

Proposed Course Structure for Bachelor of Business Administration (B.B.A) Regular Course

1st Semester

Papers :

1. Business Mathematics
2. Communicative English
3. Business Accounting
4. Business Economics
5. Business & Industrial Organisation

2nd Semester

1. Principal of Management
2. Organization Behaviour
3. Business Communication
4. Business Statistics
5. Fundamental of Computers

3rd Semester

1. Material and Production Management
2. Human Resource Management
3. Marketing Management
4. Financial Management
5. Legal Aspect of Business

4th Semester

1. Computer Application in Management
2. Research Methodology
3. Management and Control of Cost
4. Entrepreneurship
5. Business Environment

5th Semester

1. Corporate Taxation
2. Business values & Ethics
3. Fundamental of Operation Research
4. Management Control Technique
5. Management Information System

6th Semester

Candidates will be required to opt any one group comprising two papers of the followings :

Group A : Marketing Managment

Paper : I Advertising and Sales management

Paper: II Consumer Behaviour

Group B : Human Resource Managment

Paper:- I Human Resource Development

Paper : II Industrial Relations

Group C : Financial Management

Paper :I Securities and Securities Market

Paper : II International Finance

Group D: Information Resource Management

Paper : I E- Commerce

Paper:II Database management

Group E: E Managing Rural Change

Paper : I NGO Management

Paper: II Management in Rular Development

Group F: International Trade Manaagment

Paper : I International Business

Paper : II Export Procedure & Documentation

Group G : Management of Sevices

Paper : I Hospitality Management

Paper :II Insurance Management

Paper : III Project Report 50 Marks

Viva-voce 50 Marks

(Based on Project Report)

Semester : I

PAPER : I Business Mathematics

- Algebra : Theory of Indices, Quadratic Equations and Expressions. Progression – Arithmetic and Geometric , Surds , Simple permutations and Combinations . Partial Fractions ; Application to economics and business problems .
- Differential Calculus : Definition of Limits & Continuity , Differentiation and Partial Differentiation with application to economic and business problems (Only algebraic functions)
- Integral Calculus : Integration of Standard forms , Integration by Parts, Integration by Substitution . Integration of Rational Numbers , Application to economic and business Problems (only algebraic functions)
- Elementary of Matrix Algebra : Elementary Operations , Inverse of matrix
- Set Theory :Types of Sets, Venn Diagrams, Application of Set Theory to business problems . S trees should be given on development of ideas , Concepts and their applications to the Management area rather than solving difficult problems . Proves of theorems and derivation of formula is not required .

Text Books / Reference Books

1. Saha ,S : Business Mathematics
2. Kapur & Sancheti : Business Mathematics
3. Zmeeruddin & Others : Business Mathematics
4. Basu, K,P : Algebra Part I & II

Paper II : Communicative English

Group Discussion

Extempore Speeches

Mock Interviews

Debates

Quizzes

Paper Presentation

Guest Lectures and Experimental Exercises by Communication Experts

Role Playing

Paper III : Business Accounting

1. Accounting : Basics of Accounting, Accounting Machines – Double Entry System, Classification, Rules for Debit and Credit, Concept & Conventions ,Indian Accounting standards
2. Journals , Ledger, and Trial Balance :
Journal : Meaning of Journal , Advantages , Subdivision of Journals
Ledger : Meaning, Subdivision, Mechanics of posting , Balancing ledger Accounts
3. Trial Balance : Objective, Defects of Trial Balance, Errors disclosed by trial balance , Preparation & Locating errors .
Cash Book and Subsidiary books of Accounting :Kinds of cashbook , Purchase day book, Sales day Book , Bills receivable book , Bills payable book.
4. Finance Accounts : Trading Account, Profit & Loss Account, Adjustments , Balance Sheet, Form of balance sheet, Assets & their classification , liabilities and their classification, uses & Limitations.
5. Capital & Revenue Expenditure & receipts : Rules for determining capital expenditure & revenue expenditure , deferred revenue expenditure , capital & revenue receipts , capital and revenue profits. Capital and Revenue Loss.
6. Accounting for Non-Profit Organisation : Accounting Procedure, Receipts and Payments Accounts, Distinction Between receipts and payment accounts . Income and expenditure Account problems
7. Bill of Exchange : Parties to a Bill of Exchange, Types , Promissory Notes , Distinction between promissory notes and bill of exchange, Dishonour of bills , effects of insolvency of drawee , renewal of bills .
8. Consignment Accounts : Economics of consignment, distinction between sales & consignment, Accounts Sales, Cost price method, Invoice price method , Invoice price Memorandum Column Method.

Books

1. Advance Accountancy : J.R. Batliboi
2. Advance Accounting : Dr. S.M. Shukla
3. Modern Accountancy : A. Mukherjee & M. Hanif
4. New Prospective in Management Accounting : S. K. Chakraborty
5. Financial Accounting Principals : Robert N. Anthony.

Paper IV : Business Economics

Concept : Meaning , nature, scope & significance of Business Economics . Utility approach : Law of diminishing Marginal utility , Law of utility.

Demand Analysis and Forecasting : Demand Schedule & Demand curve, Significance of Demand Forecasting and techniques

Production Function : Concept , break even analysis , law of variable proportion.

Cost Revenue : Concept , short run & long run cost curves, concept of total , marginal and average revenues , relationships between average revenue, marginal revenues and Elasticity of Demand .

Pricing : Objective of the firm – profit maximization / Sales revenue maximization /Survival pricing under different market structures – perfect competition, Monopoly , discriminating , product- line pricing , joint product pricing .

Profit Management : Concept of profit Management , profit planning & control

Books :

1. Managerial Economics – Varshney & Maheshwari
2. Managerial Economics – J.G. Verma
3. Economic Analysis for Managment Decisions – T.W. Elliot
4. Business Economics – V.G. Mankar
5. Managerial Economics – N.F. Dufty

Semester : II
Paper : I Principal of Management

Concept : Nature , Function of Managers , Management: Arts Vs Science , Evolution of Management Thoughts

Planning : Nature , Purpose, Importance of Planning, Types of Planning, Steps in Planning, Planning Barriers & Planning Hierarchy.

Organising: Nature & Purpose, Basic Departmentation, Classification of Organisation Structure , Organisation Process and Importance

Staffing : Definition , Steps involved in staffing Process, Human Resource Recruitment & Selection, Placement, Training & Development ,Performance Appraisal.

Directing : Concept of Motivation , Need for Motivation and Motivation Chain- Moslow , Herzon and its sources of Motivation .

Controlling : Nature & purpose of Control , Types of Control , Steps involved in control process.

Books :

1. Principal and practice of Management by L.M. Prasad
2. Essentials of management by Harold Koontz & Odonell.
3. Organization and Management – R.D. Agrawal.

Paper : II Organizational Behaviour

Meaning and importance of the study of organizational Behaviour

Behaviour and its causation : Introduction to personality , perception, learning and attitude .

Motivation – definition and importance of psychological process of motivation.

Leadership and group dynamics : formal and informal groups , role concept.

Improving interpersonal effectiveness, Interpersonal communication

Conflict Management and team Building

Concepts of organization culture and organisational development

Moral, Job satisfaction.

Books :

1. Organizational Behaviour – Fred Luthers
2. Management of Organizational Behaviour – Hershey & Blanchard

Paper : III Business Communication

1. Meaning and process of Communication and Barriers to – communication .
2. Verbal Communication and non –verbal communication
3. Business Communication and its importance in Business Organization.
4. Principal of Letter Writing . Business Letters : Quotations , Orders, Tenders , Sales Letters, Claim and Adjustment Letters, Credit and Collection Letters, Social Correspondence : Letters of Congratulation, Invitations , Introduction. Recommendation, Condolence , Conveying Acceptance and regrets etc.
5. Drafting of notices , Agenda and minutes of Company meeting
6. Office procedure : Receipt and Dispatch of Mail , Filing and Indexing Systems . Classification of mail .
7. Electronics communication System and introduction to telegram , cablegram , telephone, telex, teleprinter, PBX, E-mail , Internet.

References ;

1. Business Communication – U.S. RAI and S.M. Rai
2. Communication – C.S. Rayudu
3. Communication Today – Reuben Ray
4. Essential of business Communication – Reddy, Apparnaiah , Rao
5. Essential of Business Communication – R. Pal & J.S. Korlahalli
6. Business Communication – Theory and Applications

Paper : III Business Statistics

Introduction : Definition of statistics, function & scope of statistics , Collection and presentation of Data classification , frequency distribution, diagrammatic and Graphics presentation of data

Measurement of Central Tendency : Range , Inter Quartile range , Quartile deviation , Mean deviation and standard deviation .

Correlation Analysis : Equation of regression lines and Regression coefficient .

Index number : Types of index number and method of their construction , Base shifting , Splicing and deflating .

Business Forecasting Through Time Series Analysis : Time series and its components Measurement of trend .

Business concepts or probability : Dependant and independent events , Addition and Multiplication rules of probability .

Books :

1. Business statistics : Gupta & Gupta (Sultan chand & Sons)
2. Statistics for Management(PHI) : R.L. Levin & D.S. Rubin
3. Statistical Analysis and Managerial decision (McGraw Hill) – E.B. Cox and J.C. Boot
4. Business Mathematics : Zamearuddin et.al (BVen Educational Books Vikash)

Paper V : Fundamental of Computer

Introduction to Computers

Fundamentals of Computers , Types of Computers , Components of Computer , Hardware and Software . Generation of Computers , Input/ Device – Keyboard, Light pen, Mouse, Output- Printer.

Concept of Operating System, Concept of drive , directory and files – their naming convention , listing the contents of a drive / directory

Disk Operating System .

Boot record , formatting the Diskette, Internal and External Commands , Protecting Files and Undeleting files

Introduction of Windows – NT Concept of GUI, Starting window and exiting Window , Starting and Application, Running & Managing Multiple Applications . uses of Explorer , Creating and Deleting Folder, copying and deleting Program. Files . Tally – Concept and applications .

Books :

1. Fundamental of Computer – V. Rajaraman

Semester :III

Paper : I Materials and Production Management

Material Management

Nature , Scope and Importance of Materials management in the Business world

Concept of Integrated approach of materials management and its advantages and limitations

Basic ideas of purchasing and purchasing functions .

Basic principles of inventory control . Concepts of EOQ and ROP

ABC analysis . Its importance.

Production Management

Design of Production Systems . Production process Design

Deciding location and layout of production facilities for plans . Types of layout

Forecasting , production planning, scheduling and control .

Maintenance of plants and production facilities . Types of maintenance .

Material handling equipments . Its uses and importance .

Paper: II Human Resource Management

Introduction to Human Resource Management

Meaning and need of Human Resource Planning, The Process of recruitment , selection and transfers , the need and importance of Human Resource Development, Introduction to training and development programmes , the meaning of performance appraisal

Compensation of Human Resource

The nature of purpose of wage and salary administration ,Introduction to time rate and piece rate system, their merits and demerits , The meaning of fringe benefits .

Human Relations

The importance of Human Relations in Human Management , Types and causes of disputes , prevention of disputes . The role and objective of trade union, the concept and objective of participative management and collective bargaining .

Books

1. Personal management – C.B. Mamoria
2. Personal management and Industrial Relations – Bhogoliwal
3. Personal Management & Industrial Relations – Yoder Dale
4. Human Resource Management – Jan Beardwell and Len Holden.

Paper III : Marketing Management

Nature & Scope of marketing :The core concept of marketing , marketing concept and selling concept.

The marketing environment : Introduction to the elements of the Macro and Macro Environment.

Market Segmentation & Targeting : Concept of market segments , need for segmentation , concept of target market .

Consumer buying behaviour :The buying decision process and buying roles

Production management : Product forms, concept of product line & Product Mix and Concept of Brand .

Pricing decision : an overview of the pricing process.

Channel Management : Need for intermediaries , types of intermediaries, channel design decisions .

Marketing communication : Concept of promotion mix, Introduction to the elements of the promotion mix.

Books

1. Principles of Marketing – Phillip Kotler
2. Principles of Management – Ramaswamy and Namakumari
3. Marketing Management – Rajan Saxena .

Paper IV : Financial Management

Nature of Financial Management : Scope of finance functions, finance functions and job of finance manager , organization of finance functions .

Understanding of Financial statements : Concept of profit & loss account and balance sheet- Significance of their preparation.

Statement of changes of financial position : Definition of funds , fund flow statement, cash flow statement.

Financial Analysis : Uses of financial analysis , nature of ratio analysis, classification of ratios.

Basic concept of Investment decisions

Concept of working capital management

Basic concept of financial decision : Capital , capitalisation , and capital structure , Introduction dividend policy

Books :

1. Financial Management policy – Van Horne
2. Theory of Financial Management –Soloman Ezra
3. Financial Management – pandey I.M.
4. Financial management – Chandra Prasanna.

Paper V : Legal Aspects of Business

1. Indian Contract Act 1872. Formation of a Contract Essentials of a valid contract. Void and Voidable Contracts . Capacity of the parties of contract. Position of the Minor to Contract. Free Consent , Lawful object and consideration . Breach of a contract.
2. Indian partnership Act 1932. Nature of Partnership , Rights ,Duties and Liabilities of Partners , Minor Partner .

3. Sale of Goods Act 1930. Sales and agreement to sell . Conditions and warranties . Rights of an Unpaid seller
4. Companies Act 1956. Provision relating to formation of companies. Memorandum and Articles of Association. Equity and preference shares , Debentures , Private companies and their Privileges , Appointment, Power , Duties and Liabilities of Directors , company Auditor , his rights , duties and liabilities .
5. Negotiable Instruments Act 1949. Salient Features and Legal presumptions of Negotiable Instruments , Bills , Notes and Cheques, Negotiation and Presentation, parties to Negotiable Instrument and their discharge from Obligations , Bankers and customers

Semester IV

Paper I : Computer Applications in Management

1. Ms Word : Opening, Creating , Saving a Document, Editing, Finding, and Replacing text, Using the Interface (Toolbars and Menus). Spell Check feature, Autocorrect feature and Grammar facility . Formatting text, Formatting a Document and Autoformat feature. Adding Borders, Header and Footer.
2. MS Excel : Concept of work book, Creating opening and saving a workbook and organization of workbook. Data entry in cell, Selecting copying/ Moving Data in a worksheet or to different worksheet. Using

the interface (Toolbars and Menus). Formatting and calculations .
Creating embedded charts using chart wizard.

3. Power point : Business presentations and their advantages. Creating a presentation. Enhancing a presentation: Adding graphics and other objects; Setting transition.
4. Foxpro Programming : Concept of programming and FOXPRO 9 command file , creating and editing a command file, Running a command file , Creating report and Label.
5. Introduction to Network and Internet :Concept of Network and their types , need and advantage of Networking, Sending E-mail, Receiving E-mail, web surfing.

The total marks of 80 will be divided into two parts as :

1. Theoretical exam – 40 marks
2. Practical - 40 marks

Practical exam will be conducted by two examiners – One internal and the other external . External examiners will be appointed from outside the university .

Paper II : Research Methodology

Meaning importance of research in management, defining the research problem and research objectives. The Basic research process- an overview. Exploratory and conclusive research. Source of Data primary and Secondary . Sampling Technique- use of probability and non-probabilistic samples. Method of data collection –survey v observation method. Process of editing and tabulation of data . Significance of cross tabulation. Report writing – report format, characteristics of good report.

Book

Research methodology Methods and techniques – C.R. Kolhari.

Paper – III Management and Control of Cost

Cost Accounting – Introduction , Cost concepts and cost object, cost classification, cost organization and its relation with other departments
Cost Accounting Records – Elements of Cost and Cost determination. Cost ledgers, reconciliation of cost and financial accounts and integrated accounts.
Method of Costing –

Specific order costing : Job , batch and contract, determination of cost accounting in job, batch and batch features of contract cost, certification or work done, profit on completed contract.

Process Costing – treatment of normal and abnormal losses and gains , valuation of work in progress, accounting for joint products , by products , waste , scrap, spoilage and defectives .

Technique of Costing :

1. Marginal costing : basic concepts , marginal costing and absorption costing , cost volume profit analysis, break even analysis , limitations of break even analysis and its application for management decision making
2. Budgetary control : basic concept, functional budgets, master budgets , flexible budgets
3. Standard Costing : concepts and uses , setting of standard cost, computation of variances relating to material and labour.

Book

1. Principal and practices of Cost Accounting – N.K. Prasad
2. Cost Accounting – Nigamanand Sharma
3. Cost Accounting – M.L. Agrawal
4. Cost Accounting – S.M. Shukla
5. Legal Lekhankan – R.K. Gupta

Paper IV : Entrepreneurship

Concept o Entrepreneur and Entrepreneurship , Functions of an Entrepreneur characteristics and Qualities of an Entrepreneur , Entrepreneurial skills , Classification of Entrepreneur .

Entrepreneur Environment : infrastructural facilities for growth of Entrepreneurial climate in India. Role of Entrepreneurship in Economic Development. Factors influencing Entrepreneurship, Supporting agencies for entrepreneurship development.

Entrepreneurship and project management : Project identification , Selection, Formulation and project Appraisal .

Entrepreneurial Development programme in India: Neew for EDPs, Objective of EDPs, Curriculum of EDPs , Phase of EDPs, Institution involved in EDPs, Evaluation of EDPs.

Paper V : Business Environment

1. Need and significance of Business Environment, salient features of Capitalism , Socialism and mixed economy . Private sector and public sector .
2. Socio- cultural Environment of Business in India- Social Forces, Demographic profile, Concept of Reference Groups , Social Institutions , Culture –Meaning , Diversity and role of Business strategy Formulation.
3. Political Environment of business in India - Political System, Ideologies and Impact of political Environment of Business strategy Formulation .
4. Economic and Industrial Environment in India – Economic Planning and Development , Recent Trends in Indian Economy. Industrial Profile , Policy and Development in India.

References :

1. Business Environment – Francis cherunialm
2. Business Environment for strategic management – K. Aswathapa
3. Business policy and Environment- K.G.. Ghose & G.K. Kapoor

4. Economic Environment of Business – M. Adhikary
5. Economic Environment of Business – V.r. Garg.

Semester V

Paper I : Corporate Taxation

1. Taxation and its implication for the growth of business activities.
2. Types of taxes and their main features. Direct and indirect Taxes : Income Tax, Corporate Tax, Excise Tax , Custom Duty, Wealth Tax, Sales Tax.
3. Taxation and choice of the form of business organization .
4. Objective of Tax Planning in Business .
5. Taxation and Financial investment and dividend decision of a firm.
6. Tax incentive Schemes of the government of India for growth of business.

Paper II : Business values & Ethics

1. The need of discussion on ethics and morality in organizational context.
2. Organizational consciousness and social consciousness
3. Ingraining ethical process in life and work
4. The philosophy of decision making and profit in business . Profit as a vehicle of organic growth.
5. Leadership character : Ethical dimensions , meaning and purpose of leadership. Leadership character with leadership behaviour: Attribute and character flows of a leader . profile of charismatic leader – Overview. Character and centered leadership style: Indian insights
6. Ethical response to make reality
7. Passion for service to customers vs organizational excellence .

Book

1. Business Ethics :- David Stewart
2. Ethics in Management – S. K. Chakraborty .

Paper III : Fundamentals of Operation Research

Theory of Optimisation, Linear Programming : Formulation of problems , Graphical Method, Simplex method – Maximization and minimization
Transportation Models , Balanced and un balanced models of transportation : North –West corner method, Row Minima Method , Column Minima method, Matrix Minima method , Vogel Approximation Method , MODI method.
Assignment Models : Balanced and Unbalanced assignment method, Hungarian Method.

References :

1. Operation Research by Kanti Swarup – P.K. Gupta and man mohan
2. Operation Research and statistical Analysis – P.K. Gupta and Man Mohan

Paper IV : Management Control Technique

1. Management by objectives and Management by Exception
2. Decision making under Certainty and uncertainty . Role of Probability in Managerial decisions.
3. Cost Control – Budgetary Control and inventory Control
4. Network Analysis – PERT and CPM
5. Quality Control and Statistical Quality Control Techniques.

Paper V : Management information Systems

1. Concept , role and importance of Management Information System (MIS)
2. MIS and decision making concepts , Herbert Simon Model of Decision Making
3. Concept of information , classification of information , value of information, MIS and information Concepts
4. Concept of System Analysis and Design (SAD) , need for system Analysis , the process of SAD , MIS and System Analysis
5. Planning , Designing , and implementation of MIS
6. Concept of Philosophy of DSS
7. Introduction to Enterprise management System
8. The Concept of DBMS and RDBMS

Text Book

1. Management Information System – W.S. Jawadakar
2. Information system for modern management- Mudic, R.G & Rose J.E
3. Management Information System – Blumenthal

Semester VI

Candidate will be required to opt any one group comprising two papers of the following :

Group A : Marketing Management

Paper- I Advertising and Salesmanship

1. Selling- meaning and significance . Qualities of a successful salesman
2. Psychology in selling , selling process. Presentation and demonstration. Overcoming objectives of the customers .
3. Organisation of the sales department. Sales manager and its functions.
4. Recruitment , selection and training of salesman
5. Sales promotion,- objective and need.
6. Advertising – meaning , purpose and functions of Advertising media and their relative merits and demerits.
7. Preparation of Advertising copy and layout.

Paper II : Consumer behaviour

1. Meaning and significance of consumer behaviour. Consumer Behaviour as an interdisciplinary science.
2. Consumer Decision making . Three views of Consumer Decision making major components of a Decision making Model.
3. Influence of individual variable on personality . Perception , learning , Attitude, and their applications .
4. Influence of Environment Variables on Consumer Behaviour.
5. Consumer protection and Consumerism in India.

Group B Human Resource Management

Paper I : Human Resource Development

1. Human Resource Development: Concept of development , Meaning and Concept of HRD, Understanding of the role of HRD in Organizations.
2. Training & Development – Planning , Techniques , Evaluation of Training, Effectiveness, Development Methods .
3. Appraising and rewarding people : Difference between Merits rating, Performance. Appraisal Potential Appraisal , Latest techniques of Appraisal , self appraisal , its nature , purpose and methods.
4. Designing organizations : Structuring the organisation , restructuring, Downsizing, multiskilling , Business process , Re-engineering, Benchmarking , introducing change, change agents and their role, Designing jobs: Job Rotation, Job Enlargement, Job Enrichment, Job analysis, Job Description.
5. Problem faced by the HR Managers: Method for motivating people, Retaining people and increasing the return and investment on employee.

Paper II : Industrial Relations

1. Concept and Scope of Industrial Relations, Major indications of Industrial Relations . Absenteeism , Grievance , Lockouts , Strikes, Turnover and Discipline .
2. Industrial Disputes in india- Meaning, form , Causes and Consequences of Disputes .
3. Grievances- Meaning Causes, Grievance handing Procedures.
4. Trade unionism – Objectives, Problems of Trade Union, Concept of Collective . Bargaining and its Importance in Industrial Disputes .
5. Worker's Participation in Management- Different Form of Worker's Participation and its Significance.

Group C

Paper I : Securities & Securities Market.

Financial Market : Concept of Capital Market & Money Market and their Functions

Instruments of Financial Market :

Bonds , Stocks , Convertible securities , organized security market over the counter, market trading arrangements, efficient markets, regulations of securities markets.

Risk and Return :

Risk classification, systematic and un systematic risk measurement, standard deviations , variance , regression equation , correlation coefficient , probability distributions, statistical methods .

Bond analysis, bond selection, common stock analysis , earning analysis ,

Technical analysis, fundamental analysis, efficient market theory

Portfolio Management.

Diversified portfolios , investment performance evaluation , mutual funds

References :

Investment Management : Singh Preti

Investment Management : Bhalla , V.K.

Security Analysis : Graham Dodd, Cottle.

Paper II : International Finance

Introduction

Nature and scope of International Finance, Importance of the study of International Finance, International Finance and Domestic Finance , An Overview of International Trade & Finance .

International Trade and Finance

Modes of International Trade and Balance of Payments , Current Account, Transactions, Capital Account Transactions , Official reserve account , sectoral independence , International Independence , domestic and foreign trade , components of international Finance system , Foreign exchange market, International currency .

Exchange Rate Mechanism

Exchange rate Quotation , Exchange Rate Determination in spot market, Factors Influencing exchange rate , exchange rate theories – purchasing power parity (PPP) , Interest rate parity, method of forecasting foreign exchange rate

International Financing Decision

Overview of International Financial Market, Instruments , Cost of Capital and financial structure.

Books :

International Finance – Theory and practice – V.A.Avadhani

International Financial Managment- V Sharan.

Group D : information Resource Mangement

Paper I : E-Commerce

1. Introduction :

Conceptual Framework of E- Commerce, General Model of Business Electronics , Means of doing Business- defining E-Commerce-Emergence of E-Commerce on private networks , Finance effecting E-Commerce : E- Commerce on private network, Forces effecting E-Commerce.

2. E.D.I. – Its nature, Benefit of E.D.I. Demerits of E.D.I.

3. Type of E-Commerce

Inter organisation of E-Commerce

Intra – organizational E-Commerce

Business to Customer (B2B) E-Commerce

4. Building on E-Commerce Enterprise :

Ascertain the need of E-Commerce ; Competition , Global Reach , Customer, Service , value additions, operations oriented process, products setting up a website- Domain name registration, developing static web page, integration with Operational Database, Dynamic websites, Registering the websites with search engines .

5. Introduction to Legal and Security issue in E- Commerce

6. Electronics Payment Systems

Overview of the Electronics payment technology

7. Legal issue – Laws of E-Commerce, Issue of Trademarks & Domain Names

8. E-Commerce in India;

The Internet in India, Barriers to Growth of E-Commerce in India.

Evaluation will be made on the basis of theory and practical examinations carrying 40 marks each.

Reference Books ;

E-Commerce – Agarwala & Agarwala

E- Business – Bajaj and Nag.

Paper II : Database Management

Introduction : purpose of database system, data abstraction, data models , instance and schemes , data independence, database manager , database administration , exercises.

Entity – Relationship Model – Entities and entity sets, relationships and relationship sets, mapping constraints, primary keys, entity relationship diagram , reducing E-R Diagrams to tables, generalization and specialization , aggregation , exercises.

Relational Model – Structure of relational database, formal query languages , commercial query language, modifying database , view exercises .

Relational Database Design – Pitfalls in relational database design, normalization using functional , multivalued and join dependencies , domain key normal form, atomic values, alternative approaches to database design , exercises.

Security Integrity and auditing – Security and integrity violations ,authorization and views , Integrity constraints , encryption, statistical databases, auditing aspects exercises.

Evaluation will be made on the basis of theory and practical examinations carrying 40 marks each.

Book :-

Database System Concepts – Korth , H.F. et,al

An Introduction to database System – Vol. I & Vol II – Date C. J

Principal of Database System 2nd edition –Ulman Jeffrey , D.

Group E : Managing Rural Change

Paper I : NGO Management

1. Introduction to NGO : Definition, Policy and Practices of non-Governmental organization , Introduction to recent research on NGOs, Role of NGO in the development of any Country (in Context of India)
2. Mechanism of NGO Formatting of NGO, Role of Government, Voluntary Organization and Society in the formation & running of NGO, Funding Agency , Implementing Agency, Beneficiary , Legal Frame work of NGO
3. Management of NGO : Organizational structure Role of HRM in NGO wage & Compensation policy, Organization behaviour for NGO, Interpersonal relation in NGO , Accounting Practices involved in NGO.

Paper II: Management in Rural Development

1. Introduction to Rural Social Development :Concept of Rural Social Development, Themes and policies of Social Development, Rural Social organization, Rural extension system.
2. Rural projects & programme : The Role of NGO in rural development , Rural education & training , Design of training programme, the design and production of media for extension and training.
3. Research Methodology :Social Research method , Computer application and statistics for research and evaluation in rural development
4. Concept of Rural marketing .