



BHARATI VIDYAPEETH

DEEMED UNIVERSITY,

‘A’ Grade University Status by Ministry of HRD, Govt. of India

Re-Accredited by NAAC with ‘A’ Grade

FACULTY OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION

(MBA)

SYLLABUS

Applicable with effect from 2014-15

Sem I & II

BHARATI VIDYAPEETH DEEMED UNIVERSITY, PUNE
Faculty of Management Studies
Master of Business Administration (MBA-General)
Revised Course Structure (To be effective from 2014-2015)

I. Introduction :

The Master of Business Administration Program (MBA-General) is a full time two-year program offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in Pune, New Delhi, Karad, Kolhapur, Sangli, and Solapur. All the six institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The Six institutes are approved by AICTE to conduct MBA-General program, while the University itself is re-accredited by NAAC with an 'A' grade. Having studied the present and future requirements of the industry, the MBA-General Program is tailored to the needs of the industry in particular and society at large. This effort is reflected in the Vision and Mission statements of the MBA-General program. The statements also embody the spirit of the mission of the University and vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth University, which is to usher in “Social Transformation through Dynamic Education.”

II. Vision Statement of MBA Program :

To create Dynamic & Effective Business Managers and Entrepreneurs who can transform corporate sector to cater to the needs of the society and contribute to the Nation building.

III. Objectives of the MBA Program :

At Bharati Vidyapeeth Deemed University the objective of MBA-General Program is to provide world class Business Education. The Program aims to improve Business Decision Making Capabilities of upcoming Managers by enhancing their Analytical Skills.

IV. Learning Outcomes FROM THE MBA-General Program :

At the end of the course the student should be able to :

- Analyze problems and design effective and efficient solutions
- Learn new technologies with ease and be productive at all times
- Read, write, and contribute to Business literature
- To Develop Team Spirit.
- Be a good citizen in all respects.

V. Eligibility for Admission to this Course :

Admission to the course is open to any graduate (10+2+3) of any recognized university satisfying the following conditions:

The candidate should have secured at least 50% (45% for SC/ST) in aggregate at graduate level university examination.

The Candidate applying in final year of bachelor's degree may also apply. Admission of such candidates will remain provisional until submission of final result certificates in original.

Subject to the above conditions, the final admission is based solely on the merit at the All India entrance test (B-MAT) followed by Group Discussion & Personal Interview conducted by Bharati Vidyapeeth University, Pune.

VI. Structure of the Program :

The MBA-General programmes are of 118 credits which need minimum two years divided in to four semesters to complete. During third semester students have to opt for a specialization and study the Units in the specialization in depth. The course also includes Internship / Summer Training of 50 days. The medium of instruction and examination will be only English. A student would be required to complete the course within five academic years from the date of admission.

SEMESTER – I MBA(General)

Course Code	Course Title	Credit Value	Examination Pattern
J0101CO01	Management Concepts & Applications	4	UE & IA
J0101CO02	Financial & Management Accounting	4	UE & IA
J0101CO03	Economics for Business	4	UE & IA
J0201CO04	Organizational Behavior	4	UE & IA
J0101CO05	Statistical & Mathematical Techniques	4	UE & IA
J0101CO06	Communication Skills	4	UE & IA
J0301CO07	Information Technology For Managers	4	CA
See Groups	Open – I*	2	CA
		30	-

*Open – I :

1. (J0101OP08) Data Analysis using MS-Excel.

SEMESTER-II [MBA (General)]

Course Code	Course Title	Credit Value	Examination Pattern
J0101CO10	Marketing Management	3	UE & IA
J0101CO11	Financial Management	3	UE & IA
J0201CO12	Human Resource Management	3	UE & IA
J0101CO13	Production & Operations Management	3	UE & IA
J0101CO14	International Business	3	UE & IA
J0101CO15	Macro Economics	3	UE & IA
J0101CO16	Research Methodology	4	UE & IA
J0101CO17	Legal Aspects of Business	3	CA
J0301CO18	Basics of Electronic Business & Decision Support Systems	3	CA
See Groups	Open – II*	2	CA
See Groups	Open – III*	2	CA
		32	-

*Open -II and Open III:

1. (J0101OP19) Data Analysis using SPSS
2. (J0101OP20) Environmental Studies

SEMESTER-III [MBA(General)]

Course Code	Course Title	Credit Value	Examination Pattern
J0102CO22	Strategic Management	4	UE & IA
J0102CO23	Operations Research	4	UE & IA
See Groups	Elective I	3	UE & IA
See Groups	Elective II	3	CA
See Groups	Elective III	3	UE & IA
See Groups	Elective IV	3	CA
J0102CO28	Internship	8	IA
See Groups	Open – IV*	2	CA
See Groups	Open – V*	2	CA
		32	-

*Open –IV and Open – V: Students should choose any two from followings-

1. (J0102OP29) Taxation
2. (J0102OP30) Business Analytics
3. (J0102OP31) Foreign Language - I

SEMESTER IV [MBA(General)]

Course Code	Course Title	Credit Value	Examination Pattern
J0102CO32	Entrepreneurship Development	4	UE & IA
J0302CO33	Innovation & Technology Management`	4	UE & IA
See Groups	Elective V	3	UE & IA
See Groups	Elective VI	3	CA
See Groups	Elective VII	3	UE & IA
See Groups	Elective VIII	3	CA
See Groups	Open – VI*	2	CA
See Groups	Open – VII*	2	CA
		24	-

*Open –VI and Open – VII: Students should choose any two from followings-

1. (J0102OP38) Disaster Management
2. (J0102OP39) Enterprise application
3. (J0102OP40) Foreign Language - II

Grading System for Programmes under Faculty of Management Studies:

1. **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programmes under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under:

Set $x = \text{Max}/10$ where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

2. **Scheme of Examination:** For some courses there is Internal Assessment (IA) conducted by the respective institutes as well as a University Examination (UE) at the End-of-the Term. Both IA and UE will be conducted out of 100 marks and converted to grade points and grades using Table I above.

For courses there is only Continuous Assessment (CA) the respective institutes will evaluate the students in varieties of ways, three or four times, during the term for a total of 100 marks. Then the marks will be converted to grade points and grades using the Table I above.

3. Standards of Passing & ATKT Rules:

- a) For all courses UE and IA constitutes separate heads of passing (HoP) and learner must obtain 40% i.e. minimum Grade Point of 5.0 for UE and IA. **OR** If learner fails in IA he/she must obtain 25% of IA and GPA of 6.0 (50% in aggregate) in order to pass the course. However GPA will be calculated only if learner passes at UE. The performance at UE and IA will be combined to obtain GPA with weights of 60% and 40% respectively.

Case No.	UE (Out of 60)	IA (Out of 40)	Total Marks (Out of 100)	GP of UE	GP of IA	GPA	Remarks
1	24	16	40	5	5	5	Pass
2	40	10	50	8	0	6	Pass
3	40	06	46	8	0	5	Fails at IA

4	20	40	-	0	10	0	Fails at UE
5	34	12	46	7	0	5	Fails at IA
6	20	15	-	0	0	0	Fails at UE and IA

b) The student fails in UE course has to reappear at UE only as backlog to secure the GPA required to pass. Similarly if he fails in IA he has to reappear as backlog to secure the GPA required to pass.

c) **ATKT Rules:**

A student is allowed to carry backlog of any number of subjects for Semester IV.

d) Criteria for award of honours at the end of programme.

Range of CGPA	Final Grade	Performance Descriptor	Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

CGPA is calculated by the formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

Where C_k = Credit Value assigned to the course

GP_k = Grade Point Average (GPA) obtained by the learner

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Semester - I

Management Concepts and Applications

Code: J0101CO01

Semester: I

Prerequisites

- Basic familiarity with organizational functions.
- Basic management aptitude & Communication skills.

Objectives

Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.
- The role of leadership and management within an organization; appreciate different leadership styles and which one is suitable to a particular managerial context.

Content of Course

Unit I

Evolution of Management Thoughts

Introduction to Management. Frederick Taylor and Henri Fayol's contributions; Systems Approach of management. Skill, Functions and Roles of manager. Cross cultural issues in management with special reference to Indian, Japanese and German culture.

Unit II

Planning & Controlling

Planning: Importance, types and steps of planning. Goal Setting: Hierarchy of Goals, Criteria for Effective Goals. Management by Objectives (MBO): Concept, process, benefits and weaknesses. Controlling: Process & types of Control; Overview of Controlling Techniques (ROI, Budgetary Control), Qualities of an effective Control System.

Unit III

Decision making

Nature, importance and limitations of decision. Decision making models: Classical, Administrative (with special focus on Bounded rationality & Satisficing), Political and Vroom-Jago Model. Decision making process, problems and ways of improvement.

Unit IV

Leadership

Leader vs. Manager. Theories of Leadership: Trait Theory; Behavioral Theories (The Michigan Studies, The Ohio State University Studies, University of Iowa Studies & Managerial Grid); Continuum Concept (Tannenbaum and Schmidt's leadership pattern); Contingency Theories (Fiedler's Model). Contemporary Theories: Charismatic Leadership, Visionary Leadership, Transactional and transformational leadership.

Unit V

Strategic Management

Contribution by C K Prahalad & Michael Porter, Edwards Deming, Tom Peters & Sumantra Ghoshal. McKinsey 7S Framework.

Unit VI

Corporate Social Responsibility (CSR)

Introduction. Why do companies decide to get involved in CSR? What role does the government have? CSR Practices in India. The Future of CSR.

Note: Cases to be covered on Unit 2 to 6.

Teaching Methodology

- Lecturing: Spoken explanations to be accompanied by visual aids.
- Collaboration: Collaborative discussions to garner active participation in the learning process, Group projects & Brainstorming sessions.
- Role Play: Simulation of incidents selected for enactment should be as realistic as the situation allows.
- Case Study: Cases should be brief, well-written, reflect real issues, and open to a number of conflicting responses.
- Learning by teaching: Should comprise of Assignment for Self Study and Presentation.

Reference Material

1. Stephen P Robbins, David A Decanzo, Fundamentals of Management, Pearson Education.
2. Richard L Daft, The New Era of Management, Thomson.
3. Prasad L.M, Principles & Practices of Management, Sultan Chand & Sons.
4. Philip Sadler, Leadership, Kogan Page.
5. HBR
6. Indian Management
7. Human Capital

** Students will tap into a variety of resources to meet class assignments including outside reading, textbook materials, magazines, newspapers, the Internet, and possibly guest speakers. The learning in this class will not be limited to the class textbook.

Financial and Management Accounting

Code: J0101CO02

Semester: I

Prerequisite

- Basic understanding of financial and management accounting concepts

Objectives

- To introduce the fundamentals of Financial Accounting to the students.
- To orient the students to the Accounting process involved in preparation of Books of Accounts and Financial Statements.
- To introduce the concepts of Cost and Management Accounting.
- To orient the students application of Management Accounting techniques.

Content of Course

Unit I

Introduction to Financial Accounting

Meaning, objectives and scope of Financial Accounting, Accounting Concepts and Conventions, Accounting Cycle, Role of Accountant in an organization, Introduction to IFRS

Unit II

Accounting mechanics

Principles of Double entry Book-Keeping, passing of Accounting entries in Journal, Ledger and preparation of Trial Balance

Unit III

Preparation of Final Accounts

Preparation of Trading, Profit & Loss Account and Balance Sheet of a Sole Proprietor

Unit IV

Introduction to Cost and Management Accounting

Cost Accounting – Meaning, Importance, Classification of Costs, Preparation of Cost sheet. Nature and Scope of Management Accounting, Distinction between Financial and Management Accounting.

Unit V

Techniques of Management Accounting (Budgetary Control)

Budgeting and Budgetary Control – Meaning, objectives, Advantages and Limitations of Budgeting, Types of Budget, Practical questions on Cash Budget and Flexible Budget

Unit VI

Techniques of Management Accounting (Standard Costing and Marginal Costing)

Standard Costing – Meaning and Application, Essentials of standard Costing, Variance Analysis- Material and Labour Cost Variances.

Marginal costing – Meaning of Marginal Cost, Characteristics of Marginal Costing, Cost-Volume-Profit Analysis – Profit/Volume ratio, Break-even analysis and Margin of safety

Teaching Methodology

- Classroom lectures (two way communication)
- Classroom discussions by solving case study and real life examples
- Audio Video Material (Analysis done by Finance heads of companies, news channels etc.)
- Self study
- Group Project (Application by implementation of concepts in the Financial Statements of the companies)

Reference Material

Books

1. Advanced accountancy:-R.L.Gupta, M.Radhaswami
2. An introduction to Accounting –S.N. Maheswari, S.K.Maheshwari
3. Taxman’s Financial Accounting Ashok Seghal, Deepak Sehgal
4. Cost and Management Accounting, Vikas publications M N Arora Eighth Edition
5. Cost and Management Accounting:6th edition,Colin Drury of Huddersfield ISBN 18440349X
6. Financial and Management Accounting – An introduction by Pauline Weetman 5th edition.

Economics for Business

Code: J0101CO03

Semester: I

Prerequisite

- Basic knowledge of Economics, related terms and its applications

Objectives

- Students will be provided knowledge about the theories of Economics required in Business scenarios
- Enable the students to apply this theoretic knowledge to practical business situations
- Learn to manage the internal processes of business from Internal Economic perspective

Content of course

Unit – I

Introduction to Economics For Business

- Nature and Scope of Business Economics
- Firm and its Objectives
- Theories of Firm
- Relevance of Profit Maximization in Modern Context

Unit-II

Demand Theory

- Demand and its Determination
- Concept of Demand
- Market Demand and Company Demand
- Demand Function
- Determination of Demand
- Demand Elasticity
- Demand Estimation
- Demand Forecasting
- Demand forecasting of a new product

Unit- III

Supply Theory

- The Theory of Supply
- Production and Cost
- Production Function
- Concept of Productivity
- Isoquants
- Ridge Lines
- Production range

- Least Cost Combination of Inputs
- Producer's equilibrium

Unit- IV

Costs

- Classification of Costs
- Short Run and Long Term Costs
- Cost Function
- Law of Variable Proportions
- Returns to Scale
- Scale Economies
- Scope Economies
- Estimation of Cost Function
- Problem of Estimation of Cost and Production Function
- Dual Relationship Between Cost and Production Function

Unit – V

Market Structures

- Price and Output Relationship under different market structures
- Pure and Perfect Competition
- Monopolistic Competition
- Oligopoly and Discriminating Monopoly
- Oligopoly and barrier to entry
- Game Theory
- Transfer Pricing
- Government Intervention

Unit- VI

Evaluation of Business

- Project Evaluation and Public Sector
- Shares and Equity
- Capital Budgeting
- Cost Benefit Analysis

Teaching Methodology

- Case Study Method and Mathematical Applications along with theoretic explanations.

Reference Material

Books

1. Adhikari , M. Managerial Economics, Khosla Publication House, New Dehli, 1999
2. Artis M. J, Macro Economics, Oxford University Press, 1985 Reprint
3. Bayes Michael, Managerial Economics and Business Strategy, Irwin, Chicago, 1997
4. Craig P.H and W Chris Lewis, Managerial Economics, Prentice Hill Ltd, New Dehli
5. Dean Joel, Managerial Economics, Prentice Hill Ltd, New Dehli

Organizational Behaviour

Code: J0201CO04

Semester: I

Prerequisites

- General Awareness of Organizations and its functions.
- Willingness to take active role in learning and self management.

Objectives

Students will be given the opportunity to learn

- Dynamics of individual and group behaviour in organizational setting.
- Dynamics of work related attitudes and behaviour.

Content of Course

Unit I

Introduction to the field of Organizational Behaviour - Past and Present

Historical perspective, Definition, Scope and Approaches. OB Models. Managing people in a global economy.

Unit II

Foundations of Individual Behaviour

Perception, Attitudes, Ethics and Values, Learning, Workplace Emotions, Personality Determinants, Assessment of Personality.

Unit III

Motivation

Motivation vs. Morale. Need of motivation. Theories of motivation: X, Y and Z Theory, Two Factors Theory, Victor – Vroom model, Maslow's model. Application of motivational theories.

Unit IV

Foundations of Group Behaviour

Group and Teams: Group types, Group Dynamics and its importance in today's world. High Performing teams, Conflict and inter group behaviour, Negotiation.

Unit V

Power, Politics & Organizational Stress

Role and implications of power and politics. Organizational Stress: Stress vs. Burnout, Causes of stress, Strategies to overcome organizational stress.

Unit VI

Organizational Culture

Designing effective organizations. Developing global managers. Opportunities in OB.

Note: Cases to be covered on Unit 2 to 6.

Teaching Methodology

- Lecturing – Spoken explanations to be accompanied by visual aids
- Classroom Discussions & brainstorming sessions
- Role plays
- Case studies
- Presentations

Reference Material

Books

1. Kinicki & Kreitner, Organizational Behavior, The McGraw Hill, Latest edition
2. Steven L McShane, Mary Ann Von Glinow, Radha R. Sharma, Organisational Behaviour, The McGraw-Hill, 3rd Edition.
3. Luthans Fred, Organisational Behaviour, , The McGraw-Hill, 10th Edition
4. Robbins Stephen P., Organisational Behaviour, PHI, Latest Edition.

Statistical & Mathematical Techniques

Code: J0101CO05

Semester: I

Prerequisite

- Students opting for this course are expected to have the knowledge of basic mathematics and also familiarity with use of a scientific calculator.

Objectives

- To gain an understanding of how managers use business analytics to formulate and solve business problems.
- To familiarize the students with the basic analytical tools and their application in business decision-making.
- To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc.
- To become familiar with the processes needed to develop, report, and analyze business data.

Content of Course

Unit I

Importance of Statistics in Business Management Domain

Collection and classification of Data: Collection of data, Primary and secondary sources. Classification, Presentation and Tabulation of Statistical Data, Need for classifying data, Methods for classification and tabulation.

Organizing Data: Frequency distribution - construction and types, relative and percentage frequency distribution.

Diagrams and Graphs - Diagrammatic presentation of data, Graphs - Frequency polygon and frequency curve, Histograms, Cumulative Frequency Curves (ogive).

Unit II

Measures of Central Tendency and Dispersion

Measures of Central Tendency: Arithmetic Mean, Median, mode, partition values – quartiles, deciles and percentiles, Applications in business.

Measures of Dispersion: Range, Semi Inter-quartile range, mean deviation, standard deviation, coefficient of variation, methods of calculation and applications.

Unit III

Correlation

Types of correlation, methods of studying correlation – Scatter Diagrams, Karl Pearson's coefficient, Rank correlation, coefficient of determination.

Unit IV

Regression Analysis

Forecasting Methods: Significance and Introduction, Regression Method, regression lines and regression coefficient, Least square method, Applications to business.

Unit V

Probability and Probability Distribution

Sample space, types of events, Basic Rules of Probability, Random Variable, Conditional Probability, Expectation, Means & Variance, Baye's theorem.

Probability Distributions- Binomial Distribution, Poisson Distribution & Normal Distribution. Problems based on Business applications.

Unit VI

Decision theory

Steps in decision theory approach – Types of decision making environment – Decision-making under certainty, risk and uncertainty – Decision criteria – Decision trees.

Teaching Methodology

- Lectures, tutorial and Field Work.
- Field work on collection of data through surveys and presentation of data using EXCEL to be carried out by students under the guidance of faculty.

Reference Material

Books

1. Richard I. Levin & David S. Rubin - Statistics for Management:.
2. Hooda R. P. – Statistics for Business and Economics, (2010, 4e), Macmillan
3. Terry J K (2007) Business Statistics 2/e, Pearson Education, New Delhi
4. David and Lori (2008) Applied Statistics in Business and Economics, Tata Mc Graw Hill
5. Q. Zamiruddin & V.K. Khanna . S. K. Bhambri - Business Mathematics:
6. Bhardwaj R. S. - Business Statistics
7. Burtor V. Deen, Maurice W Sasieni & Shiv.K. Gupta : " Mathematics for Modern Management "

Communication Skills

Code: J0101CO06

Semester: I

Prerequisite

- Students opting for this course should be conversant in English Language, understand basic functioning of business organizations.

Objectives

- To acquaint students with the required skills for effective communication in business organizations
- To enable students to develop confidence and expertise in composing effective communication skills essential in Business Situations

Content of Course

Unit I

Understanding Business Communication

Concept, Purpose, Process, Types, Barriers to Communication. Guidelines for effective communication. Impact of Information technology.

Unit II

Verbal and Non-verbal Communication

Verbal - Types, Importance. Listening skills, Speaking skills. Non verbal – Body Language, Para Language, Visuals and Visual aids.

Unit III

Internal Communication within Organizations

Purpose, Formal and informal Communication, Memoranda, Meetings (Agenda and minutes), Notices, Circulars, Newsletters.

Unit IV

External Communication

Purpose, Types, Public relations, Customer relations, Press release, Invitations, Brochures, Mass communication, media in communication, Social media.

Unit V

Written Communication

Writing skills – Essentials for effective correspondence, Formats, Types of Business Correspondence. Report Writing -Types of Reports, Structure, Writing Reports – techniques and style

.

Unit VI

Enhancement Skills

Presentation skills. Negotiation skills. Telecommunication and Internet based communication, Group Discussion skills.

Teaching Methodology

- Lectures, Assignments, Projects, Practical Exercises, Class Discussions and Seminars, Videos.

Reference Material

Books

1. Taylor, Shirley - Communication for Business, 4th Edn.-Pearson Education.
2. Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill
3. Scott Ober - Contemporary Business Communication' 5th Edition, Biztatra publications.
4. Lesikar & Flatley - 'Basic Business Communication' 10th Edition, TMH Publication.
5. Sinha K K – Business Communication, Galgotia Publishing Company

Information Technology for Managers

Code: J0301CO07

Semester: I

Prerequisite

- Students opting for this course should be conversant basic knowledge of Information Technology and computers.

Objectives

- The primary objective of the course is to provide MBA students with an understanding of what is involved in the Management of Information Technology (IT).
- Through this course it is intended to familiarize the students with the computer hardware and software applications for data/file management and exchange through internet?
- Students should become aware of different types systems, applications of the computer in different areas, usage of computers in business.

Content of course

Unit I

Computer organization

Introduction, components, classification, characteristics Introduction to Software; broad classification of software; system software and application software, Systems software – Operating systems: Basic idea of an OS, functions of OS. Introduction to different types of operating systems types (batch, multiprogramming, time sharing), windows, Linux, DOS, concept of programming, primary and secondary storage, storage devices (CD, HDD, DVD, data cards, External hard disk;

Unit II

Use of MS-Office

Microsoft Word – The different functionalities in the Microsoft Word, software; Creating, Editing, Saving and printing a file; Use of the different tools; Handling tables in MS Word, Mail merge.

Microsoft PowerPoint – The different functionalities of Microsoft PowerPoint. Creating and inserting a new slide; Creating a title slide; Applying a design template; Creating a hierarchy, Using a two- column text; Slide Sorter view; Running the slide show; Printing the slides.

MS Project – Getting started with a project; Developing a timeline; Displaying and Printing the schedule; Assigning resources and costs to the tasks and resolving resource allocation problems; Finalizing and Publishing the Project Plan; Managing and Tracking the Project; working with multiple projects, using MS Project in workgroups, Applications in documentation preparation and making reports; preparation of questionnaires, presentations, tables and graphs.

Unit III

Internet

Internet working, Concepts, Internet Protocol (HTTP,HTTPS,FTP,TELNET) Addresses, WWW Pages & Browsing, Security, Internet Applications, Network Topology(STAR,MESH,RING,BUS ETC), Types of network(LAN, WAN, Enterprise - wide networks , MAN), Email- outlook express, the Internet :World Wide Web, search engine, e- mail, home page, Computer viruses, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI). Websites and design principles their uses. WAP, Bluetooth, VPN. Client/Server applications using PCs. E-commerce and m-commerce

Unit IV

Concepts of Wireless Technology

Wireless revolution, security and control- SSL, HTTPS, mirroring, clustering, firewalls, intrusion detection system, encryption, authentication, message integrity, digital signature, digital certification, SET(secure electronic transaction), WEP(wired equivalent privacy), WPA,(wi fi protected access specification), data audits

Unit V

Information Systems for Management Decision Support

Concepts of Data, Information and knowledge, Concepts of Database Management Systems, Processing of data using computers, storage and retrieval of massive data on computers. MIS, EIS, Managing the Digital Firm, Information Systems in the Enterprise, Information Systems- Organization, Management, and Strategy, the Digital Firm: Electronic E-Business and Electronic Commerce, Ethical and Social Issues in the Digital Firm, Understanding the Business Value of Systems and Managing Change

Unit VI

Computerisation - Prospects and Problems

Information Technology as a strategic tool for achieving competitive edge in Business and Industry. Infrastructure Requirement, Selection of Hardware and Software, Implementation and transition problems. skills-up gradation and re-deployment of staff as a result of computerization. Implementing issues, opportunities, challenges, problems. and managing change. IT outsourcing,

Laboratory: Operating Systems Commands, Internet Surfing, Ms Office, Ms Word, and Ms PowerPoint, outlook express, Ms Access, MS projects

Teaching Methodology

- Unit I & Unit II: LAB 100% practical oriented
- Unit III, IV, V, VI: classroom teaching Approach
- Unit VI, VI: Case Study Approach

Reference material

Books

1. Mis - P. Mohan - Himalaya Publishing House – Mumbai
2. McNurlin, B.C and Sprague, R.H (2006), Information Systems Management in Practice, 7th edition, Prentice-Hall, Inc. Upper Saddle River, NJ 07458, USA.
3. Infosys, Measuring the Value of IT in Business Transformation , September, 2004 (4)
4. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi.
5. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
6. Comer 4e, Computer networks and Internet, Pearson Education.
7. White, Data Communications & Computers Network, Thomson Learning Bombay.
8. Computer Fundamentals, P.K. Sinha,

Data Analysis Using MS-Excel

Code: J0301OP08

Semester: I

Prerequisite

- Basic Knowledge of use of computers.

Objectives

- To train the student for using the spreadsheet package MS-Excel for business applications.
- To impart skills of analyzing data and presenting it using MS-Excel.

Unit I

Quick Overview of Excel

Introduction and working with Cells, Columns, Rows, Worksheet, workbook, Application and features of Excel Software

Unit II

Data Creation, Formatting & Custom settings

Number, Text, Date, Currency, Custom settings. Data formatting & cleaning, (Cut, Copy, Paste, Paste Special functions)

Unit III

Conditional Formatting

Once defined, it will automatically change the formats as per conditions user puts

Unit IV

Filters & Data Sorting

Drill down data to desired level. Sort data based on choice

Unit V

Graphs & Charts

Learn how to create, modify & update graphs / charts like Column, Line, Pie, Bar, Area, Scatter, 3D etc. used in various types of documents, presentations or other purposes

Unit VI

Hyperlinking

Hyperlinking data within or outside Worksheet

Unit VII

Grouping - Ungrouping

At the time of playing with data, sometime data needs to be grouped for summarized results & crisp view. Grouping & ungrouping feature helps to do so.

Unit VIII

Pivot Tables

Summarize your data as per desire.

Unit IX

Security & Protection

Protect cells, worksheet or an excel file from unauthorized use.

Unit X

Data validation

Prevent wrong data entry in specified format.

Unit XI - Editing functions

Find, Replace, Go to functions

Unit XII

Inserting external illustrations to excel

Insert clip arts, smart arts, pictures etc to excel

Unit XIII

Print and setup

Learn how to do page setups and printing related information

Unit XIV

Data Viewing and Reviewing

Inserting comments, spell checks and changes to the worksheet data etc, Viewing data in different ways eg. Page break, normal etc

Unit XV

Formulae

Regularly used functions in day to day organizational context. Sum, MAX, MIN, Average, Count, Today, Now, Datedif, Countif, CountA, CountBlank, Round, RoundUp, RoundDown, ABS, Sign, Ceiling, Floor, Trim, Value, Clean

Unit XVI

Working With Ranges

Range Names, Formatting Numbers, Formatting Text, Formatting Cells, Working With Columns And Rows, Printing, Using Page Setup IF, AND, OR

Unit XVII

Validations

Conditional Formats Vlookup / Hlookup : Large amount of data placed at different locations & needs to be merged based on common values & relevance.

Unit XVIII

Transpose

Range Names and Absolute References, Rank, Match, Choose Using Auto Filters and Advanced Filters, Text to Columns

Unit XIX

Creating / Revising Pivot Tables

Consolidation, Using scenarios and Goal Seeking, Data Tables, Time Calculation Charts

Unit XX

Templates, Importing and Exporting Data, Auditing Tools, Hyper Links, Compare Side by Side, Freeze Panes, Worksheet Protection

Project Work

Collect, classify, organize and present information using excel.

Teaching Methodology

- Lectures, Discussion, Practical etc.

Reference Material

Books

1. Albright : Data Analysis and Decision Making Using MS Excel
2. Narayan Ash Sah: Data Analysis Using Microsoft Excel 1/e, Excel Boos
3. Stwphen Nelson : Data Analysis For DuMmIES

Web Resources

1. <http://www.scribd.com/anon-164424/d/243935-MBA-Guide-to-MS-Excel>

Semester - II

Marketing Management

Code: J0101CO10

Semester: II

Prerequisite

- To have basic knowledge of business and marketing.

Objective

- To enhance management students knowledge as regards to basics of marketing and know the applications of marketing skills required.

Content of Course

Unit I

Marketing Basics

Evolution of Marketing-basic concept of marketing-marketing v/s selling concept-characteristics of modern market trends-approaches under the study of marketing-changing Government Policies.

Unit II

Market Segmentation, Market Targeting & Positioning (STP)

Concept of Market Segmentation-nature & scope, bases with reference to consumer market v/s industrial market-product positioning strategies, market segmentation for manufacturing and service sector

Unit III

Marketing Information System

Key elements-concept of marketing research-its nature and scope-marketing research process-report writing-format-questionnaire technique.

Unit IV

Marketing Planning Mechanism & Control

Concept of Marketing plan-components & process-BCG Matrix, Ansoff Matrix as marketing planning models-marketing control-meaning-marketing audit.

Unit V

Marketing Strategies

Competitive Marketing Strategies- U.S.P. Strategies- Strategic Marketing v/s marketing strategies- strategy formulation process.

Unit VI

Marketing Mix

Brief Introduction of 7 P's of Marketing-Product Mix-Its variables-price mix-concept &skimming v/s penetration pricing- promotion mix: its elements-distribution mix-logistics in marketing-introduction to service marketing – marketing mix for manufacturing and service sector.

Financial Management

Code: J0101CO11

Semester: II

Prerequisite

- Basic understanding and knowledge of Financial Accounting

Objectives

- To introduce the fundamentals of Financial Management
- To orient the financial decision making techniques to the students.
- To orient the students to the Financial Statement Analysis.

Content of Course

Unit I

Introduction

Nature, Scope and Functions of Financial Management, Objectives of Financial Management Profit Vs Wealth Maximization, Finance functions: Investment decision, Liquidity decision, Dividend decision and Financing decision

Unit II

Investment decision

Importance and process of capital budgeting, Time value of money, Capital Budgeting Techniques – Accounting Rate of Return, Payback Period, Net Present Value, Profitability Index, Internal Rate of Return

Meaning, Need and Types of Working Capital, Components of Working Capital, Factors determining Working capital, Estimation of Working Capital

Unit III

Sources of Long Term finance, Capital Structure and Cost of Capital

Shares, Debentures, Retained earnings, Financing through Financial Institutions, International financing, Venture Capital financing: concept and Venture capital scenario in India

Meaning and principles of Capital Structure management, Factors affecting capital structure, Cost of capital: Meaning, Components, Cost of debt, Cost of Preference Share, Cost of Equity Share, Cost of Retained Earnings, Weighted Average Cost of Capital.

Unit IV

Financial Statement Analysis

Meaning and types, Techniques of Financial Statement analysis: Common size statement, Comparative statement, Trend analysis and Ratio analysis. Funds Flow Statement and Cash Flow Statement. (Theory only)

Teaching Methodology

- Classroom lectures (two way communication)
- Classroom discussions by solving case study and real life examples

- Audio Video Material (Analysis done by Finance heads of companies, news channels etc.)
- Self study
- Group Project and Individual Projects (Application by analysis of Financial Statements of the companies)

Reference Material

Books

1. Financial Management – Theory and Practice – Prasanna Chandra
2. Financial Management – I.M. Pandey
3. Financial Management – Khan and Jain
4. Financial Management – R.P. Rustogi
5. Financial Management – Theory and Practice Eugene F. Brigham, Michael C. Ehrhardt 11th edition.

Journals

1. Journal of Financial Statement analysis
2. Asia Pacific Journal of Accounting and Economics
3. Research Journal of Finance and Accounting

Human Resource Management

Code: J0201CO12

Semester: II

Prerequisites

- Familiarity with basics of Organizational Behaviour
- Management concepts and applications

Objectives

- To understand the significance of HRM and changing role of HRM
- To understand various functions of HRM

Content of Course

Unit - I

Introduction to HRM

Definition, Nature, Scope, Evolution, Strategic role of HRM

Unit - II

Human Resource Planning

Job analysis and Job Design, Recruitment and Selection

Unit – III

Training and Development- Management of careers

Unit – IV

Performance Management, Compensation Management

Unit - V

Employee Relations Management, Employee welfare, Health the safety

Unit - VI

Global perspective of HRM

Note: Cases to be covered on Unit 2 – 4

Teaching Methodology

- Lecturing - Spoken explanations to be accompanied by visual aids
- Classroom Discussions & brainstorming sessions
- Role plays
- Case studies
- Presentations

Reference Material

Books

1. Gary Dessler, Biju Varkey - Human Resource Management, Pearson Publication, 12th Edition
2. Seema Sanghi, Human Resource Management, Macmilan Publication, 2011
3. Decenzo, Robbins, Human Resource Management, John Wiley & Sons Inc, Sixth Edition
4. V.S.P. Rao, Human Resource Management
5. K. Ashwathappa, Human Resource Management
6. Edwin Flippo, Personal Management

Production & Operations Management

Code: J0101CO13

Semester: II

Prerequisite

- General knowledge of Business & Industries

Objectives

- To equip students with fundamentals of Manufacturing business for related aspects.
- To acquaint the students with concepts of all the functions under the Manufacturing activities by introducing the Units Materials Management, SCM ,QA, EHS and Quality System Certification, JIT etc.

Content of Course

Unit I

Concepts & scope of POM

Functions & internal relations of various Departments in manufacturing Unit; Production administrations & responsibilities.

Unit II

Production Planning Control

Objectives of PPC & it's various functions of common and optional nature, Co- ordination of Marketing & QA , updating plan v/s actual, planning, problems in sequencing, scheduling, balancing the load.

Unit III

Facility Planning& Layout

Selection of Product, Factors affecting Plant Location Decision, Plant Layout

Unit IV

Maintenance Management

Concepts, Importance and Objectives & types of maintenance

Unit V

Inventory management

Concept, Importance, Classification of Inventory System, EOQ, waste disposal/ reduction.

Unit VI –

Supply Chain Management (SCM) and Environment Health and Safety (EHS)

Introduction and pre-requisites of SCM like JIT, Quality Control, QA ISO certification, use

of computerized systems like MRP,ERP,TQM, EHS: Culture, employee involvement
Concept, importance for sustainability of business, principles of Materials Management.

Teaching Methodology

- Lectures; Industrial visit & feed back from each student “what they learnt the application of management principles to Production”; Case study., Guest lecture; Student’s presentation on related Unit.

Reference Material

Books

1. Production and Operations Management by L.C.Jhamb
2. Supply Chain Management by Sunil Chopra
3. Production & Operation Management by Chunawala & Patel

International Business

Code: J0101CO14

Semester: II

Prerequisite

- Basic Knowledge of International Economics and Its related terms

Objectives

- To give an overview of Global Business Environment.
- To acquaint students with intricacies of Cross Border Trade Transactions

Content of course

Unit I

Introduction of international Business

- Definition of International Business
- Nature and Scope of International Business
- Exporting, Importing and Countertrade
- Settlement through NOSTRO and VOSTRO Accounts

Unit II

Globalization

- Definition of Globalization
- Globalization of Market
- Globalization of Production
- Drivers of Globalization

Unit III

International Trade Theories

- Mercantilism
- Absolute Cost Advantage
- Comparative Advantage
- Huckscher Ohlin Theory
- Product Life cycle Theory
- Porter's Diamond Theory

Unit IV

Development in Monetary Scenario

- Breeton Woods System to EURO and its Implications
- SAARC,G7 ,G20 and BRIC countries
- Country Risk Analysis

Unit V

International Financial Organizations

- Role of GATT ,WTO,IMF and World Bank

Unit VI

Balance of Payment

- Classification, Basic Balance and Overall Balance
- Credit and Debit Entries in BOP
- Convertibility – Current and Capital Account

Unit VII

Foreign Exchange Rate and Market

- Types of Exchange Rate –Real and Nominal exchange Rate
- Fixed vs. Flexible Exchange Rate, Managing Float
- Factors affecting Foreign Exchange Rate
- Offshore Currency and Market

Unit VIII

Statutory Basis of International Business

- Exchange Control
- FERA, FEMA
- APDIR Circulars
- UCPDC and URC
- Foreign Trade Policy
- Inco terms

Teaching Methodology

- Classroom Discussions & brainstorming sessions
- Case studies
- Presentations

Reference Material

Books

1. International Business, P.Subba Rao
2. International Business Environment, Francis Cherunilam
3. International Financial Management, Justin Paul
4. International Business, V.K.Bhalla, S.Shiva Ramu

Macro Economics

Code: J0101CO15

Semester: II

Prerequisite

- Basic knowledge of Economics, related terms and its applications

Objectives

- Students will be provided knowledge about the Macro theories of Economics required in Business scenarios
- Enable the students to analyse External Factors affecting business
- Learn to manage the internal processes on basis of External Indicators of the Economy

Content of course

Unit I

National Income

- National Income Concept
- Measurement and National Income Accounting

Unit II

Sectoral Flow of Income

- Circular Flow of Income
- Sectoral Models (Two sector and Three sector Models)
- Say's Law of Markets

Unit III

Functions and Multipliers

- Aggregate Supply and Aggregate Demand
- Consumption, Investment and Saving Functions
- Multipliers

Unit IV

Monetary Theory

- Monetary Theory (Quantity Theory of Money)
- Keynes and Friedman's Theory of Money
- Money Supply and Creation of Credit
- IS/LM Model

Unit V

Business Cycles

- Theory of Business Cycles
- Phases of Business Cycles
- Schumpeter and Solow Models of Economic Growth

- Inflation
- Phillip's Curve and its Criticism

Unit VI

Macro Indicators for Business

- Monetary Policy and Fiscal Policy
- Instruments and Types
- Supply Side Economics
- Budgets : Theory and Applications

Teaching Methodology

- Case Study Method and Mathematical Applications along with theoretic explanations.

Reference Material

Books

- 1) Artis M.J, Macro economics, Oxford University Press, 1985 Reprint
- 2) Dornbusch Rudiger and Fischer Stanley, Macro Economics, Latest Edition, Tata Mc Graw Hill
- 3) Ahuja.H.L, Macro Economics: Theory and Policy, Latest Edition, S.Chand Publications

Research Methodology

Code: J0101CO16

Semester: II

Prerequisite

- Knowledge about basic statistical skills

Objectives

The objective of this course is:

- To equip the students with an understanding of the research process, tools and techniques.
- To introduce the students to the scientific research process and its applications to business and management
- To enable the students to have know-how of conducting surveys and reporting the research

Content of Course

Unit I

Introduction to Research Methodology

Meaning, Definitions, Characteristics and Objectives of research, Motivations in research, Types of Research, Applications and importance of research in managerial decision making. Qualities of a good researcher.

Unit II

Research Process

Steps in research process. Defining the Research Problem - Problem Formulation and Statement of Research Problem – Framing of Hypothesis.

Research Design: Meaning, Characteristics, advantages and importance of research design.

Measurement – types and errors in measurement,

Development and designing of tools of data collection - Attitude measurement scales - Levels of measurement and questions of Validity and reliability.

Designing of Research Projects – Research Proposal, Pilot surveys,

Unit III

Sampling and Sampling Designs

Census and sample survey, Need and Importance of Sampling, Probability and non-probability Sampling techniques.

Data Collection – Primary and Secondary sources.

Methods & Techniques of data collection – Primary and secondary sources of data, methods of collecting primary data – interview, observation, questionnaires, survey methods etc, Library and Documentary Sources etc. Use of secondary data, precautions while using secondary data, Limitations of different data collection methods.

Unit IV

Processing and Analysis of Data

Meaning, importance and steps in processing, Statistical tools and techniques for research data analysis.

Testing of Hypothesis – Procedure, terms, and Chi Square test.

Analysis and Interpretation of Data - Univariate analysis, Bivariate analysis - Essential ideas of Multivariate analysis of data, Factor Analysis, Discriminant Analysis - Use of Statistical Software Packages.

Interpretation of results, techniques of Interpretation.

Unit V

Reporting of research work

Types of Reports - Substance of Reports - Report Writing: Importance of written and oral reports presentation, types of research reports, format of a good research report, Format of Report - Presentation of Reports.

Use of Information Technology in research.

Unit VI

Project work

(Mini project: Students to select a Unit and conduct a study or survey on any managerial application and carry out the project under the guidance of the faculty in groups of four-five. Prepare report and present the results.)

Teaching Methodology

- Case Study Method and Mathematical Applications along with theoretic explanations.

Reference Material

Books

1. Donald Cooper and PS Schindler (2009) Business Research Methods, 9th edition, Tata McGraw Hill.
2. Kothari C. R.: Research Methodology
3. Fred N. Kerlinger : Foundations of Behavioral Research.
4. Uma Sekaran (2010) Research Methods for Business, 4th edition, Wiley.
5. Herekar P M: Research Methodology and Project Work
6. Ranjit Kumar (2009) Research Methodology, 2nd edition, Pearson Education.
7. Naresh Malhotra and S Dash (2009) Marketing Research, 5th edition, Pearson Prentice Hall.
8. Ram Ahuja : Research Methods
9. Michael V. P.: Research Methodology.

Legal Aspects of Business

Code: J0101CO17

Semester: II

Prerequisite

- Basic knowledge of Law and relevant legal terms

Objectives

- Students will have indebt knowledge of law
- The study will enable the students to understand law and its governance on different perspectives of trade
- They will be exposed to ADR (Alternative Dispute Resolution System) techniques adopted by big corporate houses.

Content of Course

Unit I

The Indian Contract Act 1872

- Essential elements of a contract
- Offer and Acceptance
- Consideration
- Legality of Object
- Capacity to contract
- Free Consent
- Modes of Discharge
- Breach and Remedies

Unit II

The Sale of Goods Act 1930

- Formation of a contract of sales
- Types of Goods
- Distinction between sale and agreement to sell
- Conditions and warranties
- Performance of contract
- Unpaid seller

Unit III

The companies Act 1956

- Kinds of companies
- Incorporation of companies
- Memorandum of Association
- Articles of Association

- Meetings
- Shares
- Directors
- Prospectus

Unit IV

The Arbitration and Conciliation Act 1996

- Definition
- Arbitration Agreement
- Composition of Arbitral Tribunal
- Jurisdiction of Arbitral Tribunal
- Conduct of Arbitral Proceedings

Unit V

Intellectual Property Rights

- Types/ Branches of IPR
- Objects and scope of Patent act 1970
- Patentable and Non Patentable Inventions

Unit VI

Cyber Laws

- Types of Cyber Crimes
- Important Provision of Information Technology Act 2000

Teaching Methodology

- Case Study along with theoretic explanation

Reference Material

Books

1. N. D. Kapoor – Elements of Mercantile Law
2. Dr. B. L Wghera, Universal Law Publication, Law relating to Intellectual Property
3. Dr. Paranjpe, The Arbitration and ADR
4. Dr. M. Dasgupta, Cyber Crime in India
5. Avtar Singh, Law of Arbitration and Condiliation

Basics of Electronic Business and Decision Support Systems

Code: J0301CO18

Semester – II

Prerequisite

- Students opting for this course should have basic knowledge of Business Organization Management and Internet.

Objectives

- To provide students with knowledge of principles of Electronic (E) Commerce and E-Business
- To impart the key concepts of E-Business and Decision Support Systems (DSS).
- To enable the student to understand the importance of DSS as a decision making tool, to gain better understanding of a business organization.

Content of Course

Unit I

Moving Towards E-BUSINESS

Business operates through systems, Phases in building & maintaining systems, Information Technology as a driving force for innovation.

Unit II

Understanding Systems from a Business View point

The work system framework Relationships between work system and Information system, Measuring work system performance. Business process characteristics, Evaluation Business process performance, more about communication and decision making.

Unit III

Electronic commerce Fundamentals

Introduction to E-commerce, Business to business (B2B) and Business to consumer (B2C) E-Commerce, Electronic payments & security

Unit IV

Introduction to decision support system

Introduction to DSS, Categories and classes of DSSs. Characteristics and Objectives, Comparison with MIS. Levels of Decision Support System. Data and model Management, Role of Decision Support Systems and its application

Unit V

Decision styles and Decision makers

Decision makers, Decision styles, how can a DSS Help? A Typology of Decisions, Decision theory & Simon's Model problem solving, Effectiveness and Efficiency

Unit VI

Decision in the organization

Organizational culture, Power and politics, Supporting Organizational Decision making, defining the problem and its structure, Decision Models Decision support in the Twenty- First Century

Teaching Methodology

- Case based exercise, Presentations; Group based Activities and Discussion's, Assignments

Reference Material

Books

1. R. Jaya Shanker : Decision Support Systems
2. Turban & Aronson: Decision Support System & Intelligent System
3. George M Marakas: Decision Support System
4. V.L. Sauter, *Decision Support Systems: An Applied Managerial Approach* John Wiley & Sons
5. Ravi Kalakota, Marcia Robinson - E-Business
6. Robert Elsenpeter & Toby Velte - E-Business-A Beginner's Guide

Data Analysis Using SPSS

Code: J0101OP19

Semester: II

Prerequisite

- Familiarity with the operation and use of computers and basic software like MS-Word and MS-Excel.

Objective

- To familiarize the students with the use of SPSS package for analysis and interpretation of statistical data.

Content of Course

Unit I

SPSS Windows Processes

Mouse and keyboard processing, frequently used dialog boxes, editing output, printing results, the Options option.

Unit II

Creating and editing a Data File

Managing data: Listing cases, replacing missing values, computing new variables, recoding variables, exploring data, selecting cases, sorting cases, merging files

Unit III

Graphs

Creating and editing graphs and charts

Unit IV

Frequencies

Frequencies, bar charts, histograms, percentiles

Unit V

Descriptive Statistics

Measures of Central Tendency, Variability

Unit VI

Testing of Hypotheses

Unit VII

BIVARIATE CORRELATION

Unit VIII

PROJECT

Teaching Methodology

- Case based exercise, Presentations; Group based Activities and Discussion's, Assignments

Reference Material

Books

1. Darren George , Paul Mallery: SPSS for Windows – Step by Step : Pearson Education, (LPE).
2. Gupta S. L. : SPSS 17.0 for Researchers ., International Book House Pvt. Ltd.
3. Alan Bryman, Duncan Cramer : Quantitative Data Analysis With SPSS : A Guide for Social Scientists , Routledge

Environmental Studies

Code: J0101OP20

Semester: II

Prerequisites

- Basic management aptitude.

Objectives

Students will be given the opportunity to learn role of environment and its related issues in relation with society.

Content of Course

Unit I

Multidisciplinary nature of environmental studies

Definition, scope and importance, need for public awareness.

Unit II

Natural Resources : Renewable and non-renewable resources

Natural resources and associated problems.

- a) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- b) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- c) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

Unit III

Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.

Unit IV

Biodiversity and its conservation

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.

Unit V

Environmental Pollution

Definition

- Cause, effects and control measures of :-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - e. Noise pollution

Unit VI

Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy, Carbon Footprint.
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics : Issues and possible solutions.

Teaching Methodology

- Classroom lectures (two way communication)
- Classroom discussions by solving case study and real life examples
- Audio Video Material (Analysis done by Finance heads of companies, news channels etc.)
- Self study
- Group Project (Application by implementation of concepts in the Financial Statements of the companies)

Reference Material

Books

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad –380 013, India, Email:mapin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Textbook of Environmental Studies for undergraduate courses, Bharucha Erach, Universities Press.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
