

ADBA (w.e.f June 2010-11)

I year Course Code	SLM Code	Name of the subject	Instructional System						Credits	Marks
			PCP	AW	VGD	PDP	PEC	PRO		
ADBA-1	M-201	(A) Principles of Management	√	√	√	√			8	100
	M-202	(B) Organization Behavior								
ADBA-2	M-203	Business Communication	√	√	√	√			4	100
ADBA-3	M-207	(A) Principles of economics	√	√	√				8	100
	M-208	(B) Business Laws								
ADBA-4	M-212	Financial Management	√	√	√				4	100
ADBA-5	M-205	Financial Accounting	√	√	√				6	100
ADBA-6	C-115	Computer Fundamental	√	√				√	6	100
Total									36	600

II Year Course Code	SLM Code	Name of the subject	Instructional System						Credits	Marks
			PCP	AW	VGD	PDP	PEC	PRO		
ADBA-7	M-220	(A) Business Economics	√	√	√	√	√		8	100
	M-237	(B) Marketing Research								
ADBA-8	M-221	Cost & Management Accounting	√	√	√				6	100
ADBA-9	M-222	(A) Banking Law & Practice	√	√	√				8	100
	M-224	(B) Company Law								
ADBA-10	M-223	Human Resource Management	√	√	√	√			6	100
ADBA-11	M-211	Indian Economics	√	√	√				4	100
ADBA-12	-	Project			√			√	4	100
Total									36	600

**I YEAR PRINCIPLES OF MANAGEMENT
M-201**

SECTION –A: PLANNING AND ORGANIZING MANAGEMENT

Unit-I: Definitions of Management

Its Nature and Purpose, Management as a Science and art, the Elements of science, Patters of Management Analysis-System Approach to Operational Management.

Function of managers.

Management and Society - Social Responsibility and Ethics with Reference to Indian and EN India. Operating in a Pluralistic Society, Social Responsibility of Manager, and ethics in Managing. A Broad Overview of the Different Forms of Business Enterprises in India.

Unit-II: Nature and Purpose of Planning

Types of Plans; Steps in Planning, The Planning Process- A rational Approach to Goal Achievement.

Objectives- The Nature of Objectives, Evolving Concepts in Management by Objectives (MBO), The Process of MBO, Setting Objectives, Benefits and weakness of MBO .The Nature and Purpose of Strategies Planning Process, The TOWS matrix, The portfolio Matrix, Major kinds of Strategies and Policies, The Three Generics Competitive Strategies by Porter, Effective Implementation of Strategies, Premising and Forecasting.

Decision Making- The importance and limitations of Rational Decision Making. Evaluation of Alternatives, Selecting a Alternative, Programmed and Non- Programmed Decisions, Decision Making Under Certainty and Risk, Modern Approaches to Decision Making under Uncertainty, Evaluating the Importance of a Decision, Other Actors in Decision Making, Decision Support Systems, Systems Approach and Decision making.

Unit-III: Nature and Purpose of Organizing

Formal and Informal Organization,

Organizational Division—The Department, Organization Level and the Span of Management, Factors Determining an Effective Span, Organizational Environment for Entrepreneur and Entrepreneur, The Structure and Process of Reorganizing.

Departmentation by Simple Member, by Time, by Enterprise function, by Territory or Geography by Customer, by Process or Equipment, and by Product. Matrix Organization, Strategic Business Unit, Choosing the Pattern of Departmentation. Authority and Power, Line and Staff concepts, Functional Authority, Benefits and Limitations of Staff, Decentralization and Delegation of Authority, art of Delegation, Balance as a key to Decentralization.

SECTION – B : FUNCTIONAL METHODOLOGY

Unit – I: Human Resource Management and Selection

Definition of Staffing, Defining the Managerial job, System Approach to HRM- an overview the staffing Function, Situational Factors Affecting Staffing, Selection-Matching the Person with the Job, Systems Approach, Position Requirements and Job Designs, Skills and Personal Characteristics Required by Managers, matching Qualifications with Position Requirements, Selection- Process , Techniques and Instruments, Orienting and Socializing New Employees.

Performances Appraisal- Purposes and uses of Appraisal , Problem of Management Appraisal, Choosing The Appraisal Criteria, Traditional, Traits Appraisals, Appraising Managers Against Verifiable Objectives , Appraising Managers as Managers, Rewards and Stress of Managing , Formulating the career Strategy.

Manager Development Process and Training, Approaches to Manager Development, on – the- job Training and Internal and External Training, Managing Changes, Organizational conflict, Organizational Development.

Unit – II: Controlling the Basis Control Process

Critical control points and Standards, Control as a feedback, Real-time information and Control feed Forward Control, Requirements for Effective Controls.

Budget—Traditional non-budgetary control devices, Time-event Network analysis, information technology, use of computer in handling information, Challenges created by information technology.

Control of overall performances, budget Summaries and report, profit and loss control, Control through return investment, Direct Control vs. Preventive Control, developing Excellent Managers.

ORANISATIONAL BEHAVIOUR
M-202

Chapter –I: INTRODUCTION

PART-I

- Unit –I** : Emergence, concepts, importance, nature, characteristics.
- Unit –II** : Models, cognitive, social cognitive framework
- Unit –III** : Relationship with other fields.

PART-II

- Unit –I** : Perception- nature, concept, process and importance.
- Unit –II** : Attitude- concept, process and importance, attitude measurement.
- Unit –III** : Personality- concept, nature, types and theories.
- Unit –IV** : Learning – concept and theories.

Chapter – II: WORK MOTIVATION

- Unit- I** : Concept, application, principles theories, involvement.
- Unit-II** : Theories of Motivation: Maslow’s need hierarchy, Herzberg theory of motivation.

Chapter – III: GROUP DYNAMICS

- Unit-I** : Definition types of group, Stage of Group Development.
- Unit-II** : Group Characteristics, Group Structure, Group norms and Group Cohesiveness. Group decision-making.

Chapter – IV: LEADERSHIP

- Unit –I** : Definition and framework of leadership perspectives.
- Unit –II** : Leadership theories and models: Trait theories, Behavior theories, Leadership styles.
- Unit –III** : Nature of conflict, Reaction of conflict, Managing Conflicts.

Chapter – V: ORGANISATIONAL CHANGE

- Unit –I** : Forces of change, process for planned Organizational Cultures.
- Unit –II** : Globalization and Organizational Cross Cultures, the emergence of global organization.

BUSSINESS COMMUNICATION

M-203

SECTION –A: BUSINESS COMMUNICATION AND SELF DEVELOPMENT

Unit-1 : Introducing Business Communication

Basics Forms of Communication, Communication models and processes, Effective Communication, Theories of communication, Audience analysis.

Unit-2: Self Development and Communication

Development of positive personal attitudes, SWOT analysis, Vote's Model of interdependence, Whole Communication.

Unit-3: Corporate Communication

Formal and Informal Communication Networks, Grieving, Miscommunication (Berries), Improving Communication.

SECTION –B: PRINCIPLES OF EFFECTIVE COMMUNICATION

Unit-1: English Grammar

The Noun, The Pronoun, Articles, The Adjectives, The Verb.

Unit-2: Practices in Business Communication

Group Discussions, Mock Interview, Seminars, Effective Listening Exercises, Individual and Group Presentation and Reports Writing.

Unit-3 : Writing Skills

Planning Business Messages , Rewriting and Editing, The First Draft, Reconstructing the Final Draft, Business Letters, Sales Letters, collection Letters, Collection Letters, Office Memorandum.

SECTION –C : REPORT WRITING AND PRESENTATION SKILLS

Unit-1: Report Writing

Introduction to Proposal, Short Report and Format Report, Report Preparation.

Unit-2 : Oral Presentation

Principal of Oral Presentation, Factors Affecting Presentation, Sales Presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effectives Presentation Skills, Interviewing Skills: Appearing in Interviews, Conducting Interviews, Writing Resumes and Letter of Application.

PRINCIPLE OF ECONOMICS
M-207

Section A

Introduction

Nature and significance of economics, meaning of science, engineering & technology and the relationship with economic development.

Section B

Basic Concepts

The concept of demand & supply, elasticity of demand and supply. In differences curve analysis, price effect, income effect and substitution effect.

Section C

Money & Banking

Function of Money, Value of Money, inflation and measure to control its brief data of function of Banking System.

BUSSINESS LAWS
M-208

Unit 1: The Law of Contract

Agreement and Contract; Void and Voidable Contracts; Capacity of Parties; Free Consent; Legality of Object and Consideration; Performance and Discharge of Contracts; Indemnity and Guarantee; Bailment and Agency.

Unit 2: The law Relating to Sale and Goods

Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property Doctrine of Caveat Emptor, Auction Sale, And Unpaid Seller.

The Laws Relating to Carriage of Goods-

Introduction, Carriage by Land; Carriage by Sea; Carriage by Air.

The Laws Relating to Partnership-

The Partnership Act; Nature, Test and Types of Partnership; Partnership Deeds, Right and Liabilities of Partners; Registration; Dissolution.

Unit 3 : The Law Relating to Companies

The Companies.

FINANCIAL MANAGEMENT
M-212

SECTION –A

Unit-1 : Introduction : Financial Objectives – Profits and Wealth Maximization, Finance Function, Role of Finance Manager.

Unit-2 : Capitalisation : Basics of Capitalisation, Estimation of Annual Net Earnings, Capitalisation Rate, Overcapitalisation, Undercapitalisation.

SECTION –B

Unit-3 : Capital Structure : Principle of Capital Structure , Management , Factors Affecting Capital Structure.

Unit-4 : Capital Structure and cost of Capital : Concept of Cost of Capital- Importance Calculation, Composite, Leverage, Theories of Capital Structure.

SECTION –C

Unit-5 : Time Value of Money : Compounding and Discounting Techniques, Present Value of Cash Flows, Techniques of Evaluation of Capital Expenditure Proposals.

Unit-6: Sources of Working Capitals: Meaning and Concept of Working Capital, Management, Management Policies and Various Elements, Cash Management – Nature, Planning Aspect, Control Process, Models, Cash Budgets, Playing and Kinds of Floats.

Financial Accounting
M-205

Section A: Fundamentals of Accounting

UNIT 1: Meaning and Scope of Accounting

Need, Development and Definition of Accounting; Book keeping and Accounting; Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

UNIT 2: Accounting Principles

International Accounting Standards (Only Outlines); Accounting Principles; Accounting standards in India.

UNIT 3: Accounting Transactions

Accounting Cycle; Journal; Rules of debit and credit; Compound Journal Entry; Opening Entry; Relationship between journal and Ledger, Rules Regarding Posting; Trail balance; Sub Division of Journal.

Section B: Concepts of Income and Depreciation

UNIT 1: Capital and Revenue

Classification of Income; Classification of Expenditure; Classification Receipts. Accounting Concept of Income; Accounting Concepts and Income Measurement; Expired Cost and Income Measurement. Final Accounts; Profit and Loss account; Balance sheet; Adjustment entries. Rectification of Errors; Classification of Errors; Location of Errors; Rectification of Errors; Suspense Account; Effect on Profit.

UNIT 2: Depreciation Provisions and Reserves

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion, Amortization and Dilapidation; Depreciation Accounting; methods of Recording Depreciation; methods for Providing Depreciation of Different Assets; Depreciation of Replacement Cost; Depreciation Policy as per Accounting Standard : u; Depreciation Accounting; Provisions and Reserves.

UNIT 3: Accounts of Non - Trading Institutions

Introduction, Financial Statements of Not-for-Profit organizations, Income and Expenditure Account, Steps in Preparation of Balance Sheet, Incidental trading Activity.

COMPUTER FUNDAMENTAL C-115

Section A

Information Concepts & Processing

Definition of information, data vs information, introduction to information system, information representation digital media, images, graphics, animation, audio, video, etc. Need a value & quality of information the concept of information entropy & numerical.

Section B

Computer Appreciation

Definition of electronic computer, history, generation, characteristics and application of computers, classification of computer RAM, ROM, computer hardware, CPU, various I/O devices, peripherals, storage media, software definition and concepts.

Section C

Data Communication & Networks

Computer networks, networking of computers, introduction to LAN, WAN, MAN, network topologies, basic concepts in computers, computers networks, introduction to GPRS, CDMA, GSM & FM technologies.

Section D

Introduction to Internet Technologies

HTML, DHTML, WWW, FTP, TELINET, web browser, net surfing, search engines, E-mail, ISP, e-commerce, public key, private key, safety of business transaction on web.

Concepts in Operation System

Elementary concepts in operations system, GUI, introduction to DOS, MS windows, Classification of computers, RAM, ROM, computer hardware, CPU, various I/O devices, peripherals storage media, software definition and concepts.

II YEAR

BUSINESS ECONOMICS M-220

UNIT-I

The Market Mechanism: Price and output determination. Price policies-factors affecting pricing policy, general considerations while formulating pricing policies, objectives of pricing policy, pricing practices.

UNIT-II

Market: Perfect Competition, price and output determination, profit maximization as the goal of the firm.

Imperfect Competition: Monopoly, discriminating Monopoly.

UNIT-III

Wages: Nominal and Real wages, Marginal productivity theory of wages and its criticism.

Interests: Nature of interest, Gross Vs. pure rate of interest, classical theory of interest and its criticism, The Loanable funds theory of interest and its criticism, Liquidity Preference, Theory and its criticism, Modern Theory of Interest (LS-LM approach).

UNIT-IV

Profit: Concept of profit, gross and net profits, comparison of accountant and economist's profit. Profit theories-Hawket's Risk bearing theory, Profit as a reward for uncertainty bearing, Profit as a reward for innovation, Dynamic theory of profit.

UNIT-V

Rent: Meaning, Economic Rent, Quasi Rent, Rent Theories Ricardian Theory of Rent, Modern Theory of rent.

Business Cycle: Meaning, Phases and effects of business cycles, causes of business cycles, Measures to minimize the impact of business cycle.

MARKETING RESEARCH (M-237)

UNIT- I

Marketing Research: Meaning, functions and importance.

UNIT- II

Marketing Research Process: Objectives and needs.

Types of Research: Exploratory, Descriptive and Experimental.

UNIT- III

Data Collection: Primary and Secondary sources, the process of data collection & analysis, Hypothesis testing, Questionnaire construction, Accuracy of observed data. Planning & Rating system in measurement.

Attitude Measurement scales.

UNIT- IV

Survey Administration: Administering questionnaires.

Sampling: Types of samples, sampling problems & procedures.

UNIT- V

Consumer Research: Motivational research techniques, focus group interviews, depth interviews and projective techniques.

Preparation of Report and Report Writing.

COST AND MANAGEMENT ACCOUNTING (M-221)

UNIT-I

Meaning, Scope, objectives of Cost Accounting & Management Accounting, Financial Accounting Vs. Cost Accounting Vs. Management Accounting. Advantages & Limitation of Cost & Management Accounting. Elements of Cost, Cost Sheet, Cost Concepts, Cost Classification.

UNIT-II

Total Cost and Marginal Cost: Cost-Volume-Profit Analysis, relevant costing for decision-making.

UNIT-III

Budgetary Control: Meaning of budget, budgetary control: Objectives, uses Types of Budget-functional, fixed and variable budget.

UNIT-IV

Standard costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material, Labour.

UNIT-V

Analysis of financial statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

BANKING LAW & PRACTICE (M-222)

UNIT-I

Main provisions of the Banking Regulation Act 1949, RBI Act 1934, Banker & Customer relationship. Opening and operations of different kinds of bank accounts & their special features.

UNIT-II

Legal provisions regarding loans & advances, general principles of sound lending. Types of securities & secured advance like lien. Pledge, hypothecation & mortgage.

UNIT-III

Practice & law relating to Negotiable Instruments cheques, Bill of exchange, promissory notes, payment in due course, Endorsement, Crossing, maturity.

UNIT-IV

Guarantees & laws of suretyship.

UNIT-V

Protection to a collecting banker and to a paying banker.

COMPANY LAW (M-224)

UNIT-I

Definition, Features & Classification of Companies.

UNIT-II

Incorporation of Company with special reference to documents viz memorandum of association, articles of association, prospectus and statement in lieu of prospectus.

UNIT-III

Company Meeting and Resolution: Statutory, Annual General & Extraordinary general meetings.

UNIT-IV

Power of the Company Law Board to call meeting, Requisition of valid meeting, voting, resolutions, minutes, proxy quorum. Issue, allotment, transfer and transmission of shares.

UNIT-V

Right & duties of Company directors (including liabilities), directors as agent, trustees, qualifications, disqualification.

HUMAN RESOURCE MANAGEMENT (M-223)

UNIT-I

HRM: Introduction, Objectives, Structure and functions of HR department.

UNIT-II

- Changing role of HRM in India.
- Human Resource Planning Process.
- Recruitment and Selection-Need, Methods and Practices in Indian Organizations.

UNIT-III

Internal Mobility: Transfer, Promotion, Demotion.

UNIT-IV

Training & Development: Meaning, Importance, Methods & Practices, Process of Training & Development.

UNIT-V

Performance Appraisal: Meaning, Objectives, Methods and Practices.

- Career & Succession Planning, Counseling.
- Compensating Employees.

INDIAN ECONOMICS (M-211)

UNIT-I

Indian Economy: Sectoral divisions-public sector, joint sector, private sector, cooperative societies, small scale enterprises.

UNIT-II

Economic Growth, Development and Underdevelopment: The concept of economic growth, Meaning contrast of economic growth and development. Under development indicators, common characteristics of underdeveloped countries. Factors in Economic Development, Strategy of growth: Balanced vs. Unbalanced growth.

UNIT-III

Economic Problems of Growth: Saving and capital formation, poverty, unemployment, inflation, parallel economy, industrial sickness.

UNIT-IV

Nature of Indian Economy: India-A developing economy, A dualistic economy, A mixed economy.

UNIT-V

National Economic Planning: Planned Economic development since 1951 (objects, achievements and constraints). Five year plans, Assessment of Indian Planning.

