



# SHRI RAMDEOBABA COLLEGE OF ENGINEERING AND MANAGEMENT, NAGPUR

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

## TEACHING SCHEME & SYLLABUS 2014-15

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### DUAL DEGREE COURSE IN MANAGEMENT



Published by  
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ISO 9001 : 2008 CERTIFIED ORGANISATION

## Dual Degree Course in Management

### About the Department:

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

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

### Vision:

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

### Mission:

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

### Programme Education Objectives & Outcomes (Department of Management Technology)

#### Program Education Objectives :

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

Program Outcomes :

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



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**I SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

Sr. No.	Code	Course	L	T	P	Credits	Maximum Marks			Exam Duration
							Internal Assessment	End Sem Exam	Total	
1	BMT101	English Language	3	2	0	40	60	100	4	3 Hrs.
2	BMT111	Business Ethics & Corporate Governance	3	2	0	40	60	100	4	3 Hrs.
3	BMT103	Business Mathematics	3	2	0	40	60	100	4	3 Hrs.
4	BMT104	Human Skills	3	2	0	40	60	100	4	3 Hrs.
5	BMT105	Computer Applications	3	2	0	40	60	100	4	3 Hrs.
6	BMA101	Self Management	5	0	0	-	-	-	-	-
		Total	15	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**II SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

Sr. No.	Code	Course	L	T	P	Credits	Maximum Marks			Exam Duration
							Internal Assessment	End Sem Exam	Total	
1	BMT106	Business Communication	3	2	0	40	60	100	4	3 Hrs.
2	BMT107	Foreign Language	3	2	0	40	60	100	4	3 Hrs.
3	BMT108	Business Statistics	3	2	0	40	60	100	4	3 Hrs.
4	BMT109	Financial Accounting	3	2	0	40	60	100	4	3 Hrs.
5	BMT112	Organizational Behavior	3	2	0	40	60	100	4	3 Hrs.
6	BMA102	Environment Management	5	0	0	-	-	-	-	-
		Total	15	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**III SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

Sr. No.	Code	Course	L	T	P	Credits	Maximum Marks			Exam Duration
							Internal Assessment	End Sem Exam	Total	
1	BMT201	Managerial Economics	3	2	0	40	60	100	4	3 Hrs.
2	BMT202	Management Principles	3	2	0	40	60	100	4	3 Hrs.
3	BMT203	Cost Accounting	3	2	0	40	60	100	4	3 Hrs.
4	BMT204	Marketing Management	3	2	0	40	60	100	4	3 Hrs.
5	BMT205	Human Resource Management	3	2	0	40	60	100	4	3 Hrs.
6	BMA201	Working on MS Office & Tally	5	0	0	-	-	-	-	-
		<b>Total</b>	<b>15</b>	<b>10</b>		<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>	

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**IV SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

Sr. No.	Code	Course	L	T	P	Credits	Maximum Marks			Exam Duration
							Internal Assessment	End Sem Exam	Total	
1	BMT206	Entrepreneurship Development	3	2	0	40	60	100	4	3 Hrs.
2	BMT207	Strategic Management	3	2	0	40	60	100	4	3 Hrs.
3	BMT208	Management Accounting	3	2	0	40	60	100	4	3 Hrs.
4	BMT209	Legal aspects of Business	3	2	0	40	60	100	4	3 Hrs.
5	BMT210	Operations Management	3	2	0	40	60	100	4	3 Hrs.
6	BMA202	Case Study Application	5	0	0	-	-	-	-	-
		<b>Total</b>	<b>15</b>	<b>10</b>		<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>	

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**V SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

Sr. No.	Code	Course	L	T	P	Credits	Maximum Marks			Exam Duration
							Internal Assessment	End Sem Exam	Total	
1	BMT301	Financial Management	3	2	0	40	60	100	4	3 Hrs.
2	BMT302	Operation Research	3	2	0	40	60	100	4	3 Hrs.
3	BMT303	Brand Management	3	2	0	40	60	100	4	3 Hrs.
4	BMT304	Research Methodology	3	2	0	40	60	100	4	3 Hrs.
5	BMT305	Indian Financial Markets	3	2	0	40	60	100	4	3 Hrs.
6	BMA301	Sectorial Analysis	5	0	0	-	-	-	-	-
		Total	15	10		200	300	500	20	

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**VI SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

Sr. No.	Code	Course	L	T	P	Credits	Maximum Marks			Exam Duration
							Internal Assessment	End Sem Exam	Total	
1	BMT306	Consumer Buying Behavior & Integrated Marketing Communication	3	2	0	40	60	100	4	3 Hrs.
2	BMT307	Banking Operation & Services	3	2	0	40	60	100	4	3 Hrs.
3	BMT308	Business Environment	3	2	0	40	60	100	4	3 Hrs.
4	BMT309	Project Management			2	0	40	60	100	43 Hrs.
5	BMT310	Project/ Field Study	0	0	2	50	50	100	4	3 Hrs.
6	BMA302	Aptitude Development & Proficiency Management	5	0	0	-	-	-	-	-
		Total	12	8	2	210	290	500	20	

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**VII SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

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

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**VIII SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

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



Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**IX SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

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

Scheme of Examination of Dual Degree Course in Management  
Semester Pattern

**X SEMESTER DUAL DEGREE COURSE IN MANAGEMENT**

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

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

Course Code: BMT101

Course: English Language

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

Total Credits : 4

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Course Outcomes:

1. Understanding & revisiting English grammar & its usage
2. Developing command over spoken language
3. Developing presentation skills

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

Unit II : Grammar : Subject-verb agreement, Modals, Articles, Preposition, antonyms, synonyms, one word substitutes, Direct and Indirect Speech

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

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

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

Unit-VI : Text Men of Steel: India's Business Leaders in Candid Conversation with Veer Sanghvi. Author: Veer Sanghvi Pub: Roli books, 2007. Short Question-answers should be asked from the text.

Reference Books:

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



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code : BMT111

Course : Business Ethics & Corporate Governance

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

Total Credits : 4

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Course Outcomes :

1. Understanding ethical decision making using deontological and teleological approach
2. Understanding ethical scenario of Indian Business
3. Understanding codes of Corporate Governance

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

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

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

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

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

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

References Books:

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



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code: BMT103

Course: Business Mathematics

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

Total Credits: 4

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Course Outcomes:

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

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

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

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

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

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

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

Reference Books:

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

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

Course Code : BMT104

Course : Human Skills

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

Total Credits : 4

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Course Outcomes:

At the end of session students will have:

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

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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

Unit 5:

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

Unit 6:

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

Reference Books:

1. Organisational Behaviour: Text, Cases & Games, K. Aswathappa, Himalaya Publishing House
2. Organisation Behaviour: Luthans 8th Tata McGraw Hill
3. Six Thinking Hats, Edward de Bolo, Penguin Books
4. ORGB, Nelson, Quick and Khandelwal, Cengage Learning



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code : BMT105

Course : Computer Applications

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

Total Credits : 4

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Course Outcomes :

1. Awareness about adjectives & roles of IS in Business organization with particular reference to management levels
2. To get familiar with database SLDC
3. Understanding about ecommerce, emerging technologies & trends

Unit I: Introduction: IS Concepts & Definitions, Classification and types of IS, Definition, Purpose, IT support to Business Process & People, Objectives and Role of MIS in Business Organization with particular reference to Management Levels.

Unit II: Location of MIS in the Organization: Transaction Processing System, Decision Support System, Executive Information system and Expert System - concept and design.

Unit III: Managing Data: Data Management, File Management System, Databases & Database Management Systems, DBMS/RDBMS, DBMS Model, Data Mining, Data Warehousing, Data Marts, Data Centers.

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

Unit IV: E-Business & E-Commerce : Overview of E-Business & E-commerce, E-C Transaction Models, Revenue Models, E-C Mechanisms, Payment & Order Fulfillment, Marketing, Ethical & Legal issues, M-Commerce

Unit VI : Emerging Technologies & Trends : ERP, CRM, e-Learning, e-Governance, Knowledge Management, BPO, KPO, Wireless Networks: WiFi, WiMax, Cloud Computing, 3G, 4G.

Reference Books:

1. Information Technology for Management, 7th Edition, Efraim Turban, Linda Volonino, Wiley India
2. Management Information System- By Javadekar, W.S., Tata MacGraw Hill Publication, 2003.
3. Management Information System- By CSV Murthy, Himalaya Publication.
4. Computer Application in Business- By Dr. R. Parameswaran, S. Chand Publication, 2012

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

Course Code : BMA101

Course : Self Management

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

Total Credits : 0

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Course Outcomes :

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

Unit - I :

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

Unit - II:

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

Unit - III:

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

Unit - IV:

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

Unit - V:

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

Unit - VI:

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

Reference Books:

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





.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code : BMT106

Course : Business Communication

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

Total Credits : 4

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Course Outcomes:

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

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

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

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

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

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

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

Reference Books:

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

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

Course Code : BMT107

Course : Foreign Language

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

Total Credits : 4

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30 lectures would be conducted for the language.

Course Outcomes:

The student will have preliminary knowledge of the language and will be able to communicate to some extent.

A visiting faculty for the foreign language offered will be invited and the faculty will prepare the syllabus for 30 lectures and will teach the same.



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code : BMT108

Course : Business Statistics

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

Total Credits : 4

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Course Outcomes:

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

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

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

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

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

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

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

Reference Books:

1. Statistical Methods – By S.P.Gupta – S.Chand & CO.
2. J.K. Sharma - Business Statistics - Pearson Publications
3. Statistics, Theory, Methods & Applications – Sancheti & Kapoor
4. Statistical Methods – Digambar patri
5. Business Mathematics & Statistics- By NG Das & JK Das, Mc Graw Hill
6. Business Statistics – By Dr. S.K. Khandelwal, international Book House Pvt.Ltd



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

Course Code: BMT109

Course: Financial Accounting

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

Total Credits: 4

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Course Outcomes:

1. Awareness about basic of accounts & its application
2. Understanding Cash book & Bank reconciliation statement
3. Understanding depreciation

Unit I : Introduction: Book keeping- definition & objectives, Financial Accounting-definition and Scope, objectives, of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit II: Conceptual Frame work : Accounting Principles, Concepts and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India.

Unit III : Recording of transactions : Voucher system; Accounting Process, Journals, Ledger, Preparation of Trial Balance.

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

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

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

Reference Books:

1. Book-Keeping & Accountancy, Dr. S. A. Naringrekar, Maharashtra state board of secondary and higher secondary Education (state board book of Standard XI of commerce faculty)
2. Financial Accounting Monga, J.R. and Girish Ahuja;, Eighteenth Edition, Mayoor Paper Backs, 2003.
3. Accounting for Manager Bhattacharya, S.K. and J. Dearden; – Text and Cases, Third Edition, Vikas Publishing House, 2003.
4. Financial Accounting: Fundamental Gupta, R.L. and V.K. Gupta; Sultan Chand Publishers, 2003
5. Cost Accounting by J. Made Goda – Himalaya Publishing House – 1st Edition
6. Cost Accounting by Jawahar Lal & Seema Srivastava – Tata McGraw Hill Publication - 2008 Edition



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code : BMT112

Course : Organisational Behaviour

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

Total Credits : 4

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Course Outcomes:

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

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

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

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

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

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

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

Text Book :

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

Reference Books :

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

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

Course Code : BMA102

Course : Environment Management

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

Total Credits : 0

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Course Outcomes:

1. Awareness about the Ecosystems and how they work.
2. Getting acquainted with natural disasters, sources of energy, forest degradation & management

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

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

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

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

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

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

Reference Books:

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



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code: BMT201

Course: Managerial Economics

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

Total Credits: 4

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Course Outcomes:

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

Unit I:

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

Unit II:

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

Unit III:

Market Structures : Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly – kinked demand curve and cartels,

Unit IV:

Pricing : Concept, Causes & Impact, Measures to control Business cycles Cost plus pricing, incremental pricing, transfer pricing and price discrimination.

Unit V:

Monetary & Fiscal Policy: National Income Accounting - Concept & measurement; Determination of Income & Employment; Concept of multiplier; Inflation and Deflation types, causes and control of inflation. Monetary and fiscal- objectives and Instruments;

Unit VI:

International Trade: Justification for International Trade, Foreign Capital flows & Balance of Payment Methods top correct Disequilibria; Exchange Rate: Fixed & Flexible; Convertibility of Rupee (Current & Capital Account).Present scenario of Indian Economy.

Text Book: Managerial Economics: Dwidevi, TMH

References Books:

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons, New Delhi
2. Managerial economics in a Global economy: Dominick Salvatore, 2006, Thomson learning Press
3. Managerial Economics: Suma Damodran, Oxford University Press, New

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

Course Code : BMT202

Course : Management Principles

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

Total Credits : 4

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Course Outcomes :

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

Unit - I :

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

Unit - II :

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

Unit - III :

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

Unit - IV :

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

Unit - V :

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

Unit - VI :

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

Text Book :

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

Reference Books :

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



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code: BMT203

Course: Cost Accounting

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

Total Credits: 4

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Course Outcome:

1. Awareness about the basics of cost accounting
2. Understanding cost sheet & tender
3. Understanding the inventory management
4. Understanding contract & process costing

Unit I:

Cost Determination: Objectives, Classification of Cost, Preparation of statement of cost, Quotations.

Unit II:

Cost Sheet and Tender : Single & output costing , Tender and cost sheet.

Unit III:

Reconciliation : Reconciliation of Cost & Financial accounts, reasons of difference-procedure for reconciliation.

Unit IV:

Inventory Management : Importance of Inventory Control, Inventory control ratios, Inventory control techniques: EOQ, Fixation of Inventory Levels, FNSD Analysis, ABC Analysis, JIT.

Unit V:

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

Unit VI:

Process Costing : Process Costing, Process Losses & Gains, Valuation of Work-in-Progress, Operation Costing

Text Book:

1. Management Accounting 1st Edition: Sudhindra Bhatt, Excel Books.

References Books:

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

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

Course Code: BMT204

Course: Marketing Management

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

Total Credits: 4

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Course Outcome:

1. The students will get acquainted with core concepts of marketing & marketing mix
2. Students will get familiar with buying behavior, market segmentation & targeting
3. Students will acquire knowledge of pricing and marketing communications

Unit - I:

Understanding Marketing Management : Core Concepts of Marketing, nature and concept of Marketing, Marketing Mix, Service Marketing, Steps in the Marketing Process, Nature and contents of marketing plan, Scanning the Marketing environment.

Unit - II :

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

Unit - III:

Market Positioning : Market Segmentation and Targeting, Positioning & Repositioning; Marketing Strategies.

Unit - IV:

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

Unit - V:

Pricing, IMC & Distribution : Pricing objectives, methods and pricing policies; Channel design and management, Understanding the communication process, Managing advertising; Sales promotion, Public relations and direct marketing.

Unit - VI:

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

Text Book :

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

Reference Books :

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

.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code: BMT205

Course: Human Resource Management

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

Total Credits: 4

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Course Outcomes :

1. Understanding of roles & responsibilities of HR department in organization
2. Better understanding of basic concepts of HRM
3. Ability to apply theoretical concepts to real life situations

Unit - I :

The Strategic Role of HRM : Nature, scope, objectives, importance and functions, Human resource as an asset in organization, Evolution of the concept of HRM, Human resource management in India; Strategic HRM, Strategic roles of HR manager, Qualities of HR Manager

Unit - II :

Job Analysis & Design : Job Analysis – Meaning, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications, Factors affecting Job Design, Techniques of Job Design

Unit - III :

Job Evaluation and Human Resources Planning : Objectives of Job Evaluation; Advantages and Limitations of Job Evaluation. Human Resources Planning; Need for Human Resources Planning; Process of Human Resources Planning; Human Resource Planning System; Responsibility for Human Resource Planning

Unit - IV :

Recruitment & Selection : Framework for Procurement; Recruitment Policy; Factors Affecting Recruitment; Sources of Recruitment; Problem of The 'Sons of The Soil'; Selection Process, Methods of selection – Interviews, Tests and assessment of effectiveness of selection tools. Induction Program, Problems in Induction, Requisites of effective Induction

Unit - V :

Employee Growth & Development Training : Introduction of Training; Objectives and Importance of Training; Classification of Training Methods/Techniques; Need and Importance of Management Development, Techniques of Management Development, Reasons of Training Failure; Improving Effectiveness of Training

Unit - VI :

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

Text Books :

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

Reference Books :

1. Human Resource Management, Ninth EditionL: R.WayneMondy, Robert M, Noe, Pearson Education
2. Human Resource and Personnel Management-Text and cases : K. Aswathappa, McGraw- Hill Publishing co. ltd

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

Course Code : BMA201

Course : Working on MS Office & Tally

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

Total Credits : 0

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Course Outcomes :

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

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

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

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

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

Reference Books :

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



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code: BMT206

Course: Entrepreneurship Development

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

Total Credits: 4

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Course Outcomes:

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

Unit I: Entrepreneurship - Creativity and Innovation, Relationship with the Economic Development, Barriers to Entrepreneurship (Factors affecting Growth of Entrepreneurship), Theory of Achievement Motivation, McClelland's Experiments

Unit II: Entrepreneurship Trends - Strategic Management, Forms of Ownerships, Franchising, Mergers and Acquisitions, Types of Entrepreneurship, Career Planning, Choice of Entrepreneurship as a Career, Cases from Indian Industry.

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

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

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

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

References Books:

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

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

Course Code: BMT207

Course: Strategic Management

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

Total Credits: 4

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Course Outcomes:

1. It will provide understanding of Vision, Mission & goals and other basic concepts of Strategic management
2. Students will learn how to analyze internal & external environment , the strategic implementation, evaluation & control
3. Students will have acquaintance with various models like BCG, GE model, Balance Scorecard & 7's Framework

Unit I :

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

Unit II :

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

Unit III :

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

Unit IV:

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

Unit V:

Portfolio Approach & analysis - a)Portfolio analysis, advantages & disadvantages, b)BCG Matrix c) General

Electric's Business Screen,, e) Balance scorecard.

Unit VI :

Strategic Implementation evaluation & Control -

7 s framework- (separate variables in details), Strategic Business Unit (SBUS), Merits & Demerits of SBU; Leadership, Power & organization culture. Establishing strategic evaluation & control; The quality imperative: continuous Improvement to build customer value, Fundamentals of Six sigma approach for continuous improvement.

Text Book :

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

Reference Books:

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

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

Course Code: BMT208

Course: Management Accounting

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

Total Credits: 4

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Course Outcome :

1. Get acquainted with basics of Management accounting & role of Management accountant
2. Understanding financial statements, fund flow & cash flow analysis & their interpretation
3. Understanding breakeven, cost volume profit analysis, Budgeting & Budgetary control

Unit I :

Introduction : Meaning, Scope and importance of Management Accounting. Difference between Financial Accounting & management Accounting, role of management accountant.

Unit II :

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

Unit III:

Fund Flow statement & Cash flow statement – Meaning , Uses & preparation of Fund Flow statement & Cash flow statement

Unit IV:

Break-even & Cost-Volume-Profit Analysis : Break-even Analysis, Assumptions & Limitations, Cash Break-even, Profit Volume ratio, Margin of safety, Angle of Incidence, Relationship of BEP, Margin of safety and angle of Incidence. Cost-Volume-Profit Analysis: CVP Analysis, benefits, assumptions of CVP Analysis, Construction of profit-volume chart.

Unit V:

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

Unit VI:

Standard costing & Variance analysis: types of standards, procedure, advantages & limitations, variances-material, labour & Overhead variances.



.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

Text Book:

1. Cost & Management Accounting 5th Edition: Ravi M. Kishore, Taxman.
2. Management Accounting 1st Edition: Sudhindra Bhatt, Excel Books.

References Books :

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





.....: **Teaching Scheme & Syllabus For Dual Degree Course in Management**

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

Course Code: BMT210

Course: Operations Management

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

Total Credits: 4

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Course Outcome :

1. Understanding where a facility should be located
2. Understanding assessment of Quality
3. Understanding how to manage inventory
4. Understanding aggregate planning & management
5. Getting a knowhow of modern manufacturing systems

Unit I:

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

Unit II:

Designing Services: Characteristics of Services, Service Design Process, Waiting Line Analysis for Service Improvements. Capacity & Facility Planning: Types of Layout, Designing Layouts, Factors of Location, Location Analysis Technique, Work Measurement, Managing Projects: Planning, Scheduling, Control.

Unit III:

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

Unit IV:

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

Unit V:

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

Unit VI:

Modern Manufacturing Systems: Flexible Manufacturing System, Production Planning and Control, Computer Integrated Manufacturing Systems (CMS), Advanced Production Inventory Management Systems (APIMS), Lean Production.

Text Book: 1. Operations Management Along The Supply Chain: Russell & Taylor, Wiley India

References Books:

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

