1. Title

The degree shall be titled as Bachelor of Business Management (B.B.M.) (International Business) under the Faculty of Commerce Part I w.e.f. the academic year 2008-2009, B.B.M. Part II w.e.f. 2009-2010 and B.B.M. Part III w.e.f. 2010-2011.

2. Objectives:

With the industrial Liberalization and Globalization scenario and emphasis on global markets, there is a great scope for job opportunities as well as Entrepreneurship in international business in the products and services sectors. Great scope also exists in International logistics, Supply-Chain management, Transportation and distribution.

The three year Bachelor of Business Management (B.B.M.) programme is a professional degree course aimed at educating the 10+2 passed students in the various theoretical and practical aspects of international business.

3. Duration:

The Course shall be a full time course and the duration of the course shall be of three years divided into six Semesters.

4. Eligibility:

(i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Management shall have passed 12 the Std. Examination (H.S.C. 10 +2) from any stream with English as passing subject and has secured 45% marks at 12th std.

(ii) Three Years Diploma Course after S.S.C. i.e. 10\textsuperscript{th} Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iii) Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

(iv) MCVC

(v) Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute / College.
5. Medium of Instruction:

Medium of instruction shall be in English only.

6. Scheme of Examination:

The B.B.M. Examination will be of 3600 marks divided into 3 parts as per details given below:

(iv) BBM Part I (Sem I, II) Aggregate marks 1200
(v) BBM Part II (Sem III, IV) Aggregate marks 1200
(vi) BBM Part III (Sem V, VI) Aggregate marks 1200

There will be written Examination of 80 marks, 3 hrs duration for every course at the end of each semester. The class work will carry 20 marks in each course. For courses in Industrial Exposure (Sem III, IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 Marks. For course on Project work (Sem VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

7. RULES OF A.T.K.T.

a) A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.

b) A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four theory heads of total number of subjects of the Second year examination, which consist of Third & Fourth Semester.

8. Standard of Passing and Award of Class:

In order of pass examination a candidate has to obtain 40% marks out of 100 (Sem-end exam 80 + class work marks 20 taken together) in each course.

The award of class: The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II & III). The award of Class is as follows:

(a) Aggregate 70% and above. .... First class with Distinction
(b) Aggregate 60% and above but less than 70% .... First class
(c) Aggregate 55% and more but less than 60% .... Higher Second class
(d) Aggregate 50% and more but less than 55% .... Second class
(e) Aggregate 40% and more but less than 50% .... Pass class
(f) Below 40% .... Fail

9. The expenditure on Industrial exposure shall be borne by the student concerned.

10. The Semester wise Structure of the programme shall be as follows:
## Revised Course Structure

**Bachelor of Business Management**  
*(International Business)*

<table>
<thead>
<tr>
<th><strong>Sem I</strong></th>
<th><strong>Sem II</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>201</td>
</tr>
<tr>
<td><strong>Indian Business Environment</strong></td>
<td><strong>Cost Accounting.</strong></td>
</tr>
<tr>
<td>102</td>
<td>202</td>
</tr>
<tr>
<td><strong>Communication Skills &amp; Personality Development.</strong></td>
<td><strong>Elements of HRM .</strong></td>
</tr>
<tr>
<td>103</td>
<td>203</td>
</tr>
<tr>
<td><strong>Micro Economic Analysis.</strong></td>
<td><strong>Macro Economic Analysis.</strong></td>
</tr>
<tr>
<td>104</td>
<td>204</td>
</tr>
<tr>
<td><strong>Business Accounting.</strong></td>
<td><strong>Principles of Marketing.</strong></td>
</tr>
<tr>
<td>105</td>
<td>205</td>
</tr>
<tr>
<td><strong>Principles &amp; Practice of Management.</strong></td>
<td><strong>Business Statistics.</strong></td>
</tr>
<tr>
<td>106</td>
<td>206</td>
</tr>
<tr>
<td><strong>Business Mathematics.</strong></td>
<td><strong>IT in Business Operations.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Sem III</strong></th>
<th><strong>Sem IV</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>401</td>
</tr>
<tr>
<td><strong>International Business Environment.</strong></td>
<td><strong>Supply Chain &amp; Logistics Management</strong></td>
</tr>
<tr>
<td>302</td>
<td>402</td>
</tr>
<tr>
<td><strong>Production &amp; Operations Management.</strong></td>
<td><strong>Foreign Exchange Operations.</strong></td>
</tr>
<tr>
<td>303</td>
<td>403</td>
</tr>
<tr>
<td><strong>International Economics.</strong></td>
<td><strong>International Business in Service Sector.</strong></td>
</tr>
<tr>
<td>304</td>
<td>404</td>
</tr>
<tr>
<td><strong>International Marketing.</strong></td>
<td><strong>International Agri Business.</strong></td>
</tr>
<tr>
<td>305</td>
<td>405</td>
</tr>
<tr>
<td><strong>Management Accounting.</strong></td>
<td><strong>Business Taxation.</strong></td>
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<tr>
<td>306</td>
<td>406</td>
</tr>
<tr>
<td><strong>E- Commerce.</strong></td>
<td><strong>Business Exposure.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Sem V</strong></th>
<th><strong>Sem VI</strong></th>
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</thead>
<tbody>
<tr>
<td>501</td>
<td>601</td>
</tr>
<tr>
<td><strong>Business Ethics.</strong></td>
<td><strong>Export Import Procedure.</strong></td>
</tr>
<tr>
<td>502</td>
<td>602</td>
</tr>
<tr>
<td><strong>Business Law.</strong></td>
<td><strong>International Business Law.</strong></td>
</tr>
<tr>
<td>503</td>
<td>603</td>
</tr>
<tr>
<td><strong>International Relations.</strong></td>
<td><strong>Study of Global Economies.</strong></td>
</tr>
<tr>
<td>504</td>
<td>604</td>
</tr>
<tr>
<td><strong>International Banking &amp; Finance</strong></td>
<td><strong>International Project Management.</strong></td>
</tr>
<tr>
<td>505</td>
<td>605</td>
</tr>
<tr>
<td><strong>Business Reporting and Analysis.</strong></td>
<td><strong>Foreign Language - Paper II.</strong></td>
</tr>
<tr>
<td>506</td>
<td>606</td>
</tr>
</tbody>
</table>
| **Foreign Language - Paper I.** | **Project**  
\begin{itemize}  
\item (Asian - Chinese, Japanese)} \item (European - German, French) \end{itemize} | **(Project Report - 50 )**  
\begin{itemize}  
\item (Presentation - 30 Viva - 20) \end{itemize} |
University of Pune
Faculty of Commerce

Bachelor of Business Management (International Business)


Total Marks 100

Objectives:- 1) To develop knowledge base of environmental factors affecting business.
2) To make students aware to environmental problems related to business and commerce.
3) To inculcate values of Environmental ethics amongst the students.

No. of Lectures

Unit – I  Indian Business Environment concept and importance – Need of environmental studies for Business. 6

Unit – II  Types of Environment – Natural, Economic, Political, Social, technical, cultural, Educational, Legal, Cross-cultures. 8

Unit – III Problems of Growth – Unemployment, Poverty, Regional imbalance, Social injustice, inflation, Parallel Economy, Industries sickness, Environmental problems affecting growth of Business. 8

Unit - IV Environmental Factors affecting Business.

a) Physical – Topography, Climate, Minerals, Water resources.

b) Cultural – infrastructure, technology, tradition, Political set up, social Set-up, educational Set-up. 10

Unit -V Natural Resources and sustainability, Renewable and Non-renewable resources, Limitations of non-renewable resources – need of renewable resources, strategy for conservation of natural resources. 8

Unit -VI Environmental Issue related to Business Global warming and Kyoto Protocol, Oil Crisis and its impact on business Problems related to water resources management, Industries and Pollution – Air, Water, Noise. 8
Communication Skills and Personality Development

Course Code: 102

Objectives:

1) To understand the concept, process and importance of communication.
2) To gain knowledge of media of communication.
3) To develop skills of effective communication - both written and oral.
4) To help students to acquaint with application of communication skills in the world of business.
5) To understand the concept of personality and personality development and its significance.
6) To understand and develop various traits required for personality development.

Semester - I

Unit 1: Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers - Cross cultural Communication.

08

Unit 2:

(a) Written Communication
Need and functions of business letters - Planning & layout of business letter - Essentials of effective correspondence – Advantages & limitations of written communication.

(b) Oral Communication
Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - The art of listening - Principles of good listening - Advantages and limitations of oral communication.

06

Unit 3: Personality Development
The concept personality - Dimensions of personality - Term personality development - Significance.

The concept of success and failure


06
Unit 4: Attitude & Motivation

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages - Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation - Factors leading to demotivation.

07

Unit 5: Self-esteem


03

Unit 6: Interpersonal Relationships

Interpersonal relationships - Teaming - Developing positive personality - Analysis of strengths and weaknesses.

03

Unit 7: Goal-Setting

Concept of goal-setting - Importance of goals - Dream Vs Goal - Why goal-setting fails? - SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals - Art of prioritization - Do's and Don’ts about goals.

03

Unit 8: Other Aspects of Personality Development

Body language - Assertiveness - Problem-solving - Conflict and Stress Management - Decision-making skills - Positive and creative thinking - Leadership and qualities of a successful leader - Character-building - Team-work - Lateral thinking - Time management - Work ethics - Management of change - Good manners and etiquettes (Concept, significance and skills to achieve should be studied.)

12

Topics prescribed for workshop/Skill lab:

a) Group discussion
b) Presentation skill
c) Problem-solving
d) Decision-making
e) Creativity
f) Leadership
g) Time management
h) Body language

12
Recommended Books:

4) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
5) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
6) You Can Win - Shiv Khera - Macmillan India Limited
7) Group Discussion and Public Speaking - K. Sankaran and Mahendra Kumar - M.I. Publications, Agra
9) Basic Managerial Skills For All - Prentice-Hall of India Pvt. Ltd., New Delhi
10) 8 Habits - Stephen Covey
11) Management Thoughts - Pramod Batra
12) Produced by Prof. Rooshikumar Pandya - Creative Communication and Management Center, Bombay
   a) Assertive Training: Four cassettes
   b) Self Hypnosis for Goal Achievement: Four cassettes
   c) Hypnosis: Therapeutic and Practical: Eight cassettes
   d) Communication as an Occurring Art: Seven cassettes
   e) Successful Communication: a 50 min. Video
   f) To Communicate Well is to Sell Well: Seven cassettes of Communication as an Occurring Art plus a special manual with relevant questions for sales personnel.
   g) A 60 minute cassette on The Art of Relaxation: Stress Management
# MICRO ECONOMIC ANALYSIS

**Code - 103**

**Objective:**
1. To expose basic microeconomic concepts to students of international business.
2. To provide a method/approach to help draw correct conclusions/solve economic problems.
3. To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.

**Marks: 100**

<table>
<thead>
<tr>
<th>Unit No.</th>
<th>Topics</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Definition and Nature</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Scope, Importance and Limitations.</td>
<td></td>
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<tr>
<td>1.3</td>
<td>Basic Economic Problems</td>
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<td>1.4</td>
<td>Market forces in solving Economic Problems.</td>
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<tr>
<td>2</td>
<td>DEMAND ANALYSIS</td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td>Concept of Demand, Individual and Market Demand, their Determinants</td>
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<tr>
<td>2.2</td>
<td>Elasticity of Demand, their Types and Usefulness of each Type in the Field of Foreign Trade</td>
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<td>2.3</td>
<td>Demand Forecasting - Meaning, Methods</td>
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<tr>
<td>2.4</td>
<td>Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship</td>
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<tr>
<td>3</td>
<td>SUPPLY ANALYSIS</td>
<td></td>
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<tr>
<td>3.1</td>
<td>Meaning and Definition</td>
<td></td>
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<tr>
<td>3.2</td>
<td>Law of Supply</td>
<td></td>
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<tr>
<td>3.3</td>
<td>Factors affecting Supply</td>
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<tr>
<td>4</td>
<td>COST ANALYSIS</td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Accounting Costs and Economic Costs</td>
<td></td>
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<tr>
<td>4.2</td>
<td>Short Run Cost Analysis - Fixed, Variable, Total Cost Curves, Average and Marginal Costs.</td>
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<tr>
<td>4.3</td>
<td>Long Run Cost Analysis - Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves</td>
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<tr>
<td>5</td>
<td>PRICING UNDER VARIOUS MARKET CONDITIONS</td>
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<tr>
<td>5.1</td>
<td>Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition</td>
<td></td>
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<tr>
<td>5.2</td>
<td>Monopoly - Price Determination under Monopoly</td>
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<tr>
<td>5.3</td>
<td>Monopolistic Competition - Price and Output Determination under Monopolistic Competition.</td>
<td></td>
</tr>
</tbody>
</table>
6 DISTRIBUTION

6.1 Marginal Productivity Theory of Distribution
6.2 Rent - Meaning, Modern Theory of Rent
6.4 Profit - Dynamic, Innovation, Risk and Uncertainty Bearing Theories of Profit.

RECOMMENDED BOOKS

2. Introduction to Positive Economics - Richard G. Lipsey
3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth
6. Managerial Economics - Theory and Application - D. M. Mithani
**Semester I**

**Course Title:** Business Accounting  
**Course Code:** 104

**Objective:** To impart basic accounting knowledge

<table>
<thead>
<tr>
<th>UNIT NO.</th>
<th>TOPICS</th>
<th>NUMBER OF LECTURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Introduction:</strong> Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td><strong>Conceptual Frame work:</strong> Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates.</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td><strong>Recording of transactions:</strong> Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need &amp; importance of depreciation, methods of charging depreciation. (WDV &amp; SLM)</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td><strong>Preparation of final accounts:</strong> Preparation of Trading and Profit &amp; Loss Account and Balance Sheet of sole proprietary business. Computerised Accounting: Computers and Financial application, Accounting Software packages.</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td><strong>Introduction to Company Final Accounts:</strong> Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td><strong>Foreign Branch:</strong> Meaning, Accounting and Consolidation Reporting &amp; Disclosure, Foreign Currency Translation, International Taxation &amp; Transfer Pricing.</td>
<td>6</td>
</tr>
</tbody>
</table>

**TOTAL** 48
Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy: By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting for Management; By Amrish Gupta (Pearson Education)
5. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
Objective:

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

No. of Lectures

1) Nature of Management:
- Meaning, Definition, it's nature purpose, importance & Functions,
- Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization

2) Evolution of Management Thought:
- Contribution of F.W.Taylor, Henri Fayol ,Elton Mayo , Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought

3) Functions of Management: Part-I
- Planning - Meaning - Need & Importance, types levels - advantages & limitations.
- Forecasting - Need & Techniques
- Decision making - Types - Process of rational decision making & techniques of decision making
- Organizing - Elements of organizing & processes:
  - Types of organizations, Delegation of authority - Need, difficulties in delegation - Decentralization
- Staffing - Meaning & Importance
- Direction - Nature - Principles
- Communication - Types & Importance
- Motivation - Importance - theories
- Leadership - Meaning - styles, qualities & functions of leaders

4) Functions of Management: Part-II
- Controlling - Need, Nature, importance, Process & Techniques
- Coordination - Need – Importance

5) Strategic Management
- Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist,
Relevance of Strategic Management and its Benefits, Strategic Management in India

6) Recent Trends in Management:

- Social Responsibility of Management – environment friendly management
- Management of Change
- Management of Crisis
- Total Quality Management
- Stress Management
- International Management

Books Recommended:-

1. Essential of Management - Horold Koontz and Iteinz Weibrich - McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa
   Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand
   & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
8. Business organization and Management by Talloo by Tata McGraw Hill
   By Francis Cherunilam Himalaya Publishing House 2001 Edition
Business Mathematics

Course Code : 106

Objectives :

1. To understand the concepts of ratio, proportion and percentage.
2. To understand the concept and application of profit and loss in business.
3. To use the concept of EMI.
4. To understand the concept of stock exchange and to calculate Dividend.
5. To understand applications of matrices in business.
6. To understand useful functions in business and economics.

No. of Lectures

Unit 1. Ratio, Proportion and Percentage (08)

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 2. Profit And Loss (08)


Unit 3. Interest (06)

Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems

Unit 4. Shares and Dividends (06)

Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Unit 5. Matrices And Determinants (upto order 3 only) : (12)

Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.
Unit 6. Functions :  

( To identify and define the relationships that exist among business variables )
Introduction, Definition of function, constants, variables, continuous real variable, Domain or interval, Types of functions, one valued function, Explicit function, Algebraic functions, Polynomial functions, Absolute value function, Inverse function, Rational and Irrational function, Monotone function, Even and odd function, Supply/ Demand function, Cost function, Total revenue function, Profit Function, Production function, utility function, Consumption function.

Reference Books :

1) Business Mathematics by Dr. Amarnath Dikshit & 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
Cost Accounting

Course Code : 201

Course Title : Cost Accounting

Objectives: 1) To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
2) To provide basic knowledge of important Methods & Techniques of costing.

Level of Knowledge : Basic understanding of the subject.

<table>
<thead>
<tr>
<th>Units</th>
<th>Topics</th>
<th>Teaching Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 2: Elements of cost</td>
<td>2.1. Material, Labour and other Expenses 2.2. Classification of cost &amp; Types of Costs 2.3. Preparation of Cost Sheet</td>
<td>8</td>
</tr>
</tbody>
</table>

**Techniques of Costing**

Unit 4. **Budget and Budgetary Control**- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget

Unit 5. **Marginal Costing** – Meaning and Various Concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety
Unit 6. Standard Costing- Definition and Meaning of Various Concepts
Advantages and Limitations of Standard Costing
Variance Analysis – Material and labour Variances only

Total Periods 48

Area of Practical problems:
Simple Problems on
1) Cost Sheet
2) Techniques of Costing
   I) Marginal Costing
   II) Budget and Budgetary Control – Flexible and Cash Budget
   III) Standard Costing – Material and Labour Variances only

Allocation of Marks:
  Theory – 50%
  Practical Problems – 50%

Compulsory one industrial visit for updating practical knowledge.

Books, Journals and Website Recommended: -

Books -
1. Advanced cost Accounting by Saxena and Vasistha.
2. Advanced cost Accounting by S.P.Jain and Narong.
3. Cost Accounting by S.N.Maheshwari
5. Practice in Advanced Costing and Management Accounting by
   Prof. Subhash Jagtap
   Nirali Prakashan, Pune.
6. Cost and Works Accounting II and III- Prof. Subhash Jagtap,
   Prof.Pagar and Dr.Nare
   K.S.Publication,Pune.
7. Cost Accounting – Bhatta HSM,Himalaya Publication
8. Cost Accounting – Prabhu Dev , Himalaya Publication

CD on Cost-shee Prepared by Asian center for Research and Training
Journals – Management Accountant – The ICWA of India, Kolkatta
Website – www.myicwai.com
Elements of Human Resource Management

Course Code – 202

Objective:
To provide basis to the students for understanding the nature, concepts, principles & practices in Human Resource Management.

On Completion of the Syllabi, student will
1. acquaint himself with concepts, principles and practices in Human Resource Management
2. will understand the important functions of HRM.

No. of Lectures


2. Trends in HRM: Change in labour force, composition, knowledge workers, employee empowerment. HRM challenges, strategic issues merges & acquisitions, TQM, Downsizing, Reengineering, outsourcing, expanding into global marketing, Global workforce. (6)

Recruitment & Selection: Sources of recruitment, procedure, basis of selection, interviews, tests, induction, (8)

4. Training & Development: Training Need, system approach to training, Education, Training & Development, Training calendar. (6)

Merit Rating: Need, Importance and Methods, Promotion, Transfer, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job rotation. (12)

Attrition – Meaning Recent Trends, and ways to face the attrition and solutions for it (6)
Books Recommended:
1. Personnel Management – C. B. Mamoria
2. Personnel Management - C. H. Northcot
4. Managing Human Resources – Arun Monappa
   Published by Tata MacGraw Hill
7. Effective Human Resource Training and Development Strategy
   By Dr. Rathan Reddy Himalaya Publishing House
8. Human Resource Management - Principles and Practice
   By P. G. Acquinas Vikas Publishing
MACRO ECONOMIC ANALYSIS
Course Code – 203

Objective:
1. To study the behaviour of the economy as a whole.
2. To study relationships among broad aggregates.
3. To apply economic reasoning to macro economic policy.

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6 TRADE CYCLE

6.1 Nature and Characteristics of Trade Cycle
6.2 Phases of Trade Cycle
6.3 Control of Trade Cycle
6.4 Inflation and Deflation - Meaning, Causes and Control

RECOMMENDED BOOKS

6. Chandler L. V. - The Economics of Money and Banking.
Principles of Marketing

Objectives:
To study & critically analyze the basic concepts in marketing & to cater the needs of marketing industries.

No. of Lectures

Unit – 1: Introduction
Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager. 8

Unit – 2: Types of Marketing
Tele Marketing, E-Marketing-Service Marketing, Rural Marketing—feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies. 8

Unit – 3: Marketing Mix

Unit – 4: Types of Channels

Unit – 5: Market Segmentation
Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Destination between differential Marketing & Concentrated Marketing. 8

Unit – 6: Marketing Information System & Marketing Research
Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research. 8

Reference Books
1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
Business Statistics

Course Code : 205

Objectives:
1. To understand the concept of population and sample.
2. To use frequency distribution to make decision.
3. To understand and to calculate various types of averages and variation.
4. To use regression analysis to estimate the relationship between two variables.
5. To solve LPP to maximize the profit and to minimize the cost.
6. To solve TP to maximize the profit and to minimize the cost.

No. of Lectures

Unit 1. Population and Sample:
Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of sampling procedures only)
Data Condensation and graphical Methods:
Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions.
Graphs - Histogram, Frequency polygon.
Diagrams - Multiple bar, Pie, Subdivided bar.

Unit 2. Measures of Central Tendency and Dispersion
Criteria for good measures of central tendency, Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean.
Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.

Unit 3. Correlation and Regression (for ungrouped data):
Concept of correlation, positive & negative correlation, Karl Pearson’s Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.
Unit 4. Linear Programming problem (LPP):

Meaning of LPP, Formulation of LPP, solution by graphical methods, problems relating to two variables only.

Unit 5. Transportation problem (T.P.):

Statement and meaning of T.P. methods of finding initial basic feasible solution by North west corner Rule, Matrix Minimum method and vogel’s approximation method. Simple numerical problems (concept of degeneracy is not expected)

Unit 6. Insurance:

Meaning, Objectives, Purpose and need of insurance, Fundamentals of Insurance, Calculation of age, bonuses, premium, paid up value of a Policy, Maturity value of policy, claim calculation, Surrender value.

Recommended Books:
5. I.R.D.A – I.C. 33
IT in Business Operations

Course Code : 206

Objectives : 1) To Know the Fundamentals of Computers
2) To Understand how to use Computer applications in Business.

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3.5 Prototyping
3.6 Case Study of an elementary Inventory Control System

**4 Ch 4 : Operating System and Services in O.S.**

4.1 Dos - History
4.2 Files and Directories
4.3 Internal and External Commands
4.4 Batch Files
4.5 Types of O.S.

**5 Ch 5 : Introduction To R.D.B.M.S; ,**

5.1 Advantages and Limitations
5.2 Normalisation
5.3 Entity Relationships
5.4 Use Of simple SQL Commands involving both single table and joins.

**6 Ch 6 : Basic concepts of networking and Date Communication:**

6.1 LAN and WAN
6.2 Introduction to client server computing
6.3 Viruses
6.4 network security issues.

**7 Ch 7 : Introduction To Internet And the World Wide Web**

7.1 Role Of Internet service provider
7.2 Steps involved in creating a website-Internet & Extranet.

**Total :** 48

Referential Books :-

2. Fundamentals of Computer – V.Rajaramanna ( Prentice Hall )
3. Management Information System - W.S Jawadekar ( Tata Mcgraw Hill )
4. Computers Today – Sanders
5. System Analysis and Design – By Senn ( MGH Publication )