



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-I)
Effective from Academic Year 2019-20

Subject Code: 1MS3010101

Subject Title: Basic English

1. Course Objectives

Business Communication affects all aspects of our lives. This introductory course is expected to teach the students communicate in a clear, courteous, concise, complete, and correct manner on both; personal and professional levels. The course aims at helping students for enhancing capabilities in written, oral and interpersonal communication. The students are exposed to basics of reading, listening and speaking. This course prepares students to communicate in effective way.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	University Total Assessment	Continuous Assessment	Total
2	1	2	4	50	50	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Overview of English Grammar: Tenses and Verb Structures, Articles, Prepositions, Voices (Passive and Active), Direct and Indirect Speech, Punctuations and Capitalization, Commercial Terms	12	25%
2	Introduction to Communication: Meaning, Definition, Process, Functions, Objectives, Importance. Essentials of Good Communication Communication Barriers, Overcoming Communication Barriers	12	25%

3	Types of Communication: Upward, Downward, Horizontal, Grapevine, Written, Oral, Face-to-face, Silence - Merits and Limitations of each type	12	25%
4	Principles of Communication: 7 Cs of Communication, Media of Communication: Introduction, Written Communication, Oral Communication, Face to Face Communication, Visual Communication, Audio-visual Communication, Computer Based Communication	12	25%

Suggested Readings

1. Rajendra Pal & J.S.Korlahali: Essentials of business communication, Sultan Chand & Sons, New Delhi.
2. S. A. Sherlekar: Modern Business Organization, Himalaya Publication House, New Delhi.
3. Sherlekar, Patil, Paranjpe, Chitale: Industrial Organization Management, Himalaya Publication House, New Delhi.
4. Jallo: Business Organization and Management , Tata McGraw Hill, Delhi
5. F. Cherunilam: Business Environment Text and Cases, Himalaya Publication House, New Delhi.



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-I)
Effective from Academic Year 2019-20

Subject Code: IMS3010102

Subject Title: Fundamentals of Financial Accounting

1. Course Overview

The growing complexities of modern day business have put heavy demands on the enterprises in the preparation and presentation of their financial statements and other financial reports for the various stakeholders. A business transaction involves economic activities and monetary exchanges which need to be recorded. Based on financial information a business formulates its strategies for revenue enhancement, cost economies, efficiency improvements and further expansion / diversification for creating and enhancing the wealth of its shareholders. Understanding the basics of accounting has become paramount importance. Financial Accounting is computerized in most organizations. The student needs to be familiar with one or more of the packages used in maintaining financial accounts. More importantly, the student needs to make sense of the data from such packages & take business decisions. This course is an introductory course.

2. Course Objectives

After the course, participants

- Would know the principles of recording transactions between the business entity & the environment
- Would be able to use a financial accounting package to record routine transactions
- Would be able to understand the meaning, objectives and causes of depreciation and computation of depreciation by various methods
- Would be able to prepare final accounts
- Would be able to reconcile the bank accounts
- Would be able to draw business critical information from Financial Statements, namely Balance Sheet, Profit & Loss Account in terms of ratios
- Would get basic understanding of new developments in accounting

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	

3	1	0	4	50	50	100
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3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Accounting Introduction to business as system & process of recording of transactions between the business and the environment	6	10
2	Introduction to Accounting Mechanics Introduction to Journal, Ledger, Subsidiary books and Trial balance, Generally Accepted Accounting Practices (GAAP), Preparation of Final accounts with adjustments	6	15
3	Recording of Transactions Introduction to financial package like Tally Process of recording the transaction in the package Generating a Report in the package and interpreting a report	6	15
4	Depreciation Accounting Meaning and objectives of providing depreciation. Causes of depreciation Computation of depreciation on the basis of Straight Line Method and Diminishing Balance Method	6	15
5	Reconciliation of Bank Accounts Causes for difference in the balance as per pass book and balance as per cashbook Procedure for preparation of bank reconciliation statement	6	15
6	Understanding Financial Statements Meaning of Financial Statements – Income statement and Balance Sheet, Profitability Ratios, Investment Ratios, Financial Condition Ratios, Overall Measurement Ratios, Limitations of Ratio Analysis	6	15
7	New Developments in Financial Accounting Human Resource Accounting, Carbon Accounting, Forensic Accounting, Inflation Accounting	6	15

Suggested Readings

- **Text Books**

Author/s	Publication	Title
Maheshwari & Maheshwari	Vikas	Accounting for Management

- **Reference Books**

Author / s	Publication	Title
S.K. Bhattacharya & John Dearden	Vikas Publication	Accounting for Management – Text & Cases
Anthony,Hawkins,Merchant	Tata McGraw Hill	Accounting – Text & Cases
Mukherjee, Hanif	Tata McGraw Hill	Modern Accountancy – volume 1



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-I)
Effective from Academic Year 2019-20

Subject Code: 1MS3010103

Subject Title: Managerial Economics

1. Course Overview

Managerial Economics is the application of economic principles to decision-making in business firms or management units. The basic concepts are derived mainly from microeconomic theory, which studies the behaviour of individual consumers, firms, and industries. Managerial Economics also employs tools of analysis like statistical methods to estimate current and future demand for products. Operations research and programming are used as scientific criteria for maximizing profit, minimizing cost, and selecting the most profitable combination of products. The course emphasizes market structure and industrial performance, including the strategic interaction of firms. It examines the behavior of individual markets -- and the producers and consumers that sell and buy in those markets - focusing on cost analysis, the determinants of market demand, pricing strategy, market power, and the consequences of government regulatory policies.

2. Course Objectives

After the course, participants

- State the nature of firms & their environment
- Apply the elementary production & cost analysis for a given set of information
- State the nature demand sensitivity & apply these concepts to economic forecasting for a given set of data
- State the major market structures and the effects on competition
- State the importance of pricing decisions and market failure

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	

4		0	4	50	50	100
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3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Micro Economics: Definition, Scope and Importance. <ul style="list-style-type: none"> • Basic Micro-economic Problems • Thinking Like an Economist • Interdependence and the Gains from Trade 	8	20
2	SUPPLY AND DEMAND: HOW MARKETS WORK <ul style="list-style-type: none"> • The Market Forces of Supply and Demand • Elasticity and Its Application • Supply, Demand, and Government Policies 	8	20
3	SUPPLY AND DEMAND: MARKETS AND WELFARE <ul style="list-style-type: none"> • Consumers, Producers, and the Efficiency of Markets • Application: The Costs of Taxation. • Application: International Trade 	8	20
4	FIRM BEHAVIOR AND THE ORGANIZATION OF INDUSTRY <ul style="list-style-type: none"> • The Costs of Production • Firms in Competitive Markets • Monopoly • Monopolistic Competition Oligopoly 	8	20
5	THE ECONOMICS OF LABOR MARKETS <ul style="list-style-type: none"> • The Markets for the Factors of Production • Earnings and Discrimination • Income Inequality and Poverty 	8	20

Suggested Readings:

- **Text Books**

Author/s	Publication	Title
N. Gregory Mankiw	Cengage Learning India	Principles of Economics, 6/e (Latest Indian Edition)

- **Reference Books**

Author/s and Edition	Publication	Title

McGuigan James R.	Cengage Learning India Private Limited	Economics for Managers
R. Preston McAfee	Free pdf book from http://www.introecon.com	Introduction to Economic Analysis



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-II)
Effective from Academic Year 2019-20

Subject Code: 1MS3010206

Subject Title: Management Process

1. Course Overview

This course deals with the basic principles of management that have been derived from managerial experience. Management as a discipline has evolved over a period of time. The course will provide a historical perspective to the discipline. One of the program objectives is for the participants to understand their personal experience in work organization in terms of management theory. This course looks at the behavior of people in work organization & problems associated with such behavior in work. The course will help the participants observe & reflect on their own as well as other group member's behavior in work organizations.

2. Course Objectives

After the course, participants

- Would be able to understand, classify & describe different functions of management & other activities that is carried out in managing the organization.
- Would be able to describe different changes taking place over period of time in management with the help of historical context.
- Would be able to describe process of Managing the organization & steps essential in implementing the process.
- Would be able to understand theories of Management & relate these theories to general management practices.
- Would be able to identify different managerial skills including leadership skills essential for running an organization.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	

3	1	0	4	50	50	100
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3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Development of Management thought (Essential) <ul style="list-style-type: none"> ✓ Emergence of scientific management, ✓ Contribution of Taylor, Fayol, Weber, Bernard & Elton Mayo ✓ Linkages between Scientific Management & Human Relations Movement ✓ Hawthorne Experiments 	5	15
2	Overview of the process & components of management <ul style="list-style-type: none"> ✓ Planning, Organizing, Directing, Staffing, Coordinating, Controlling 	5	10
3	Planning <ul style="list-style-type: none"> ✓ Types of plan, steps in planning, & process of planning ✓ Nature of objectives, setting objectives ✓ Concept & process of Managing by Objectives ✓ Introduction to Strategic planning process 	7	10
4	Decision-Making <ul style="list-style-type: none"> ✓ Importance & steps in Decision Making; ✓ Traditional approaches to decision-making; 	5	10
5	Organizing <ul style="list-style-type: none"> ✓ Concept of organization, process of organizing, bases of departmentalization, Authority & power - concept & distinction. Decentralization - concept, reasons for decentralization, ✓ Introduction to theory of organizing 	7	15
6	Coordination <ul style="list-style-type: none"> ✓ Concept & importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination. 	5	10
7	Control <ul style="list-style-type: none"> ✓ Concept, planning-control relationship, process of control - setting objectives, establishing standards, measuring performance, correcting deviations, Human Response to control. 	5	15

8	Leading ✓ -Introduction to Leadership, - Traits of Leader - Types of Leader ✓ - Role of a Leader	5	15
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Suggested Readings

Text Books

Author /s	Publication	Title
Stephen P. Robbins, Mary Coulter, Niharika Vohra	Pearson Education	Management

Reference Books

Author /s	Publication	Title
Chuck Williams, Manas Ranjan Tripathy	Cengage Learning	Management
Stephen P. Robbins, Mary Coulter, Niharika Vohra	Pearson Education	Management
Stephen P. Robbins	Prentice Hall of India, New Delhi	Organization Theory – Structure



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-II)
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Subject Code: IMS3010204

Subject Title: Introduction to Organization Behavior

1. Course Overview

This course deals with the basic principles of management that have been derived from managerial experience. Management as a discipline has evolved over a period of time. The course will provide a historical perspective to the discipline. One of the program objectives is for the participants to understand their personal experience in work organization in terms of management theory. This course looks at the behavior of people in work organization & problems associated with such behavior in work. The course will help the participants observe & reflect on their own as well as other group member's behavior in work organizations.

2. Course Objectives

After the course, participants

- Would be able to understand people behavior as an individual & group. Also can be separated will be able to identify reasons of this behavior as explained in theories of individual & group behavior.
- Would be able to make sense out of different models of Organizational Behavior.
- Would be able to identify different factors affecting employee commitment, motivation, stress, performance & change.
- Would be able to understand power, authority, allocation & conflicts in the organization and methods of resolution.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	

3	1	0	4	50	50	100
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4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Organization & Individual Behavior <ul style="list-style-type: none"> ✓ General Orientation & Introduction for OB ✓ Fields related to OB, Models, Challenges & Opportunities for OB ✓ Ability – Intellectual, Physical, Biographic Characteristics ✓ Reinforcement Theories 	6	10
2	Motivation <ul style="list-style-type: none"> ✓ Motivation – Definition, Early & Contemporary Theories ✓ Introduction to Job Design & linkage with Motivation 	7	15
3	Leadership <ul style="list-style-type: none"> ✓ Leadership – Awareness, Theories, Approaches, Transactional, Transformational, & ✓ Charismatic Leadership 	7	15
4	Organizational Changes & Stress management <ul style="list-style-type: none"> ✓ Work Stress & Its Management, Meaning of Stress, Understanding Stress, Potential Sources, Consequences & ✓ Management of stress Introduction to OD process & Change management 	8	15
5	Team & Group Behavior <ul style="list-style-type: none"> ✓ Foundation of Individual & Group Behavior ✓ Understanding Work Teams, Creation of Effective Teams, Turning Individual into Team Players 	7	15
6	Organizational Conflicts & its Management <ul style="list-style-type: none"> ✓ Definition of Conflict, Transitions in Conflict Thought ✓ Functional vs. Dysfunctional Conflict ✓ The Conflict Process ✓ Managing Conflicts: Styles 	5	15
7	Organizational Power & Politics <ul style="list-style-type: none"> ✓ Definition of Power 	5	15

	<ul style="list-style-type: none"> ✓ Contrasting Leadership & Power ✓ Bases of Power Dependency: The Key to Power 		
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Suggested Readings

Text Books

Author /s	Publication	Title
Udai Pareek	Oxford Education	Organizational Behavior

Reference Books

Author /s	Publication	Title
Stephen P. Robbins	Prentice Hall of India, New Delhi	Organization Theory – Structure
New Storm & Keith Davis	Tata McGraw Hill	Organizational Behavior
Stephen P. Robbins, David A. Decenzo, Sanghamitra Bhattacharya, Madhushree Nanda Agarwal	Pearson Education	Fundamentals of Management (Essential Concept & Application)
James Stoner, Edward Freeman, Daniel Gilbert Jr	Prentice Hall of India, New Delhi,	Management
Udai Pareek	Oxford press	Understanding Organizational Behavior
Suja S. Nair	Himalayan Publishing house	Organizational behavior – Texts & cases
Koontz and Wehrich	Tata McGraw Hill	Essentials of Management
Richard L. Daft	Thompson South-Western	‘Organization Theory & Design’

Fred Luthans	Tata McGraw-Hill.	Organizational Behavior
Irawati Karve	Deccan College	Yuganta- The End of an Epoch



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-I)
Effective from Academic Year 2019-20

Subject Code: IMS3010106

Subject Title: Quantitative Methods for Business I

1. Course Overview

Decision making in management is expected to be on the basis of data available at any point of time. The data needs to be organised, interpreted & understood. This course will help in understanding various tools & techniques in managerial statistics & its applications in decision problems.

2. Course Objectives

After the course, participants

- Would be able to understand business issues in statistical terms.
- Would be able to bring quantitative understanding in various decision making problems.
- Would be able to understand statistical issues facing management.
- Would be able to choose statistical tools related to a problem.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
3	1	0	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Data Analysis & Measure of Central Tendency Measure of central tendency, presentation & analysis of data, structuring of data, median, mean, mode, dispersion, skewness & kurtosis	7	20
2	Theory of Probability Permutations & Combinations, Set Theory Types of probability, Laws of probability, Random variable, Mutual events	8	20
3	Probability Distributions Concepts of probability distributions, types of probability distributions Mean & Standard Deviations of a probability distributions Continuous & Discrete distributions- various types & its applications	10	20
4	Application of Function & Matric in Business	10	20
5	Application of Derivative and Integration in Business	10	20

Suggested Readings

Text Books

Author/s	Publication	Title
Dean & Foster	Pearson India	Business Statistics
Sancheti Kappor		Business Mathematics
Ken Black	John Wiley	Business Statistics For Com temporary Decision Making

G. Reference books

Author/s	Publication	Title
Kapoor & Gupta	Sultan-Chand	Business statistics



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-I)
Effective from Academic Year 2019-20

Subject Code: IMS3010105

Subject Title: Forms of Business Organization

1. Course Overview

The objective of subject is to make the students familiar with the basic conceptual knowledge of business. The students are expected to understand various forms of business.

2. Course Objectives

After the course, participants

- Would be able to understand various forms of Business
- Would be able to Understand basic procedure of starting various forms of Business
- Would be able to understand procedure and functioning of public and pvt limited company.
- Would be able to understand suitability of these forms of business in different context.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
3	1	0	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Nature and Scope of Business: Meaning, Objectives Of Business, Classification Of Business, Importance Of Business.	7	20
2	Forms of Business Organization: Sole Proprietorship, Partnership, Joint Stock Company, Co-Operative Society and Public Enterprises: Meaning, Features, Formation and Merits/ Demerits of Above.	10	20
3	Company Formation : The Procedure With Emphasis on Memorandum of Association, Article of Association and Prospectus. Company Management: Director, Managing Director, Company Secretary, Position, Qualification- Appointment, Powers, Duties, Responsibilities of Above.	10	20
4	Company Meetings: Types and Procedure, Equity Shareholders, Statutory General Meeting, Annual General Meeting, Extra Ordinary General Meeting, Meeting of Board of Directors, Minutes of The Annual General Meeting	8	20
5	Share Capital Meaning of Share, Types of Shares and Share Capital, Calls on Shares, Forfeiture of Shares, Surrender of Shares, Transfer and Transmission of Shares. Meaning of Debenture, Types of Debentures.	10	20

Suggested Readings

Text Books

Author/s	Publication	Title
Y. k Bhushan	Sultan chand and Sons, New Delhi	Fundamentals of Business Organization

Reference books

Author/s	Publication	Title
S. A. Sharlekar	Himalaya Publishing House	Modem Business Organisation

		and Management
A. N. Agrwal	Vikas Publishing House	Indian Economy



FACULTY OF MANAGEMENT STUDIES

Integrated BBA + MBA – Five Years (Sem.-II)

Effective from Academic Year 2019-20

Subject Code: 1MS3010205

Subject Title: Growth And Structure of Industry

1. Course Overview

The Course is designed to impart basic knowledge of functioning of Indian industries and the trends in growth of Indian industries. It also aims at exposing the students to the external business environment.

2. Course Objectives

After the course, participants

- Would be able to understand Industrialization and its impact
- Would be able to Understand important dimension of starting industry like location, source funds
- Would able to understand different industry and its functioning in Indian context.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
3	1	0	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Concepts of Industrialization Classification of Industries on The Basis of Nature, Size and Ownership; Motives For Industrialization; Limitations; Factors Inhibiting Industrialization	12	25
2	Location of Industry Meaning, Significance, Factors Affecting Location Decision Concepts of Agglomeration and Deglomeration Tendencies	12	25
3	Development Banks and Investment Institution Objectives and Working of All India Development Banks: IDBI, IFCI, ICICI Objectives and Working of State Level Financial Institution: GSFC, GIDC, GIIC Objectives and Working of Other Institution: UTI, LIC, GIC as An Investment Institution	11	25
4	Growth and Structure of Industries: Chemical and Pharmaceutical Industry, Cement Industry Cotton Textile Mills Industry, Government Control and Regulation, Location, Raw Material, Technological Changes, Marketing, Finance	10	25

Suggested Readings

Text Books

Author/s	Publication	Title
K. V. Sivayya	S Chand & Company Pvt Ltd	Indian Economy

Reference books

Author/s	Publication	Title
Mishra and Puri	Himalaya Publication House	Indian Economy
Sunderam Dutt	S Chand & Company Pvt Ltd	Indian Economy



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-II)
Effective from Academic Year 2019-20

Subject Code: 1MS3010201

Subject Title: Quantitative Methods for Business II

1. Course Overview

Decision making in management is expected to be on the basis of data available at any point of time. The data needs to be organised, interpreted & understood. This course will help in understanding various tools & techniques in managerial statistics & its applications in decision problems.

2. Course Objectives

After the course, participants

- Would be able to solve complex business problem with mathematical & operation research techniques.
- Would be able to bring quantitative understanding in various decision making problems.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	University Total Assessment	Continuous Assessment	Total
3	1	0	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Linear Programming – I: Introduction of Operation Research, Meaning and Uses of Linear Programming, Mathematical Formulation of Linear Programming, Problem for Two Variables, Important Terms Used in Linear Programming, Solution of Linear Programming Problems By Graphical Method	9	20
2	Linear Programming-II: Introduction of Simplex Method, Slack Variable, Surplus Variable, Incoming Variable, Pivot Column, Pivot Row, Outgoing Variable, Solution of Linear Programming Problems By Simplex Method.	9	20
3	Transportation Problems: Formulation of Transportation Problem, Its Initial Basic Feasible Solution by North-West Corner Rule, Matrix Minima (Least Cost Method, Vogel's Approximation Method VAM), and Optimum Solution by Modified Distribution Method, Degeneracy and Its Resolution.	9	20
4	Assignment Problems: Meaning, Assignment Problem with Restriction, Unbalanced Assignment Problem, Maximization Problems and Its Optimum Solution by Hungarian Method.	9	20
5	Time Series Analysis & Set Theory	9	20

Suggested Readings

Text & Reference Books

Author/s	Publication	Title
Dean & Foster	Pearson India	Business Statistics
Sancheti Kappor		Business Mathematics
Ken Black	John Wiley	Business Statistics For Contemporary Decision Making
Hillier & Lieberman	TataMcGraw Hill Publication	Introduction to Operations Research
P. K. Gupta and Manmohan	S.Chand.Co	Operation research and statistical analysis
S. D. Sharma	Kedar Nath & Co	Operation Research

H. A. Taha	PHI Publications	Introduction to Operations Research
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FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-I)
Effective from Academic Year 2019-20

Subject Code: 1MS3010104

Subject Title: Information Technology for Managers

1. Course Overview

Course Overview

The main objective of this course is to provide students with an overall understanding of the main concepts of information systems, and to highlight the importance of information systems in modern organizations and societies. It covers a range of topics including: Information, data, and system concepts; Information requirements in modern organizations and businesses (including decision making, operations, and Strategic Perspective); Introducing different types of information systems; Managing resources of information systems; Quality and evaluation of information systems; E-Commerce and E-Business; Ethical, social and security issues of information systems.

2. Course Objectives

After the course, participants

- Would be able to understand basics of Information Technology.
- Would be able to understand Application of IT in Business practices.
- Would be able to understand basic concept of IT

3. Teaching Scheme (Hours per week)

Lecture	Tutorial	Practical	Credit		Total
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(Hrs.)				University Total Assessment	Continuous Assessment	
3	1	2	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Understanding Information Technology <ul style="list-style-type: none"> - Information Technology : An Overview - Computer Systems - Computer Hardware & Software Telecommunication & Networking Technologies	12	25
2	Introduction of Information Systems <ul style="list-style-type: none"> - Information Systems - Need, Purpose and Objectives, Trends - Information Systems as a strategic resource - Using Information Systems for gaining Competitive Advantage Use of Information Systems for competitive advantage	10	25
3	Classifying Information Systems for Managers <ul style="list-style-type: none"> - Information Systems for Different Management Groups - Systems for Linking the Enterprise Group Decision Support Systems	12	25
4	Contemporary Issues in Management Information Systems <ul style="list-style-type: none"> - E-Commerce - Securing Information Systems Ethical & Social Issues in Information Systems	11	25

Suggested Readings

Text & Reference Books

1. Suggested Readings

a. Books

Sr. No.	Books
1	Management Information Systems; By Kenneth C. Laudon & Jane P. Laudon ; Pearson Education
2	Management Information Systems; By O'Brien, Marakas and Behl ; Tata McGraw-Hill



FACULTY OF MANAGEMENT STUDIES

Integrated BBA + MBA – Five Years (Sem.-II)

Effective from Academic Year 2019-20

Subject Code: IMS3010207

Subject Title: Company Accounts

1. Course Overview

The subject 'Company Accounts' is very important for the students. In the course of his work, MBA is expected to have the working knowledge of Company Accounts. He should also have the working knowledge of auditing concepts such as verification, vouching, and internal control.

2. Course Objectives

After the course, participants

- Would be able to understand the concepts, principles and practices in Corporate
- Would be able to Understand Accounting and Indian and International Accounting Standard

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
3	1	2	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Corporate Accounting: Records of accounts to be maintained by a company.	7	20
2	Accounting for Share Capital : Issue of Shares; Forfeiture and Re-issue of Shares, Accounting treatment of premium, Buyback of Shares; Redemption and Conversion; Capital Redemption Reserve, Bonus Shares; Rights Issue, ESOPs, ESPS, Sweat Equity Shares; and Underwriting; Book Building. Accounting for Debentures: Accounting Treatment, Debenture Redemption Reserve, Redemption of Debentures and Conversion of Debentures into Shares. Deferred Tax.	10	20
3	Related Aspects of Company Accounts: Accounting for ESOP, Buy-back, and Equity Shares with differential rights, Underwriting and Debentures. Financial Statements Interpretation: Preparation and Presentation of Financial Statements; Quarterly, Half-yearly and Annual Financial Statement pursuant to Listing Regulations; Depreciation provisions and Reserves; Determination of Managerial Remuneration, Corporate Social Responsibility spend, various disclosures under the Companies Act, 2013, LODR & applicable accounting standards; Related party and segment reporting, Audit Queries; How to Read and interpret Financial Statements.	10	20
4	Consolidation of Accounts as per Companies Act, 2013: Holding Company, Subsidiary Companies, Associate Companies and Joint Venture; Accounting Treatment and disclosures. Corporate Financial Reporting: Requirements of Corporate Reporting; Recent trends in Financial Reporting. Cash Flow Statements: Preparation and their analysis.	10	20
5	Accounting Standards (AS) : Applicability, Interpretation, Scope and Compliance; International Financial Reporting Standards ; Overview of AS, AS vs. Ind AS vs. IFRS.	8	20

Suggested Readings

Sr. No.	Books
1	Company Accounts and auditing Practices By NS Jad, : Taxman
2	Company Accounts by Dr RK Mittal and Dr Shagun Ahuja
3	Company accounts By Dk Gohil and Dr Archana Singhal
4	Company accounts by PC Tulcian and Bharat Tulsian



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-II)
Effective from Academic Year 2019-20

Subject Code: IMS3010207

Subject Title: Macro Economics

1. Course Overview

The objective of the paper is to acquaint the students with the macroeconomic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

2. Course Objectives

After the course, participants

- Would be able to understand the concepts & principles of Macroeconomics
- Would be able to understand impact of macroeconomic variable on business practices.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	University Total Assessment	Continuous Assessment	Total
3	1	2	4	50	50	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	National Income: Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI)	7	15
2	Theories of Employment: Classical theory of employment – Say’s law of markers – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest	7	15
3	Money And Theories Of Money: Meaning, functions and classification of Money– Gresham’s law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher’s quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes).	8	20
4	Trade Cycle and Inflation: Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.	7	15
5	Banking, Stock Market And Insurance: Functions of Commercial banks – The process of credit creation – Concept of Non-Banking Finance Companies (NBFCs) –	8	20
6	Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance – Types of Insurance – Life Insurance and General Insurance – Functions of the Reserve bank of India – Methods of credit control – Quantitative and Qualitative Methods.	8	15

Suggested Readings

1. K.K .Dewett, Modern Economic Theory, S. Chand Publication
2. D.M.Mithani, Managerial Economics Theory and Applications, Himalaya Publication
3. Peterson and Lewis, Managerial Economic, Prentice Hall of India
4. Gupta, Managerial Economics, TataMcGraw Hills
5. Geetika, Managerial Economics, Tata McGraw Hills
6. D.N.Dwivedi, Managerial Economic, Vikas Publications
7. Froeb, Managerial Economics, Cengage Learning
8. Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.
9. Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition,

10. Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.

11. Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi. 12. Shapiro, Macro Economics, Galgotia Publications.



FACULTY OF MANAGEMENT STUDIES
Integrated BBA + MBA – Five Years (Sem.-II)
Effective from Academic Year 2019-20

Subject Code: 1MS3010202

Subject Title: Business communication

1. Course Objectives

The subject aims at developing students' understanding of mass communication. It teaches Students about how to deliver public speeches with perfection. Besides mass communication, the course also aims at developing students' letter writing skills

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
2	1	2	4	50	50	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Mass Communication Mass Communication – Nature and Scope of Mass Communication, Function of Mass Communication – Media of Mass Communication, Role of Mass – Media in Indian Business.	12	25%

2	<p>Public Speaking in Business:</p> <p>(A) Process:</p> <ul style="list-style-type: none"> - Overcoming Fears - Selection of Topic - Preparation of Speech - Collection of Information - Style of Humour - Speech Format - Importance of Good Memory - Setting The Stage - Presentation Skills - Personal Presence and Impression - Practice and Rehearsal of Delivery - Taking Questions - Use of Visual Aids <p>(B) Speeches:</p> <ul style="list-style-type: none"> - Proposing A Vote of Thanks - Introducing The Chief Guest at A Function - Speech at A College Student Well-Come Programme - Speech at A Farewell Function - Speech of Introducing New Product - Canvassing at A Union Election Meeting - Speech at A Condolence Meeting 	12	25%
3	<p>Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments</p>	12	25%
4	<p>Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors Punctuation, Vocabulary building.</p> <p>Business Etiquettes Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone,</p> <p>Handling business meetings. Role play on selected topics with case analysis and real life experiences.</p>		

Suggested Readings

1. Wren & Martin, "English grammar and composition", 2003.
2. Sinha, K. K., " Business Communication", Galgotia Publishers, 2003.
3. Robinson, David, " Business Etiquette", Kogan Page.
4. Rogets Thesaurus.

5. Wrought, Chrissie, "Hand Book of Practical Communication Skills", Jaico Publishing House.
6. Ray, Reuben, "Communication today – Understanding Creative Skills", Himalaya Publishing House, 2001