

Semester: II

FC: 201 : Business Communication: II (Foundation Course)

Theory: Credit: 3 (70%)

Total Marks: 100

Practical: Credit: 1(30%)

| Unit | Topics Covered under unit | Wt. |
|------|--|-----|
| I | Sales promotion letter, promotional emails Precise writing, Reading Comprehension | 25% |
| II | Theory Of Communication: Types Of Communication Objective Of Communication Obstacles Of Communication | 25% |
| III | Report Writing: 1. Individual report- Employee satisfaction report Report for Starting of new branch Report on product performance in the market. 2. Committee Report with note of dissent: Feasibility report, Employees' grievances report. | 25% |
| IV | Practical Aspects of Communication Group Discussion & Personal Interview (25%) Listening CDs of level II (25%) Reading Skill (25%) Noting down the reading of the Examiner (25%) | 25% |

Recorded Materials Recommended:

1. Keep up Your English B B C. (Audio)
2. Choosing your English. BBC
3. Language of Business BBC
4. Getting on in English BBC

Reference Books:

1. Business communication by MKSehgal & V. Khetarpal, excel books, New Delhi
2. Communication skills by Dr. N. Rao & Dr. R. P. Das
3. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
4. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
5. Pal and Suri, Essential of Business Communication. S. Chand

CC: 201: Management Theory & Practice (Core Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

| Unit | Topics Covered under unit | Wt. |
|------|--|-----|
| I | Management organization Levels of management (Top, Middle and lower), Social responsibility of business, administration and management, Henry Fayal's contribution (14- principles of management). | 20% |
| II | Emerging issues in management Professionalization of Management in India: Meaning ~ Reasons for Professionalization -Challenges against professional Management in India; Creativity and Innovation - Meaning of Creativity and Innovation -Role of Creativity Managerial Efforts; Japanese and American Management -Key differences; Management Information System -Concept and Importance; | 20% |
| III | Introduction to functional management Introduction to Functional Management; Production Management -Concept and Functions; Marketing Management -Concept and Key Decision Areas, Financial Management - Concept and Key decisions | 20% |
| IV | Motivation and leadership theories Motivation Theories -Introduction -Maslow's Need Hierarchy - Hertzberg's Two Factor theories -Theory X and Theory y~ Leadership Theories -Trait Theory Managerial Grid by Blake and Mouton -Fiedler's Contingency Theory | 20% |
| V | Introduction to strategic management Introduction to Strategic Management-Definition -Features - Difference between operating Management and Strategic Management -Strategic Planning Formulation Process -SWOT Analysis -Brief Idea of Strategy Implementation -Seven S Model. | 20% |

Reference Books:

1. Rao V.S.P. and Krishna V, Hari, Management Text & Cases, Excel Books, New Delhi.
2. L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi
3. Dr. C. B. Gupta: Business Management, Sultan Chand & Sons, New Delhi,
4. David Fred R: Strategic Management, Prenlice Hall, New Delhi.

CC: 202: Macro Economics (Core Course)

Theory: Credit: 4 (100%)

Total Marks: 100

| Unit | Topics Covered under unit | Wt. |
|------------|---|------|
| I | Macro economics & National income :- Nature, scope and subject matter of macroeconomics, Concept and definition of National Income, circular flow of income – concept of GDP ,GNP & NNP-Methods of Measurement/estimation of National Income & Difficulties in measuring N.I. , significance of national income. Concepts of personal Income – Disposable Income – Real income - Per Capital Income. | 25 % |
| II | Theory of Income & Employment Classical theories of employment –Keynesian macroeconomic theory of employment: Consumption function – Investment function – Propensity to consume and save – Aggregate demand and aggregate supply and level of prices – principle of effective demand – Equilibrium of saving and investment – Investment multiplier, Types, effect and control of Inflation and deflation. philips curve | 25% |
| III | Theory of money & interest a. Money: Definitions of Money – Functions of Money – Value of money –The quantity theory of money – Fisher’s & cambridge cash balance equations – their comparison and criticism – components of money supply – concepts of M1, M2,M3 & M4. b. Theories of Interest rate: Classical theory – Loanable funds theory – Liquidity preference theory and its motives. | 25% |
| IV | Banking Functions of commercial banks – credit creation – Leakage and limitations of credit creation – Functions of central Bank - weapons of credit control – Quantitative and Qualitative methods | 15% |
| V | Business cycle Concept of business cycle – phases of business cycle – characteristics of phases of business cycles. | 10% |

Reference Books:

1. Macro economics by D.M.Mithani , Himalaya publication
2. Macro Economics by R. Cauvery (S.Chand Publication.)
3. Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi.2006
4. Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5thEd.
5. D. N. Dwivedi – Macro Economics – Tata McGrew Hill, New Delhi-2006

CC: 203: Corporate Accounting: I (Core Course)

Theory: Credit: 4 (100%)

Total Marks: 100

| Unit | Topics Covered under unit | Wt. |
|------------|---|-------------|
| I | <p>Shares and Share capital</p> <p>Meaning of share and share capital; Types of shares ; Types of share capital; Depository system- meaning, Merits and demerits ; Difference between reserve capital and capital reserve; Meaning of over subscription and under subscription; Calls in advance and calls in arrears; Issue of shares at par, premium and discount; Provisions in act for premium and discount; Forfeiture of shares;</p> <p>Example on Issues, Forfeiture and Re-issues of shares excluding Pro-rata allotment. (Entries in the journal and balance sheet effect).</p> | 25 % |
| II | <p>Issue of Bonus Shares</p> <p>Meaning; Reasons for issue of bonus shares; Methods of giving bonus; Legal provisions; SEBI guidelines for issue of bonus shares-2000.</p> <p>Example on issue of bonus shares and making partly paid shares fully paid (Entries in the journal and balance sheet effect).</p> | 20% |
| III | <p>Splitting of Shares</p> <p>Meaning of alteration of share capital; Conditions for the alteration of share capital; Methods of altering share capital; Alteration in the form of share capital; Diminution of capital.</p> <p>Examples on alteration in the form of share capital.</p> | 15% |
| IV | <p>Final Accounts of Companies</p> <p>A. Basic Terms: (20%)</p> <p>Dividend; Proposed Dividend; Interim dividend; Unclaimed dividend; Dividend equalization fund; Less tax dividend; Provisions and reserve; General reserve; Contingency reserve; Debenture redemption fund.</p> | 40% |

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| | B. Preparation of Final accounts in horizontal form (20%) Adjustment; Valuation of stock; Depreciation; Pre-paid expenses; Pre-received income, Interest on debenture; Provisions and reserve; Dividend; Contingent liability. | |
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Reference Books:

1. Advanced Accountancy, Volume-2, By S. N. Maheshwari (Vikas Publishing House, New Delhi.)
2. Corporate Accounting - By Dr. V. K. Goyal (Excel Books, New Delhi.)
3. Principles & Practice of Accountancy – R. L. Gupta & V. K. Gupta (Sultan Chand and Sons, New Delhi).
4. Corporate Accounting-I, By S. Anil Kumar, V. Rajesh Kumar, B. Mariyappa.(Himalaya Publishing House, Mumbai).

CC: 204: Business Statistics: I (Core Course)

Theory: Credit: 4 (100%)

Total Marks: 100

| Unit | Topics Covered under unit | Wt. |
|------------|---|------------|
| I | Introduction of Statistics : Meaning and Definitions of Statistics, the Nature of a Statistical Study, Importance of Statistics in Business, Limitations of Statistics, Types of data collection methods, Types of classification data , Types of frequency distribution, Types of class intervals, Types of diagrams and their importance. | 20% |
| II | Measures of Central Tendency and Dispersion Introduction; Types of measure of central tendency: Mean, Median and Mode; Harmonic mean; Geometric mean, Their merits and demerits, Practical problems. Types of measures of dispersion: Range, Coefficient of range, Quartile deviations, Standard deviation, Variance. | 20% |
| III | Correlation Definition of Correlation, Types of Correlation, Scatter Diagram Method, Karl Person's Correlation Coefficients, Rank Correlation Coefficients, Correlation Coefficients for Bivariate frequency distribution, Probable error for Correlation Coefficients. Regression Definition of Regression, Regression lines, Regression Coefficients, Properties of regression Coefficients, Fitting of regression lines and estimation for Bi-variate frequency distribution. | 20% |
| IV | Multiple Regression and Correlation Analysis Introduction, Multiple Regression, Standard Error of Estimate, Partial and Multiple Correlation, Multiple Correlation, Advantages and Limitations on Multiple Correlation Analysis. | 20% |

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| | <p>Index Numbers</p> <p>Introduction and meaning of index number, Their usages, Fixed base and chain base method, Methods of construction index number: Laspayer's, Paashe's, Fisher's, Bowley, Marshall, Edgeworth Index number, Time reversal and factor reversal teats.</p> | |
| V | <p>Time Series Analysis and Forecasting Methods</p> <p>Time Series analysis components of time series & methods of estimation of trend seasonal components by moving averages, Linear Trend, Non-Linear Trend, Measurement of Seasonal Variation, and Forecasting.</p> <p>Linear Trend, Non-Linear Trend, Measurement of Seasonal Variation, and Forecasting.</p> | 20% |

Reference Books:

1. Practical Business Statistics Frederick F. Croxton & Dudley Asia publishing House, Ps. 20.
2. Modern Business Statistics John B. Freund & Frank, J. Williams, Modern Asia Edition (Prentice Hall Inc. Charles E. Tuttles)
3. Statistics : Methods & Analysis, Lincol L. Chao, McGraw-Hill Book Co. (international Student Edition) S. 5.20.
4. Statistics Analysis for business Decision, William A. Supurr & Charles P. Bonini Richard D. Triwin Inc. Home wood, illunoise S..9.95.
5. Wheldon's Business statistics and Statistics Method G.L. Thrikettle Macdonald & Evansm Ltd.
6. Statistics for Economic and Business, Donald W. Paden E.F. Lindquist, McGraw-Hill Book Co, India. S. 2-15.
7. Executive Decisions thought O.R. Wagner T.M.

EC: 201: Environmental Studies (Elective Course)

Theory: Credit: 4 (100%)

Total Marks: 100

| Unit | Topics Covered under unit | Wt. |
|------|---|-----|
| I | <p>The Multidisciplinary Nature of Environmental Studies: Definition, scope and importance, Need for public awareness</p> <p>Natural Resources: Renewable and Non-renewable Resources: Natural resources and associated problems, Forest resources: Use and over-exploitation, deforestation, Timber extraction, mining, dams and their effects on forests and tribal people</p> <p>Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.</p> <p>Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources,</p> <p>Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity</p> <p>Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.</p> <p>Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification</p> <p>Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.</p> | 25% |
| II | <p>Ecosystems Concept of an ecosystem, Structure and function of an ecosystem. Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem:</p> <p>(a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans)</p> | 15% |

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| <p align="center">III</p> | <p>Biodiversity and Its Conservation : Introduction, definition: genetic, species and ecosystem diversity. Bio-geographical classification of India., Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option Values, Biodiversity at global, National and local levels, India as a mega-diversity nation. Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p> | <p align="center">20%</p> |
| <p align="center">IV</p> | <p>Environmental Pollution: Definition, Causes, effects and control measures of (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards</p> <p>Solid waste management: Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, Pollution case studies, Disaster management: Floods, earthquake, cyclone and landslides</p> <p>Social Issues and the Environment : From unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns, Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation. Consumerism and waste products, Environment Protection Act., Air (Prevention and Control of Pollution) Act., Water (Prevention and Control of Pollution) Act., Wildlife Protection Act., Forest Conservation Act., Issues involved in enforcement of environmental legislation, Public awareness.</p> | <p align="center">25%</p> |
| <p align="center">V</p> | <p>Human Population and the Environment : Population growth, variation among nations., Population explosion— Family Welfare Programme., Environment and human health., Human rights, Value education, HIV/AIDS., Women and Child Welfare, Role of Information Technology in environment and human health.</p> | <p align="center">15%</p> |

Reference Books:

1. Environmental Studies, By. N. K. Uberoi, Second Edition, Excel Books Publication.
2. Environmental Management, By. N. K. Uberoi, Second Edition, Excel Books Publication.

EC: 202: IT Tools and Applications (Elective Course)

Theory: Credit: 2 (50%)

Total Marks: 100

Practical: Credit:2 (50%)

| Unit | Topics Covered under unit | Wt. |
|------------|--|------------|
| I | <p>Introduction to Computers, Operating System, Windows & its Utilities</p> <p>Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer.</p> <p>Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows</p> <p>Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments.</p> | 25% |
| II | <p>MS Word</p> <p>MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords.</p> | 25% |
| III | <p>MS Excel</p> <p>Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet.</p> | 25% |

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| | <p>Functions and formulas:</p> <p>1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if</p> <p>2. Logical : AND, OR, NOT, if</p> <p>3. Statistical: Min, max, avg, count if</p> <p>4. Text: Concatenate, Exact, find, left, right, lower, upper, trim</p> <p>6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, datediff</p> <p>7. Financial Functions: FV, IPMT, NPER, NPV, PMT, PV, Rate</p> <p>Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).</p> | |
| IV | <p>MS PowerPoint</p> <p>Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show</p> | 25% |

University Examination Scheme (70-Marks) :

Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications.
3. Olevel- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.