

PAPER-1 Business Communication: I

Unit	Topics Covered under unit	Wt.
I	Grammar: Tense, Voice and Modals Vocabulary: Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons).	25%
II	communication Theory : Process of Communication Characteristics of Business Communication Importance of Business Communication	25%
III	Business Communications : a. Format and Layouts of business letters b. Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.	25%
IV	Practical Examination: - Listening Comprehension (25%) - Group discussion and individual speaking (25%) - Listening (25%) - Journal Writing (Review of at least one short story/Biography of business leaders and two articles form the leading business news papers). (25%)	25%

Reference Books:

1. Business Communication by M.K. Sehgal, Excel Books, New Delhi
2. Practice English Grammar By A. J. Thomson & A. V. Matrinet
3. Modern Business Letters By L. Gartside (ELBS)
4. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
5. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
6. Business Communication- By R. K. Madhukar, (Vikas Publishing House Pvt. Ltd., Noida)

PAPER-2 Principles of Management

Unit	Topics Covered under unit	Wt.
I	NATURE AND SCOPE OF MANAGEMENT	
	Meaning, Significance and objectives, Management as a process, Management as a professional instead of professional, Evolution of Management theory: a brief idea. Schools of management Thoughts. Scientific management School. System and Contingency school, Management Process school, Human Behavior school and Empirical school of Professionalisation of management in India.	20%
II	PLANNING AND DECISION MAKING	
	Meaning, nature, planning premises and constrains; Planning process; typology of plants; Forecasting meaning and significance;, M.B.O.- significance and process; Decision Making :- Decision making process.	20%
III	ORGANIZING	
	Definition; process; principles; Departmentation; Delegation of authority; centralization and decentralization. Informal organization; Organization chart; Types of Organization: Line functional. line and staff and committee. Hierarchy of Organization.	20%
IV	STAFFING AND DIRECTING:	
	Staffing: Introduction -Definition -Importance -Brief Idea of Main Staffing functions; Directing - Introduction -Definition -Directing and Coordination Importance ~ Brief Idea of Directing Tools (Definitions and Features of Leadership, Motivation. Communication and Supervision) -: Communication Process and Barriers in Communication	20%
V	CONTROLLING	
	Introduction -Definition -Controlling Process - Importance of Controlling -Brief idea ofControUing Techniques -Ideal Controlling System	20%

Reference Books:

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

PAPER-3 Principles of Accounting

Unit	Topics Covered under unit	Wt.
I	CONCEPTUAL FRAMEWORK: Meaning and objectives of accounting- Business transactions, , classifications of accounts, Rules for Debit & Credit– difference between capital and revenue expenditure. - Basic accounting terms: assets, liabilities, capital, expenses, debtors, creditors, goods, cost, gain, stock, purchase, sale, loss, profit, voucher, discount, transaction, drawings, depreciation, reserve & provisions.	20%
II	ACCOUNTING CYCLE : Introduction of journal, various and ledger - Examples related only to recording the transaction into journal, posting into ledger, balancing.	20%
III	ACCOUNTING PRINCIPLES AND DEPRECIATION ; Accounting concepts- Accounting conventions (Theory Only)- Depreciation, examples on fixed installment Method, Diminishing Balance Method.	20%
IV	PREPARATION OF FINAL ACCOUNTS Trial Balance - Trading account, profit and loss account and balance sheet of sole proprietor.	20%
V	SUBSIDIARY BOOKS Purchase book- Sales Book – Purchase Return Book, Sales Return Book- Bills Receivables Book – Bills Payable Book – Triple Column Cash Book with discount, cash and bank column.	20%

Reference Books:

1. Introduction to Accountancy-by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K. Maheshwari (Vikas Publishing House, New Delhi)
2. Financial Accounting. By Narayan Swamy (Prentice Hall India., New Delhi)
3. Financial Accounting. By Ashish Bhattacharya (Prentice Hail India. New Delhi)
4. Financial Accounting-by P.c. Tulsian (Tata McGraw Hill Publishing CO"New Delhi)
5. Principles and Practice of Accountancy –B. S. Shah Prakashan.

PAPER -4 Micro Economics

Unit	Topics Covered under unit	Wt.
I	NATURE AND SCOPE OF ECONOMICS : Nature of Economics and subject matter of Economics – Micro and macro economics, Robbins definition.	25%
II	Basic concepts: Good, Utility, Price & value, Wealth and welfare, Equilibrium, Consumption, production, Consumer's surplus, Std. of living, Capital Entrepreneur (Mgt).	25%
III	DEMAND & SUPPLY Meaning of demand - Demand Determinants, the law of demand- change in demand - meaning of supply, Determination of supply- the law of supply- change in Supply, Equilibrium price interaction of demand and supply. Time element in the theory of price.	25%
IV	COST & REVENUES, FACTOR PRICING: Basic cost concepts – Total cost, fixed cost, variable cost, average cost, and marginal cost in short run and long run, theory behavior, and relationship- Economics and diseconomies of scale – Concept of factors of production, The Marginal Productivity theory of Distribution under perfect competition and imperfect competition.	25%

Reference Books:

1. Micro economics-by S. K.Agarwala Excel Books, New DeihL
2. Principles of eonomics by P,M.Bhutani-Taxman's
3. Micro-economics by D.M.Mithani –(Himalaya publishing company)
4. Dwivedi D. N., Micro Economic Theory (Vikas Publishing House).
5. Sundaram K. P. M., Elements of Economic Theory (Sultanchand & Company, New Delhi) .

PAPER- 5 Business Mathematics-I

Unit	Topics Covered under unit	Wt.
I	<p>SET THEORY Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.</p> <p>REAL NUMBER SYSTEM Definition of Natural numbers, Integers, Rational numbers & irrational numbers, Real numbers- absolute value and its properties.</p> <p>FUNCTION : Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.</p>	30%
II	<p>DETERMINANT AND MATRIX Meaning of matrix and types of matrices- Null matrix, square matrix. identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.</p>	20%
III	<p>CO-ORDINATE GEOMETRY Co-ordinate of points, slope and intercepts of a straight line, equation of a straight line, different forms of equations of a straight line - (1) $\frac{y-y_1}{y_1-y_2} = \frac{x-x_1}{x_1-x_2}$. (2) $y-y_1=m(x-x_1)$. (3) $y=mx + c$ (4) $\frac{x}{a} + \frac{y}{b} = 1$. General equation of a straight line, concurrent lines, angle between two straight lines, distance between two points area of a triangle and quadrilateral, collinearity of three points.</p>	30%
IV	<p>LIMIT Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof) : $\lim_{n \rightarrow \infty} (1 + \frac{1}{n})^n$, $\lim_{n \rightarrow \infty} (1 + \frac{1}{n})^{\frac{1}{n}}$, $\lim_{x \rightarrow \infty} \frac{1}{x}$ and $\lim_{x \rightarrow \infty} \frac{1}{x-a}$ and $\lim_{x \rightarrow \infty} \frac{1}{x-a}$ and $\lim_{x \rightarrow \infty} \frac{1}{x-a}$</p>	20%

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.

PAPER – 6 Management for MSMEs'

Unit	Topics Covered under unit	Wt.
I	MSMEs' in India: Concept of entrepreneur and entrepreneurship – Quality and characteristics of entrepreneur- Overview and history of entrepreneurship – Definition, overview and history of SME's in India – Performance and role – Production, employment & Export opportunities in MSMEs'- Steps involved in setting up MSMEs'.	30%
II	Programmes, Schemes and Services: Schemes implemented by the ministries- Schemes under five year plan – Micro and small enterprise cluster development program – Credit linked capital subsidy scheme for technology up gradation, Credit guarantee scheme, Assistance to entrepreneurship envelopment institutes – Special Schemes to Backward area – Schemes on trade related entrepreneurship assistance and development (TREAD) women – Promotional schemes for women.	40%
III	MSME's Policies: Central government policies- SME and export promotion policy -Development act, 2006	15%
IV	Emerging trends and Institutions Supporting MSME: Overview of WTO, IPR, INMSE (International SME network- Bar coding.	15%

Reference Books:

1. Dynamics of Entrepreneurship development, Vasant Desai.
2. Entrepreneurship development in India, C. B. Gupta and N P Srinivasan.
3. Entrepreneurship development, S. S . Khanka.
4. Entrepreneurship and small business Management, C B Gupta and S S Khanka.
5. Small business and Entrepreneurship, Paul Burns and Dewhant.

PAPER – 6 Forms of Business Organization

Unit	Topics Covered under unit	Wt.
I	<p>Nature and scope of Business - Meaning, Understanding and objectives of Business, Industry and Commerce. - Branches of Business.-- Importance of Business, Industry and Commerce</p> <p>Forms of Business Organization Sole proprietorship, partnership, joint stock company, Co-operative Society and public Enterprises. :- - Meaning, Features, Formation and Merits / Demerits of above.</p>	25%
II	<p>Company Formation The procedure with emphasis on Memorandum of Association, Articles of Association, and Prospectus :- Conversion of Private Ltd. Co. - Doctrine of Indoor management.</p> <p>Company Management : Director, managing Director, company Secretary : Position, qualification - Appointment Remuneration- Powers- Duties - Responsibilities.-Managing Directors, company Secretary : position, qualification, appointment, rights, duties and Responsibilities.</p>	30%
III	<p>Company Meetings : Types and Procedure Equity shareholders : Statutory General meeting, Annual General Meeting Extra ordinary General meeting. Preference shareholders. Creditors : Debenture holders; Creditors. Meeting of Board of Directors. Minutes of the Annual General meeting.</p>	25%
IV	<p>Share Capital Share, stocks and Debenture; classification of shares and share capital and debentures, share Coupon, calls on shares, Forfeiture of shares, surrender of shares Transfer and Transmission of shares.</p>	20%

Reference Books:

1. Fundamentals of Business Organization. By Y. K. Bhushan, (Sultan Chand and Sons.)
2. Modern Business Organization and Management. By S. A. Sharlekar.
3. Indian Economy. By A. N. Ag(8wal.
4. The Essence of Merger and Acquisition, By p, S. Sudarshan.