COURSE : C.BMS.1.01

PRINCIPLES OF MANAGEMENT – I
[60 lectures]

LEARNING OBJECTIVES:
To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Evolution of Management Theory – Work of Fredrick W. Taylor, Fayol’s contribution, Behavioural Science approach, Contingency approach. [20 lectures]

Planning: meaning-importance-elements-process-limitations
Decision Making: concept, importance and steps in decision making
Preparation of Business Plan

UNIT 3. Organising - Concept, nature and significance; Authority and responsibility relationships, centralization and decentralization, departmentation, organization structure-forms.
Staffing - importance, sources of recruitment, selection process. [15 lectures]

Leadership: concept, styles and traits
Control: concept, process: Effective control system; control techniques.
Coordination: concept, Definition and importance. [10 lectures]

Continuous Internal Assessment:
Mid semester test – Case Study
Organizing local visit to industry - Report

REFERENCE BOOKS
2 Principles of Management Ramaswamy Himalaya, Mumbai
3 Management Concept and Practice Hannagain T McMillan, Delhi
4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
5 Management-Text & Cases VSP Rao Excel Books, Delhi Assessment Pattern
6 Essentials of Management Massie Joseph Prentice Hall of India
7 Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
8 Management Concepts and OB P.S.Rao & N.V.Shah Ajab Pustakalaya
9 Management Concepts and Strategies J S Chandran Vikas Publishing House
10 Principles Of Management Tripathi P.C. Tata McGraw Hill

COURSE : C.BMS.1.02
INTRODUCTION TO FINANCIAL ACCOUNTS
[60 lectures]

LEARNING OBJECTIVES:

To familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

UNIT 1. [20 lectures]
A.: Meaning and Scope of Accounting: Need, development and definition; Book-keeping and accounting; Persons interested in accounting; Disclosures; Branches of accounting; Objectives of accounting, principles of Accounting.
B.: Accounting Transactions: Accounting cycle, journal, journal proper Opening and closing entries; Relationship between journal & ledger; Rules regarding posting; Trial balance; Subsidiary books; Bank reconciliation statement
C. Accounting Standards
AS 1: Disclosure of accounting policies: Meaning of accounting policies – Purpose - Different policies - Areas of policies - Disclosure of policies - Disclosure of change in policies - Simple illustrations


AS 10: Accounting for fixed assets: Meaning – Definitions – Importance - Cost of fixed assets - Self constructed fixed assets - Non-monetary consideration - Improvements, repairs, additions and extensions – Revaluation - Sale or retirement - Valuation of fixed assets in special cases - Special types of fixed assets – Disclosure

UNIT 2. [15 lectures]
A.  1) Expenditure: Classification of Expenditure - Capital, Revenue and Deferred Revenue Expenditure: Distinction between capital expenditure and revenue expenses; Unusual expenses; Effect of error; Criteria tests
2) Receipts: Capital receipt, Revenue receipt, Distinction between capital receipts and revenue receipts
3) Profit or Loss: Revenue profit or loss, Capital profit or loss

B. Depreciation Accounting: Practical problem based on accounting treatment by provision for depreciation using SLM and RBM methods

UNIT 3. [10 lectures]
Trial Balance and Final Accounts of a Sole Proprietor. Introduction to trial balance and final accounts of a sole proprietor. Rectification of errors. Preparation and Presentation of Final Accounts in Horizontal Form: Manufacturing Account; Trading Account: Profit and Loss Account: Balance Sheet
UNIT 4. [15 lectures]
Accounting in Computerized Environment.
An overview of Computerized environment.
Features of Computerized accounting system.
Concept of grouping of accounts.
Codification of accounts.
Maintaining the hierarchy and ledgers.
Accounting packages and consideration of them in selection.

Continuous Internal Assessment -:
Mid semester test
Project work

REFERENCES:
1. An Introduction to financial Accounting , Andrew Thomas McGraw Hill
2. Financial Accounting – A Managerial emphasis Ashok Banerjee Excel Books
5. Elements of Accounts T S Grewal S.Chand & Co.,
6. Business Accounting Frank Woods Pitman Publication
8. Accounting Standards Institute of Chartered Accountants of India, New Delhi

COURSE : C. BMS.1.03
BUSINESS LAW [60 lectures]

LEARNING OBJECTIVES:
To expose the students to the objects & broad framework of legislative enactments within which business operates.

UNIT 1. [20 lectures]
A) Law of Contract ( The Indian Contract Act, 1872) : Section 1-30

B) Sales of Goods Act, 1930

C) Indian Partnership ( The Indian Partnership Act, 1932)
What is Partnership? - Partnership Formation - Types of Partnerships - Dissolution of Partnership - Rights , Duties and liabilities of partners
UNIT 2. Negotiable Instrument Act, 1881  [10 lectures]
Introduction of Negotiable Instruments - Characteristics of Negotiable Instruments -
Different types of Negotiable Instruments - Parties to Negotiable Instruments -
Negotiation, Endorsement and Presentment - Criminal Liability on Dud cheques

UNIT 3. Companies Act, 1956 (Section 1-100)  [20 lectures]
What is company? - Incorporation of Company- Memorandum of Association & Articles
of association – Prospectus - Meetings - Board of Directors

Objects of consumer Protection - Introduction of consumer - Who is consumer?-
Meaning of the words “Goods and Services” - Meaning of the words “ Defects and
Deficiencies of Goods and services” – Consumer disputes and complaints - Unfair Trade
Practice - Consumer Protection Councils - Consumer Disputes - Redressal Agencies

Continuous Internal Assessment :
Mid Semester test
Project work

REFERENCES:
1 Bare Act relating to the various Laws
3 Elements of Mercantile Law Kapur N.D. Sultan Chand
4 Business Law S S Gulshan Excel Books, Delhi
5 Business Law P.K. Goel Biztantra
6 A Manual of Mercantile Law M.C.Shukla Chand & Co.
7 Students Guide to Corporate Law Datey V Taxman, New Delhi
8 Company Laws Dr. Avtar Singh Eastern Book Company

COURSE : C. BMS.1.04
BUSINESS MATHEMATICS
[60 lectures]

LEARNING OBJECTIVES:
To equip the student with a broad based knowledge of mathematics with emphasis on
business applications.

UNIT 1. Elementary Financial Mathematics  [15 lectures]
A.P., G.P., and sums of their first n terms. Problems with business applications.
Simple interest, compound interest, interest compounded more than once a year nominal,
effective and continuous rates of interest.
Immediate (ordinary) annuity, its present value and future value.
Equated Monthly Installments (EMI) using reducing interest system, amortization of
loans.
Sinking Fund.
Depreciation of assets.
Functions: constant function, linear function, step function, xn, exponential and logarithmic functions. Business and Economics functions such as demand supply, total revenue, average revenue, total cost, average cost and profit function.
Equilibrium point.
Break even analysis.
Notion of permutations and combinations.
(Problems to be solved with calculator. Use a logarithm tables to be avoided.)

UNIT 2. Matrices and Determinants [15 lectures]
Matrices, Matrix Operations (addition of two matrices, scalar multiple of a matrix, matrix multiplication, transpose of a matrix). Determinant of a matrix of order 2 and 3, elementary properties of determinant, solving a system of linear equations (up to 3 variables) using Cramer’s rule and application to business problems.
Elementary row and column operations on matrices, inverse of a matrix (up to order 3).
Application of matrices to Leontief’s open input-output model.
Linear inequality (upto 2 variables) and their Graphs.

UNIT 3. Derivatives and their Applications [15 lectures]
UNIT 4. Functions of two variables and Integration [15 lectures]
Functions of two variables with examples from Economics and Commerce such as Cobb-Douglas and other production functions, demand functions involving two commodities. First and second order partial derivatives, marginal functions and their simple applications in Economics. Maxima and minima of functions of two variables using second order partial derivative criterion. Constrained maxima and minima (one constraint only) using Lagrange’s multiplier.
Simple applications in Economics and Commerce: Marginal physical productivity of labour and capital, demand analysis of complementary and competitive commodities, partial elasticity, optimization of functions of two variables in Economics and Business.
Integration as the reverse process of derivatives, standard formulae – integration of constant function, xn, ex, ax, log x. Rules for integrals – sum, difference and scalar multiplications. Simple problems (Integration techniques such as finding total cost from marginal cost, total revenue from marginal revenue Definite integrations, simple problems (No properties), applications such producer’s surplus, consumer’s surplus, present value and future value of a continuously compounded annuity.

Continuous Internal Assessment:
Mid Semester test
Assignment

REFERENCES:
4 Mathematical Basis of Life Assurance IC –81 ----Insurance Institute of India, 2006.

COURSE: C. BMS.1.05

BUSINESS COMMUNICATION [60 lectures]

LEARNING OBJECTIVES:
To develop the skills of the students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes

UNIT I  Fundamentals of Communication [10 lectures]
Definition, Meaning -Types , process and importance

UNIT II  Effective Communication [15 lectures]
Concept & Practice of Effective Communication
Barriers to Effective Communication
Methods to Improve Communication Skills
UNIT III   Written Communication Skills  [20 lectures]
Report Writing
Letter Writing
Preparation of Promotional Material
*with special reference to banks, Insurance companies and Joint stock companies

UNIT IV   Oral Communication Skills   [15 lectures]
Understanding Audience
Use of Language
Use of Tone
Understanding Body Language

Continuous Internal Assessment :
Mid Semester test
Project work
Assignment

REFERENCES :

1 Effective Communication Rai Urmila Himalaya, Mumbai
2 Business Communication Kaul Prentice Hall India
3 Basic Business Communication Lesikar TMH
4 Business Communication & Personality Development, Das Excel Books, Delhi
5 How to Listen Better? Pramila Ahuja & G Ahuja Sterling Publication
6 Contemporary Business Communication, Scot Biztantra
7 Business Communication for Managers: An Advanced Approach Penrose Thomson learning
8 Business Correspondence Whitehead G & H A.H.Wheeler, Allahabad

COURSE: C. BMS.1.06
INTRODUCTION TO COMPUTERS
[60 lectures]

LEARNING OBJECTIVES:
To familiarize students with computers and it’s applications in the relevant fields and expose them to other related papers of IT.

1.3 Introduction to Computer Basics

UNIT I: Computer Basics

1.1 Components of a PC
1.2 Introduction to networking
1.3 Introduction to Internet and Cyber crime, cyber law, hacking- sniffing, spoofing, social energineering
UNIT II Office Productivity Software

2.1 MS Word
   2.1.1 Formatting
   2.1.2 Tools and keyboard shortcuts
   2.1.3 Mail merge

2.2 MS Excel
   2.2.1 Editing spreadsheets
   2.2.2 Database Management

2.3 Powerpoint
   2.3.1 Types of layouts
   2.3.2 Formatting tables, clips, charts etc.
   2.3.3 Animation, hyperlinks, Inserting pictures, videos, sounds.

2.4 Personal Information Manager
   Creating contacts database appointments, to do lists, tasks using a PIM such as Outlook.

UNIT III Computer Graphics

3.1 Photoshop
   3.1.1 Introduction to RGB and CMYK, Vector and Bitmap images, graphic formats, resolution and DPI.
   3.1.2 Learning use tools in the tool box, colour separation, colour correction.
   3.1.3 Cropping and re-sizing, Masking, Working in layers
   3.1.4 Prepare images for print media

UNIT IV Online uses of Media

4.1 Web 2.0
4.2 Social networking

Continuous Internal Assessment :
Mid Semester test
Project work – Presentation, Practicals

REFERENCES :

1 Introduction to Computers Peter Norton Sixth Edition McGraw Hill
2 .Introduction to information Technology V, Rajaraman Prentice Hall India
3 Computers and Commonsense Hunt J.Shelley Prentice Hall of India
4 Fundamentals of Information Technology A and Leon M , Leon Vikas 2002
5 A first Course in Computers Saxena, Sanjay Vikas Publishing 1998