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4. Keat: Economic Tools for Today's Decision Makers, Pearson Education
5. William Samuelson and Stephen G. Mark, Managerial Economics, John Wiley & Sons.
6. K.K. Dewett: Modern Economic Theory, Sultan Chand and Sons
7. Mote, Paul Gupta: Managerial Economics, Vikas Publisher
8. A. Koutsoyiannis: Modern Microeconomics, McMillan
9. R.L. Varshney & K. L. Maheshwari: Managerial Economics, Sultan Chand and Sons

3. Charles T. Horngren, Jeff Schatzberg, Gary L. Sundem and William O. Ostratton: Introduction to Management Accounting, Pearson Education.
4. Hilton Ronald: Managerial Accounting, McGraw Hill Professional
5. Charles T. Horngren, Srikant M. Datar and George Foster: Cost Accounting- A Managerial Emphasis, Prentice Hall India.
6. N.R.Swamy: Financial Accounting-A managerial Perspective, Prentice Hall India.
7. J.R. Williams, S.F. Haka, M.S. Bettner and R.F. Meigs: Financial and Managerial Accounting – The Basis for Business Decisions, Tata McGraw Hill.

t v s The Decision making is a simple function of Management. Data need to be analyzed, classified and interpreted to facilitate decision making. Statistical Analysis is a fundamental method of quantitative reasoning for managerial decision making. The objective of the course is to equip the students with techniques for data analysis

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4. U.K. Srivastava, Shenoy & Sharma: Quantitative Techniques for Management, New Age International.
- 5.

t v The objective of studying Organizational Behaviour (OB) is to understand what are the underlying assumptions and causation of behavior of the individuals in the organization and its impact on the achievement of the organizational goals.

EC A

Intro u t on to B Contributing fields to OB, OB in the context of globalization

arn n an B av or ana nt Biographical characteristic, ability, job fit, learning theories, process of behavior modification.

a u s Att tu s an Jo at s a t on The Nature and Dimensions of Attitudes; Components

u s t a n s

1. S.P. Robbins: India Organizational Behavior, Prentice Hall.
2. Keith Davis: Human Behaviour at work, Tata McGraw Hill.
3. Hersey Blanchard: Management of Organizational Behaviour, Prentice Hall India
4. K. Ashwatappa: Organizational Behaviour , Himalaya Publishing House.

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t v s This course offers a good understanding of basics of Information Technology. The students will proficiency in the use of personal computers, specifically in the use of spreadsheets and database packages will enhance. The curriculum is so designed as to provide required expertise in the use of personal computer as an effective management tool

EC A

Intro u t on to Co put rs: Classification of computers, Components of Computer System,

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t v : To encourage the all round development of students by focusing on soft skills and to make student aware about the importance, the role and the con

o v s The objective of the subject is to provide an insight to the students about the changes that are taking place in the economic sector, the effect of these changes on business and the demand placed on managers regarding national and global business environment. Another major aim of this subject is to help the management students identify economic trends and business currents that affect individual firms and the wider industry.

EC A

ono Env ron nt: Economic Environment of Business, Non- economic Environment of Business- Politico legal environment of business, Critical elements of socio – cultural environment; emerging rural sector in India and Indian Business; Social responsibility of business, Consumerism in India; Techniques of Environmental S

t v s The course has been designed to develop understanding of different concepts and theories underlying financial management and implications of various financial techniques.

EC A

Intro u t on to F nan a ana nt Meaning; Scope; Finance Function; Financial Goals; Agency Problem; Relationship of Finance with Accounts and Economics.

our s o F nan Features; Advantages and Limitations of Equity Shares; Preference Shares; Debentures; Term-Loans; Right Issue, Venture Capital, Private Equity GDR, ADR.

Cost o Cap ta Meaning; Calculation of Cost of Debt Capital; Equity Capital; Preference Capital; Retained Earnings; Weighted Average Cost of Capital.

EC B

Cap ta tru tur

6. John J. Hampton: Financial Decision Making-Concepts, Problems and Cases, Prentice Hall

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t v s The main aim of the paper is to understand the nature, tasks and the environment under which marketing operates; to study the theory, principles and practical aspects of various marketing functions; and to learn to take marketing decisions.

EC A

Intro u t on to ar t n

India, Domestic enquiry, Discipline and disciplinary actions, Dismissal and Discharge of an employee.

u a t o r The Concept of Quality of Work Life (QWL), Strategies for Improving QWL, Family integration processes.

u s t a n s

1. V.S.P. Rao: Resources Management, Excel Publishing
2. Edwin B. Flippo: Personnel Management, Tata McGraw Hill.
3. Dale Yoder: Personnel Management & Industrial Relation, Sir Isaac Pitman & Sons.
4. Arun Monappa & Saiyadain: Personnel Management, Tata McGraw Hill
5. Gary Dessler: Human Resource Management, Pearson Education.
6. K. Aswathappa: Human Resource Management, Tata McGraw Hill.
7. Edwin B. Flippo: Human Resource Management, McGraw Hill.

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t v s This course offers a good understanding of basics of Information Systems. It has been designed to acquaint the students about the evolution of computer-based information systems, basic computer software,

o v s The main objective of this subject is to help the students to understand the nature, scope, complexities and process of defining a business, research question. The learning focus is on developing business research skills to underpin the approach taken to a work integrated project.

EC A

Intro u t on: Meaning, Features, Objectives/Motives & types of Research; Defining the Research problem; Research Process, Significance of Research in Managerial decision making.

s ar D s n: Meaning, Characteristics and various concepts relating to Research Design and classification of Research Design, General phases and principles of Research Procedure.

EC B

Data Co t on: Sources of Data-Primary/Secondary Methods of collecting data; direct personal

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t v s This course offers a good understanding of basics of Information

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t v s This course aims to give students a theoretical foundation in data communications and network security. It outlines certain important aspects like network layer, transport layer and application layer of data communications. Certain network security issues are also dealt with in this subject apart from discussing the number theory and other security related issues.

EC I A

Intro u t on Data Flow, Network Categories; Reference Model: OSI, TCP/IP and their comparison.

s a a r Concept of Analog & Digital Signal; Data rate limits: Nyquist formula, Shannon Formula; Multiplexing; Transmission media, wireless transmission, Switching.

Data n i a r Error correction & Detection, Medium Access Sub layer: C or corrE15 12 Tf 1 0M96()-10.8696

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