

ORDINANCE

(As approved by the Board of Studies on 21st June 2007, Faculty Board on 9th July, 2007 and Academic Council on 20th July, 2007)

(Department of Business Management, H.N.B Garhwal University)

1. **Three year Full time BBA Degree Course:-** There will be one full-time Bachelor's Degree Program in Business Administration(BBA). The duration of the course shall be three years (I.e. three academic sessions). Each year will be divided into two semesters (July-December, Jan-June). There will be about 90 teaching days in a semester. The examinations will be held in around December and May for the fifth/third/fifth and second/fourth/sixth semesters respectively or as convenient to the University.
2. **Eligibility For Admission:-** The candidates seeking admissions to the BBA Degree course must have passed 10+2 or equivalent examination from a recognized Board/University. The procedure for selection of the candidates for admission in the course shall be as such as prescribed by the University from time to time.
3. **Total Numbers of Seats:-**There will be a maximum of 60 sixty) seats for each year of the program in the department of which 30 will be reserved for general category and 30 (thirty) for self financed category including NRI/NRI sponsored/Industry sponsored. Foreign nationals seeking admissions of the course shall have to produce a no objection certificate from the Ministry of Human Resources Development, department of Education and shall have to comply Rules and Regulations in the matter. Where seats reserved for NRIs / sponsored are vacant until the last date of application/depositing fees, the same shall be filled by candidates in the other self financed category students. No reservation in self financed category seats

4. Reservations in the general category seats will be as per the policy of the Uttarakhand Government.
5. **Course Structure:-** The structure of the course shall consist of 5(five) papers in each of the semesters inclusive of seminar and Viva-voce. There shall be specialization subjects namely-Marketing Management, Human Resources management, Financial Management, Insurance Business Management, Retail Marketing in the fifth and the sixth semesters respectively. A student shall have to exercise his option of opting for any one of the group as specialization at the end of the fourth semester in such a way that he/she shall have to opt 4 (four) papers in one specialization group-2(two) each in fifth and sixth semester (respectively).

First Semester (All papers are Compulsory)

101	Principal & Practices of Management	100 marks
102	Computer Applications in Business	100 marks
103	Business Communication	100 marks
104	Financial Accounting	100 marks
105	Business Economics	100 marks

Second Semester (All papers are Compulsory)

201	Marketing Management	100 marks
202	Human Resources Management	100 marks
203	Business Environment	100 marks
204	Production Management	100 marks
205	Business Finance	100 marks
206	Basics of Environment Science-As per University common Syllabus for all degree level courses	

Third Semester (All papers are Compulsory)

301	International Business	100 marks
302	Organizational Behavior	100 marks
303	Business Laws	100 marks
304	Accounting for Management	100 marks
305	Quantitative Analysis	100 marks

Fourth Semester (All papers are Compulsory)

401	Company Law	100 marks
402	Research Methodology	100 marks
403	Logistics Management	100 marks
404	Marketing of Services	100 marks
405	Consumer Behavior	100 marks

Fifth Semester (Three papers are Compulsory and Two Electives)

501	Business Policy and Strategy	100 marks
502	Entrepreneurship and Small Business	100 marks
503	Project and Project Presentation/Seminar	100 marks
504	Elective 1	100 marks
505	Elective 2	100 marks

Electives (Opt any Two Papers as 1 and 2 from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing)

A-Marketing Management Group

M-1-Customers Relations Management
M-2-Marketing Communication and Advertising
M-3-Sales and Distribution Management

B-Human Resources Management Group

H-1 Industrial Relations
H-2-training and development
H-3-Wage & Salary Administration

C-Financial Management Group

F-1-Banking and Insurance
F-2-working capital Management
F-3-Financial Institutions and markets

D-Insurance management Group

IN-1-Principals & Particle of Life Insurance
IN-2-Principal and Practice of General Insurance
IN-3-Insurance fund management

E-Retail Marketing Group

RM-1-Customers Relations Management
RM-2-Marketing Communication and Advertising
RM-3-Sales and Distribution Management

Sixth Semester (Three papers are Compulsory and Two Electives)

601	Management Information System	100 marks
602	Project Management	100 marks
603	Viva-voce	100 marks
604	Elective 3	100 marks
605	Elective 4	100 marks

Electives (Opt any Two Papers as 3 and 4 from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing)

A-Marketing Management Group

M-1-Intenational Marketing
M-2-Industrial Marketing
M-3-Rural Marketing

B-Human Resources Management Group

H-1-Human Resources Planning and Development
H-2-Buisness Ethics
H-3-Socail Security and Labor Welfare.

C-Financial Management Group

F-1-International Financial Management

F-2-Management of Financial Services

F-3-Corporate tax Planning and Management

D-Insurance management Group

IN-1-Economic Environment of Insurance

IN-2-Fire and Automobile Insurance

IN-3-legal & Regulatory Aspects of Insurance Business

E-Retail Marketing Group

RM-1-Retail Supply Chain Management

RM-2-Mail Management

RM-3-Retail Store Operations and Management

6.Pattern of Examination:-The maximum marks for each paper, except in case of Project(Paper No.503) and Viva Voce(Paper No. 603,) shall be 100 (one hundred) marks of which 70 (seventy) marks shall be awarded on the basis of External Semester Examination and 30(thirty) marks shall be awarded on the basis of Internal Examination. The Project Report (Paper No. 503) and its presentation shall be evaluated by the Internal Expert appointed by the head of the department/Director of the Affiliated Institution for their respective students and Viva-Voce shall be conducted jointly by an Internal Expert from the department/Affiliated Institution and by an External Expert appointed by the University.

Marks for internal Examination shall be awarded on the basis of the Internal Tests and Student's general performance-class participation in various curricular and extra curricular activities and attendance. For that purpose 3(Three) Internal Tests of 10 (ten) marks each in each paper, except in seminar, viva voce, Project Report, shall be conducted by the Department/Affiliated Institution, out of which the performance in best 2(two) shall be counted for the purpose of the Internal Examination. Accordingly there shall be a maximum of 20 (twenty) marks for Internal tests and 10 (ten) mark for general performance and behavior of the student in the campus mentioned above. These 10 (ten) marks in each subject as mentioned above shall be awarded by the teacher concerned on the basis of class participation and attendance of a student.

In so far as the External Semester Examination is concerned each examination question paper as mentioned above, shall be of three hours duration with the maximum marks being 70 (seventy). The Pattern of paper setting for semester examination is indicated at Annexure-1. The duration of the internal Tests and the modalities of the Tests shall be decided by the Teacher concerned in the respective subjects in consultation with the Head of Department/Director of the Affiliated Institution as the case may be. The maximum marks for Internal Examination shall be 30 (thirty) as Indicated above.

The Department/Affiliated Institute shall forward the Internal Examination marks awarded by the Teacher/Internal Expert concerned in the respective Paper to the Registrar before start of the External Semester Examination for being incorporated with the result of the Semester Examination.

In the **Fifth** Semester each student shall undertake a Project based on Research methodology on the topic assigned to him/her by the Teacher concerned on the issues related to Trade, Commerce, Industry, Corporate Affairs and Corporate World. The topic shall be assigned **at the beginning of the Forth Semester**. So that the students could utilize time make proper scheduling of time for the project. This will also enable students to submit the Project **Reporting during the period of Fifth Semester**. The Project Report and its presentation shall be evaluated by the Internal Expert appointed by the Department/Affiliated Institute as the criteria for evaluation may be decided by the Teacher In charge with the approval of the Head of the department/Director of the Affiliated Institution as the case may be.

7.Eliginility for Passing the Examination: the minimum marks for passing the examination in each of the semester shall be 50% (fifty percent) in aggregate subject to a minimum of 40%(forty percent) in each paper. Further a student who has secured minimum marks to pass in each paper as mentioned above but has not secured the minimum marks to pass aggregate for the Semester concerned shall be eligible to reappear in two papers in which he/she secured minimum marks in that semester so as to improve that aggregate marks in the concerned Semester. A maximum of 5 (five) marks can be awarded as grace marks in case if a student fails in only one paper subject to the condition that such student must have secured 55% or more marks in aggregate in the respective Semester

Examination. In case of grace, Position in merit list shall not be included.

8.Provisions regarding Back Paper: No student shall be admitted to Second year / Third year of the course respectively unless he/she has passed in at least 6 (Six) / 16(sixteen) papers out of total papers of 10 (ten)/ 20 (twenty) offered by him/her during the first Year/Second Year respectively. In that way a student can be allowed to reappear in 4 (Four) examination papers of External Semester Examination in Which he/she failed in respective Semester during Second and Third Year of the course as back paper. Further, a student will be allowed to reappear in any paper in the respective External Examination subject to the condition that the total number of papers shall be with in the total limit of 4 (four) back papers in a year as mentioned in this Para and further that total number of attempts for a paper shall not exceed the total span period of program of six years or as decided by the university for degree level courses. Further all the students shall have to pass the degree programme. In case of those students Whose Back Papers are more than 4 (four) in a year as mentioned above, they shall not be allowed to proceed to Second year (Third Semester) unless they pass the first year course (First Semester and Second Semester) same shall be in the case of promotion from Second year to Third year. The students who have thus failed shall be Ex-students and shall repeat the respective Semester. The back paper examinations shall be held with the respective regular External Semester Examination. If a student fails to clear the degree program during the span period mentioned above from the date of admissions then he or she shall not be eligible to be readmitted in the BBA degree programme. The Ex-students shall be exempted from paying Fess and shall be exempted from attending the classes. Back paper facilities shall not be available for internal examination.

It is hereby clarified the promotion from First Semester to Second Semester shall be further subject to the condition that at the end of the First Semester, a Student would be promoted provisionally to the Second Semester provide, a student would be promoted provisionally to the Second Semester provide he/she has appeared in the First Semester examination and his/her continuation to the second Semester shall be subject to the condition that on declaration of the result of the result of the First Semester examination he/she should not have failed in more than four Examination Papers. In case the Student fails in more then four Examination, Papers, his/her

admission to the second semester shall stand cancelled.

Similarly, promotion from Second Semester to the Third Semester shall be subject to the condition that at the end of the Second Semester, a Student would be promoted provisionally to the Third semester provided he/she has appeared in Second Semester Examination and his/her continuation of the Second Semester Examination he/she should not have failed in total of more than four Examination papers in First and Second Semester examination papers in the First and Second Semester taken together, his/her admission to the Third Semester shall be cancelled.

The promotion to the subsequent Semester shall also be subjects to the condition that at the end of the previous Semester a Student would be promoted provisionally to the subsequent Semester provided that he/she has appeared in the previous Semester examination and his/her continuation in the concerned subsequent semester shall be subject to the condition that the student may have appeared in, he/she should not have a cumulative of more that four back papers.

9. Provisions for Attendance: To constitute a regular course of study a student must attend at least 75% (seventy five percent) of the lectures in each paper. If the attendance is short than 75% (seventy five percent) then he shall not be eligible to sit in respective Semester Examination.

10.Award of Division: A student who obtains 60% (sixty percent) or more marks in aggregate in all the Semester taken together shall be awarded First Division. Those with 50% (Fifty percent) or more marks but less than 60% (sixty percent) shall be awarded Second Division. In the case of those students whose aggregate marks marks are 75% (seventy five percent) or more shall be declared passed with distinction and this fact shall be indicated in mark sheet of Final Semester.

11.Medium of Instruction: The medium of instruction of study and the examinations shall be English.

12.Admission Fees and other Charges: Admission fee and other charges to be Levied from the students shall be as such decided by the University from time to time.

13.Omnibus Clause: This Ordinance and the syllabus shall come in to effect from the academics session 2007-2008 with effect from July 2007. In case of any clarification on any points mentioned in the Ordinances and the syllabus or for any dispute on any points the decision of the University with the approval of the Vice-chancellor would be final and binding on all concerned

Pattern for Paper Setting –Semester Examinations

Each paper in the semester examinations except Project, Seminar & Viva Voce will carry a maximum of 70 marks normally divided equally among the questions and will be for duration of three hours. The question paper will be divided into 2 sections. There will be a compulsory question on some problem seeking solution under section A . In section B, there will be 4 questions all of which have to do attempted. First question in section B will ask for short notes(to answer any 4 out of 8) . Each of the other three questions will include an alternate choice . A model of the paper is presented below.

Note : All questions have to be attempted

Section A

1. Short practical problem relating to the application of the concept of the subject taught -problem given should not be more than five hundred words to enable the student to express the knowledge he acquired.

16 marks

Section B

2. Write short notes (up to fifty words) on any four of the following (03 Marks Each)

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)
- (g)
- (h)

3. & 4. & 5. 14 marks

As indicated above there must be eight (8) questions in the question paper. Further the questions must be within the syllabus-copy of enclosed for reference.

FIRST SEMESTER PAPERS

(All Papers in First Semester are compulsory)

101- Principles and Practice Management

Objective

The Objective is to provide an understanding of basic concepts, principles and practice of management. The aim is to inculcate the ability to apply multifunctional approach to organizational objectives.

Course Contents:

- 1) Definition, Function, Process, Scope, and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.
- 2) Evolution of Management Thought, Approaches of Management, Early Evolution of Management , Different schools of Management Thought, Function of Management.
- 3) Planning and Organization : Nature Scope Objectives and Significance of Planning Elements and steps of planning, Decision Making Organization Principles , Span of Control, Line and staff Relationship, Authority, Delegation and decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organization , Staffing.
- 4) Directing : Effective directing, Supervisor , Motivation, Different Theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and lawler , Job Satisfaction. Concept of Leadership-Theories and Styles. Communication Process, Channels and barriers, Effective communication.
- 5) Controlling and Coordinating-Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control System. Coordination-Concept, Importance , Principles and Techniques of Coordination, Concept of Managerial Effectiveness.

Suggested Reading

- 1) Drucker, F. Peter -Management –Tasks, Responsibilities & Practice
- 2) Koontz ‘O’ Donnel Weihrich -Elements of Management
- 3) Koontz H, ‘O’ Donnel C -Management –A Book of Reading
- 4) Drucker, F. Peter -The Practice of Management

102-Computers Application in Business

Objectives

The objective to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Also to Provide them an orientation about the increasing role of computers in corporate, business world.

Course Contents;

- (i) Concept of Computers-Brief History of computers, Generation and its Evolution ,Characteristics of computers, Hardware , Software, Criteria for using the computers, Organizations and functions of computers, Advantages, Disadvantages of computers, Main Areas of Computers and their Applications
- (ii) Type of Computers-Analog, Digital, Hybrid, General Purpose and special Purpose computers , Micro Computers , Mini Computers , Main Frame Computers, and super Computers.
- (iii) Operating system and office Automation: Booting Concept, MS DOS, MS Window, MS Office, and Introduction Management. Overview of Languages, Compilers, Interpreters, Assemblers, LAN, MAN, WAN, Communication Channels.
- (iv) Information Technology: Fundamentals, Perspectives, Applications and Scope, Introduction to Internal, Browsers, Application and Scope.
- (v) Computer Application in different fields-Basic Information, Data base files, Commands study, Expression and functions, Set Commands, Sorting, Indexing.

Suggested Reading

- | | |
|----------------------------|-----------------------------|
| 1. P.K Sinha | -Computer Fundamentals |
| 2. Rajaraman, V
Science | -Introduction to Computer |
| 3. Bocchino William, A | -MIS Tools & Design |
| 4. Scot , George M | -Principles of MIS |
| 5. Kanter | -Management Information and |
| control System | |
| Grey Perry | -Teach yours |

103 – Business Communication

Objectives

The Objective of the course is to acquaint with the knowledge of the communication written as well as oral required in the Corporate world in its day to day functioning.

Course Contents;

- (i) English Grammer: Proper Uses of Verb, Noun, Adverb, Adjectives, Punctuation, Para Phrasing in business Communication, Understanding Direct and Indirect narration , Skills of Essay writing and, Précis writing , Significance of knowledge of Grammer in business communication.
- (ii) Basic forms of communication, communication Models, Communication Process, barriers and Bottlenecks in communication, corporate Communication formal and informal communication Networks, Grapevine, Non Verbal Communication. Importance of Communication in Business world.
- (iii) Letter Writing: Principles, Structure, Planning, Drafting, writing , Re-writing, Editing, Different Types of letters , Memos in Business Communications. Modern office Techniques Used in Business Communication.
- (iv) Oral communications, Public Speaking, Body Language, Presentations before the Group ,Factors Affecting Presentation, Effective, Listening, Interviewing Skills, Arranging and Participation in Group Discussion, Seminars and Conferences.
- (v) Report Writing: Writing Skills , Planning, Drafting, Writing, Re-Writing, Editing, different Type of Business reports, structure, steps Towards Writing of Different Types of Business reports, Style of reports , Style of report Writings.

Suggested Reading

- | | | |
|----------------------|---|--|
| 1. Sharma | - | Business correspondence and report Writing |
| 2. Monipally | - | The Craft of Business Letter Writing |
| 3. Lesikan V Raymond | - | Basic Business communications |
| And Pettel E | | |

104-Financial Accounting

Objective

To make the students understand the concepts of financial Accounting. To Familiarize students with the mechanics of preparation and Interpretation of Financial Statements.

- (i) Financial Accounting : Nature , Scope and importance of financial Accounting. Basic Accounting Concepts and conventions, Assumptions and Limitations of Accounting, Accounting Principles, Double Entry System, Journals, Ledger, Income and Expenditure Account. Posting of Entries in Accounts Books.
- (ii) Financial, Cost and Management Accounting-A distinction. Preparation of Financial Statement, Preparation of Trial Balance, Trading and Profit and Loss Account balance Sheet. Rectification of errors, Bank Reconciliation Statement.
- (iii) Accounting for Depreciation- Significance an Methods Inventory Valuation Methods and Choice of Methods. Different Types of Reserves.
- (iv) Accounting for Partnership Firm-Introduction, Admission of a New Death & retirement of Partner, Dissolution of Partnership Firm.
- (v) Analysis of Financial statement-Nature and Limitations, Techniques of Analysis and Interpretation of Financial Statements, ratio Analysis.

Suggested Reading

- | | | |
|-----------------------------|---|-----------------------------------|
| 1. R.L Gupta and V.K. Gupta | - | Financial Accounting (Pt-I,Pt-II) |
| 2. Bhattacharya and Dearden | - | Accounting for Management |
| 3. Shukla S M | - | Advanced Accounting |
| 4. Pandey I M | - | Essentials of Management |

105-Business Economics

Objectives

The Objective is to provide the knowledge of Economic Theories and Their application for Managerial Decisions.

Course Contents

- (i) Definition, Nature and Scope of Business Economics, Wealth Definition Scarcity Definition, Growth Definition, Production Possibility Curve, Circular flow of Economic Activity , Economic As Science and As Art, Application of Economic Theory to a firm's Level Business Problems.
- (ii) Demand Analysis and Forecasting: Meaning of Demand ,Determinates of Demand, Assumptions of Law of Demand, Exceptions to the law of Demand, Reason for change in Demand ,Elasticity of Demand, Demand Forecasting, Law of Supply ,Elasticity of supply.
- (iii) Cost and Production analysis: Different Concept of costs, Production Function, Cost-Output Relationship, Law of Variable Proportion and Determining the level of production cost law of increasing Returns, Law of Deceasing Returns.
- (iv) Pricing under different market conditions: Nature of markets, pricing under perfect, Monopoly and Monopolistic market conditions. pricing in Actual Practice, cost Plus Pricing Transfer Pricing.
- (v) Profit Measurement and Appropriation: Economic vs Accounting Profit, Concept of True ,Factors in Profit Measurements Appropriation of Profit Policy and Capitalization of Profit .Business Cycle: Causes and Effects of Inflation and recession, measures of Economics Stabilization.

Suggested Reading

- | | |
|-----------------------------------|----------------------------|
| 1. Vaeshney , R L and Maheshwary | -Managerial Economics |
| 2. Joel Dean | -Managerial Economics |
| 3. Alexander, K J W and Kemp; A J | -The Economics in Business |
| 4. Norman ,N Parish | -Economic Analysis |

BBA II SEM

(Second Semester Papers)

(All papers in this semester are compulsory)

201 – MARKETING MANAGEMENT

OBJECTIVE:- The objective of the course is to provide basic knowledge of the concept of Marketing and their application in the field of business.

COURSE CONTENTS

- (I) Definition , Nature ,Scope and Importance of Marketing . Modern marketing concepts , Marketing Mix and Marketing Environment . Meaning and Dimensions of Market ,Market Segmentation. Role of Marketing in Economic development and its Applicability in Indian Conditions.
- (II) Consumer Behaviour:- Meaning and its Importance , Consumer Buying Behaviour , Determinants of Consumer Behaviour , Product: - Meaning ,Role ,Product Planning and process, Product Life Cycle , Product – Market Integration, Product –Positioning, Branding , Packaging.
- (III) Pricing Advertising and Channels of Distribution: Pricing –Meaning ,Role ,Theory And Practice of Pricing Management. Advertising- Meaning, Role, Profile of Advertising in India, Management of Advertising , Channels of Distribution – Meaning ,Role ,Classification, Factors Governing choice of Channels and Intermediaries.
- (IV) Physical Distribution , Market Organization , Physical Distribution Management, Marketing Organization. Principle of Organization Design, Organizational Problems.
- (V) Overview of Global marketing , Rural Marketing , Services Marketing , Marketing Challenges in 21st Century.

SUGGESTED READINGS

1. Kotler, Philip - Marketing Management : Analysis Planning and Control
2. Stanton W J - Fundamentals of Marketing
3. Cunduff Still - Fundamental of Marketing and Goiani Cundiff

202 – HUMAN RESOURCE MANAGEMENT

OBJECTIVES

The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

COURSE CONTENTS:

1. Human Resource Management: An Introduction, Personal Functions and Organizational Goal. Personal Management: Definition, Objectives. Significance, Qualities and nature of Human Resource Planning, Theory and Practice.
2. Recruitment, Selection and Placement, Induction Training, Need and Purpose of Training, Methods of Training, Development and Growth, Work Study: Job design and Appraisal, Job Description, Job Analysis and Evaluation, Job enrichment, Performance Monitoring and Appraisal methods, Motivation and Productivity.
3. Wage and salary Administration : Wage policy, Concept and Importance, Fringe Benefits, Incentive Compensation and Remuneration, factors affecting Wages and Fixing Machinery.
4. Industrial relations : Concepts and Significance of Industrial Relations, Trade Union, Concept, Objectives and functions of Trade Unions.
5. Collective Bargaining, Dispute Resolution and Grievance settlement, Employee Discipline Regulatory Mechanism, Suspension, Dismissal, Retrenchment, Industrial Conflicts and resolutions, Role of Trade Unions in Collective Bargaining.

SUGGESTED READINGS

1. Floppo, - Principles of Personnel Management
2. Yoder Dale - Personal Management and Industrial Relations
3. Strauses, G and Sayles L R - Personal-The Human Problems in Mgt.
4. Singh. Chhabra and Taneja - Personal Management and Industrial Relations
5. Aswathappa, A - Human Resources and Personal Management

203 - BUSINESS ENVIRONMENT

OBJECTIVES

The objective is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India.

COURSE CONTENTS:

1. Business Environment and Society Concept, Nature and Significance of Business environment, Social responsibility of business, Business ethics, Business and Culture, Technological Development and Social Changes.
2. Business and Economy: Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public sector, Private sector, small scale industries: Concept, Significance, Issues and Priorities. Role of Public sector in Indian Economy and its Problems.
3. Business and Government: Role of Government in Economic Planning in India, Introduction to Industrial Policy Resolution 1948, Industrial Policy Resolution, 1956, New Industrial Policy, New economic policy, Privatization, Liberalization and Globalization and their Implication on Indian economy.
4. Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company, Provisions under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practice, Silent Features of the Consumer Protection Act relating to Consumer Protection in India.
5. International Business Environment- An Overview, International Economic Groupings: GATT, W.T.O., UNCTAD, World Bank, IMF, European Union.

SUGGESTED READINGS

1. Cherunilam Francis - Business Environment
2. Ghose A N - Indian Economy-Its nature and Problems
3. Agarwal A N - Emerging Dimensions of Indian Management
4. Datta R and Sundharan K P M - Indian Economy
5. Adhikari M - Economic Environment of Business

204 – PRODUCTION MANAGEMENT

OBJECTIVES

The objective of the course is to give first hand information and knowledge to the students to understand the basics of the Production Areas and its management.

COURSE CONTENTS:

1. Nature and Scope of Production Management, Production Analysis and Planning, Production Functions, Responsibilities of the Production Manager, Plant Location and layout, Factors To Be Taken care for plant Location.
2. Production Planning And Control, Procedure, Objectives And Importance of Production Planning And Production Control, Manufacturing System, Materials Management-Its Scope And Importance, Purchasing Functions and Procedures, Store Keeping.
3. Inventory Control, Relevant Costs, Economic Lot Size, Inventory Analysis, Sales Forecasting Techniques.
4. Productivity-Concept And factors on Which Productivity depends, Measurement of Productivity, Product Development and Designing, stages of New Product Development, Standardization, Simplification and Specialization, Automation.
5. Development of Efficiency Work Method, Material Flow Process Chart, Manflow Process Chart, Principles of Motion Economy, Comparison of Alternative Work Methods, Safety and health Considerations, Maintenance of Production Facilities, Quality Control and Inspection, Sampling Inspection, Quality Control Charts, Attributes and Variables Charts.

SUGGESTED READINGS

1. Myers - Production Management
2. Bufo - Modern Production Management
3. Goel and Gupta - Production Management
4. Hegde - Production Management
5. Starr - Production Management

205 – BUSINESS FINANCE

OBJECTIVES

The objective is to provide conceptual knowledge of the tools of financial and analysis and management and various long term and short term source of finance. It also aims at helping them to develop skills for making decisions in practical business situations.

COURSE CONTENTS:

1 - Business Finance-Conceptual Foundation , Finance Functions in Business, Corporate Finance, Nature and Scope of Financial management ,Objectives of Financial Management, Role of Financial Management, in Business Organization, Forms of Business Organization, Regulatory Frame work : Brief Introduction of Companies Act, Partnership Act , Securities and Exchange Board of India Regulations.

2 - Cost of Capital : Meaning and Importance of Cost of capital , Measurement of Cost of Debt, Preference Share Capital , Equity Shares and Retained Earnings, Overall Cost of Capital of the Firm. Capital Rationing

3 - Cost of Debt, Cost of Preference shares, Debentures , Convertible Debentures , Relative Merits and Limitations . Financial Securities : Characteristics of Different Causes and Remedies .Capitalization and Capital Structure : Meaning of Capital Structure , Operating Leverage , Financial leverage , Capital Structure Planning .Assessment of Debt Capacity . Guidelines for Capital Structure Planning.

4 - Short Term Financial Requirement : Working Capital –Its need and Importance , Factors Affecting Working Capital Requirements , Estimating Working Capital Requirements , Working Capital Financing Policy .Sources of Finance.

5 - Dividend Policy and Retained Earnings: Dividend Payout Ratio, Managerial Consideration in Determining Dividend Payout , Factors Affecting Dividend Policy, Dividend Stability , Dividend Policy and Share Valuation Traditional Position , Walter Model , M-M Position.

Suggested Readings

- | | |
|---------------------|--|
| (1) Khan, M Y | Financial Management |
| (2) Prasana Chandra | Financial Management |
| (3) Pandey ,I M | Financial Management |
| (4) Kuchal, SC | Financial Management and Corporate Finance. |

B.B.A

THIRD SEMESTER PAPERS

301- International Business

Objective

The Objective is to impart knowledge and skill of analysis of operational processes of Business between two or more nations.

Course contents

- (i) An overview of International Business ,Framework of International Business Types of International Business, International Business Approaches, Global Marketing Theory of competitive advantages, Neo-Classical, Modern Approach to International Business , Problems of trade and Aid of Developing Countries.
- (ii) International Business Decision :Mode of entry, Marketing Mix, Factors Affecting decision for international Business, Role of International Institutions Like GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD,In international Business. Recent Trends in world trade, Multi National Corporation and the Trade.
- (iii) Recent Trends in India's Foreign Trade, Export and Import Policy , Trade Policy Balance of Payment, Custom and Tariff Rationalization Identifying Foreign Market and overview view markets, International Marketing Mix, Product Development, Transfer Logistics and Distribution Channels, Role of Documentation in International Trade, Export pricing and Methods of International Payments.
- (iv) International Capital Movement, Risk in International Operation, International Investment, Financing of foreign trade , factors Mobility and Direct Foreign Investment. Export Finance ,Pre and post shipment credit , Introduction to FEMA insurance .Role of ECGC and export Promotion Councils, Eurocurrency Market.
- (v) Regional Economic Grouping , Major Trading Blocks, Globalization with social responsibility ,Interlocution to International Monetary and Financial System.

Suggested Reading

1. Ramu's Shiva -International Business-
Governance Structure

302- Organization Behaviour

Objectives

The objectives is to develop an understanding of an individual personality motivational as well their impact in organization. It also aims develop skills in team building, leadership, managerial effectiveness and conflict resolutions.

Course Contents

- (i) Organization and its Analysis, Nature of Organizational Behaviour, Relevance O.B. in to-days Business Environment.
- (ii) Individuals Dimensions of Organizational Behaviour , Nature of Human Behaviour , Perception , Learning and behaviour Modification Personality ,Attitudes, Motivation, Socio –Culture Factors and Behaviour Dynamics of Groups .
- (iii) Interactive Dimension of organizational Behaviour; Interpersonal Behaviour, Group Dynamics and behaviour , power, Authority and politics Leadership, communication, organization conflicts, organizational climates.
- (iv) Structural Dimensions of organization Structure ,Designing of organization Structure ,Forms of organization structure ,Bureaucratic Organization.
- (v) Organizational Effectiveness ,Organizational change and development .Major forces of change, type of change .Reaction to Change ,developing support for change

Suggested Reading

- (i) Korman, Abhraham K -Organizational Behaviour
- (ii) Singh and Chhabra -Organization Theory Behaviour
- (iii) Kanka S S -Organizational Behaviour
- (iv) Maslow A H -Motivation and personality
- (v) Stephen P Robbins -Organizational Behaviour

303-Business Law

Objective

The objective is to provide knowledge about important business laws relevant to business and corporate World.

Course Contents

- (i) Meaning and importance of business Laws, Laws and business managers, Government and Business Relationship in India.
- (ii) India Contract act 1872:Proposal ,Acceptance ,Promise, Consideration ,capacity to contracts, remedies Against Breach of contract, Indemnity and Gaurantee,Bailment and Pledge, Contract of Agency.
- (iii) The Sales of Goods Act 1930:Contract of sales, Essential of contract of sale, Sales agreement and agreement to sale, Conditions and warranties, Passing of Property in Goods, Transfer of Title by Non-Owners, Performance of Contract of sale, Duties and rights of Parties, Breach of Contract of sale, Auction sale.
- (iv) Indian Partnership Act,1932; Definition of Partnership, Partner, Firm, Kinds of Partnership, Duties and Rights of partners, Dissolution of a Firm, Minor as a Partner.
- (v) Negotiable Instrument Act 1881: Definition and Essential Features of Negotiable Instruments , Types of Instruments and Endorsement, Parties to Negotiable Instrument
- (vi) Consumer Protection Act-Provisions related to Consumer Protection And Redressel of Consumer Grievances.

Suggested Reading

- 1. Kuchal M C - Mercantile Law
- 2. Kapoor N D - Mercantile Law
- 3. Shukla M C - A Manual of Mercantile Law
- 4. Jain J D - Indian Contract Act
- 5. Singh Avatar - Mercantile Law

304- Accounting For Management

Objective

The objective to provided the basic knowledge of the science of Accounting. interpretation of Financial Statements and to develop an Understanding of Accounting Tools , Techniques and information and their Uses in Managerial Decision Making.

Course Content

- (i) Introduction to Management Accounting: Nature , Scope , Significance , and Functions of Accounting, Management Accounting VS Financial Accounting. Management Accounting VS Cost Accounting.
- (ii) Break-even Analysis : The Break-even point on the P/V Graph, The Break Even Point formula and Uses of Break-Even Analysis, Cost-Volume-Profit Relationship: The Relationship of Costs and Profits with Volume, Uses and Limitations.
- (iii) Cost Analysis for Decision making :Decision Facing Management, The Role of Costs, Relevant Cost, Contribution Approach, Relevance and cost behaviour ,Short term and long term Indications, Opportunity Cost. Decision Involving Alternative choices: Nature of Managerial Decision Making concept of Differential cost , Decision to Make or Buy, Decision to Accept a special order, Decision to continue or Drop a product line.
- (iv) Budgeting and Budgetary Control: Budgeting as Tools, Uses and Organization of the Budgeting, Limiting Budget Factors, The Budgeting Process, Step in Budget Preparation type of Budgets.
- (v) Standard Costing and Variance Analysis : Standard Costing VS Historical Costing, Type of Standards, Concept of Variance Analysis ,Computation of Material , Labour Variance.

Suggested Reading

1. Anthony R.N And Welsh, G A -Fundamental of Management Accounting
2. Khan and Jain -Management Accounting.
3. Horngren, C T -Cost Accounting

305-Quantitative Analysis

Objective

The Objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of business.

Course Contents

- (i) Introduction , Importance uses of Statistics and quantitative techniques, Methods of Presenting statistical information's and Collection of Data Frequency Distribution, Measures of Central Tendency , Mean, Mode , Median Measures of Dispersion, Range, Qua Deviation, Mean deviation, standard deviation and Variance: Measures of variation and skew ness.
- (ii) Probability Theory; definition of Probability, Event Counting Rules and Computation of probabilities. Addition, Multiplication rules, Combination Probability , Distribution: Introduction, Binomical Model, The Poisson Model and Normal Distribution.
- (iii) Sampling-Need and Method of Sampling and Non Sampling Errors , Sampling Techniques, Forecasting: Meaning ,Nature and techniques qualitative and quantitative Techniques, Curve Fitting and Method of Least squares.
- (iv) Forecasting Methods: Business Forecasting : Nature and significance of Correlation, Correlation and regression Analysis, Time Series Analysis, Types of Correlation , Methods of Studying Correlation.

Suggested Reading

1. N.D. Vohra -Quantitative techniques in Managerial Decisions
2. Levin, R I and Rubin David S-Statistics for Management
3. Stephen and Cooper -Applied Business Statistics
4. Emory and Cooper -Business Research Methods
5. S.P. Gupta and M.P. Gupta -Business Statistics

B.B.A

FOURTH SEMESTER PAPERS

401- Company Law

Objective - The Object is to impart Knowledge of the Indian Companies Act to the Students so that it is easy for them to understand the functioning of the Corporate World

Course Contents

- (I) Introduction: Evolution Of Indian Companies Act , 1956, Meaning and Characteristics of Company , Definition of a Company Under the Companies Act , 1956, Types of Companies, Difference between a Company and Other Associations of Person . Promotion of A Company Availability of Name, Duties and Liabilities of Promoters.
- (II) Formation of A Company: Incorporation, Documents to Be Filed with Registrar, Memorandum of Association, Articles Of Association, Preparation and Filling of Memorandum and Articles of Association .Alteration of Memorandum of Association and Articles of Associations. Procedure for Conversion of Private Company in to Public Company and Vice Versa. Doctrine of Indoor Management, Doctrine of Ultra Vires.
- (III) Share Capital and Debentures: Types of Shares and Debentures , Issue of Shares and Debentures , Prospectus, Transfer and transmission of shares and Debentures.
- (IV) Company Administration: Directors Managing Director, Appointment, Qualification and Disqualification of Directors, Different Type of Directors , Appoint , Re- Appointment, Retirement ,Resignation ,removal of directors, Powers and the Duties of the Directors. Different Types of Meeting: Annual General Meeting, Extra ordinary General Meeting , and procedure for holding General Meeting.
- (V) Winding up Of Companies: Types of Winding Up , Circumstances under which The Company Can Be Wind up by the Court, Appointment of Official Liquidator, Rights and Duties of Official Liquidator, Role of Contributories in Company Liquidators.

Suggested Readings

- (1)Avtar Singh Indian Company Law
- (2)M.C.Bhandari Guide to Company Law

402- Research Methodology

Objectives -The Objective is to teach the students basic techniques of the Research Which is useful for developing analytical ability.

Course Contents

- (I) Introduction , Definition, Importance , Scope and Limitations of Research, Objectives Types of Research . Planning Designing Research
- (II) Secondary and Primary Data Collection- Introduction to Secondary Data Source and Their Types, Methods of Data Collection, Data preparation- Validation, Editing , Coding , Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation , Hypothesis Testing , University and Bivariate Data Analysis. Multivariate Data Analysis.
- (III) Sampling, and Questionnaire Design and Construction –Introduction to Sampling , Sampling Process, Sampling Designs, Sample Size, Application of Sampling , Steps involved in Questionnaire construction Questionnaire Designs, Attitude Measurement, Types of Scales For Attitude Measurement.
- (IV) Application of Research – An Overview of Market Research , Product Research , Advertising and Sales Promotion Research , Sales Control Research , Research in financial Matters and Matters Related to Human Resource Management.
- (V) Presentation and Follow – Through- Role of the Report , Type of Reports , Contents of the reports, Personal Presentation. Of the Reports , Follow –through

Suggested Readings

- (1)Agrawal Marketing Research
- (2)Boyed West Fall Marketing Research- Text and Cases
- (3) D.A. Aaker and G.S. Dey Marketig Research

403- Logistics Management

Objective

The objective is to develop an understanding of the basic Logistics which is up coming field o India.

Course Contents

(1)Introduction to Logistics. Logistics Interface with Production and marketing , Measurement of Logistics

(2)Physical Distribution and Logistics, Logistic System Analysis and Design Warehousing and Distribution Centers, Location

(3)Transportation Systems: Facilities and Services , Dispatch & Routing Decisions and Models.

(4) Inventory Management Decisions, Packaging and Materials Handling.

(5)Overview of International Logistics Management

Suggested Readings

- | | |
|---------------------------------|---------------------------|
| (1)Ballau, Ronald H. Management | Business Logistics |
| (2)Christopher M. Mamagement | Logistic and Supply Chain |
| (3) Shapiro R. | Logistics Strategy |
| (4) Benjamin S.B. Management | Logistics Engineering & |

404- Marketing Of Services

Objectives - The Objective of the Course is to familiarize the Students with concepts. Theories and techniques in the field of Services Marketing.

Course Contents

(1) The Nature of Services Marketing – Introduction , Definition and Characteristics of Services, Evolution of Services Marketing , Importance of Services Marketing in Indian Economy .The Services Marketing Mix – Importance of 7 ps In Services Marketing.

(2)The Services Marketing – The People component ,Services and the Importance of the People Components, Using People to Differentiate Services, Internal Marketing , Employee Motivation and Implication for Service Dlivery.

(3)Market Segmentation , selection of Market And Positioning of Services, Quantity and quality of Services, Determinants of Quality and Quantity

(4)Application of the Components of Marketing of Services in Financial Services with Special refrence to Banking , Mutual fund , Portfolio Management Services. Hospital , Consultancy Services, Education and Training Services.

(5)Application of the Components of Marketingf of Services in Market of Tourism, Travel and Transport Services.

Suggested Readings

- | | |
|------------------------------------|-----------------------------------|
| (1)Philip Kotler and Paul N. Bloom | Marketing Professional |
| (2)Lovelock | Services Marketing |
| (3)Adrian Payne | The Essence of Services Marketing |
| (4)Rathmell J.M. | Marketing in Service Sector |
| (5)S.M. Jha | Services Marketing |
| (6)Ravi Shankar | Service Marketing |

405-Consumer Behaviour

Objectives - The objective is to make students aware about the behaviour of the consumer which is an important component in Marketing.

Course Contents

(1)Introduction

– Nature and Scope of Consumer Behaviour , Importance of Study of Consumer, Types of Buying Behaviour , Needs and Buyer Motivation,Personality Self concept and Consumer Behaviour , Consumer Perception, Consumer Attitudes, Consumer as a Learner

(2)Consumer Psychographics, Psychographics VS Demographics. Group Dynamics and Consumer Reference Group , Family as Consuming Unit , Social Factors -Social and Cultural Environment of Consumer – Economic , Demographic, Cultural,Sub- Cultural and Cross Cultural Influences, Social Class and Social Stratification.

(3) Consumer Decision Process, Pre and Post Purchase behaviour , Purchase Process Rationality in Buying s, Models of Consumer Decision making.

(4)Models of Buying Behaviour – Nicosia. Howardsheth, Engel Blackwell Kollat model, Organizational Buying Behaviour.

(5) Consumer Satisfaction – Need and Importance, Mechanism of Consumer Satisfaction and Dis- satisfaction, Repeated Buying , Brand and Shifting Loyalty, Opinion Leadership, Complaint Behaviour.

Suggested Readings

- | | |
|----------------------------|----------------------|
| (1)Zaltman and Wallendroff | -Consumer Behaviour |
| (2)Engel, BlackwellEdition | - Consumer Behaviour |
| (3)Mellout, Douglas W.Tr | -Consumer Behaviour |
| (4)Lodon and Della Bitta | -Consumer Behaviour |
| (5) Schiffman and Kanuk | - Consumer Behaviour |

Fifth Semester Papers

(Three papers are compulsory and Two Elective from any one of the Groups i.e. Either from Marketing or HRM or Finance)

501-Business Policy And Strategy

Objective

The objective is to develop an understanding of the concept of corporate strategy-formulation, implementation and its evaluation.

Course Contents

- (i) Introduction to Business Policy and Strategic Management , Nature, Meaning and Scope, Importance of business Policy and Strategic Management corporate strategy, Business strategy , Functional Strategy.
- (ii) Corporate Planning Concept of Planning, Planning Process Types of Planning Strategic Planning, strategic Decision Making Mission Objectives And Goals.
- (iii) Major Strategic Options-Stability Strategy , Growth or Expansion Strategy, Diversification Strategy, Retrenchment Strategy and its Variations. Combination Strategy, Turnaround strategy, External Growth Strategy , factors Influencing Choice of Strategy,
- (iv) Implementation of strategy-strategy and organizational structure, Different Type of Organizational Structure, Organizational Resources Allocation Developing Functional strategies.
- (v) Strategy Evaluation and Strategic Controls, an Overview of strategic Evaluation and control, Strategic Control.

Suggested Reading

1. Thompson and Strickland -Strategic management Concept and cases
2. Ansoff, H Igor -Corporate Strategy
3. Charles W L Hill and G R Jones -Strategic Management Theory
4. Azhar Kazmi -Business Policy
5. Thomos L Wheelen and J D Hunger -Strategic Management

502-Entrepreneurship and small Business

Objectives

The objective is to provide adequate knowledge to the Students for setting up of small scale Business Organization and Industry.

Course Contents

- (i) Definition of Entrepreneurship, Characteristics of Entrepreneur, Concept of Entrepreneurship-Conceptual Model, View of Schumpeter , Walker and Drucker Entrepreneurship Culture , Traits of a True Entrepreneur Difference between Entrepreneur and manager , Entrepreneurial Motivation-Motivating Factors, Compelling Factors, Motivation Theory,
- (ii) Definition of small Business, The Benefits and Opportunities of small Business ownership , ownership structure and organizational Frame work sole Proprietorship , partnership, Corporations, Advantages and Disadvantages, Evaluation the existing Business. The Potential Drawbacks of Entrepreneurship. Forms of Ownership.
- (iii) Problems Related to Financial Management, Operational Management and Marketing Management in small scale Enterprises.
- (iv) Role of Government and Financial Institutions, IFCI, ICICI, IDBI , EXIM Bank , UTI, LIC, GIC, SIDBI, NSSIC, SFCs, Commercial Bank in Entrepreneurship Development in India.
- (v) Policy of the government Regarding Small Industries and Providing Guidance, Assistance to Small Scale Industries, General Problems of Small Scale Industries In India.

Suggested Reading

1. C B Gupta -Entrepreneurial Development
2. S S Khanka -Entrepreneurship Development
3. Prasana Chandra -Project Management

503-Project and Project Presentation in class room Seminar

Objective

The objective of Seminars is to help the students in developing their writing as well as oral communication skills, especially to learn and understand as to what to present and how to present when there is occasion for presentation before the group. Each student is expected to present a seminar (as elaborated in the Ordinance) on a topic approved by the Teacher In-Charge of the Seminars. At least one Seminar for each student is compulsory during the semester.

Each Student is required to undertake a short project relating to the issue concerning trade , commerce, industry , corporate governance and corporate affairs as the case may be. The topic of the project shall be allotted by the designated Teacher under whose guidance the project shall be completed , during fourth semester to get the project completed. On completion of the project the project report shall be submitted by the student to the Department/ Affiliated Institution and each student shall present a seminar on his / her project. The report shall be evaluated by the internal Expert appointed by the Head of the Department/ Director of the Institute along with the seminar. The criteria of evaluation shall be decided by the Teacher In charge with The approval of the Head of the Department/Director of the Affiliated Institutions as the case may be.

Elective Groups-Marketing Management, HRM, Financial Management , Insurance Management

Opt any Two Papers as ,I ,II from any one of the following Specialization groups namely either from Marketing , or HRM, Finance or Insurance Management

A- Marketing Management Groups

504-M-1- Customer Relations Management

Course Contents

- (i) Conceptual Frame Work of Customer Relationship and Its management, Evolution Customer Relationship Management, Relationship Marketing, Types of CRM-Win Back, Prospecting, Loyalty ,Cross Sell And Up Sell. Significance and Importance of CRM in Modern Business Environment.
- (ii) Introduction CRM-Planning, Strategy for CRM, Process of Segmentation ,Choice of Organizational Structure For CRM, Understanding Market Intelligent Enterprises.
- (iii) Implementation of CRM: Business Oriented Solution ,Project Management Channel Management ,CRM and Data Mining, Information Required For Effective CRM
- (iv) Concept of Loyalty in CRM: Definition of Loyalty , Customer Loyalty And Customer Dependency ,Process of Developing Customer Loyalty
- (v) Status of CRM In India.

Suggested Reading

- | | | |
|-------------------------|---|------------------------------|
| 1. Brown Stanley | - | Customer Relation Management |
| 2. Seth J N, Shainesh G | - | Customer Relation Management |

504- M – 2 - Marketing Communication And Advertising Course Contents

- (i) Communication Process- Nature of Communication Process and Its Different Elements , Obstacle in Communication Process, Role of Communication Process in Perception, Learning and Attitude Change. Communication Process in Marketing-Importance and Applications of Communication Process in Marketing Different Elements of Promotional Mix And Communication Process Relevant to them, Communication Process in Corporate Image Building, Advertising And Consumer Psychology.
- (ii) Advertising-Definition , Objective, Functions, Classifications of Advertising ,Advertising as a Tool of communication ,Social and Economic Aspects of Advertising .Advertising Department and Agencies.
- (iii) Setting Advertising Objectives, DAGMAR Approach, Continuous Advertising Planning Program Message and copy , message strategy and message design. , Elements of Advertisement ,Copy Developing Effective Advertising Copy, Creativity and Visualization in Advertising.
- (iv) Media Planning Role of media in Advertising, Comparative Study of Different Advertising Media , Media Choice , Allocation Of Budget for Advertising Approaches and Procedure for Determining the size of the budget.
- (v) Social And Economic Aspects of advertising, Productivity of advertising , Its Contribution to Economic Development and standard of living , Ethics and Advertising

Suggested Reading

- | | |
|-------------------------------|---|
| 1. Wright Winters And Zeiglas | -Advertising Management |
| 2. Dunn and Barban | -Advertising-Its Role in Modern Marketing |
| 3. Manendera Mohan | -Advertising Management |

504-M-3 – Sales and Distribution Management

Course Contents

- (i) Basic concept -selling Functions, Types of selling and Emerging Dimensions, Direct Selling ,Institutional Selling, Tele Marketing Sampling, Follow the customers and Other Concepts.
- (ii) Theories of Selling- Canned Approach, AIDA Model ,Right set of Circumstances Theory , Buying Formula Theories Behavioral Equation Theory.
- (iii) Process of Effecting Selling – Prospecting, Preapproach Presentation and Demonstration, Handling Objections, Closing the sale , Post sale Activities, Quality of Successful sales.
- (iv) Sales Management- Importance ,Scope, and Functions of Sales Management Organization for Sales , sales Planning –Market Potential Analysis , Sales Forecasting, Fixing sales Objectives, Territory Allocation, Sales Quota, Participative Sales Planning and Behavioural Considerations.
- (v) Sales Force management –Sales Force Planning , Recruitment and Selection, Training and Development ,Placement and sales Personal , Compensation and Incentive to sales Person, motivation and Leadership for sales , Evaluation of Sales Performance.

Suggested Reading

Russel Beachand Brukir	-Selling
Still, Cundiff and Govoni	-Sales Management
K Patel	-Sales
Johnson Kirtz and Schueing	-Sales Management
Confiend	-Salesmanship-Practice and
Problems	

B-Human Resources Management Group

505-H-1-Industrial Relations

Course Contents

- (i) Meaning, Scope and Importance of Industrial relations: Major Participants in Industrial Relations; Role of Status; Characteristics of Industrial Relations system in India.
- (ii) Trade Union Movement in India-growth, Problems, Recent Trends and Future of Trade Unionism in India.
- (iii) Trade Unions In India- concept, Objectives, Structure and functions. Trade Unions Act-1926 .Major Problems and Issues. Employers Organization in India.
- (iv) Worker Participation in Management-Meaning and Objectives of WPM and Factors Influencing the WPM.Workers Participation in Management in India –An Overview.
- (v) Industrial Disputes-Nature and Causes, Machinery Provided for Investigation Prevention and Settlement of Industrial Disputes Act 1947Review and Appraisal.

Suggested Reading

Singh B P Chhabra,	-Personnel Management and Industrial Relations.
Abraham H Maslow	-Motivation and Personality
Agnihotri , V	-Industrial Relation In India
Parsad, Lallan	-Personal Management and Industrial Relation
Davar, Rustam S	- Personal Management and Industrial Relation

505-H-2-H-Training and Development

Course Contents

Importance of Training Education, Training employment – Development Cycle. System Approach to Training.
Psychology of Learning and Learned Motivation,. Assessment of Training Needs.
Setting of Training Objectives.Training Methods and Aids. Design of Training Programmes. Training and Trainers.
Training for Special Groups, Executive Development Programmers, Career Planning.
Evaluation of Training, Training and Organization.

Suggested Reading

1. Singh, Chhabra and Taneja -Personal Management and Industrial Management
2. Finningan J -Industrial Training Management
3. Lundy , James L -Effective Industrial Management
4. Flippo, Edwin B -Principles of personnel Management

505-H-3-Wage and Salary Administration

Course Contents

Meaning of the Wages, Minimum Wage, Need based Minimum Wage, fair Wage, Living ,Money ,wage, Take Home Pay, Theories of wage Determination, Difference between wage and pay.
Meaning of wage and salary Administration, Objectives, Principles , Factors Influencing Wage and Salary , Structure and Administration, Wage Levels, Job Evaluation , Wage Differentials.
System of Wage Payments-Time, System , Piece System , Incentive System, Balance or Debt System, Wage structure basic wage, Dearness Allowances. Overtime, Concept of Bonus, Profit Sharing, Fringe Benefits, Executive Compensation.
Cost of living and dearness Allowance, consumer Price Index Number, Machinery For Wage Fixation-Tribunals, Wage Board , Bipartite Negotiation Wages Policy in India
Wage Legislation-Introduction and basic Knowledge of The Payment of Wages Act-1936 The Minimum wages Act,1948,the Payment of Bonus Act1965.

Suggested Reading

- Singh, Chhabra and Taneja -Personal Management and Industrial Relations
- 2 Barennan, Charles -Wages Administration
 - 3 Suri, G K -Wage Incentives
 - 4 Zollitsch , Herbert Gand A Langsner-Wage and Salary Administration

C-Financial Management Group

506-F-1-Banking And Insurance

Course Contents

- (i) Banks and Banking System –Evolution of Banking System, Definition of Banking Types of Bank, Functions of Different Types of Bank, Central Banking ,Function of central Bank, Reserve Bank of India, Introduction to India Finance System and An Overview of India Banking System.
- (ii) Financial Institutions ,and Financial Instruments: Debt Market , Equity Market, Financial Services, Depository Institutions , Non-Depository Institution .Money Market Instruments, International Financial Instrument.
- (iii) Corporate Banking, Retail Banking, Investment Banking, Venture Capital.
- (iv) Insurance: Definition ,Nature, Evaluation Role And Importance of Insurance, Insurance Control Life Insurance Contract ,Annuities ,Selection of Risk Calculation of Premium.
- (v) Reserve investment of Funds, Surrender Value ,Progress of Life Insurance Business In India, Tax Benefit And Insurance ,rural insurance In India.

Suggested Reading

- 1. Bayer And Sennis -Money Banking And Financial Market
- 2. ICFAI Publication Series

506-F-2-Working Capital Management

Course Contents

- (i) Working Capital Nature, Components Types Functions, Determinants and Significance .Factors Affecting Composition Of working capital.
- (ii) Working Capital Policies: Estimation of Firm's Behaviors of Current Assets And Pattern of Financing ,Quick Sources of Finance Commercial Papers Factoring, Bank credit.
- (iii) Management of Cash, Motives for holding cash ,Significance ,Cash Planning and Budgeting ,Management of Cash ,Disbursement of cash ,Cash Management Model.
- (iv) Management of Marketable Securities , purpose of Holding Securities Determinants.
- (v) Receivable Management –Nature , Significance ,Credit Standard, Evaluating the Credit Worthiness of a Customer.

Suggested Reading

- 1. Smith, K V -Management of Working Capital
- 2. Agarwal ,JD -Working Capital Managemet
- 3. Mehta, D R nd Englewood Cliffts N J-Working Capital Management
- 4. Scherr -Modern Working Capital Management- Text and

506-F-3-Finacial Institutions And Market

Course Contents

- (i) Financial System-Introduction, Components, Structure, Features of Indian Financial System, Deficiencies and recent Development
- (ii) Financial Market concept: Nature ,Features, Functions, structure Types ,Role of Financial Markets in economics Development
- (iii) Major Indian financial Institution:IDBI,IFIC,ICICI,IRCI,SGC's AND SIDBI's-Management ,Working, Operations and Mutual Funds and Their Role Investment Policy, Performance and Resent Developments.
- (iv) Investment Bankers –UTI,LIC,GIC, and mutual funds and their Role, Investment Policy, Performance and Resent Developments.
- (v) Non-Banking Financial Institutions-Objectives, Functioning, Regulations and Recent Developments.

Suggested Reading

1. Khan MY -Indian Financial Theory and Practice
2. Goldsmith ,R W -Financial Institutions
3. Srivastava , R M -Management if Indian Financial Institutions
4. Harbert, Dougall E and Jack Gaumnitz-Capital Markets and Instructions.

D-Insurance Management Group

507-IM-Principles & Practice of Life Insurance

Course Contents

- (i) Nature of life insurance .History of Life Insurance Business, Objectives of Nationalization of life insurance: Economic principles, Actuarial Principles Morality Tables, Risk premium, Adverse selection, important elements of premium- Selection and classification-single premium Annual Premium.
- (ii) Hazards-Physical Hazards ,Occupational Hazards, Moral Hazards :Methods of rating, Insurance of Male and Female Lives Legal Principles involved in Insurance Business ,Insurance Interest ,Utmost Good Faith Indisputability.
- (iii) Tax relief in Insurance ,Key man Insurance ,Investments, Mortality ,Interest, Medical Insurance Schemes, Non Medical Insurance Scheme, Group Insurance other group schemes like Group Gratuity et.Mass Insurance Salary Savings Scheme .
- (iv) LIC,s Functional Set up, Duties and Responsibilities of Development Officers and the Agents ,Life Insurance and Its Structure in India.
- (v) Calculation of Premium , commission and different plans of insurance , their uses , benefits, condition and privileges , policy conditions, revival schemes, double accident benefits , Conditions and privilege ,Policy conditions ,Revival Schemes, Double Accident Benefits, Disability Benefits , Assignments and Nominations.
- (vi) Surrender Values of the Policy, Investigation of Claims ,Settlement of claims, Calculations of Bonus and Maturity Value, Privatization of Life Insurance Business, Regulatory Framework for life Insurance Business.

Suggested Readings

1. Insurance Act,1938 -Universal Book Traders, Delhi
2. Law relating to Insurance -R.M.Vats
3. Insurance Principles to Insurance-M.N. Mishra
4. Modern Concept of Insurance -M.N. Mishra

507-IM-2-Principles And Practice Of General Insurance

Course Contents

- (i) History and Development of General Insurance Business in India. Nature, Scope and Significance and Finance of General Insurance Business, The Concept of Risks, Characteristics of Insurable Risk, Risk Management Techniques, Concept and Principles of Premium Rating, Tariff and Market Agreements.
- (ii) Scope of Fire, Marine and Accident Insurance, Aviation, Engineering and Agricultural Insurance. Nature of Insurance Contracts, Basic Principles-Insurable Interest, Utmost Good Faith Indemnity, Subrogation Contribution, Proximate Cause, Meaning and Process of Reinsurance, Methods of Reinsurance.
- (iii) General Insurance Functional Set Up in India, Organizational Structure of General Insurance Companies, Duties and Responsibilities of the Development Officers and the Agents. The General Insurance Business Market in India in the present Business Environment.
- (iv) Procedural Matters Related to General Insurance Business, Insurance Forms, Cover Notes, Certificate of Insurance, Policies and Endorsement, Renewal Receipts, Co-insurance etc.
- (v) Method of Premium Calculation, Short Period Scales, Return of Premium Advance Payment of Premium, Accounting and Statistical Returns, Rating Practices, Tariffs and Market Agreements Physical and Moral Hazards, Proceeding and Settlement of Claims and Recovery Procedures.

Suggested Readings

1. Insurance Act,1938 -Universal Book Traders,Delhi
2. Law Relating to Insurance -R.M.Vats
3. Insurance Dictionary -John R Ingrisano
4. Elements of Mercantile Law -N.D.Kapoor

507-IN-3-Insurance Fund Management

Course Contents

- (i) Nature and Objective of Funds Management in Insurance Business, Sources of funds in Insurance Companies, Investment policies and Employment of Funds, An Over View of Indian Financial System.
- (ii) Investment Policies and Process, Security Analysis and its Objectives, Types of Securities, Risk in Holding Securities, Over View of Securities Market in India Risk Return Analysis, Analysis of Different Types of Bonds-Different Features, Valuation, Term Structure, Interest Rate, Risk Immunization.
- (iii) Common Stock Analysis-Its Features, Different Approaches of Stock Valuation, Company Analysis, Industry Analysis and General Economics Situation Analysis, Technical Analysis-Its Features And Assumption, DOW Theory, Charts, Technical Trading Rules, Efficient Market Theory.
- (iv) Introduction of Portfolio Management, Analysis of Risk and Return on a Portfolio. The Mean-Variance Criterion, Tracing the Efficient Frontier, Constructing Optimum Portfolio
- (v) Theory of Capital Market-Capital Asset Pricing Model, Arbitrage Pricing Theory, Techniques of Portfolio Revision, Performance Evaluation of Portfolio, Over View of Portfolio Management in India.

Suggested Readings

- 1) Investment Management -V.K.Bhalla
- 2) Portfolio Analysis & Management -V.K.Bhallas
- 3) The Art Of Risk Management -Christophel Culp
- 4) Investment -Sharpe Wiliam F.

BBA SIXTH SEMESTER

(Three Papers are Compulsory and opt any two Papers from Elective – two from Marketing or HRM , Finance or Insurance Management)

601-Management Information System

Objectives - The objective is to provide the student the knowledge about the use of computer various Business applications.

Course Contents:

- (1) Definition of Information Systems : Management levels as a Frame work for information Systems, Information System Planning Strategies and Methods, Business Systems Planning (BSP) , Critical Success Factors (CSF), Ends / Means)E?M) Analysis
- (2) System Concepts,,: System Concepts in Business , Information System as a System
- (3) Definition of Management Information System –Its Elements, Objectives, Structure, Making MIS Efficient and Effective Limitations of MIS.
- (4) System Development Life Cycle : Problem Definition , Feasibility Study , Systems Analysis System Design , Implementation and Maintenance.
- (5) Overview of (i) Computer Hardware , (ii) Computer Software , (iii) File and Database Management Systems (iv) Computer Communications (v)Internet and Intranet . Actual Use and Practical Of Application of Various Programmes In Computer Lab

Suggested Readings

- | | |
|---|------------------------------|
| (1) Alson & Davis
Systems | -Management Information |
| (2)Harry M
Systems | - Information and Management |
| (3)Scot, George M | - Principles of MIS |
| (4)Manedick and Ross
Modern management | - Information System for |
| (5) Kanter
Control System | -Management Information and |
| (6)Bocchino William A | - MIS Tools and Design |

602 –Project Management

Course Contents

- (1) Project Management – Nature, Scope, Process Elements, Significance and Emergence of Projects. Project Planning, Developing Project Models through Simulation . Benefits of Project Management
- (2) ..Location of Project Site, Working Conditions Developments, Plans and Policies of the Government and the Local Bodies , Elements and Factors Affecting Locational Decisions. Analysis of Infrastructure , labour , Raw Material , Transport and Other Factors
- (3) Capital Expenditure, Importance and Difficulties, Market Demand And Situational Analysis, Technical Analysis, Financial Analysis.
- (4) Project Implementation and Management : Project Monitoring and cost control System , Network Analysis, Resource Scheduling , Leveling Crashing of Project cost. Risk – Firm Risk And Market Risk , Social Cost benefit Analysis, Multiple Projects And Constriants , Network technique for Project Management.
- (5) Different Criteria for Project Appraisal, Project review and Administrative Aspects, Environmental Appraisal of Projects.

Suggested Readings

- | | |
|---------------------|----------------------------------|
| (1) Bhavesh M Patel | - Project Management |
| (2) S S Khanka | - Enterpreneurship Development |
| (3) Prasana Chandra | - Project Management |
| (4) P C K Rao | - Project Management and Control |

603-Viva - Voce

At the end of Sixth Semester , Each Student will have to face an Inter view wherein his or her knowledge and skill acquired during the entire course shall be examined. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. Internal Expert shall be appointed by the Head of the Department / Director of the Affiliated Institutes and the External Expert shall be appointed by the University.

Elective Groups-Marketing Management, HRM, Financial Management , Insurance Management

Opt any Two Papers as ,I ,II from any one of the following Specialization groups namely either from Marketing , or HRM, Finance or Insurance Management

A- Marketing Management Group

604- International Marketing Management

Course Contents

- (1) Introduction to International Marketing : Basic Concept and the Environment . Difference Between Domestic Marketing and International Marketing. Scanning of international Marketing Environment. Scope and Size of International Marketing.
- (2) International Marketing Selection and Segmentation , Entry Options and Strategies . International Marketing Planning . Coordination and Control.
- (3) International Product Policy And Planning , Product Development Product Life Cycle
- (4) International Pricing Policy, Pricing Objectives , Determination Pricing Policy and Pricing Strategy.
- (5) International Distribution Channels , Selection and Management Of Distribution Channels, International Promotion , Marketing Communication , Developing Promotional Mix for Foreign Market

Suggested Readings

- (1) Leighton International Marketing – Text and Cases
- (2) Keegan Managing Global Marketing
- (3) Kriplani International Marketing Management
- (4) John Fayer International Marketing
- (5) Franklin R. Root International Marketing

604 –M – 2- Industrial Marketing

Course Contents

(i) Industrial Marketing Concept – Nature of Industrial Marketing , Industrial Marketing Environment , Industrial Markets

(ii) Demand for Industrial Goods, Demand and Product Characteristics , Derived Demand for Industrial Goods, Nature of Industrial Buying , Buyer Behaviour , Value Analysis and Vendor Selection.

(iii) Industrial Marketing Strategy- Product Strategy , Channel Distribution Strategy , Logistics , Pricing Decisions , Promotion Mix and strategy , Advertising , Personal Selling , Sales Promotion , Public Relations , Publicity.

(iv) Industrial Marketing Intelligence System , Information Needs , System Design and Applications.

(v) Industrial Marketing Control – Strategic Goals , Performance Standards , Evaluation of Performance.

Suggested Readings

- 1 - E Rayon Coray -Industrial Marketing – Cases and Concepts
- 2 - Robert W Hass - Industrial Marketing Management
- 3 - Ralph and Gross - Industrial Marketing
- 4- Webstern - Industrial Marketing
- 5 – V Kasturi Rangan - Business marketing Strategy

604-M -3- Rural Marketing

Course Contents

- 1- Nature , Concept and Scope of Rural Marketing , The People , The Purchasing Power, Buying Pattern , Socio- Cultural, Economic and Other Environmental Factors Affecting Rural Marketing.
- 2- Attitude and Behaviour Pattern Of Rural Consumers , Overview Of Rural Marketing
- 3- Marketing of Consumer Durables and Non Durable Goods and Services in Rural Markets with special Reference to Product Planning and Media Planning.
- 4- Planning of Distribution Channels , Organizing Personnel Selling in Rural Markets . Marketing of Agricultural Inputs With Special Reference to Fertilizers , Seeds , Agricultural Implements and Tractors.
- 5- Rural Marketing Behaviour in Space , Variation in Levels of Intersection , Variances of Distance Traveled , Type and Role of Marketing Centers. Special Manifestations of ural Marketing.

Suggested Readings

- 1 – Raja Gopal - Organising Rural Business Policy , Planning and Management
- 2—Raja Gopal - Indian Rural Marketing
- 3 – T P Gopalswamy -Rural Marketing – Problems and Strategies
- 4 – Ramachandra H and Behaviour in Space –Rural

B- Human Resource Management Group

605 –H- 2- Business Ethics

605- H-1-Human Resource Planning and Development

Course Contents

- 1 human Resource Planning : Definition , Objectives and Components of Human Resource planning , Manpower Forecasting : Necessity , Problems , Approaches , Benefits of Forecasting.
- 2 Job Analysis , Job Description , Job Specification : Concept , Needs and Importance. Job Enrichment , Job Satisfaction , Career Planning : Significance , Need and Its Components , Career Counseling , Career Pathing .
- 3 Recruitment and Selection Of Human Resource , Factors Influencing Recruitment and selection , Different Methods of recruitment and Selection.
- 4 Employee development . work , Role and Importance of Employees and Executives , Managers . Factors Responsible for Employee Behaviour , Different Approaches To Employee Development , Executive Development , Impact of Training on development of Employees and Executives.
- 5 Performance Appraisal : Definition , Nature and Its Importance , Different Types of Appraisal Systems , Monitoring and review of Appraisal system.

Suggested Readings

- 1 Davis A De Cenzo et Personnel , Human Resource Management
- 2 Lloyd L Byars et Human Resource Management
- 3 R. K. Malhotra Edt Personnel Management

Course Contents

- 1 Definition , Role , Significance and Importance of Business Ethics. An Overview of Business Ethics. Ethical Issues In Business. Ethics and Organizational Performance.
- 2 Application of Values and Moral Philosophies to Business Ethics . Organizational Values , shared Values and Business ethics.
- 3 Corporate Governance and Business Social Responsibility , Frame work for Understanding Ethical Decision making , Emotional Intelligent Leadership , Organizational Culture and Ethical Decision making.
- 4 Organizational relationship and Conflicts in Ethical Decision making . Business Ethics and Organization Performance.
- 5 Business ethics In Global Economy.

Suggested Readings

- 1 Chakaraborty S K Foundation of Managerial Work
- 2 Drucker P Managing In Turbulent Time
- 3 Chakaraborty S K Management By Values
- 4 Griffiths B The Marriage of East and West

605 H-3-Social Security and Labour Welfare

Course Contents

- 1 Social Security- Concept and Philosophy , Abolition of Bonded and Child Labour , Government Policy for Social Security and Social Insurance , ILO , Its Role , Functioning and Contributions.
- 2 Workmen,s Compensation Act , 1923
- 3 Employee,s State Insurance Act , 1948
- 4 Payment of Gratuity Act , 1972
- 5 Minimum Wages Act
- 6 Payment of Bonus Act
- 7 Payment of Wages Act

Suggested Readings

- 1 Mullick Labour Laws
- 2 Memoria, C B and Memoria, S Industrial Labour , Social Security and Industrial Peace in India
- 3 Sinha G P Industrial Relations and Labour Legislation in India
- 4 Zahiruddin Labour Welfare Laws
- 5 Saharay Industrial and Labour Laws of India
- 6 Srivastav S C Industrial Relations and Labour Laws

C- Financial Management Group

606-F-1- International Financial Management

Course Contents

- 1 International Financial Environment , Finance Function of International Business, Multi National Financial Management : An Overview , Evolution of the International Monetary and Financial System , International Economic Issues and Dimensions , International Financial Flows , The Balance of Payment Frame Work , Component , Valuation and Timings of Balance of Payments.
- 2 International Financial System : Managing Short term Assets and Liabilities, Long Run Investment Decisions.
- 3 International Working capital Management : Financing Foreign Trade , International cash Management , International Receivables and Inventory Management.
- 4 Foreign Investment Decisions : Political Risk Management, Foreign Exchange Market and Instruments , Foreign Exchange Risk Management , Exchange Rate Determination and Forecasting, Measuring and Managing Translation and Transactions Exposures . Measuring and Managing Economic Exposures.
- 5 International Financing Regulations and Strategis, Forex Regulations and Control.

Suggested Readings

- 1 Levi M D International Finance
- 2 Shapiro A C Multinational Financial Management
- 3 Bhalla V K International Monetary Corporation

606 –F-2- Management of Financial Services

Course contents

- 1 Introduction , Features , Scope and Types of Financial Services , Institutions Providing Financial Services, Merchant Banking : Nature . Function and Organization , SEBI Guidelines relating to Merchant Bankers .
- 2 Leasing : Nature , Features , Types , Tax , Legal and Accounting Aspects of Leasing , Lease Structuring , Lease Agreement , Funding of Lease, Hire Purchase : Financial and Legal Evolution .
- 3 Bills Discounting Scheme , Meaning , Mechanism , Features , Types , Legal and Financial Aspects of Factoring and Forfeiting , Venture Capital Funds.
- 4 Corporate Advisory Services : Capital Structure Decision, Corporate restructuring , Project Counseling and Finance.
- 5 Issue Management and Under –writing , Management of Equity Issue, Debenture Issue , Under – writing Arrangements, Portfolio Management Services, SEBI Guidelines Regarding public Issues . Credit rating Services.

Suggested Readings.

- | | | |
|---|--------------|----------------------------------|
| 1 | V A Avadhani | Investment and Securities |
| 2 | J C Verma | Lease Financing |
| 3 | J C Verma | Merchant Banking |
| 4 | M Y Khan | Management of Financial Services |

606 –F-3- Corporate Tax Planning and Tax Management

Course Contents

- 1 Law Relating to Income Tax, Principles Underlying Certain Concepts as regards to Determination of Taxable Income, Concept and Definition of Income , Receipts which are not Income, exemption from charge of Income Tax, Capital and Revenue Gains and Expenditures.
- 2 Provision of Income tax Law relating to Various Heads of Income with Special Emphasis on Profits and Gains from Business and Profession , Capital Gains , Income from Other Sources, Deductions, Techniques of Calculation of Income Tax.
- 3 Concept of Tax Planning , Tax Planning with reference to setting up of a New Business Locational aspects, Nature of Business, Planning for Tax Holiday Benefits, Tax Planning with Reference to Specific Management Decisions, Tax Planning with reference to Financial management Decisions, Tax Planning and Cash Management.
- 4 Tax Planning with Reference to Non – Resident Company Assessee, Tax Planning with Reference to Corporate Reorganization , i.e. Amalgamation, Merger, Demerger and Slump Sale.
- 5 Problems of Tax Planning , Administrative , Legislative and Organizational Problems.

Suggested Readings

- 1 Income Tax Law Taxmans Publication
- 2 Income Tax Law and Practice- By Chandra M
- 3 Yearly Finance Bill

D-Insurance Management Group

607-IN – 1- Economic Environment of Insurance Business

Course Contents

- 1 Business Environment : Internal and External Environment, Social Responsibility of Business Economic Planning and Insurance Business. Status of Insurance Business in India
- 2 Liberalization of Insurance Business Sector in India. Need for Liberalization , Opportunities of Insurance Business in India after Liberalization Policy of the Government of India, Government Policy towards Insurance Business in India.
- 3 International Economic Environment. GATT, WTO, and Insurance Business Sector. Prospectus of Insurance Business Sector in India . Comparative Environment of Insurance Business Score in India with Reference to Japan . United Kingdom and United States of America.
- 4 National Income and Social Accounting . Theory of Income Out Put and Employment . Classical and Keynesian Models. Trade Cycles . Theory of Inflation . Monetary and Fiscal Policies in India.

Suggested Readings

- | | |
|-------------------------------------|---------------------|
| 1- Economic Environment of Business | Adhikary |
| 2 - Indian Economy | A.N. Agarwal |
| 3 - Business Environment | Raj Agarwal |
| 4 - Economic Survey | Government of India |

607-IN-2—Fire And Automobile Insurance

Course Contents

- 1 Concept of Fire and Standard Fire Policy. Characteristics of Fire , Introduction of Fire Insurance , Scope of Cover. Tariff and Insurance Conditions.
- 2 Special Policies: Fire Consequential Policy. Floater Policy. Reinstatement Value Policy
- 3 Basis of Profit Insurance: Measure of Indemnity. Indemnity Period. Rate Basis and Related Terms and Condition of the Fire. Consequential Loss. Fire Claim. Management Claim.
- 4 Legal and Procedural Aspects of Claim. Lop Claim Procedure. Loss Prevention Techniques. Fire Losses Fire Hazards and Fire Preventions.
- 5 Basic Principles of Motor Insurance. Different Types of Vehicles . Types of Policies. Motor Vehicle Act Provisions related to Insurance. Motor Insurance Tariff Rules and Regulations. Proposals , Forms , Procedure for Underwriting Endorsment , Renewals, Claim procedure and Settlement of Claims.

Suggested Readings

- | | |
|-----------------------------------|-------------------------------|
| 1 Insurance Act, 1938 | Universal Book Traders, Delhi |
| 2 Law relating to Insurance | R M Vats |
| 3 Insurance Principles & Practice | M N Mishra |
| 4 Modern Concepts of Insurance | M N Mishra |
| 5 Relevant Bare Acts | |

607-In-3- Legal and Regulatory Aspects of Insurance Business

Course Contents

- 1 Need for Regulation of Insurance Business. Brief Historical Back Ground of Insurance Regulatory Measures in India . Insurance Act , 1939 as amended from Time to Time. The Life Insurance Corporation Of India Act, 1956 as Amended from Time to Time . The General Insurance Business (Notification) Act , 1972 as Amended from time to Time.
- 2 Constitution of Insurance Regulatory Act IIRA Act , 1999
- 3 Relevant Provisions Of Consumer Protection Act , 1986 – Indian Contract Act . 1872 – Employee Compensation Act 1923, Law Relating to Bailment , law relating to Insurance Contracts.
- 4 Law relating to Arbitration . Insurance Grievances redressal Mechanism.

Suggested Readings

- | | |
|---------------------------|-------------------|
| 1 Motor Accident Claims | Dr. Janak Raj jai |
| 2 Motor Vehicle Act, 1988 | Bare Act |
| 3 IRDA Publications | IRDA |