMT107

Course: Foreign Language

L: 3 Hrs, T: 2 Hrs , P: 0 Hrs, per Week

Total Credits : 4

30 lectures would be conducted for the language.

Course Outcomes:

The student will have preliminary knowledge of the language and will be able to communicate to some extent. A Permanent/visiting faculty for the foreign language offered will be invited and the faculty will prepare the syllabus for 30 lectures and will teach the same.



Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code : BMT108

Course : Business Statistics

L: 3 Hrs, T: 2 Hrs , P: 0 Hrs, per Week

Total Credits : 4

Course Outcomes:

1. Awareness about the Meaning, functions, scope, distrust and limitations of statistics.
2. Students will acquire knowledge of measures of central tendency like mean, mode, median, range etc.
3. Getting acquainted with topics such as Correlation, Regression, probability etc.

Unit I: Introduction, Data Condensation and graphical Methods: Meaning, functions, scope, distrust and limitations of statistics. – Statistical data collection-primary and secondary data, methods of collecting data, classification, tabulation and presentation of statistical data, Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions. Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie, Subdivided bar.

Unit II: Measures of Central Tendency – Introduction, Mean-Mode-median-Quartiles-Decile- percentile for raw data, frequency table and frequency table with range.

Unit III: Measures of Dispersion and Skewness – Introduction, range, coefficient of range, inter-quartile range, quartile deviation, mean deviation, standard Deviation, variance.

Unit IV: Correlation Analysis: Simple Correlation, Two-way Frequency distribution and Rank Correlation.

Unit V: Regression Analysis: Introduction & meaning, Basic linear regression, numerical on regression equation of X on Y and regression equation of X on Y.

Unit VI: Elementary Probability Theory: Types of events, Multiplication and Addition Theorems, basic tree diagram.

Text Book:

1. Business Statistics – By Dr. S.K. Khandelwal, international Book House Pvt .Ltd

Reference Books:

1. Statistical Methods – By S.P.Gupta – S.Chand & CO.
2. J.K. Sharma - Business Statistics - Pearson Publications
3. Statistics, Theory, Methods & Applications – Sancheti & Kapoor
4. Statistical Methods – Digambarpatri
5. Business Mathematics & Statistics- By NG Das & JK Das, McGraw Hill

Syllabus of Semester I, BM- Dual Degree Course in Management

Course Code: BMT109

Course: Financial Accounting

L: 3Hrs, T: 2Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Awareness about the Basic of accounts, & its application.
2. Getting acquainted with recording of transaction in books of accounts.
3. Understanding Bank Reconciliation Statement.
4. Understanding Depreciation.
5. Getting acquainted with preparation of final accounts.
6. Getting acquainted with vertical format of final accounts.

Unit I: Introduction: Book Keeping: - definition & objectives. Financial Accounting: -definition and Scope, objectives, advantages & limitation. Accounting v/s Book Keeping, Branches of Accounting, users of accounting information, Terms used in accounting, Accounting Principles, Concepts and Conventions.

Unit II: Recording of transactions: Accounting Process, Journals, Ledger and Preparation of Trial Balance.

Unit III: Cash Book & Bank Reconciliation Statement: Cash Book, Meaning, need & importance of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement.

Unit IV: Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

Unit V: Preparation of final accounts of Sole Proprietor: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.

Unit VI: Preparation of Company final accounts: Introduction to Company final accounts such as Profit & Loss Account and Balance Sheet (vertical format).

Text Books:

1. Book-Keeping & Accountancy, Dr. S. A. Naringrekar, Maharashtra state board of secondary and higher secondary Education (state board book of Standard XI of commerce faculty).
2. Double Entry Book-Keeping, V. Wason, S. Chand (CBSE board book of Standard XI of commerce faculty).

Reference Books :

1. Financial Accounting Monga, J.R. and Girish Ahuja; Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Accounting for Manager Bhattacharya, S.K. and J. Dearden; – Text and Cases, Third Edition, Vikas Publishing House, 2003.
3. Financial Accounting: Fundamental Gupta, R.L. and V.K. Gupta; Sultan Chand Publishers, 2003
4. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
5. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)

Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code: BMT112

Course : Organisational Behaviour

L: 3 Hrs, T: 2 Hrs, P: 0Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding basic concepts of organizational behaviour
2. Better understanding of interpersonal & intrapersonal relationship
3. Clarity for group behavior & dynamics

Unit I: Introduction to Organisation Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, Evolution of OB.

Unit II: Motivation: Definition, Importance, Motives – Characteristics, Classification of motives – Primary & Secondary motives, Theories of Motivation.

Unit III: Group Dynamics: Concept of Group & Team, Theories of Group Formation, Formal and Informal Groups, Importance of Team building.

Unit IV: Conflict Management: Conflict Management: Definition. Traditional vis- à-vis Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, Intra-group and Inter-group, Constructive and Destructive conflict.

Unit V: Organisation Culture : Organisation Climate, Factors Affecting Organisation Climate, Determinants & Measurement of Job Satisfaction.

Unit VI: Organisation Change and Development: Characteristics & Objectives, Nature, levels of change, Pressures for change, The Domino effect, Responses to change, Force field analysis, Change process, Resistance to change, Dynamics of change.

Text Book :

Organisation Behaviour Text, Cases & Games: KAswathappa, Himalaya Publishing House

Reference Books:

1. Organisation Behaviour: Luthans 8th TataMcGrawHill
2. Organisation Behaviour: Robbins, 9th Pearson Education Asia
3. Principal of Organizational Behaviour: 4th Ed. By R. Fincham – Oxford
4. Organisational Behaviour Human Behaviour at Work: Newstrom & Davis, 10th, TataMcGrawHill



Syllabus of Semester II, BM- Dual Degree Course in Management

Course Code: BMA102

Course: Environment Management

L: 5Hrs, T: 0 Hrs, P: 0 Hrs, per Week

Total Credits: 0

Course Outcomes:

1. Awareness about the Ecosystems and how they work.
2. Getting acquainted with disaster management.

Unit I: Introduction and public opinion: PIL, Role of NGOs and Environmental Activism.

Unit II: Ecosystems and how they work: Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Biosphere reserves, National Parks and sanctuaries, Natural Resources.

Unit III: Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues, Stockholm Conference on Environment, 1972 and Agenda 21.

Unit IV: Natural Disasters: Floods, earthquakes, cyclones, landslides, disaster management.

Unit V: Renewable and non-renewable resources: Defining resources, classification of resources, soil and land degradation, economic development and resources use, natural resources accounting. Energy needs, renewable and non-renewable energy resources, introduction to solar energy and its availability, wind power and its potential, hydropower as a clean source of energy, coal, oil, natural gas etc. introduction to bio fuel.

Unit VI: Forest / Dams: Forest degradation and management, hazard based environmental issues, Fast depletion of forest resources and their regeneration, environmental issues related to Mega Hydroelectric Projects / Dams, resettlement and rehabilitation of people; its problems and concerns.

Reference Books:

1. Gupta N.C. -By Social Auditing of Environmental Law in India, edited book, New Century Publications, Delhi-2003.
2. Environmental Law and Policy in India, Cases, materials and statutes,- By Divan, Shyam and Rosen Ceranz; Armin second edition, Oxford University Press, 2001.
3. Environmental Management -By Uberoi, N.K., Excel Books, New Delhi, 2000.
4. Environment management – By GN Pandey, Vikas Publishing House



Syllabus of Semester III, BM- Dual Degree Course in Management

Course Code: BMT201

Course : Managerial economics

L:3 Hrs., T:2 Hrs., P:0 Hrs., Per week

Total Credits : 4

Course Outcomes:

1. It will provide understanding the basic theoretical framework of microeconomics.
2. Understanding demand and consumer behavior
3. Understanding supply and supplier behavior
4. Understanding of various market structures & pricing policies
5. Knowledge of Business Cycle concept
6. Knowledge of Monetary & Fiscal Policy

Unit - I : Nature and fundamental concepts : Analysis of Demand, Significance, estimation of demand; Elasticity of Demand, Techniques and Importance of Demand forecasting; Basic Mathematical Problems related to demand estimation and elasticity of demand.

Unit – II: Consumer Function: Consumer Surplus, Cardinal & Ordinal Theory, Indifference Curve, Marginal Rate of Substitution

Unit - III: Production & Production Function: Concept, Forms of production function, Law of variable Proportions, Returns to scale. Cost concept, Short term and long term cost output relationship, Cost curves, Economies of scale.

Unit - IV: Market Structures: Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly -kinked demand curve and cartels.

Unit V: Business cycles: Concept, Causes & Impact, Measures to control Business cycles. **Pricing:** Objectives of pricing, factors involved, Cost plus pricing, marginal cost pricing, price discrimination and pricing over Life Cycle of a Product

Unit - VI: Monetary & Fiscal Policy: Monetary and fiscal- objectives and Instruments; Inflation and Deflation, types, causes and control of inflation, Exchange Rate: Fixed & Flexible

Text Books:

1. Business Economics; Mishra &Puri, Himalaya Publishing House
2. Managerial Economics; D M Mithani, Himalaya Publishing House

Reference Books:

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons, New Delhi
2. Managerial economics in a Global economy: Dominick Salvatore, 2006, Thomson learning Press
3. Managerial Economics: Suma Damodran, Oxford University Press, New Delhi
4. Indian Economy: Mishra &Puri, 2007, Himalaya Publishing House

Syllabus of Semester III, BM- Dual Degree Course in Management

Course Code: BMT202

Course: Management Principles

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. It will provide knowledge of various management theories
2. Understanding of various concepts of Coordination, Directing & control
3. Student will learn Various approaches to problem solving & decision making

Unit - I: Introduction to Management: Nature – Function – Definition – Importance of Management – Scope of Management – Is management a science or art? – Management Functions and skills – Development of Management Thought (Contribution of Taylor, Fayol, Hawthorne experiments).

Unit - II: Planning : Concept – Nature – Importance – Types of Planning – Strategic and perational Plans (Policy, Procedures, Methods, Rules, Budget, Mission, Objectives) – Process of Planning – Barriers to effective planning – Making Planning effective – Planning Premises (Concept & types).

Unit - III: Organizing: Concept – Principles involved – Types of organization structure - Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Authority & Responsibility, Accountability - Authority, relationship – Line function and staff – Basics of delegation of responsibility and authority. Centralization and decentralization of authority and the pros and cons of each – Span of control – Pros and cons of narrow and wide spans of control.

Unit - IV: Decision Making: Concept – Types – Approaches to Problem Solving - Steps involved – methods of decision making – Committee Decision Making.

Unit - V: Coordination & Directing : Importance and need for coordination – Principles of coordination – Methods of achieving effective coordination Concept of Direction – Importance – Principles – Effective supervision – Quality of work life – Morale Building – Concept of Leadership – Leadership Styles – Leadership development.

Unit - VI: Control: Concept – Planning and Control relationship – Types of control ((a) Feed forward control (b) Concurrent Control (c) Feedback Control) – Process of Control – Problems of Control Process – Requirements of Effective control – Comparative study of main features of Japanese Management and Z culture of American Companies.

Text Book:

Principles and Practice of Management: L M Prasad, Sultan Chand & Sons educational, New Delhi

Reference Books:

1. Management Theory and Practice: P SubbaRao, Himalaya Publishing House
2. Principles of Management: Dr. NeeruVasishth, Taxmann's Publication
3. Management Principles, Processes and Practices: Anil Bhat&Arya Kumar, Oxford Publications

Syllabus of Semester III, BM- Dual Degree Course in Management

Course Code: BMT203

Course: Cost Accounting

L: 3Hrs, T: 2Hrs, P: 0Hrs, per Week

Total Credits: 4

Course Outcomes :

1. Awareness about Basic cost concepts, element of cost and Methods & Techniques of costing.
2. Understanding Preparation of Cost Sheet and tender.
3. Understanding reconciliation of cost & financial accounts.
4. Understanding Job and Batch costing
5. Understanding Contract Costing
6. Understanding Process Costing.

Unit I: Introduction: Limitations of Financial Accounting, Meaning of costing, cost Accounting & Cost Accountancy, Origin and objectives of cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting, Meaning of Cost Unit, Cost Centre & Cost object, Methods & Techniques of Costing.

Unit II: Cost Sheet and Tender: Classification of Costing, Elements of Cost, Preparation of Cost Sheet and Tender.

Unit III: Reconciliation: Reconciliation of Cost & Financial accounts, Reasons of difference, Procedure for reconciliation.

Unit IV: Job and Batch Costing: Job costing- meaning and procedure of preparing Job cost sheet. Batch costing- meaning and procedure of preparing batch cost sheet

Unit V: Contract Costing: Definition & features, Costing of running contracts, Costing of contracts near completion, Cost plus contract.

Unit VI: Process Costing: Process Costing, Process Losses & Gains, Valuation of Work-in-Progress.

Text Books:

1. Management Accounting 1st Edition: Sudhindra Bhatt, Excel Books.
2. A textbook of Cost and Management Accounting 10th Edition: MN Arora, Vikas Publishing House Pvt Ltd.

References Books:

1. Financial Cost and Management Accounting 2nd Edition: Dr.P.Periasamy, Himalaya Publishing House
2. Management Control System: Sekhar, TMH, New Delhi
3. Advanced Accounts Volume II: M.C. .9hukla, T.S. Grewal, S.C. Gupta S. Chand and company, New Delhi,
4. Management Accounting Principles & Practice: Sharma R.K & Gupta S.K

Syllabus of Semester III, BM- Dual Degree Course in Management

Course Code: BMT204

Course: Marketing Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes :

1. The students will have understanding of basic concepts of marketing
2. Students will be acquainted with consumer behavior and buying decision process
3. Students will have knowledge of market segmentation and positioning strategies
4. Student will acquire knowledge of basic product management
5. Students will have knowledge of pricing, IMC and distribution
6. Student will have understanding of marketing evaluation and control techniques

Unit - I: Understanding Marketing Management: Core Concepts of Marketing, nature and concept of Marketing, Marketing Mix, Service Marketing- Introduction and 7P's of service marketing, Steps in the Marketing Process, Nature and contents of marketing plan, Scanning the Marketing environment.

Unit - II: Consumer Behaviour: Consumer behaviour, buying decision process, organizational buying, Customer Relationship Management, marketing research and demand forecasting.

Unit - III: Market Positioning: Market Segmentation and Targeting, Positioning & Repositioning; Marketing Strategies – Market leader and Market Challenger strategies.

Unit - IV: Product Management: Meaning of product, product classification, product levels, product policies, Product life cycle and new product development, Product differentiation.

Unit - V: Pricing, IMC & Distribution: Pricing objectives, methods and pricing policies; Channel design and management, Understanding the communication process, managing advertising: Sales promotion.

Unit - VI: Market Evaluation and Controls: Types, process, obstacles to marketing control - Marketing Audit, Social, Ethical and Legal Issues in Marketing.

Text Book:

Marketing Management-A South Asian Perspective: Philip Kotler, Kevlin Lane Keller, Prentice Hall

Reference Books:

1. Marketing Management-Planning, Implementation & Control: V.S. Ramaswamy and S.Namakumari, McMillan
2. Marketing Management: RajanSaxena, Tata McGraw-Hill
3. Introduction to Marketing Management: Adrian Palmer, Oxford University Press.
4. Basic Marketing 15th edition: William D Perreault R, Tata McGraw-Hill

Syllabus of Semester III, BM- Dual Degree Course in Management

Course Code: BMT205

Course : Human Resource Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding of roles and responsibilities of HR department in industries.
2. Have knowledge to understand job analysis and design jobs.
3. Understand job evaluation and estimate HR requirements.
4. Able to conduct recruitment & selection process.
5. Able to understand training methods.
6. Have clarity of employee compensation.

Unit - I: Introduction to HRM: Nature, scope, objectives, importance and functions of HRM, Evolution of the concept of HRM, Human resource management in India; Role of HR manager, Practices in industry.

Unit - II: Job Analysis & Design: Job Analysis—Meaning, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications, Factors affecting Job Design, Techniques of Job Design.

Unit - III: Job Evaluation and Human Resources Planning: Objectives of Job Evaluation; Advantages and Limitations of Job Evaluation. Human Resources Planning; Need for Human Resources Planning; Process of Human Resources Planning.

Unit - IV: Recruitment & Selection: Factors Affecting Recruitment; Sources of Recruitment; Selection Process, Methods of selection—Interviews, Tests; Induction Program, Problems in Induction.

Unit - V: Training & Development: Introduction of Training; Objectives and Importance of Training; Training Process; Classification of Training Methods/ Techniques; Reasons of Training Failure.

Unit - VI: Employee Remuneration: Compensation (Direct & Indirect), Employee Benefits: Meaning, Types of Benefits & Services, Concept of Incentive Payments: Individual & Group plans, Employee Welfare & Social Security.

Text Books:

1. Human Resource and Personnel Management-Text and cases : K. Aswathappa, McGraw-Hill Publishing Co. It

Reference Books:

1. Human Resource Management: P. Jyothi, Publication, Oxford University Press
2. A Textbook of Human Resource Management: C. B. Mamoria & S.V. Gankar, Himalaya Publishing House Co.

Syllabus of Semester III, BM- Dual Degree Course in Management

Course Code: BMA201

Course: Working on MS Office & Tally

L: 5Hrs, T: 0 Hrs, P: 0 Hrs, per Week

Total Credits : 0

Course Outcomes:

1. Understanding MS-Word, Excel & Power-point and their usage
2. Understanding Tally

Unit - I: Text Processing (MS-Word): Features of Word Processor, Getting Started with MS-Word, Basic Word Processing concepts, Creating a Document, Opening an Existing Document, Saving a Document, Editing and Formatting Document, Formatting Paragraph Printing a Document.

Unit - II: Spreadsheet (MS-Excel) : Starting MS-Excel, Concepts of MS-Excel, Features of MS-Excel, Features of MS-Excel, Moving Around the Worksheet, Opening, saving a workbook, Display more or Fewer sheet Tabs, Entering Data, Undo Mistakes, Redo actions, Selecting the Cells, Editing Data, Move or Copy data within cell, Copy only value comments or cell formats, Delete Cells, Rows or Columns, Insert blank Cells, Row, Columns, Creating Chart, Printing a Worksheet.

Unit - III: Presentation Graphics (MS-PowerPoint) : Starting MS-PowerPoint, Create a new Blank Presentation, What is Slide?, Entering Text in Slide, Editing and Formatting Text in a Slide Adding Design Template to Slide, Applying Shadow to the Text, Applying colour Scheme, Animation Effects, Slide Shows.

Unit - IV: Tally: Gateway of Tally, Masters Data Entry, Transactions data entry, Generation of reports, Balance Sheet, P&L A/c, Cash Flow Statement, Ratio Analysis, Stock management.

Reference Books:

Computer Applications in Management, by Sarabjit Singh, Sumeet Sharma, Regal Publication, New Delhi.



Syllabus of Semester IV, BM- Dual Degree Course in Management

Course Code: BMT206

Course: Entrepreneurship Development

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding of various theories of Entrepreneurship and importance of Entrepreneurship in economy
2. Students will be able to make detailed business plans
3. Knowledge of Entrepreneurial Support Systems & financial incentives & Entrepreneurship in India

Unit I: Entrepreneurship - Definition of Entrepreneurship, Traits and qualities of an entrepreneur, Innovation and incubation, Relationship with the Economic Development, Barriers to Entrepreneurship (Factors affecting Growth of Entrepreneurship).

Unit II: Entrepreneurship Trends - Strategic Management and entrepreneurship, Forms Types of Entrepreneurship, Family Business, Career Planning, Choice of Entrepreneurship as a Career, Cases from Indian Industry.

Unit III: Business Idea & Business Plan - Identifying & Developing Entrepreneurial Potential, Business Ideas Generation Process, and Evaluation of Business Idea. - Location decisions for Manufacturing, Retail and Services Business, Layout and Design Considerations, Build, Buy or Lease Decisions. The ED Cycle, Building the Business Plan, Venturing an Enterprise, venture capital investments.

Unit IV: Entrepreneurial Support Systems & financial incentives - Activities of SIDBI, EDI, NIESBUD, DIC, NABARD Government policy, Agency supporting entrepreneurial development Industrial estates. - Backward area benefits, Schemes for educated unemployed, Fiscal incentives, Procurement of industrial equipment, marketing support.

Unit V: Entrepreneurship in India - Entrepreneurship Development in India: Issues and Opportunities, Small-Scale Sector in India, The NGO Factor in EDP-INDIA, Corporate Social Responsibility (CSR): NGO's in India, Social Responsibility of Entrepreneurs, CSR.

Unit VI: The Industry and Ancillarization: Entrepreneurship & Industry, Ancillarization, Ancillarization in India, Ancillaries & Industrial Development, Ancillary Opportunities in different Economic Sectors: Agro Industries, Logistics, BPO, Banking and Finance, Sub-contracting System, Supplier Organization Network Global Aspect of Entrepreneurship.

Text Book:

Entrepreneurship, Rajiv Roy, Oxford Publication

References Books:

1. Entrepreneurship 6th edition. Robert D Hisrich, Tata McGraw-Hill.
2. Kuratko- Entrepreneurship – A Contemporary Approach, (Thomson Learning Books)
3. Small-Scale Industries and Entrepreneurship. Desai, Vasant (2003). Himalaya Publishing House, Delhi.
4. Chary – Business Gurus speaks (Macmillan)
5. S.S. Khanka – Entrepreneurial Development (S. Chand & Co.)

Syllabus of Semester IV, BM- Dual Degree Course in Management

Course Code: BMT207

Course: Strategic Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. It will provide understanding of Vision, Mission & goals and other basic concepts of Strategic management
2. Students will gain knowledge of various models for internal & external analysis
3. Students will have knowledge of strategy formulation at Corporate level grand strategies
4. Students will get acquainted with Business level & functional level strategies
5. Understanding of portfolio analysis model by students
6. Students will learn how to do strategic evaluation & controls

Unit I: Strategic management - Introduction to strategic management, Strategic decision making, Strategic management process; Difference between Policy, Strategy and Tactics. Vision, Mission & goals, Hierarchy of objectives & strategies, setting of Objectives.

Unit II: External analysis & internal analysis - Environment analysis Components of External environment, Components of Internal environment, Environmental scanning. **Industry Analysis** Framework for industry analysis Michael Porter's Analysis, Usefulness of industry analysis SWOT analysis, Resource analysis- Organisation capabilities & competitive advantage, Value chain analysis; Concept of synergy -Core competency, Competitive analysis - Interpreting the five forces model

Unit III: Strategy Formulation Corporate level strategy: A) Growth-Concentration, Horizontal, Vertical, B) Diversification- Concentric, conglomerate. C) Expansion through Cooperation; Merger, Acquisitions, Joint ventures & strategic alliances D) Stability -Pause/proceed with caution, No change, Profit strategies. E) Retrenchment –Turnaround, Captive Company Strategy, Selling out Bankruptcy, Liquidation.

Unit IV: Business Level strategy & Functional level strategy - A) Business Level strategy- Competitive advantage, Low cost strategy, Differential strategy and Focus strategy, B) Functional level strategy Operations strategy, Marketing strategy, Financial strategy, Human Resource strategy.

Unit V: Portfolio Approach & analysis - Portfolio analysis, advantages & disadvantages, BCG Matrix, General Electric's Business Screen,, Introduction to Balance scorecard.

Unit VI: Strategic Implementation evaluation & Control - 7 s framework- (separate variables in details), Strategic Business Unit (SBU), Merits & Demerits of SBU; Leadership and organization culture Establishing strategic evaluation & control

Text Book:

Strategic Management: John A. Pearce II, Richard B. Robinson Jr. and AmitaMital, Tata McGraw Hill Publications

Reference Books:

1. Strategic Management: Adrian Haberberg and Alison Rieple, Oxford University Press
2. Strategic Planning & Formulation of Corporate Strategy: V S Ramaswami, S Namaumari, Publication- Macmillan, India.
3. Strategic Management: Anthony Henry, Oxford University Press
4. Strategic Management and Business Policy: AzharKazmi, Tata McGraw Hill Publications
5. Contemporary Strategy Analysis: Robert Grant, John Wiley Publications.

Syllabus of Semester IV, BM- Dual Degree Course in Management

Course Code: BMT208

Course: Management Accounting

L: 3Hrs, T: 2Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. To get acquainted with basic knowledge of Management Accounting.
2. Understanding the implications of various financial ratios in decision making.
3. Getting acquainted with Fund flow & Cash flow Statement.
4. Understanding break-even & Cost-volume-Profit Analysis.
5. Understanding the concept of budgetary control and its application in business.
6. Understanding standard costing & Variance analysis.

Unit I: Introduction: Definition and meaning, Characteristics, Scope, and Functions of Management Accounting. Difference between Financial Accounting & Management Accounting, Difference between Cost Accounting & Management Accounting.

Unit II: Financial Statement analysis & Interpretation: Meaning of financial statement, Principal tools of analysis, Ratio Analysis - classification of various ratios, Reading the balance sheet and other financial data to comment on the financial soundness of the firm.

Unit III: Fund Flow statement & Cash flow statement: Meaning, Uses & preparation of Fund Flow statement & Cash flow statement

Unit IV: Marginal costing (Break-even analysis): Break-even Analysis, Assumptions & Limitations, Profit Volume ratio, Cash Break-even, Margin of safety, Angle of Incidence, graphical representation of Break-even analysis.

Unit V: Budgeting and Budgetary Control: Definition & Meaning of budgetary system, Budgeting process, Flexible Budgeting, Cash Budgeting

Unit VI: Standard costing & Variance analysis: Standard Costing: - Meaning, Concept, Applicability, advantages & limitations. Standard Costing vs. Budgetary Control. **Variations:**-Material variances.

Text Books:

1. A textbook of Cost and Management Accounting 10th Edition: M N Arora, Vikas Publishing House Pvt Ltd.
2. Management Accounting 1st Edition: Sudhindra Bhatt, Excel Books.

References Books:

1. Financial Cost and Management Accounting 2nd Edition: Dr.P.Periasamy, Himalaya Publishing House.
2. Cost & Management Accounting 5th Edition: Ravi M. Kishore, Taxman.
3. Management Control System: Sekhar, TMH, New Delhi
4. Advanced Accounts Volume II: M.C. .9hukla, T.S. Grewal, S.C. Gupta S. Chand and company, New Delhi,
5. Management Accounting Principles & Practice: Sharma R. K & Gupta S.K Cost Accounting Principles & Practice: Jain Narang, PHI.

Syllabus of Semester IV, BM- Dual Degree Course in Management

Course Code: BMT209

Course: Legal Aspects of Business

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Basic Knowledge of important business legislations & related constitutional provision
2. Better understanding of legal provisions related to business
3. Ability to form a new company and handle the legal affairs

Unit-I: Administration of law & legal system in India: Introduction to legal aspects of Business in general; Components of Legal System Freedom of Trade, Profession and Occupation (Constitutional Provisions).

Unit-II: The Companies Act(1956): Definition & characteristics of a company, Kinds of Companies, Provisions relating to Registration: Memorandum of Association, Articles of Association; Concept & contents of Prospectus; Directors– Powers, position and duties, Winding Up of the Company

Unit-III: The Partnership Act(1932): Nature, Different types of partner, Difference between Partnership & Company, Reconstitution of partnership firm, Dissolution of partnership firm.

Unit-IV: Indian Contract Act(1872): What is a contract, Different types of contract, Essential elements of a valid contract, Competency to enter in contracts (Sec.11 & 12), Consent – Free consent, Coercion, undue influence, fraud, misrepresentation, mistake (sec13-23), Void Agreement (sec24-30)f), Consequences of breach of contract (sec 73-75).

Unit-V: Intellectual Property Rights Act: Scope, Provisions & overview. Right to Information Act 2005- Scope, Provisions & overview.

Unit-VI: Consumer Protection Act: Scope, Provisions & overview. Definition of Consumer, Consumer Dispute & Consumer Complaint, Consumer Dispute Redressal Machinery: Composition & jurisdiction

Text Book:

A Manual of business Laws by: Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Himalaya Publishing House.

Reference Books:

1. Bare Acts: Govt. or Private publication
2. Mercantile Law 30thEd.:M.C.Shukla,S.Chand&Co.
3. Business Law: N.D. Kapoor, S.Chand & Co.
4. Company Law 11thEd. : Singh Avtar, Eastern Book Co., Lukhnow
5. Business Law 2ndEd.: M.C. Kuchhal, Vikas Publication House, New Delhi

Syllabus of Semester IV, BM- Dual Degree Course in Management

Course Code: BMT210

Course : Operations Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes :

1. Understanding of business operations and operations strategy
2. Understanding of service characteristics and their applications in designing of services
3. Understating of quality concepts
4. Ability to analyse and apply inventory control systems
5. Ability to analyse and apply aggregate planning strategies
6. Knowledge of modern trends in operations management

Unit I: Introduction: Introduction to Operations Management and Productivity, Operations and Competitiveness, Operation Strategy, Decision Analysis.

Unit II: Designing Services: Characteristics of Services, Service Design Process, Waiting Line Analysis for Service Improvements: Basic single server model, Facility Layout and location planning: Types of layout-Product, process, fixed position, cellular, Hybrid; Advantages & disadvantages of layouts, Factors of Location, Centre of gravity Location Analysis Technique, Managing projects: Planning, Scheduling & control.

Unit III: Quality Management: Introduction to Quality Management, Quality Management Systems, Quality Tools, TQM & QMS, QM-Customer Focus, Role of Employee, Quality in Services, Six Sigma, Quality Costs, ISO-9000.

Unit IV: Inventory Management: Elements of Inventory Management, Inventory Control Systems, EOQ Models, Quantity Discounts, MRP, Purchase Management.

Unit V: Aggregate Planning: Strategies for Adjusting Capacity, Managing Demand, Quantitative Techniques for Aggregate Planning, Hierarchical Nature of Planning, Aggregate Planning for Services.

Unit VI: Modern Management techniques: JIT, KANBAN, POKA YOKE, Lean Manufacturing, 5S

Text Book:

Operations Management Along The Supply Chain: Russell & Taylor, Wiley India

References Books:

1. Production and Operations Management: Concepts, Models, and Behavior, Ronald J. Ebert Everett E. Adam, SAGE PUBLICATIONS
2. Operations Management: SLACK & LEWIS, Michael Lewis, Nigel Slack
3. Industrial Engineering & Production Management, MartandTelsang, S,Chand
4. Operations Management Process & Supply Chains, Krajewski, Ritzman, Mailhotra, Shrivastav, Pearson

Syllabus of Semester IV, BM- Dual Degree Course in Management

Course Code: BMA202

Course: Case Study Application

L: 5 Hrs, T: 0 Hrs, P: 0 Hrs, per Week

Total Credits :

30 lectures would be conducted for the subject

The Institute shall allot three case studies in the area of HR, Marketing and Finance in Case study Application to each student which may be from any relevant subject of the syllabus, specialisation subject or may be inter disciplinary in nature. The students are expected to solve all the case studies & the internal examiner appointed by the Director/HOD of the Institute would ask the student to explain & present these cases solved by the student.



Syllabus of Semester V, BM- Dual Degree Course in Management

Course Code: BMT301

Course: Financial Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Knowledge of the basics of Financial Management Concepts.
2. Understanding of concepts, approaches and the practical aspects useful in decision making.
3. Ability to apply the theoretical inputs to real life cases and situations.

Unit I: Introduction To financial Management - Concept of business finance, finance function, scope, role of finance Manager, Goals & objectives of financial management, Functional areas, Time Value of Money.

Unit II: Capital Budgeting Decision - Capital budgeting - Introduction, techniques of capital budgeting—Pay Back Method, Accounting rate of return, Internal Rate of Return, DCF', Net Present Value and profitability index.

Unit III: Cost of Capital - Concept, meaning & importance, Opportunity Cost of capital, Cost of different sources of finance, weighted average cost of capital & factors affecting cost of capital.

Unit IV: Capital structure - Meaning, Theories of capital structure, concept of optimal capital structure, Computation of leverages, Capital gearing & leveraging, EBIT-EPS analysis.

Unit V: Working capital Management - Concept of working Capital, significance, types Adequacy of working capital, Factors affecting working capital needs, financing approaches for working capital, and Methods of forecasting working capital requirements.

Unit VI: Mergers, Acquisitions and Financial Reconstruction –Mergers and Acquisitions: Types, Styles of Mergers, Corporate Restructuring, Mergers and Take-overs: Indian scene

Text Book:

1. Financial Management by Dr. R. P. Rustagi, Forth revised edition, Taxmann's Publication

Reference Books:

1. Financial Management by SheebaKapil, Pearson
2. Financial Management by Khan & Jain, Tata Mcgraw Hill
3. Financial Management by Dr. P C Tulsian, S Chand
4. Financial Management by R P Rustagi, Galotia Publication
5. Financial Management by Ravi Kishore, Taxmann

Syllabus of Semester V, BM- Dual Degree Course in Management

Course Code: BMT302

Course: Change Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. A Understanding of Change management
2. Impact of Change Management on organizational effectiveness
3. Change Management Strategies and impact of globalization on change management

Unit I Organizational Change: – an overview, Nature, levels and dilemmas of change, Types of changes, Importance of change, Pressures for change, The Domino effect, Responses to change, Resistance to change, Dynamics of change.

Unit II Models of Change: – Characteristics of effective Change program, System model of change, Force field analysis, Continuous Change process model, Change and Transition management, Organizational Growth model.

Unit III Change & Organizational Development: - Nature of Organizational Development, OD team and Intergroup Interventions, Structural Intervention, comprehensive interventions, organizational learning, the reality checklist, seven steps of initiating organizational learning.

Unit IV Managing Organizational Change: – Change management Principles, Change Transition for individual Employees, Organizational Improvement process, Execution and Implementation of change improvement system, Commitment curve, Change management iceberg

Unit V Change Management Strategies: – Introduction, definition, principles of change management strategies, Philosophies of strategic change management, steps for strategic change management, Selection of organizational change strategy

Unit VI Globalization and organizational change development: Development, factors promoting globalization and technology transfers, Globalization challenge for managing organizational transformation, Globalization and organizational transformation.

Text Book:

1. Organization Change and Development, Kavita Singh, Excel Books

Reference Books:

1. Organizational Change and Development, Dipak Kumar Bhattacharyya, Oxford Publication
2. Organization Change Theory and Practice, Warner Burke, Sage Publication
3. Organization effectiveness and change management, V. G. Kondalkar, PHI Learning

Syllabus of Semester V, BM- Dual Degree Course in Management

Course Code: BMT303

Course: Consumer Behavior

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding of consumer behavior for developing marketing strategies in relation to marketing mix.
2. Ability to conduct consumer research.
3. Ability to apply theoretical concepts to real life situations.

Unit I Consumer Behavior - An Overview: Introduction, Meaning, Definition, Scope, Relevance of Consumer Behavior, Development of Consumer Behavior study, Growth of Consumer Research, Consumer Behavior and Marketing Management; Consumer Decision Making, Trends in Consumer Behavior

Unit II: Buying Process: Reference groups, buying process, factors influencing buying decisions, models of buying behavior (Howard Sheth Model of Buying Behavior), and post purchase behavior.

Unit III: Consumer Research, methods of research and research process, data collection techniques, sources of secondary data for marketing decisions, relevance of secondary data, marketing metrics

Unit IV: Individual Determination of Consumer Behavior: Consumer Perception, Internal & External Factors, The Perceptual Process, Consumer Imagery and Marketing Implication

Unit V: Consumer Decision Making: Consumer Decision Making- Meaning, Views, Types of Decision Making in buying, Process of Decision Making, Consumer Information Processing, Models of Consumer Decision Making

Unit VI: Advertising & Media Research: Importance of Advertising, Need for Advertising Research, Media Research, Copy testing Advertising Research Studies in India, Evaluation of Advertising Research, Ethics in Consumer Research

Text Book:

1. Consumer Behavior Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson Publication

Reference Books:

1. Consumer Behavior: Insights from Indian Market, MajumdarRamanuj , PHI Publication
2. Consumer Behaviour, 1/e, Mukherjee Srabanti, CENGAGE Learning
3. Marketing Research, Nareshmalhotra, Pearson Publication



Syllabus of Semester V, BM- Dual Degree Course in Management

Course Code: BMT304

Course: Research Methodology

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding the basic fundamentals of Research Methodology
2. Understanding the tools & techniques of data collection
3. Understanding of how to write a Project report.

Unit I : Research Methodology-Introduction: Meaning, Objectives & Types of Research, Research Process, Criteria of Good Research

Unit II: Research Problem & Design: Selection & Techniques involved in research problem, Features & important concepts related to Research Design, Types of Research Design.

Unit III: Sampling Design: Census & Sample Survey, Steps in Sample Design, Criteria & Characteristics of Good Sample Design, Probability & Non Probability Sampling Technique, Sampling Errors.

Unit IV: Measurement & Scaling Techniques: Measurement Scales, Sources of errors, Tests of sound measurement, Meaning of scaling, Important Scaling Techniques.

Unit V: Data Collection: Collection Of Primary Data, Collection Of Secondary Data, And Selection Of Appropriate Method For Data Collection.

Unit VI: Processing, Interpretation And Report Writing: Processing Operations, Problems In Processing, Meaning Of Interpretation, Technique Of Interpretation, Different Steps In Writing Report, Layout Of The Research Report, Types Of Reports.

Text Book:

1. Research Methodology: Methods and Techniques by C. R. Kothari, New Age International Publishers.

Reference Books:

1. Research Methodology By P. Paneerselvam, Prentice Hall of India Pvt. Ltd.
2. Business Research Methods by Zikmund, Thomson Learning Books
3. Research Methodology by Dr. Deepak Chawla& Dr. NeenaSondhi, Vikas Publishing House Pvt. Ltd.



Syllabus of Semester V, BM- Dual Degree Course in Management

Course Code: BMT305

Course: Family Business

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Develop skills in successfully initiating, expanding, diversifying and managing a business enterprise with focus on understanding real life business situations and business practices.
2. Inculcate among students, entrepreneurial competencies including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking.
3. Provide intensive personal counseling to develop a competent entrepreneur and successful business executive of tomorrow.

Unit 1 Introduction to Family Business: Entrepreneurship and Family Business, Role and importance of family business; forms of organization for family business. The nature, importance, and uniqueness of family business.

Unit II: The family's relationship with the business: Developing a strategic vision & building teamwork, Professional Management of the Family Firm, How family- business-ownership systems predictably evolve, Managing business, family and shareholder relationships including family.

Unit III : Conflict Management: Dealing with nepotism and encouraging professionalism in the family business, Encouraging change in the family business system; Women's issues in the family business; Developing family members as family business managers and/or shareholders.

Unit IV: Formalities of launching a new venture: Human resource management and leadership perspective, the role of balanced board of directors, family governance in multigenerational family firms Getting Started: Type of startup ideas, using innovative thinking to generate business idea, internal and external analysis to identify business ideas.

Unit V Succession Planning: Managing succession: the leadership challenge, Managing succession and continuity; Designing effective family business boards and family governance; Practices of successful family companies and business families.

Unit VI : Building financial security and Control: Wealth management: family offices and philanthropy, Ingredients for responsible leadership; Family relations, Marketing research for the new venture.

Reference Books/ Text Books/ Cases:

1. Arora, R. and Sood, S.K. Fundamentals of Entrepreneurship and Family Business Management. Ludhiana: Kalyani Publishers.
2. Desai, V. Family-Scale Industries and Entrepreneurship. Mumbai: Himalayan Publishing House
3. Jain, R. Governance of Family Firms. New Delhi: Macmillan India Ltd.
4. Ramachandaran, K. Managing a New Business Successfully, New Delhi: Global Business Press.

Syllabus of Semester V, BM- Dual Degree Course in Management

Course Code: BMA301

Course: Aptitude & Personality Development

L: 5 Hrs, T: 0 Hrs, P: 0 Hrs, per Week

Total Credits: 0

30 lectures would be conducted for the subject

Various topics related with Aptitude and personality development will be taught to students. Under aptitude development various topics will be broadly covered under sections of Quantitative methods, Data interpretation and analysis, Logical reasoning, visual reasoning etc. Interviews and group discussion will be majorly covered under personality development program.



Syllabus of Semester VI, BM- Dual Degree Course in Management

Course Code: BMT306

Course: Quantitative Techniques

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Students will have knowledge of Measures of central tendency & dispersion, Regression & Correlation
2. Students will be able to apply various tests on data which normally distributed or otherwise
3. Students will be able to develop relevant techniques and skill for identifying problems, hypotheses and information needs.

Unit I: Measures of Central Tendency – Mean, median, mode. Measures of dispersion - Standard Deviation, Mean Deviation, Skewness, Kurtosis.

Unit II: Regression and Correlation Analysis - Regression: Method of Least Squares, Regression Coefficient, Standard Errors of Estimate. Correlation: Types, Coefficient of Determination, Rank Correlation. The strength of association – R^2 , Test of statistical significance of Regression Equation.

Unit III: Introduction to Hypothesis Testing: Introduction and meaning of Hypothesis, Formulation of The Null and Alternative Hypotheses, Components of Hypothesis, Procedure, Limitations of Hypothesis testing.

Unit IV: Hypothesis Testing Test Statistic, Practical Significance Versus Statistical Significance, Decision-Making Risks- Type I Error, Type II Error, The p -Value Approach to Hypothesis Testing, Z Test – Single Mean and two mean.

Unit V: T-test - About a single, about difference of means, Paired sample, Chi Square test, One way ANOVA

Unit VI: Non-parametric tests - Wilcoxon test, Rank test, Mann – Whitney test, Kruskal – Wallis H-test.

Text Books:

1. Research Methodology By C R Kothari (New Age International Publishers)

Reference Books:

1. Research Methodology By Dr. Deepak Chawla & Dr. Neena Sondhi (Vikas Publications)
2. Business Statistics By Dr. S K Khandelwal (International Book house Pvt. Ltd)
3. Research Methodology By R. Paneerselvam (Prentice Hall of India Pvt. Ltd)
4. Business Research Methods By Zikmund (Thomson Learning Books)
5. Marketing Research By G C Beri third edition (McGraw Hill)
6. Marketing Research By Malhotra & Dash (Pearson Publication)

Syllabus of Semester VI, BM- Dual Degree Course in Management

Course Code: BMT307

Course: Banking & Financial Services

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Students will have knowledge of banking and related services
2. Role of various regulatory bodies will be understood in brief
3. Students will understand the concepts of primary and secondary, Mutual funds, insurance

Unit I: Introduction to Banking: Banking, Journey of Banking in India, Role of banks as important aids to trade, Functions of Banks, Types of Banks & Banking - Nationalized & Cooperative Banks, Regional rural Banks, Scheduled Banks, Private Banks, Foreign Banks, Wholesale & Retail Banking.

Unit II: Regulatory Framework: Banking Regulation Act. Role of RBI, SEBI, AMFI and IRDA as a Regulatory Authority.

Unit III: Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity market, forexmarket, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Stock exchanges in India: BSE, NSE.

Unit IV: Mutual funds: Mutual funds – Definition, Products, advantages and disadvantages in mutual fund schemes, SEBI Requirements for Asset management company (AMC), Association of Mutual Fund Industry (AMFI), evaluating mutual fund, growth in India.

Unit V: Insurance: Insurance – Meaning, overview, Classification of Insurance, Elements of an Insurance Contract, types – life and general- advantages, scope of growth in India.

Unit VI: Housing Finance & Credit ratings: Housing Finance – Major institutions involved, types, rate of interest, advantages, Scenario in India. Credit ratings – Origins, definition, advantages, credit rating agencies – global and Indian, Symbols, CRISIL, ICRA equity ratings, scope in India.

Text Book:

The Indian Financial System and Development: Vasant Desai, Himalaya Publishing house, Delhi

Reference Books:

1. Indian Financial System: M Y Khan, Tata McGraw Hill
2. Principles of Bank Management: Vasant Desai, Himalaya Publishing house, Delhi
3. Basics of Banking & Finance: Dr. K. M. Bhattacharya, Himalaya Publishing House
4. Banking Theory, Law & Practice: Gorden & Natrajan, Himalaya Publishing House
- Banking Theory & Practice: Dr. P. K. Shrivastava, Himalaya Publishing house, Delhi

Syllabus of Semester VI, BM- Dual Degree Course in Management

Course Code: BMT308

Course: E - Commerce

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes :

1. Understanding the concept of electronic commerce
2. To develop knowledge about requirements of building a website.
3. Knowledge of Internet marketing techniques.
4. Knowledge of Affiliate Programs.
5. Knowledge of e-CRM.
6. Understanding Legal and Ethical Issues of E-commerce

Unit I: Introduction to Electronic Commerce: What is E-Commerce (Introduction and Definition), Main activities E-Commerce, Goals of E-Commerce, Technical Components of E-commerce, Functions of E-commerce, Adv. & Dis Adv. of E-commerce, Scope of E-commerce, Electronic commerce Applications, Electronic commerce and Electronic Business(C2C, C2G , G2G , B2G , B2P,B2A,P2P, B2A, C2A, B2B,B2C)

Unit II: Building own website: Reasons for building own website, Benefits of website, How to pick a domain name, Registering a Domain Name, Bandwidth requirements, Cost, Time, The Building Life Cycle - From Page to Stage.

Unit III: Internet Marketing: Introduction, The PROS and CONS of online shopping, Branding, Internet Marketing Research, e-Mail Marketing, Promotions, e-business Advertising, internet marketing techniques, The E-cycle of Internet marketing.

Unit IV: Affiliate Program: Introduction, how an affiliate program works, selecting an Affiliate program- Program Reward Structure, Attracting affiliates, monitoring an affiliate program, Web-site "Stickiness".

Unit V: e-CRM: Introduction, Tracking & Analyzing Data, Personalization, Contact Centers, B2B e-CRM, Completes e-CRM solution.

Unit VI: Legal and Ethical Issues: Double click's collecting information about web usage, ethical issues in the digital economy, cyber stalking, cybersquatting, Phishing, Skimming, Copyright, and Internet Gambling

Text Book:

1. E-Commerce Concepts, Models , Strategies by -- C.S.V Murthy

Reference Books:

2. Electronic Commerce by Elias M. Awad, Third Edition, PHI
3. E-Business & E-Commerce for Managers by Harvey M. Deitel, Paul J. Deitel, Kate, Pearson
4. E-Commerce, An Indian Perspective by P. T. Joseph, PHI
5. E-Commerce by --Kamlesh K Bajaj and Debjani Nag
6. Electronic Commerce by --Gary P. Schneider

Syllabus of Semester VI, BM- Dual Degree Course in Management

Course Code: BMT309

Course: Project Management

L: 3 Hrs, T: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding the basic fundamentals of Project Management
2. Understanding the tools & techniques of Project Management
3. Application of Project Management in daily life & in organisation

Unit I: Introduction to Project Management- Characteristics & Objectives of Project, Project Life Cycle, Importance of Project Management, Constraints of Project, Project Portfolio Management.

Unit II: Project Organization Structure & Defining Project - Advantages & Disadvantages of various Organization Structure used in Project. Project Scope, Project Priorities, WBS, Integration of WBS with Organization.

Unit III: Estimating Project Time, Costs-Factors influencing quality of estimates, Top Down & Bottom Up methods of Estimating, Various Costs associated with Projects, Projects Cost –Duration Graph.

Unit IV: Project Risk Management: Options for accelerating Projects, Risk Identification, Risk Assessment, Risk Response Development & Risk Response Control.

Unit V: People Issues in Project Management-Network of Stakeholders, Qualities of an effective Project Manager, Five Stage Team Development Model, Building high performance project teams.

Unit VI: Project Performance, Evaluation & Closure- Structure of Project Monitoring Information System, Project Control process, Monitoring Time performance through Gantt Chart, Types of Project Closure.

Text Book:

1. Project Management: 5th Edition by Clifford F. Gray, Erik W. Larson, McGraw Hill

Reference Books:

1. Project Management: Jeffrey Pinto, Pearson
2. Project Management: Rory Burke, Wiley India
3. Project Management, S Chowdhary, McGraw Hill
4. Project Management: V C Sontakki, Himalaya Publishing House
5. Project Management: Arun Kanda, PHI

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Syllabus of Semester VI, BM- Dual Degree Course in Management

Course Code: BMA302

Course: General Studies

L: 5 Hrs, T: 0 Hrs, P: 0 Hrs, per Week

Total Credits: 0

30 lectures would be conducted for the subject

It will include Newspaper readings, Business Magazine, Business articles, Business quiz. Subject will enhance the knowledge of students with respect to external world.

