

SCHEME OF EXAMINATION

&

SYLLABI

of

**BACHELOR OF BUSINESS ADMINISTRATION
(COMPUTER AIDED MANAGEMENT)**

FROM THE ACADEMIC SESSION 2011-12

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM) FROM THE SESSION 2011-12**

First Year

First Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAM101	Conceptual Foundations Of Management	80	20	-	100
BCAM102	Business Economics	80	20	-	100
BCAM103	Mathematics For Managers	80	20	-	100
BCAM104	Financial Accounting	80	20	-	100
BCAM105	Introduction to Computers and Information Systems	50	-	-	50
BCAM106	Computers and Information Systems Lab	-	-	50	50
	TOTAL				500

Second Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAM201	Business Environment	80	20	-	100
BCAM202	Human Resource Management	80	20	-	100
BCAM203	Business Statistics	80	20	-	100
BCAM204	Programming in Visual Basic	50	-	-	50
BCAM205	Operating System & Networking	50	-	-	50
BCAM206	Visual Basic Lab	-	-	50	50
BCAM207	Operating System Lab	-	-	50	50
	TOTAL				500

NOTE: 1 The duration of the end term examination shall be 3 hours.

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM)**

Second Year

Third Semester

Paper NO	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAM301	Business Policy and Strategic Management	80	20	-	100
BCAM302	Financial Management	80	20	-	100
BCAM303	Marketing Management	80	20	-	100
BCAM304	System Analysis and Design	80	20	-	100
BCAM305	Internet Technology	50	-	-	50
BCAM306	Internet Technology Lab	-	-	50	50
	TOTAL				500

Fourth Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAM401	Organisational Behaviour	80	20	-	100
BCAM402	Management and Cost Accounting	80	20	-	100
BCAM403	Quantitative Applications to Managerial Decision making	80	20	-	100
BCAM404	MIS & DBMS	50	-	-	50
BCAM405	Multimedia Technology	50	-	-	50
BCAM406	DBMS Lab	-	-	50	50
BCAM407	Multimedia Technology Lab	-	-	50	50
	TOTAL				500

NOTE 1 Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

2 The duration of the end term examination shall be 3 hours.

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM)**

Third Year

Fifth Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAM501	Public Relations and Applied Communications	80	20	-	100
BCAM502	Mercantile Law	80	20	-	100
BCAM503	Consumer Behaviour	80	20	-	100
BCAM504	RDBMS	50	-	-	50
BCAM505	Software Engineering	50	-	-	50
BCAM506	RDBMS Lab	-	-	50	50
BCAM507	CASE TOOL Lab	-	-	50	50
BCAM508	Summer Training Report*	100	-	-	100
	TOTAL				600

NOTE: * The Summer Training Report will be evaluated by the external examiner

Sixth Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAM601	Entrepreneurship Development	80	20	-	100
BCAM602	International Business	80	20	-	100
BCAM603	Distributed Database Management	80	20	-	100
BCAM604	Organisation Development	80	20	-	100
BCAM605	Project Report	100	-	-	100
BCAM606	Comprehensive Viva Voce	100	-	-	100
	TOTAL				600

NOTE: 1 The duration of the end term examination shall be 3 hours

External marks: 80
Internal marks: 20
Time: 3hrs.

CONCEPTUAL FOUNDATIONS OF MANAGEMENT
Course Code: BCAM 101

UNIT-1

Concept, nature, scope and functions of management; levels of management, evolution and foundation of management theories classical & neo classical theories, system approach and modern organization theory.

UNIT-2

Management planning process, objectives & characteristics, the concept of policy, rules, programs, procedure, strategy, procedure & forecasting.

UNIT-3

Organization: meaning, importance and principles, departmentation, span of control, type of organization, concepts of authority, levels of authority, difference between authority & power; concept of delegation & decentralization.

UNIT-4

Co-ordinations, directing & management control, decision-making, management by objective (MBO), case studies/group discussions.

Suggested Readings:

Management Theory & Practice by C. B Gupta (Sultan Chand & Sons)
Essentials of Management by Koontz & Wehrich (Tata McGraw-Hill)
Chandan. J. S. Management: Concepts & Strategies, (Vikas Publishing House),
New Delhi
Robbins & Coulter, Management, Prentice Hall of India, New Delhi
Mohan, Krishna & Banerji, Meera, Developing Communication Skills, Macmillan
India Ltd, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

BUSINESS ECONOMICS
Course Code: BCAM 102

UNIT-1

Meaning, nature, scope and significance of business economics, consumer behaviour, utility approach, brief outline of law of diminishing marginal utility and law of equi-marginal utility, indifference curve approach, consumer's equilibrium, price & substitution. law of demand & its measurement, methods of demand forecasting.

UNIT- 2

Concept of production function, in short run, law of variable proportion, concept of cost & revenue, short run cost curves, concept of total, average & marginal revenue, relationship between average revenue, marginal revenue & elasticity of demand.

UNIT- 3

Price determination under perfect competition, oligopoly, monopoly & monopolistic competition, price discrimination.

UNIT-4

Concept and measurement of national income, determination of national income, consumption function; monetary policy and fiscal policy objectives and tools. inflation-types, causes & control measures.

Suggested Readings:

1. Dwivedi, D.N., Managerial Economics, Vikas Publishing House, New Delhi
2. D. D. Chaturvedi, S.L. Gupta, Sumitra Pal, Business Economics, Text & Cases, Galgotia Publishing Company
3. M. Adhikari Excel Books New Delhi
4. Ahuja H.L. Advanced Micro Economics, Himalaya Publication
5. Essence of Business Economics Joseph G Nellis, David Parker.

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80

Internal marks: 20

Time: 3hrs.

MATHEMATICS FOR MANAGERS

Course Code: BCAM 103

UNIT-1

Introduction to business mathematics, scope and importance, concept of profit and loss; simple and compound interest. present value, annuities, yields on shares and bonds (elementary concepts only)

UNIT- 2

Surds and indices, logarithm, linear, quadratic and simultaneous equations, inequalities with graph, arithmetic & geometric progression.

UNIT- 3

Introduction to set theory; concepts of determinants and matrices, solutions of simultaneous equations.

UNIT-4

Concept of functions, limits and continuity, differentiation, integration, maxima and minima (elementary concepts only), applications to commerce & economics (simple problems on applications for managerial decisions).

Suggested Readings:

1. Business Mathematics by D. C. Sancheti & V. K. Kapoor, Sultan Chand & Sons
2. Business Mathematics by Qazi Zameeruddin, V. K. Khanna & S.K. Bhambri, Vikas Publications
3. Elements Of Business Mathematics & Statistics by Janardan Dinodia, Dr. R. A. Gupta, O. P. Gupta & Amar Singh Rao, Jeevan Sons Publications
4. R. D. Sharma (Text Book Of XII)
5. Business Mathematics by R.P.Gupta & Pratibha Gupta, Gangotia Publishing New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

FINANCIAL ACCOUNTING
Course Code: BCAM 104

UNIT-1

Accounting- meaning, nature, functions and significance, types of accounting, accounting equations, generally accepted accounting principles (concepts & conventions).

UNIT-2

Recording of transactions- voucher system, accounting process, journal, ledger, subsidiary books and trial balance.

UNIT- 3

Preparation of profit & loss account and balance sheet. rectification of errors, accounting of negotiable instruments, reconciliation of bank accounts.

UNIT-4

Accounting for depreciation; significance and method, inventory valuation methods and choice of methods, single entry system, accounting for non-profit organizations.

Suggested Readings:

1. Juneja, Chawla & Saksena-Double Entry Book Keeping-Kalyani Publication
2. Maheshwari & Maheshwari-An Introduction to Accountancy 5th – Vikas Publishing House.
3. R.L.Gupta – Advanced –Sultan Chand & Sons
4. S.N.Maheshwari – Principles of Management Accounting- XI edition-Sultan Chand & Sons
5. Khan & Jain, Financial Accounting

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

INTRODUCTION TO COMPUTERS & INFORMATION SYSTEMS

Course Code: BCAM 105

UNIT-I

Fundamentals of information system introduction: system concepts- feedback and control, other system characteristics, components of an information system. information system resources- people, hardware, software, data & network resources. information system activities- input of data resources, processing of data into information, output of information products, storage of data resources and control of system performance, overview of information systems, the expanding roles of information system systems-trends in information systems, types of information system.

UNIT-2

Number system, character representation: ASCII, EBCDIC, computer hardware, trends in computer system- computer generations, microcomputers systems, midrange computer systems, mainframe computer systems, supercomputer systems, the computer system concept- the central processing unit, primary and secondary storage devices,

UNIT- 3

Computer peripherals: input, output and storage technologies, input technologies trends-pointing devices, pen-based computing, voice recognition and response, optical scanning, other input technologies, output technologies and trends video output, printed output, storage trends and trade-offs- computer storage fundamentals, direct and sequential access, magnetic disk storage, types of magnetic disks, magnetic tape storage, optical disk storage, business applications.

UNIT-4

Computer software: introduction of software, software trends, application software for end users, software suites and international, networking the enterprise, business applications of telecommunications, the business value of telecommunications, trends in telecommunications, industry trends, technology trends, application trends. security: information integrity definition ensuring integrity computer security: perverse software, concepts and components of security, preventive measures and treatment.

Suggested Readings:

1. Fundamentals of computers – P.K.Sinha
2. Computer Today – Suresh K Basandra
3. Fundamentals of computers – V Rajaraman
4. Essentials of IT – Deepak Barihoke
5. Miller, Understanding Data communication networks, Vikas Publishing House

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50

Time: 3hrs.

COMPUTERS & INFORMATION SYSTEMS LAB

Course Code: BCAM 106

Environment: Basic Components of Micro Computers, Configuration of System in MS-DOS and MS-WINDOWS Environment Specifically – Role and Functions of Key files such as Batch files, SYS files etc. File creation, Edit and Directory creation of MS-DOS, Environment and Write, Paint Brush, File Manager, Print Manager, Control Panel etc. for Windows environment.

Working with MS- Office:

MS-Word: Word Basics, Commands, Formatting, Text and Documents, Sorting, Mail Merge etc.

MS-EXCEL: Basic, Formatting, Functions, Creating Charts, Working with Graphics, Using worksheet as Databases.

MS-ACCESS: Creating tables, Creating Queries, Creating Forms and Report.

MS-POWER POINT: PowerPoint Basics, Creating Presentations, Slide show, working with Graphics.

External marks: 80
Internal marks: 20
Time: 3hrs.

BUSINESS ENVIRONMENT
Course code: BCAM201

UNIT-1

Introduction to business: characteristics of Indian business system. types of business organizations, components of business environment: public sector and private sector of Indian economy and their performance, determinants of economic policy of India (latest)

UNIT-2

The process of industrialisation in India, the regimes of industrial policy, industrial licensing policy and its abolishment, the issues and problems of SSI, industrial sickness and its remedial measures, competition act 2002, monetary and fiscal policy of India.

UNIT-3

Internal trade: Indian banking system, reforms in Indian banking sector, development banks and their objectives, non banking financial institutions and its role in economy, stock exchange and its working, SEBI guidelines for primary issue.

UNIT-4

International business environment, international trading environment, trading blocks and its significance, GATT/WTO and trade liberalization, world bank, IMF and its commitment for India, multinational corporation and role in economic development, issues of globalisation of Indian business, bop of India.

Suggested Readings:

Francis Cherunilun, Business Environment, Himalya Publications New Delhi
Aggarwal A.N., Indian Economy: Problems of Development & Planning
Mishra & Puri, Indian Economy
Indian Economy Surveys
Sundaram & Black, International Business Environment – Text & Cases, PHI,
New Delhi.
Govt. and Business, N.K. Sen Gupta, Vikas Publications, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80

Internal marks: 20

Time: 3hrs.

**HUMAN RESOURCE MANAGEMENT
COURSE CODE: BCAM 202**

UNIT-1

HRM & manpower planning: concept, meaning, scope and significance of HRM concept and HRD, assessment of hr needs, recruitment, selection induction –training & development: operative training & executive development, promotions & transfer, workers participation in management, performance appraisal.

UNIT-2

Wage & salary administration: job analysis & job evaluation, wage and salary administration, systems of wage payment incentive payment –fringe benefit and profit sharing.

UNIT-3

Maintenance & welfare: maintenance –employee health and safety, fatigue and boredom, welfare activities.

UNIT-4

Industrial relations: industrial relations –meaning, objectives and significance of cordial relations, employees grievances and causes of industrial disputes, settlement of industrial disputes –collective bargaining, mediation & arbitration, trade unions & their significance.

Suggested Readings:

1. Personnel Management, C.B.Memoria, Himalaya Publication
2. T.N.Chhabra Dhanpat Rai & co. Pvt. Ltd. New Delhi
3. Rao, V.S.P., Human Resource Management-Text & cases, Excel Books, New Delhi
4. Subba Rao, P; Essentials of Human Resource Management & Industrial Relations, Text, Cases & games, Mimbai, Himalaya publishing house
5. Aswthappa, Human Resource Management, TMH, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

**BUSINESS STATISTICS
COURSE CODE BCAM 203**

INTRODUCTION TO STATISTICS:

UNIT-1

Definition, functions of statistics, statistics & computers, limitations of statistics, measures of central tendency's, arithmetic mean median mode geometric mean, harmonic mean, measures of dispersion range, quartile division, mean deviation and standard deviation skew ness, kurtosis

UNIT-2

Correlation & regression: simple correlations between two variables (grouped & ungrouped data), karl pear son's coefficient of correlation, rank correlation concept of regression, regression lines indifference between correlation & regression.

UNIT-3

Index numbers & time series analysis: uses & problems in constructing index numbers, methods, fixed and chain based method, limitation, time series analysis meaning & significance, concepts of time series, trend measurement, moving average method, least square method (fitting straight line only)

UNIT-4

Probability theory & sampling: probability theory – concepts, probability rules – addition & multiplication theorem, binomial, Poisson and normal distribution and their application. sampling – introduction, purpose & method of sampling, merits & limitations of sampling. hypothesis testing: χ^2 test, t -test, F-test

Suggested Readings:

1. Statistical Methods by S.P.Gupta-Sultan Chand & Sons.
2. Business Statistics by R.S. Bhardwaj-Excel Books, New Delhi
3. Chandan, J.S. An Introduction to statistical methods, Vikas Publishing House, N. Delhi
4. Kothari C.R., Quantitative techniques, Vikas Publishing House New Delhi.
5. Hooda R.P., Statistics for Business & Economics, McMillan India Ltd.

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External Marks: 50

Time: 3 hrs

**PROGRAMMING IN VISUAL BASIC
COURSE CODE: BCAM 204**

UNIT-1

Visual basic environment - main screen, help system, file menu editing, loading and running programs, fundamentals of visual basic programming –anatomy of a visual basic program, code window, statement in visual basic, assignments & properly setting, variables, strings, numbers, constants, repeating operators, making decisions, working with objects at run time projects with multiple forms, creating MDI applications.

UNIT-2

Designing a form – controls (text box, picture box label, frame, check box, command button, option box, combo box, list box, horizontal scroll box, vertical scroll box, timer, driver list box direct box, file list box, shape, image, data control, ole) menus, and events, working with windows, forms and control.

advanced programming techniques - arrays, pointers, built- in functions, user – defined functions and procedures, recursion, building larger projects, compiler essentials, the goto.

UNIT-3

Objects - manipulating objects built- into visual basic, collections, creating and object in visual basic, building classes, Tools & techniques for testing and debugging – error handling, the debugging tools, debug window, testing programs, stopping programs temporarily, working with files, creating programs with the data access objects.

UNIT-4

Graphics –screen scales, line and shape control, graphics via code, pixel control, lines boxes, circles, and ellipses, paint pictured method, creating data base applications – accessing data with the data control

Note: *Reading to be suggested by concerned teacher.*

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 50

Time: 3hrs.

OPERATING SYSTEM AND NETWORKING COURSE CODE: BCAM 205

UNIT-1

History of operating systems ,operating system function, types of operating system, operating system structure, memory management, file systems- directories, file naming, file structure, file types, file access, file attributes, file operations and memory- mapped files.

UNIT-2

Input/output –goals of the i/o software, device drivers, terminals- input software, output drivers. overview of UNIX/LINUX-goals , interface to UNIX/LINUX, logging into UNIX/LINUX , the UNIX/LINUX shell ,files and directories in UNIX/LINUX, UNIX/LINUX utility programs.

UNIT-3

Brief description of programming languages - machine languages, assembler languages, high – level languages , fourth – general languages, object, oriented languages, high – level and java programming packages, programming tools.

UNIT-4

Network – overview of local area network , hardware ,software requirement for LAN, WAN, modem ,routers , hub & switches , network topologies , reasons for implementing networks, network concerns, case analysis of typical LAN installation.

Suggested Readings:

1. Tanenbaum, Modern Operating Systems, Prentice-Hall
2. Deitel, Operating Systems, Addison-Wesley
3. Nutt, Operating Systems, Pearson Education.
4. Tanenbaum, Woodhull, Operating Systems, Prentice-Hall, India

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50
Time: 3hrs

VISUAL BASIC LAB
COURSE CODE: BCAM 206

Development of Programme/s using Visual Basic 6.0.

Practical Marks: 50
Time: 3hrs

OPERATING SYSTEM LAB
COURSE CODE: BCAM 207

Based on Windows NT and UNIX/LINUX- Use of Vi editor, simple command Programs, Basic Commands of file manipulation, File System, Working Directories and Pathnames.

External marks: 80
Internal marks: 20
Time: 3hrs.

BUSINESS POLICY AND STRATEGIC MANAGEMENT
COURSE CODE: BCAM 301

UNIT-1

Need for comprehensive approach to decision making & problem solving for the business enterprise, meaning of strategy. concept of strategic management & its process, introduction to business policy & its functions.

UNIT-2

Search for & the setting of objectives. the role of CEO in formulation of objectives, types & objectives, short run, intermediate & long run objectives, hierarchy of objectives, strength & weaknesses pertaining to setting of objectives.

UNIT-3

Relationship between an enterprise & its environment, environment scanning & sources of information. synergy & capability profiles, strategic alternative & the process of strategic choice.

UNIT-4

Leadership its role in strategic management issues & perspectives in functional policy implementation. structural implementation, evaluation of strategy, case studies- preparation & discussions.

Suggested Readings:

1. Business Policy, Azhar Kazmi Tata McGraw-Hill Publishing Limited
2. Business Policy and Strategic By L.M.Prasad Published by Sultan Chands
3. Business Policy and Strategy McCarthy, Minichiello & Curran All India Traveller
4. Bookseller
5. P.K.Ghosh, Business Policy, Strategic Planning & Management, Sultan Chand & Sons,
New Delhi.
6. C.Roland Christenson, Et.Business Policy Text & cases, IRWIN Homewook Illions

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

FINANCIAL MANAGEMENT
Paper Code: BCAM-302

UNIT- 1

Evolution, scope and function of finance managers, objectives of the firm, profit Vs wealth maximization.

UNIT- 2

investment decision: brief introduction of cost of capital budgeting; ARR,PBP,NPV and IRR, capital rationing, (simple problems on capital budgeting methods)

UNIT- 3

Financing decision: financial leverage; capital structure theories: NI, NOC and traditional approach, EPS-EBIT analysis; brief discussion on sources of long term finances.

UNIT- 4

Dividend decision and management of working capital: determinants of dividend policy; walter's dividend model; working capital of concept and operating cycle method, brief discussion on management of cash, receivable and inventory. (simple problem on operating cycle and inventory management).

Suggested Readings:

1. Pandey I.M., Financial Management, Vikas Publishing House, New Delhi.
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi.
3. Kishore, R. Financial Management, Taxman's Publishing House, New Delhi.
4. P.V.Kulkarni & B.G.Satyaprasad (PVK) , Financial Management, Himalaya Publishing House.
5. Chandra, Prasanna, Financial Management, TMH, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

MARKETING MANAGEMENT
COURSE CODE: BCAM 303

UNIT-1

Introduction: marketing concept, nature and scope, consumer behaviour, market segmentation, marketing mix. product & product decisions, product management. development of new products, product life cycle, strategy of product line, branding & packaging, pricing policies & pricing techniques.

UNIT-2

place & sales force decisions: distribution management- channel mix and alternative channels, factors affecting channels, channel choice criteria, sales organisation- selection & training of sales force, organisation of sales force.

UNIT-3

promotion decision: sales promotion- elements, tools & objectives, kind of sales promotion, personnel selling, meaning & role of advertising, advertising media selection, advertising theme, copy and layout, testing of advertising & effectiveness.

UNIT-4

Marketing research & international marketing: elements, importance & areas of marketing research, sales forecasting- meaning, and methods. marketing audit and sales control. marketing information systems. international marketing- meaning and decision areas

Suggested Readings:

Kotler Philip and Armstrong, Gary marketing: an introduction; Pearson education; New Delhi 2001
Zikmund, Marketing, Thomson learning, Bombay.
Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
Srinivas, case studies in marketing, prentice hall of India, New Delhi.
Saxena, Rajan, Marketing management; Tata McGraw hill publishing Co. Ltd. New Delhi
Stanton, William J.et.al. Fundamentals of marketing; McGraw Hill publishing Co. Ltd. New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80

Internal marks: 20

Time: 3hrs.

SYSTEM ANALYSIS AND DESIGN
COURSE CODE: BCAM 304

UNIT-1

Overview of system analysis and design- business systems concepts, system development life cycle, system methodologies- structured analysis, structured design, structured programming, e-r models, prototypes, case tools.

UNIT-2

Project selection- sources of projects requests, managing project review and selection, preliminary investigation feasibility study- technical and economical feasibility, operational feasibility, system requirement specifications and analysis- fact finding techniques, data flow diagrams, data dictionaries, process organization and interactions, decision analysis, decision trees and tables.

UNIT-3

Design & implementation- modularization, module specification, system flow charts, screen displays, data elements and record structure, file organization, schema structures, units and integration testing, testing practices and plans, system controls, audit trails, system administration plan, system back up plans, system recovery plans, documentation and user manuals, project management, system maintenance & evaluation, preparation of physical sites and user training.

UNIT-4

Hardware and software selection: hardware acquisition, memory processes, peripherals, bench marking, vendor selection, software selection operating system languages, language processes, data communication networks, personnel estimates, performance and acceptance criteria.

Suggested Readings:

1. Witten Jeffrey, SAD Methods, Galgotia Publications
2. Semn,James; Analysis & Design of Information Systems, Mc Graw International Editions

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External Marks: 50
Time: 3hrs.

INTERNET TECHNOLOGY
COURSE CODE: BCAM 305

UNIT-1

Introduction to networking, overview of internet works, intranets and extranets, client/server networks, inter organizational network, internet- concept, business, use of internet, ISP, setting windows, environment for dialup networking, dialing of networking, search engine concept, audio on internet, adding file types in ms internet explorer working with netscape, subscribing to news groups.

UNIT-2

Electronic communication, tools- email, internet phone and fax, web publishing, e-commerce, interactive marketing, web designing tools & techniques, web site designing using HTML, DHTML, programming technique.

UNIT-3

Intranet- introduction, concepts, applications of intranets, business value of intranets, office communication systems, extranet- the role of extranets and typical example.

UNIT-4

Enterprise collaboration system- teams, workgroups and collaboration, groupware for enterprise collaboration, introduction to ms-back office and lotus, notes.

Suggested Readings:

1. IT -2nd Edition by Trevor Arden- Pitman Publishing House
2. Fundamentals of IT by Chanchal & Mittal-Pragati Prakashan, Meerut

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50
Time: 3hrs

INTERNET TECHNOLOGY LAB
COURSE CODE: BCAM 306

HTML & DHTML: Recognize HTML & DHTML document, build a simple HTML documents, convert the word documents to HTML, convert all types of Files to HTML or DHTML, create a home page, add character effects, management of document spacing, inserting math functions & tables, establishing links, adding multimedia documents.

Basics of usage of MS-Back office & lotus notes, user level operation in all cases.

External marks: 80
Internal marks: 20
Time: 3hrs.

ORGANISATIONAL BEHAVIOUR
COURSE CODE: BCAM 401

UNIT-1

Organizational behaviour, concept, foundations of organization behaviour, perception: concept of perception, perceptual selectivity, and managerial implications of perception.

UNIT-2

Group dynamics: concepts & types of groups, reasons of formation of groups, process of group formation, group cohesiveness, group conflicts, group norms, team building.

UNIT-3

Conflict: meaning, process of conflict, types of conflicts: individual, group & organisational level, change: meaning, resistance to change, management of change.

UNIT-4

interpersonal dynamics: meaning, significance & process of interpersonal relationship, transactional analysis, managerial processes: motivation & leadership

Suggested Readings:

1. Robbins, S.P. Organizational Behaviour, Prentice Hall of India, New Delhi
2. McSchane, Organisation Behaviour, TMH, New Delhi
3. Dwivedi, R.S., human Relation & Organizational Behaviour, Macmillan India Ltd., New Delhi
4. Mishra M.N. Organizational Behaviour, Vikas Publishing House, New Delhi
5. Chandan J.S. Organizational Behaviour, Vikas Publishing House, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

MANAGEMENT & COST ACCOUNTING
COURSE CODE: BCAM 402

UNIT-1

objective: the objective of this course is to develop understanding of the accounting tools, techniques & information and their uses in management decision-making, management accounting: meaning, nature, scope, significance & limitations and distinction between financial accounting & management accounting.

UNIT-2

analysis of financial statements, ratio analysis, cash flow statement. cost accounting: classification of cost, CVP (cost volume profit) analysis, its uses and limitations, BEP analysis, absorption costing versus marginal costing.

UNIT-3

budgetary control: meaning, uses and limitations, various types of budgets- cash, sales, flexible budgets and their preparation.

UNIT-4

Standard costing: meaning and uses of standard cost and costing, determination of standard cost, variance analysis & material, labour and sales variances, responsibility accounting- concepts & social accounting

Suggested Readings:

1. Management Accounting-Principles and Practise by R.K.Sharma & Shashi.K.Gupta
2. Elements of Cost accounting by Maheshwari & Mittal
3. Cost Accounting-theory and problems by Maheshwari & Mittal
4. Cost & Management Accounting by Saxena and Vashist-text, problem and Solutions
5. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

QUANTITATIVE APPLICATION TO MANAGERIAL DECISION MAKING
COURSE CODE: BCAM 403

UNIT-1

Linear programming-1: (identification and formulation), introduction, terminology of linear programming, advantages, assumptions, limitations, formulation of a linear-programming problem, duality, linear programming II: graphical method, advantages and disadvantages

UNIT-2

Simplex method, transportation and transshipment: simple problem involving NWC method, VOGELS approximation method, least cost method, test of optimality: involving stepping stone and MODI method

UNIT-3

Assignment models: mathematical statement, hungarian method, (minimization and maximization objective), unbalanced assignment problem, restrictions, multiple optional solutions, traveling salesman problem.

UNIT-4

Game theory (elementary) queuing theory (elementary models) M/M/I only, simulation techniques.

Suggested Readings:

1. Kantiswaroop; Gupta P.K. & Manmohan (KGM) operations Research, Sultan Chand
2. S.D. Sharma (SDS): Operations Research, Published by Kedarnath & Sons
3. J.K. Sharma (JKS): Operations Research –Theory & Applications, Macmillan
4. H.A. Taha (HAT): Operations Research- An Introduction, Published by PHI
5. V.K. Kapoor, Operations Research, Vikas Publication, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External Marks: 50
Total Marks: 50
Time: 3hrs

MIS AND DBMS
COURSE CODE: BCAM 404

UNIT-1

introduction to MIS, IT industry scenario, IT applications- strategic uses of IT, BPR & IT, applications of business information systems to functional business areas, strategic information systems, management information systems, operational information systems/ transaction processing systems, office automation systems.

UNIT-2

Information systems planning: critical success factor in implementation of information technology, quality control requirements and standards, security of systems.

UNIT-3

Introduction, basic concepts & architecture, schemas and instances, data dependencies, database models (hierarchical, network and relational), database language and interfaces, data modeling using E-R diagram.

UNIT-4

Advanced data models & emerging trends- object oriented databases, brief introduction to visual FoxPro, database design to visual FoxPro

Suggested Readings:

1. Database Management System , Majumdar and Bhattacharya, TMII
2. Fundamentals of Database Management Systems, E.Navathe, Addison Wesley
3. An Introduction To Database Management Systems, B.C.Desai, Galgotia Publication
4. Management Information System, James.A O'Brien , TMII
5. C.J. Date, Introduction To Database Management System, Addison-Wesley

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External Marks: 50
Total Marks: 50
Time: 3hrs

MULTIMEDIA TECHNOLOGY
COURSE CODE: BCAM 405

UNIT-1

Multimedia- introduction, mm devices, presentation devices, user interface, brief survey of speech recognition & generation.

UNIT –2

Digital video & image compression, JPEG image, compression standards, MPEG motion video, DVI technology

UNIT – 3

Concept of designing, multimedia hardware (windows production platforms & peripherals), applications of multimedia(education, entertainment, business, etc

UNIT – 4

Multimedia software (authorizing tools), multimedia building blocks (text, sound, images, animation, video), assembling and developing the projects.

Suggested Readings:

1. Bufford, Multimedia Systems, Addison Wesley
2. Patrick Dillon, Multimedia and the web, University Press
3. Leffote, Multimedia in Practice, Prentice Hall

Practical Marks: 50
Time: 3hrs

DBMS LAB
Course Code: BCAM 406

Based on visual FoxPro, input & output commands, activate menu & windows, create command, iterative commands, procedures, macros, file types, operations, control keys, numeric functions, logical functions, environment functions.

Lab to include MIS for a typical organization, library management system, bank accounting system, mail management system.

Practical Marks: 50
Time: 3hrs

MULTIMEDIA TECHNOLOGY LAB
Course Code: BCAM 407

Lab based on multimedia tools- adobe photoshop, corel draw and animator pro contents:
tool & palette primer, scanner setting, optimizing grayscale images, drawing curves,
color corrections, shadows, image blending, retouching etc.

External marks: 80

Internal marks: 20

Time: 3hrs.

PUBLIC RELATION & APPLIED COMMUNICATIONS

Course code: BCAM 501

UNIT-1

Development of pr in India. its present status & future scope, role of communication in public relation (internal & external)

UNIT-2

Interaction between management & employees, house journal & other media, advertising & public relation. corporate personality

UNIT-3

Public opinion its formation & change

UNIT-4

Public sector pr, special groups, lobbying. dealing with parliamentary committees. role of professional organizations in context to framing & execution of code of ethics, role-plays & seminars etc.

Suggested Readings:

1. Public relation for your business by Frank Jefkins Excel books, New Delhi
2. Applied public relation and communication By K.R Balan, Sultan Chand, New Delhi
3. Practical public Relations By Sam Black, Universal Book Stall, New Delhi
4. Realities of public relation By Doug Newron, Wardswort Learning, Australia

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

MERCANTILE LAW
COURSE CODE: BCAM 502

UNIT-1

Company's act 1956: meanings, kinds & formation of company, contract act 1872: essentials of valid contract

UNIT-2

Sales of goods act 1930: formation of contract of sales, capacity to buy and sell, bail agreement, conditions and warranties, rule of caveat emptor, rights of unpaid seller.

UNIT-3

Factory's act 1948: definitions, provisions for safety health and welfare, industrial dispute's act: definition & authorities for settlement of disputes.

UNIT-4

income tax act: concept of assessment year, previous year, assessee, agricultural income & overview of heads of income (no specific question on 1 head).

Suggested Readings:

1. Mercantile Law : N.D.Kapoor Sultan Chand New Delhi
2. Mercantile Law : M.C.Kuchhal Vikas Publishing house New Delhi
3. Company Law : N.D.Kapoor Sultan Chand New Delhi
4. Income Tax Law :Practices: H.C.Mehrotra Sahitya Bhawan Agra
5. Industrial Law :

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

CONSUMER BEHAVIOUR
Course code: BCAM 503

UNIT-1

Consumer behavior, definition, significance & applications, lifestyle and psychographic segmentation.

UNIT-2

Environmental influences as consumer behavior: culture, social groups, family,

UNIT-3

Individuals determinants of consumer behavior, personality and self-concept, learning & memory, attitude.

UNIT-4

Consumer decision process, problem recognition, search & evaluation, purchasing process, post purchasing behavior.

case studies.

Suggested Readings:

1. Sheth, Customer Behaviour, Thomson learning, Bombay
2. Roger Blackwell, consumer behaviour, vikas publishing house, New Delhi
3. Gupta S.L. & Sumitra Pal , consumer behaviour: An Indian perspective; Sultan Chand & Sons; New Delhi 1st ed;2001
4. Nair, Suja R; Consumer Behaviour in Indian perspective 1st ed;Himalaya publishing house; New Delhi ;2001
5. Assael, Henry, Consumer Behaviour, Asian books Pvt. Ltd. , New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External Marks: 50
Time: 3hrs

RDBMS
Course Code: BCAM 504

UNIT –1

RDBMS introduction, data models, storage organisation of relations, components of a DBMS, advantage & disadvantage of DBMS.

UNIT – 2

E- R diagram, applications of e-r diagram in library management system, hospital management system, etc, EE-R diagrams

UNIT 3

Languages & system, concepts, constraints. relational algorithm SQL- data definition in SQL, views and queries, specifying constraints & indexes in SQL.

UNIT – 4

features of MS-SQL server/oracle, relational data base design. introduction to ERP.

Suggested Readings:

1. Navathe, B. Shamkant, Database Management System, Addison Wasley, N.Y.
2. Date, C.J., An Introduction to DBMS, Vol I & II , Korth, Addison Wasley
3. Desai, Vipin C, Introduction to DBMS, Galgotia Publ

Theory Marks:50
Time:3hrs

SOFTWARE ENGINEERING
Course Code:BCAM 505

UNIT-1

Concept of software engineering, software characteristics, software metrics and models: process and product metrics, size metrics (McCabe's cyclomatic complexity), Halstead theory, function point analysis.

UNIT-2

Software development: phases, process models, role of metrics and measurement software quality factors, cost estimations, COCOMO, project scheduling, quality assurance plans, project monitoring plans.

UNIT-3

System design, design objectives, effective modular design (functional independence, coupling, cohesion), design tools and techniques, prototyping structured programming.

UNIT-4

Coding, verification, monitoring and control, testing, testing fundamentals, test case design, functional and structural testing, test plan, activities during testing, unit and integration testing.

Suggested Readings:

1. Rajib Mali, Fundamentals of Software Engineering, Prentice Hall of India, New Delhi.
2. Ghezzi, Fundamentals of Software Engineering, Prentice Hall of India, New Delhi.
3. Pressman Software Engineering: A Practitioner's Approach, Mc Graw Hill

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50
Time: 3hrs

RDBMS LAB
Course Code: BCAM 506

Lab based on oracle 8 /MS-SQL-server

Getting started, creating tables. modifying structures of tables, setting data constraints, updating tables. faces of select command, logical operators, oracle functions SQL forms, SQL report writer. reports using RPT/RPF, SQL menu procedures& functions, database triggers.

Practical Marks: 50
Time: 3hrs

CASE TOOL LAB
Course Code: BCAM 507

Based on ms- project/primavera

Basics of MS- project task splitting, resource contouring, effort driven scheduling, multiple critical paths, pert analysis, hyperlinks, office assistant, project map, view bar, earned value calculations & graphics, cross project linking, resource pooling etc.

External marks: 80

Internal marks: 20

Time: 3hrs.

ENTREPRENEURSHIP DEVELOPMENT

Course Code: BCAM 601

UNIT-1

Objective: the objective of the course is to acquaint the student with the students with the growth of entrepreneurship and its role in industrial development of a country and impart knowledge of the basic problems of management of small business units.

UNIT-2

Concept: need and significance of entrepreneurship development in global contexts. entrepreneurship development – concepts, process, experience and strategies, dynamics of entrepreneurship development.

UNIT-3

Entrepreneurship quality/motivation: the entrepreneurship- myths and misconception, qualities, characteristics and role demanded of an entrepreneur. process and experience of developing entrepreneurial qualities.

UNIT-4

Enterprise launching & resourcing: government programmes, policies, incentives and institutional networking for enterprise setting, steps of setting new enterprise, scanning business environment, sensing business opportunity & identifying product, business plan preparation – procedure & steps, market survey & demand analysis, growth, modernization & expansion of enterprise.

Suggested Readings:

Entrepreneurship Development by Dr. S.P. Mishra, pub by National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PTCB Campus, Okhla

Entrepreneurship Development by C.B. Gupta & N.P. Srinivasan, Publisher- Sultan Chand & Sons, 1992

Product Selection by Prof. H.N.Pathak, Published by (NIESBUD), NSIC-PTC Campus Okhla

Desai, A.N., "Entrepreneur and Environment", Ashish, New Delhi

Kumar, S.A., "Entrepreneurship in small industry", Discovery, New Delhi

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

INTERNATIONAL BUSINESS
Course Code: BCAM 602

UNIT –I

International business environment, trends in international trade, need for going international. theories of trade.

UNIT –II

Trade & international investment, types of foreign investment & factors affecting foreign investment, multinational corporations, globalization of world economy & business.

UNIT-III

Trade policy & regulation in India – EXIM policy, evaluation of policies, export oriented units (E.O Us) & export processing zones (E,P,Zs), export houses & trading houses, organizations/institutions involved in international business promotions.

UNIT – IV

Tariff and non tariff barriers, WTO, commodity agreements, trading blocks, exchange rate regimes and IMF.

Suggested Readings:

V.K.Bhalla: International Business Environment and Management, S. Shiva Ramu, J.L.Kumar for Anmol Publications Pvt. Ltd., New Delhi and printed at Mehra offset Press, Delhi.

R.L.Varshney & B.Bhattacharya, International Marketing Management, Sultan Chand & Sons Publication.

Anant Sundram International Business Environment, Black

Frances Cherunillum International Marketing

Cyinkota, International Business , Thomson learning, Bombay

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

DISTRIBUTED DATABASE MANAGEMENT

Course Code: BCAM 603

UNIT-1

Distributed processing reasons for implementing distributed processing, distributed processing concerns, effective distributed processing systems, distributed database management

UNIT-2

Distributed DBMS features and needs. reference architecture. levels of distribution transparency, replication. distributed database design- fragmentation, allocation criteria. storage mechanisms. translation of global queries/global query optimization. query execution and access plan, brief introduction to concurrency control. management of distributed transactions and heterogeneous databases, e-commerce

UNIT-3

Introduction, foundation of e-commerce, technology, applications, business-to-consumer commerce, business-to-business commerce, electronic payments and security, concepts, techniques & design. description of various e-commerce tools available in market. global information technology management:

UNIT-4

Brief introduction to- global it management, cultural, political and geo-economic challenges, the global company, global business and it strategies, global business and it application, global it platforms, global data issues, global systems development.

Suggested Readings:

1. Database Management System, Majumdar and Bhattacharya, TMII.
2. An Introduction to Database Management System, B.C.Desai, Galgotia Publication.
3. Fundamentals of Database Management System, E.Navathe, Addison-Wesley
4. Management of Information System, James.AO.Brien, TMH
5. C.J.Date, Introduction to Database System, Addison-Wesley

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 80
Internal marks: 20
Time: 3hrs.

ORGANISATIONAL DEVELOPMENT
Course Code: BCAM 604

UNIT-1

Nature, origin & significance of organisation development, goals dimensions of O.D.

UNIT-2

O.D. interventions, nature & types: organisation level, intergroup level & other interventions.

UNIT-3

O.D. in Indian context; O.D. & governments liberalization & globalization policies, strategic alliances & their pros & cons.

UNIT-4

Methods of organisations restructuring- mergers, equity participation, internal restructuring.

Suggested Readings:

1. Ahmad.Abad, Developing effective organization. Sri Ram center for Industrial Relation. New Delhi, 1980.
2. French W.L And Bell C.H. Organisation Development, Prentice Hall New Delhi, 1995.
3. Prasad Kesho, . Organisation Development For Excellence, New Delhi, Macmillan Indian Ltd.
4. Cummings, Organisation Development and Change, Thomson Learning, Bombay
5. Burke, W.W; Organisation Development, Englewood Cliffs, Prentice Hall Inc.

NOTE: The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.