

SCHEME OF EXAMINATION
and
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION
(COMPUTER AIDED MANAGEMENT)



FROM THE ACADEMIC SESSION 2014-15

MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM) FROM THE SESSION 2014-15**

**First Year
First Semester**

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAMN101	Conceptual Foundations of Management	80	20	-	100
BCAMN102	Business Economics	80	20	-	100
BCAMN103	Mathematics for Managers	80	20	-	100
BCAMN104	Financial Accounting	80	20	-	100
BCAMN105	Introduction to Computers	50	-	50	100
	TOTAL				500

Second Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAMN201	Business Environment	80	20	-	100
BCAMN202	Organization Behaviour	80	20	-	100
BCAMN203	Business Statistics	80	20	-	100
BCAMN204	System Analysis and Design	80	20	-	100
BCAMN205	Operating System and Networking	50	-	50	100
BCAMN206	Cost and Management Accounting	80	20	-	100
	TOTAL				600

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM) FROM THE SESSION 2014-15**

**SECOND YEAR
Third Semester**

Paper NO	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAMN301	Human Resource Management	80	20	-	100
BCAMN302	Financial Management	80	20	-	100
BCAMN303	Marketing Management	80	20	-	100
BCAMN304	Production Management	80	20	-	100
BCAMN305	Internet Technology	50	-	50	100
BCAMN306	Disaster Management	80	20	-	100
	TOTAL				600

Fourth Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAMN401	Public Relations Management	80	20	-	100
BCAMN402	Quantitative Techniques	80	20	-	100
BCAMN403	DBMS	50	-	50	100
BCAMN404	Multimedia Technology	50	-	50	100
BCAMN405	Business Research Methods	80	20	-	100
BCAMN406	Human Rights and Values	80	20	-	100
	TOTAL				600

NOTE: Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM) FROM THE SESSION 2014-15**

**THIRD YEAR
Fifth Semester**

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAMN501	Business Policy and Strategic Management	80	20	-	100
BCAMN502	Mercantile Law	80	20	-	100
BCAMN503	Consumer Behavior	80	20	-	100
BCAMN504	RDBMS	50	-	50	100
BCAMN505	Software Engineering	50	-	50	100
BCAMN506	Cyber Security	80	20	-	100
BCAMN507	Summer Training Report	100	-	-	100
	TOTAL				700

Sixth Semester

Paper No	Title Of the Paper(s)	Theory Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BCAMN601	Entrepreneurship Development	80	20	-	100
BCAMN602	International Business	80	20	-	100
BCAMN603	Distributed Database Management	80	20	-	100
BCAMN604	E-commerce	80	20	-	100
BCAMN605	Programming in Visual Basic	50	-	50	100
BCAMN606	Project Report	100	-	-	100
BCAMN607	Comprehensive Viva Voce	100	-	-	100
	TOTAL				600

External marks: 80
Internal marks: 20
Time: 3hrs.

CONCEPTUAL FOUNDATIONS OF MANAGEMENT
COURSE CODE: BCAMN 101

UNIT-I

Concept, nature, scope and functions of management; levels of management, evolution and foundation of management theories classical and neo classical theories, system approach and modern organization theory.

UNIT-II

Management planning process, objectives and characteristics, the concept of policy, rules, programs, procedure, strategy, procedure and forecasting.

UNIT-III

Organization: meaning, importance and principles, departmentation, span of control, type of organization, concepts of authority, levels of authority, difference between authority and power; concept of delegation and decentralization.

UNIT-IV

Co-ordinations, directing and management control, decision-making, management by objective (MBO), case studies/group discussions.

Suggested Readings:

1. Management Theory and Practice by C. B Gupta (Sultan Chand and Sons)
2. Essentials of Management by Koontz and Wehrich (Tata McGraw-Hill)
3. Chandan. J. S. Management: Concepts and Strategies, (Vikas Publishing House), New Delhi
4. Robbins and Coulter, Management, Prentice Hall of India, New Delhi
5. Mohan, Krishna and Banerji, Meera, Developing Communication Skills, Macmillan India Ltd, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

BUSINESS ECONOMICS
COURSE CODE: BCAMN 102

UNIT-I

Meaning, nature, scope and significance of business economics, consumer Behavior, utility approach, brief outline of law of diminishing marginal utility and law of equi-marginal utility, indifference curve approach, consumer's equilibrium, price, income and substitution effect. Law of demand, elasticity of demand and its measurement, methods of demand forecasting.

UNIT-II

Concept of production function in short run, law of variable proportion, concept of cost and revenue, short run cost curves, concept of total, average and marginal revenue, relationship between average revenue, marginal revenue and elasticity of demand.

UNIT-III

Price determination under perfect competition, oligopoly, monopoly and monopolistic competition, price discrimination.

UNIT-IV

Concept and measurement of national income, determination of national income, consumption function; monetary policy and fiscal policy objectives and tools. Inflation-types, causes and control measures.

Suggested Readings:

1. Dwivedi, D.N., Managerial Economics, Vikas Publishing House, New Delhi
2. D. D. Chaturvedi, S.L. Gupta, Sumitra Pal, Business Economics, Text and Cases, Galgotia Publishing Company
3. M. Adhikari Excel Books New Delhi
4. Ahuja H.L. Advanced Micro Economics, Himalaya Publication
5. Essence of Business Economics Joseph G Nellis, David Parker.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

MATHEMATICS FOR MANAGERS
COURSE CODE: BCAMN 103

UNIT-I

Introduction to business mathematics, scope and importance, concept of profit and loss; simple and compound interest. Present value of annuities.

UNIT-II

Surds and indices, logarithm, linear, quadratic and simultaneous equations.

UNIT- III

Introduction to set theory; Meaning, types and operations on sets. Venn diagram. Applications and set theorem. Arithmetic progression and geometric progression.

UNIT-IV

Concepts of determinants and matrices, solutions of simultaneous equations. Concept of functions, limits and continuity, differentiation, integration, maxima and minima (elementary concepts only), applications to commerce and economics (simple problems on applications for managerial decisions).

Suggested Readings:

1. Business Mathematics by D. C. Sancheti and V. K. Kapoor, Sultan Chand and Sons
2. Business Mathematics by Qazi Zameeruddin, V. K. Khanna and S.K. Bhambri, Vikas Publications
3. Elements Of Business Mathematics and Statistics by Janardan Dinodia, Dr. R. A. Gupta, O. P. Gupta and Amar Singh Rao, Jeevan Sons Publications
4. R. D. Sharma (Text Book Of XII)
5. Business Mathematics by R.P.Gupta and Pratibha Gupta, Gangotia Publishing New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

FINANCIAL ACCOUNTING
COURSE CODE: BCAMN 104

UNIT-I

Accounting- meaning, nature, functions and significance, types of accounting, accounting equations, generally accepted accounting principles (concepts and conventions).

UNIT-II

Recording of transactions- voucher system, accounting process, journal, ledger, subsidiary books and trial balance.

UNIT-III

Preparation of profit and loss account and balance sheet. Rectification of errors, accounting of negotiable instruments, reconciliation of bank accounts.

UNIT-IV

Accounting for depreciation; significance and method, inventory valuation methods and choice of methods, single entry system, accounting for non-profit organizations.

Suggested Readings:

1. Juneja, Chawla and Saksena-Double Entry Book Keeping-Kalyani Publication
2. Maheshwari and Maheshwari-An Introduction to Accountancy 5th – Vikas Publishing House.
3. R.L.Gupta – Advanced –Sultan Chand and Sons
4. S.N.Maheshwari – Principles of Management Accounting- XI edition-Sultan Chand and Sons
5. Khan and Jain, Financial Accounting

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 50
Practical marks:50
Time: 3hrs.

INTRODUCTION TO COMPUTERS **COURSE CODE: BCAMN 105**

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory.

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

UNIT-III

Working with MS Word, MS Excel and presentation using MS PowerPoint.

UNIT-IV

Computer applications in offices, use of computers in books publications, desktop, publishing systems, applications of computers for data analysis, applications of computers in education, banks and medical fields.

Suggested Readings:

1. Fundamentals of Computers – P.K.Sinha
2. Computer Today – Suresh K Basandra
3. Fundamentals of computers – V Rajaraman
3. Gupta, Satinder Bal & Goel, Manish. Computer Fundamentals, SMBD Publishers
4. Essentials of IT – Deepak Barihoke
5. Miller, Understanding Data communication networks, Vikas Publishing House

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

BUSINESS ENVIRONMENT
COURSE CODE: BCAMN201

UNIT-I

Introduction to business: characteristics of Indian business system. Types of business Organizations, components of business environment: public sector and private sector of Indian economy and their performance, features of new economic policy of India (latest).

UNIT-II

The process of industrialization in India, the regimes of industrial policy, industrial licensing policy and its abolishment, the issues and problems of SSI, industrial sickness and its remedial measures, competition act 2002, monetary and fiscal policy of India.

UNIT-III

Financial environment: Indian banking system, reforms in Indian banking sector, development banks and their objectives, non-banking financial institutions and their role in economy, stock exchange and its working, SEBI guidelines for primary issue.

RTI Act 2005: Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information.

UNIT-IV

International business environment, international trading environment, trading blocks and its significance, GATT/WTO and trade liberalization, world bank, IMF and its commitment for India, multinational corporations and their role in economic development, issues of globalization of Indian business.

Suggested Readings:

1. Francis Cherunilum, Business Environment, Himalaya Publications New Delhi
2. Aggarwal A.N., Indian Economy: Problems of Development and Planning
3. Mishra and Puri, Indian Economy
4. Indian Economy Surveys
5. Sundaram and Black, International Business Environment – Text and Cases, PHI, New Delhi.
6. Govt. and Business, N.K. Sen Gupta, Vikas Publications, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

**ORGANIZATIONAL BEHAVIOR
 PAPER E CODE: BCAMN 202**

UNIT-I

Introduction- concept and scope of Organizational Behavior, historical development of OB, foundations of organization Behavior, challenges and opportunities for OB perception: emerging trends and hanging profiles of workplace concept of perception, perceptual selectivity, and managerial implications of perception.

UNIT-II

Foundations of Individual behaviour, individual processes-personality, values, attitudes, perception, learning, and motivation, emotional intelligence: meaning and applications in organizations.

UNIT-III

Foundations of Group behaviour: team processes, interpersonal communication, group dynamics, teams and teamwork, conflicts and negotiations in workplace, power and politics.

UNIT-IV

Organisational processes: elements of Organisational structure and design, Organisational culture, Organisational change, Organisational development and stress management

Suggested Readings:

1. Robbins, S.P. Organizational Behavior, Prentice Hall of India, New Delhi
2. McSchane, Organization Behavior, TMH, New Delhi
3. Dwivedi, R.S., human Relation and Organizational Behavior, Macmillan India Ltd., New Delhi
4. Mishra M.N. Organizational Behavior, Vikas Publishing House, New Delhi
5. Chandan J.S. Organizational Behavior, Vikas Publishing House, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

**BUSINESS STATISTICS
 COURSE CODE BCAMN 203**

UNIT-I

Definition, functions of statistics, statistics and computers, limitations of statistics, measures of central tendency, arithmetic mean median mode geometric mean, harmonic mean, measures of dispersion range, quartile deviation, mean deviation and standard deviation; skewness.

UNIT-II

Correlation and regression: simple correlation between two variables (grouped and ungrouped data), Karl Pearson's coefficient of correlation, rank correlation concept of regression, regression lines, difference between correlation and regression.

UNIT-III

Index numbers and time series analysis: uses and problems in constructing index numbers, methods, fixed and chain base method, limitation.

Time series analysis meaning and significance, components of time series, trend measurement by moving average method and least square method (fitting straight line only).

UNIT-IV

Probability theory and sampling: probability theory –concept and approaches, probability theorems – addition and multiplication theorem, Binomial, Poisson and Normal distributions and their application. Sampling – introduction, purpose and method of sampling, merits and limitations of sampling

Suggested Readings:

1. Statistical Methods by S.P. Gupta-Sultan Chand and Sons.
2. Business Statistics by R.S. Bhardwaj-Excel Books, New Delhi
3. Chandan, J.S. An Introduction to statistical methods, Vikas Publishing House, N. Delhi
4. Kothari C.R., Quantitative techniques, Vikas Publishing House New Delhi.
5. Hooda R.P., Statistics for Business and Economics, McMillan India Ltd.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

SYSTEM ANALYSIS AND DESIGN
PAPER CODE: BCAMN 204

UNIT-I

Overview of system analysis and design- business systems concepts, system development life cycle, system methodologies- structured analysis, structured design, structured programming, ER models, prototypes, case tools.

UNIT-II

Project selection- sources of projects requests, managing project review and selection, preliminary investigation feasibility study- technical and economic feasibility, operational feasibility, system requirement specifications and analysis- fact finding techniques, data flow diagrams, data dictionaries, process organization and interactions, decision analysis, decision trees and tables.

UNIT-III

Design and implementation- modularization, module specification, system flow charts, screen displays, data elements and record structure, file organization, schema structures, units and integration testing, testing practices and plans, system controls, audit trails, system administration plan, system back up plans, system recovery plans, documentation and user manuals, project management, system maintenance and evaluation, preparation of physical sites and user training.

UNIT-IV

Hardware and software selection: hardware acquisition, memory processes, peripherals, bench marking, vendor selection, software selection operating system languages, language processes, data communication networks, personnel estimates, performance and acceptance criteria.

Suggested Readings:

1. Witten Jeffrey, SAD Methods, Galgotia Publications
2. Semn,James; Analysis and Design of Information Systems, Mc Graw International Editions

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 50
 Practical marks:50
 Time: 3hrs.

OPERATING SYSTEM AND NETWORKING
COURSE CODE: BCAMN 205

UNIT-I

History of operating systems, operating system function, types of operating system, operating system structure, memory management, file systems- directories, file naming, file structure, file types, file access, file attributes, file operations and memory- mapped files.

UNIT-II

Input/output –goals of the I/O software, device drivers, and terminals - input software, output drivers. overview of UNIX/LINUX-goals, interface to UNIX/LINUX, logging into UNIX/LINUX , the UNIX/LINUX shell, files and directories in UNIX/LINUX, UNIX/LINUX utility programs.

UNIT-III

Brief description of programming languages - machine languages, assembler languages, high level languages, fourth generation languages, object, oriented languages, high level and java programming packages, programming tools.

UNIT-IV

Network – overview of local area network, hardware, software requirement for LAN, WAN, modem, routers, hub and switches, network topologies, reasons for implementing networks, network concerns, case analysis of typical LAN installation.

Suggested Readings:

1. Tanenbaum, Modern Operating Systems, Prentice-Hall
2. Deitel, Operating Systems, Addison-Wesley
3. Nutt, Operating Systems, Pearson Education.
4. Tanenbaum, Woodhull, Operating Systems, Prentice-Hall, India

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

**COST and MANAGEMENT ACCOUNTING
PAPER E CODE: BCAMN 206**

UNIT-I

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting.

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.

UNIT-II

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate Methods of Costing – Job, Batch and Contract Costing.

UNIT-III

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and Break Even Analysis.

Budgeting – role of budgets and budgeting in organizations, budgeting process, types of budgets.

UNIT-IV

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis.

SUGGESTED READINGS:

1. Jain and Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting
5. Management Accounting-Principles and Practise by R.K.Sharma and Shashi.K.Gupta
6. Elements of Cost accounting by Maheshwari and Mittal
7. Cost Accounting-theory and problems by Maheshwari and Mittal
8. Cost and Management Accounting by Saxena and Vashist-text, problem and Solutions
9. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

**HUMAN RESOURCE MANAGEMENT
COURSE CODE: BCAMN 301**

UNIT-I

HRM and manpower planning: concept, meaning, scope and significance of HRM concept and HRD, assessment of HR needs, recruitment, selection induction –Training and Development: operative training and executive development, performance appraisal.

UNIT-II

Wage and salary administration: job analysis and job evaluation, wage and salary administration, systems of wage payment incentive payment –fringe benefit and profit sharing.

UNIT-III

Maintenance and welfare: maintenance –employee health and safety, fatigue and boredom, welfare activities.

UNIT-IV

Industrial relations: industrial relations –meaning, objectives and significance of cordial relations, employees grievances and causes of industrial disputes, settlement of industrial disputes –collective bargaining, mediation and arbitration, trade unions and their significance, workers participation in management.

Suggested Readings:

1. Personnel Management, C.B.Memoria, Himalaya Publication
2. T.N.Chhabra Dhanpat Rai and co. Pvt. Ltd. New Delhi
3. Rao, V.S.P., Human Resource Management-Text and cases, Excel Books, New Delhi
4. Subba Rao, P; Essentials of Human Resource Management and Industrial Relations, Text, Cases and games, Mumbai, Himalaya publishing house
5. Aswthappa, Human Resource Management, TMH, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

FINANCIAL MANAGEMENT
PAPER CODE: BCAMN-302

UNIT-I

Evolution, scope and function of financial management, objectives of the firm, profit vs. wealth maximization. Time value of money.

UNIT-II

Investment decision: Meaning, features, phases, risks and methods (ARR, PBP, NPV and IRR); capital rationing. (simple problems on capital budgeting methods).

UNIT-III

Financing decision: Leverage analysis; capital structure theories: NI, NOI and traditional approach, EPS-EBIT analysis; brief discussion on sources of long term finances.

UNIT-IV

Dividend decision and management of working capital: determinants of dividend policy; Gordon's and Walter's dividend models; working capital: meaning, significance, types and determinants; Brief discussion on management of cash, receivable and inventory. (Simple problem on operating cycle and inventory management).

Suggested Readings:

1. Pandey I.M., Financial Management, Vikas Publishing House, New Delhi.
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi.
3. Kishore, R. Financial Management, Taxman's Publishing House, New Delhi.
4. P.V.Kulkarni and B.G.Satyaprasad (PVK) , Financial Management, Himalaya Publishing House.
5. Chandra, Prasanna, Financial Management, TMH, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

MARKETING MANAGEMENT
PAPER CODE: BCAMN 303

UNIT-I

Introduction: marketing concept, nature and scope, consumer Behavior, market segmentation, marketing mix. Product and product decisions, product management. Development of new products, product life cycle, strategy of product line, branding and packaging, pricing policies and pricing techniques.

UNIT-II

Place and sales force decisions: distribution management- channel mix and alternative channels, factors affecting channels, channel choice criteria, sales Organization-selection and training of sales force, Organization of sales force.

UNIT-III

Promotion decision: sales promotion- elements, tools and objectives, kind of sales promotion, personnel selling, meaning and role of advertising, advertising media selection, advertising theme, copy and layout, testing of advertising and effectiveness.

UNIT-IV

Marketing research and international marketing: elements, importance and areas of marketing research, sales forecasting- meaning, and methods. Marketing audit and sales control. Marketing information systems. International marketing- meaning and decision areas.

Suggested Readings:

1. Kotler Philip and Armstrong, Gary marketing: an introduction; Pearson education; New Delhi 2001
2. Zikmund, Marketing, Thomson learning, Bombay.
3. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
4. Srinivas, case studies in marketing, prentice hall of India, New Delhi.
5. Saxena, Rajan, Marketing management; Tata McGraw hill publishing Co. Ltd. New Delhi
6. Stanton, William J.et.al. Fundamentals of marketing; McGraw Hill publishing Co. Ltd. New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

PRODUCTION AND MATERIAL MANAGEMENT
PAPER CODE: BCAMN 304

UNIT-I

Production Management: Introduction, evolution, major long term and short term decisions; objectives, importance and activities, difference between products and services (from POM view point). Meaning and types of production systems: production to order and production to stock; plant location; factors affecting locations and evaluating different locations.

Plant Layout: meaning, significance, types and material handling.

UNIT-III

Production planning and control: meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems.

Inventory Control: Objective, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes.

UNIT-III

Materials Management: objectives, characteristics, types and importance, functions and organization. Materials information system, standardization, simplification and variety reduction.

UNIT-IV

Stores Management: meaning, objectives, importance and functions, stores layout; Classification and codification; inventory control of spare parts; traffic and transportation management.

Suggested Readings:

1. Doblal and Burt, Purchasing and Supply Management: Text and Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi.
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Gopalakrishnana, P. and Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical marks:50
 Time: 3hrs.

INTERNET TECHNOLOGY
PAPER CODE: BCAMN 305

UNIT-I

Introduction to networking, overview of internet works, intranets and extranets, client/server networks, inter organizational network, internet- concept, business, use of internet, ISP, setting windows, environment for dialup networking, dialing of networking, search engine concept, audio on internet, subscribing to news groups.

UNIT-II

Electronic communication tools- email, internet phone and fax, web publishing, e-commerce, interactive marketing, Enterprise collaboration system- teams, workgroups and collaboration, groupware for enterprise collaboration.

UNIT-III

Intranet- introduction, concepts, applications of intranets, business value of intranets, office communication systems, extranet- the role of extranets and typical example. Building corporate www, http, intranet infrastructure, fundamentals of TCP, IP, intranet security design, intranet as business tool, future of intranet, and protocols of communication.

UNIT-IV

Web designing tools and techniques, web site designing using HTML, DHTML, and programming techniques. Introduction to MS-back office and lotus notes.

Suggested Readings:

1. IT -2nd Edition by Trevor Arden- Pitman Publishing House
2. Fundamentals of IT by Chanchal and Mittal-Pragati Prakashan, Meerut
3. Mukesh Dhunna and J B Dixit, Information Technology in Business Management, Laxmi Publications, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

DISASTER MANAGEMENT
PAPER CODE: BCAMN 306

UNIT-I

Structure of the atmosphere; Pressure, temperature, precipitation, cloud classification and formation; calories force; El Nino phenomenon; western disturbance; energy model and budget of the earth. Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere; magma generation and formation of igneous rock; weathering; erosion; transportation and deposition of earth's material by running water; river meandering and formation of ox-bow lake.

UNIT-II

Depletion of natural capital; development as causes of disaster; rapid population growth, environmental pollution; epidemics; industrial accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.

UNIT-III

Floods- flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, dams barrages and rivers diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna.

Landslides- landslide analysis, determination of stability and safety factor,

Coastal hazards- tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management.

Climate change- Emissions and global warming, impact on sea level in south Asian region environmental disruptions and their implications.

UNIT-IV

Earth quakes- preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant building and dams.

Tsunamis- causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment volcanoes-causes of volcanism, volcanism materials, geographic distribution of volcanoes.

Suggested Readings

1. William H. Dennen and Bruce R. Moore, WCB Publishers, Iowa, 1986.
2. John M. Wallace and Peter V. Hobbs, Atmospheric science: An Introductory Survey, Academic Press, New York, 1977.
3. Egbort Bocker and Reink Van Grondille, environmental Physics, John Wiley and Sons Ltd., 1999.
4. Barbar W. Murk et. al., Environmental Geology, John Wiley and Sons, New York, 1996.
5. Bohle, H.G., Downing, T.E. and Watts, M.J. Climate Change and Social Vulnerability: the sociology and geography of food insecurity, Global Environmental, Changes. No 4, pp. 37-48

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

PUBLIC RELATION MANAGEMENT
PAPER CODE:BCAMN401

External marks: 80
Internal marks: 20
Time: 3hrs.

UNIT-I

Development of PR in India. Its present status and future scope, role of communication in public relation (internal and external).

UNIT-II

Interaction between management and employees, house journal and other media, advertising and public relation. Corporate personality.

UNIT-III

Public opinion its formation and change.

UNIT-IV

Public sector PR, special groups, lobbying. Dealing with parliamentary committees. Role of professional organizations in context to framing and execution of code of ethics, role-plays and seminars etc.

Suggested Readings:

1. Public relation for your business by Frank Jefkins Excel books, New Delhi
2. Applied public relation and communication By K.R Balan, Sultan Chand, New Delhi
3. Practical public Relations By Sam Black, Universal Book Stall, New Delhi
4. Realities of public relation By Doug Newron, Wardswort Learning, Australia

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

QUANTITATIVE TECHNIQUES
PAPER CODE: BCAMN 402

UNIT-I

Operations research: Introduction, evolution, features, methodology, model building and limitations.

Linear programming: Introduction, terminology, advantages, assumptions and limitations. Formulation of a linear-programming problems and their solutions by graphical and Simplex method.

UNIT-II

Transportation models; obtaining initial feasible solution by NWC method, VOGELS approximation method, least cost method. Test of optimality: Stepping stone and MODI methods. Special cases like unbalance problems, maximization case, degeneracy and multiple optimal solutions.

Assignment models: mathematical statement, Hungarian method, (minimization and maximization objective), unbalanced assignment problem, restrictions, multiple optional solutions, traveling salesman problem.

UNIT-III

PERT/CPM: Introduction, terminology and applications. Difference between PERT and CPM. Network construction. Determining EST, EFT, LST, LFT and floats. Probability considerations in PERT. Time-cost trade-off.

Replacement models: Introduction, types of failures. Replacement for items whose efficiency deteriorates with time and that fail completely.

UNIT-IV

Game theory (elementary) queuing theory (elementary models) M/M/I only, simulation techniques.

Suggested Readings:

1. Kantiswaroop; Gupta P.K. and Manmohan (KGM) operations Research, Sultan Chand
2. S.D. Sharma (SDS): Operations Research, Published by Kedarnath and Sons
3. J.K. Sharma (JKS): Operations Research –Theory and Applications, Macmillan
4. H.A. Taha (HAT): Operations Research- An Introduction, Published by PHI
5. V.K. Kapoor, Operations Research, Vikas Publication, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3hrs

DBMS
PAPER CODE: BCAMN 403

UNIT-I

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system.

UNIT-II

Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, data models, types of database systems.

UNIT-III

Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

UNIT-IV

Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base.

Lab: Working over Microsoft Access

SUGGESTED READINGS

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7ed, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3hrs

MULTIMEDIA TECHNOLOGY
PAPER CODE: BCAMN 404

UNIT-I

Multimedia- introduction, MM devices, presentation devices, user interface, brief survey of speech recognition and generation.

UNIT –2

Digital video and image compression, JPEG image, compression standards, MPEG motion video, DVI technology.

UNIT – 3

Concept of designing, multimedia hardware (windows production platforms and peripherals), applications of multimedia (education, entertainment, business, etc.).

UNIT – 4

Multimedia software (authorizing tools), multimedia building blocks (text, sound, images, animation, video), assembling and developing the projects.

Suggested Readings:

1. Bufford, Multimedia Systems, Addison Wesley
2. Patrick Dillon, Multimedia and the web, University Press
3. Leffote, Multimedia in Practice, Prentice Hall

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS RESEARCH METHODS
PAPER CODE: BCAMN-405

UNIT-I

Business Research – Meaning, types, managerial value of business research; theory and research – components, concept, constructs definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal.

UNIT-II

Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales.

UNIT-III

Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, and issues in construction of questionnaire.

UNIT-IV

Stages of data analysis, nature and types of descriptive analysis, uni-variate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report.

SUGGESTED READINGS:

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmund, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

HUMAN RIGHTS AND VALUES**PAPER CODE: BCAMN-406****Unit – I**

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights Movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights.

Unit – II

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy; Problems of Unsustainable Development; Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped f. Refugees and Internally Displaced Persons.

Unit-III

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by individuals and groups, Nuclear weapons and terrorism. Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness.

Unit – IV

Concept of Human Values: Aim of education and value education; Evolution of value oriented education; Concept of Human values; Types of values; Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision; Value Education towards National and Global Development, National Integration and International understanding.

Suggested Readings:

1. Alam, Aftab ed., *Human Rights in India: Issues and Challenges* (New Delhi: Raj Publications, 1999)
2. Bajwa, G.S. and D.K. Bajwa, *Human Rights in India: Implementation and Violations* (New Delhi : D.K. Publishers, 1996)
3. Grose. D. N – “A text book of Value Education’ New Delhi (2005) Dominant Publishers and Distributors
4. Mani, V.S., *Human Rights in India: An Overview* (New Delhi: Institute for the World Congress on Human Rights, 1998)
5. NHRC, *Know Your Rights Series* (2005)
6. NHRC, *Human Rights Education for Beginners* (2005)
7. NHRC, *Discrimination Based on Sex, Caste, Religion and Disability* (2004)
8. Ruhela S. P – “*Human Value and Education*” New Delhi – Sterling publishers
9. Singh, B.P. and Sehgal, (ed.) *Human Rights in India: Problems and Perspectives* (New Delhi: Deep and Deep, 1999)
10. Yogesh Kumar Singh and Ruchika Nath – ‘*Value Education*” New Delhi (2005) A. P. H Publishing Corporation

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

BUSINESS POLICY AND STRATEGIC MANAGEMENT
PAPER CODE: BCAMN 501

UNIT-I

Need for comprehensive approach to decision making and problem solving for the business enterprise, meaning of strategy. Concept of strategic management and its process, introduction to business policy and its functions.

UNIT-II

Search for and the setting of objectives. the role of CEO in formulation of objectives, types and objectives, short run, intermediate and long run objectives, hierarchy of objectives, strength and weaknesses pertaining to setting of objectives.

UNIT-III

Relationship between an enterprise and its environment, environment scanning and sources of information. Synergy and capability profiles, strategic alternative and the process of strategic choice.

UNIT-IV

Leadership its role in strategic management issues and perspectives in functional policy implementation. Structural implementation, evaluation of strategy, case studies- preparation and discussions.

Suggested Readings:

1. Business Policy, Azhar Kazmi Tata McGraw-Hill Publishing Limited
2. Business Policy and Strategic By L.M.Prasad Published by Sultan Chands
3. Business Policy and Strategy McCarthy, Minichiello and Curran All India Traveller
4. Bookseller
5. P.K.Ghosh, Business Policy, Strategic Planning and Management, Sultan Chand and Sons,
6. New Delhi.
7. C.Roland Christenson, Et.Business Policy Text and cases, IRWIN Homework Illions

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

MERCANTILE LAW
PAPER CODE: BCAMN 502

UNIT-I

Companies Act 1956: meanings, kinds and formation of company, Indian Contract Act 1872: essentials of valid contract.

UNIT-II

Sales of goods act 1930: formation of contract of sales, capacity to buy and sell, bail agreement, conditions and warranties, rule of caveat emptor, rights of unpaid seller. Transfer of Property.

UNIT-III

Factory's act 1948: definitions, provisions for safety health and welfare, Industrial Dispute's act: definition and authorities for settlement of disputes.

UNIT-IV

Consumer Protection Act 1986: definition, Rights of consumers, remedies available to consumers through redressal machinery.

Suggested Readings:

1. Mercantile Law : N.D.Kapoor Sultan Chand New Delhi
2. Mercantile Law : M.C.Kuchhal Vikas Publishing house New Delhi
3. Company Law : N.D.Kapoor Sultan Chand New Delhi
4. Income Tax Law :Practices: H.C.Mehrotra Sahitya Bhawan Agra
5. Industrial Law :

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

CONSUMER BEHAVIOR
PAPER CODE: BCAMN 503

UNIT-I

Consumer behavior, definition, significance and applications, lifestyle and psychographic segmentation.

UNIT-II

Environmental influences as consumer behavior: culture, social groups, family.

UNIT-III

Individual determinants of consumer behavior, personality and self-concept, learning and memory, attitude.

UNIT-IV

Consumer decision process, problem recognition, search and evaluation, purchasing process, post purchasing behavior.

Case studies.

Suggested Readings:

1. Sheth, Customer Behavior, Thomson learning, Bombay
2. Roger Blackwell, consumer Behavior, Vikas publishing house, New Delhi
3. Gupta S.L. and Sumitra Pal , consumer Behavior: An Indian perspective; Sultan Chand and Sons; New Delhi 1st ed;2001
5. Nair, Suja R; Consumer Behavior in Indian perspective 1st ed;Himalaya publishing house; New Delhi ;2001
7. Assael, Henry, Consumer Behavior, Asian books Pvt. Ltd. , New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks:50
Time: 3hrs

RDBMS
PAPER CODE: BCAMN 504

UNIT –1

Introduction to RDBMS: data models, schema instance, relational algebra, tuple calculus, domain- calculus, CODD's rules, advantages and disadvantages of RDBMS

UNIT – 2

E- R diagram, applications of ER diagram in library management system, hospital management system, EE-R diagrams.

UNIT 3

Languages and system, concepts, constraints. Relational algorithm SQL- data definition in SQL, views and queries, specifying constraints and indexes in SQL.

UNIT – 4

Features of MS-SQL server/oracle, relational data base design. Introduction to ERP.

Suggested Readings:

1. Navathe, B. Shamkant, Database Management System, Addison Wesley, N.Y.
2. Date, C.J., An Introduction to DBMS, Vol I and II , Korth, Addison Wasley
3. Desai, Vipin C, Introduction to DBMS, Galgotia Publ

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3hrs

SOFTWARE ENGINEERING
PAPER CODE: BCAMN 505

UNIT-I

Concept of software engineering, software characteristics, software metrics and models: process and product metrics, size metrics (mc cables cyclomatic complexity), Hallstead theory, function point analysis.

UNIT-II

Software development: phases, process models, role of metrics and measurement software quality factors, cost estimations, COCOMO, project scheduling, quality assurance plans, project monitoring plans, project management.

UNIT-III

System design, design objectives, effective modular design (functional independence, coupling, cohesion), design tools and techniques, prototyping structured programming.

UNIT-IV

Coding, verification, monitoring and control, testing, testing fundamentals, test case design, functional and structural testing, test plan, activities during testing, unit and integration testing, Implementation and maintenance.

Suggested Readings:

1. Rajib Mali, Fundamentals of Software Engineering, Prentice Hall of India, New Delhi.
2. Ghezzi, Fundamentals of Software Engineering, Prentice Hall of India, New Delhi.
3. Pressman Software Engineering: A Practitioner's Approach, Mc Graw Hill

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

CYBER SECURITY
PAPER CODE: BCAMN506

UNIT-I

Concept of information society, knowledge society, cyber space, digital economy, critical infrastructure. Critical information infrastructure, internet as global Information infrastructure.

UNIT-II

Cyber terrorism, terrorist atrocities, the role of IT by terrorist, the power of cyber terrorism, characteristic of cyber terrorism , factors contributing to the existence of cyber terrorism, real examples of cyber terrorism, political orientation of terrorism, economic consequences.

UNIT-III

Cyber crime, types of cyber crime: hacking, virus, worm, Trojan horse, mail ware, fraud and theft, cyber homicide, current cyber attack methods, criminal threats to IT infrastructure, web security, basic cyber forensics , internal penetration, external penetration, your role on cyber attacks. Cyber crimes and law, cyber jurisdiction, Indian IT ACT.

UNIT-IV

Fundamental concepts of information security, information warfare, levels of information war, cost of information warfare, cyber disaster planning, why disaster planning, company wide disaster planning, business impact analysis.

Suggested readings

1. Walter Laqueur, Yohana Alexander, "the terrorism reader: a historical methodology".
2. "Cyber terrorism and information warfare: threats and responses" by Yohana Alexander and Michael s. swethan.
3. "International terrorism: national regional and global perspective" 38

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

**ENTREPRENEURSHIP DEVELOPMENT
PAPER CODE: BCAMN 601**

UNIT-I

Concept: need and significance of entrepreneurship development. Entrepreneurship development – process, experience and strategies, dynamics of entrepreneurship development.

UNIT-II

Entrepreneurship quality/motivation: the entrepreneurship- myths and misconception, qualities, characteristics and role demanded of an entrepreneur. Process and experience of developing entrepreneurial qualities.

UNIT-III

Enterprise launching and resourcing: government programmes, policies, incentives and institutional networking for enterprise setting, steps in setting up new enterprises; scanning business environment, sensing business opportunity and identifying products.

UNIT-IV

Business plan preparation – procedure and steps, market survey and demand analysis. Business plans for growth, modernization and expansion of enterprise.

Suggested Readings:

1. Entrepreneurship Development by Dr. S.P. Mishra, pub by National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PTCB Campus, Okhla
2. Entrepreneurship Development by C.B. Gupta and N.P. Srinivasan, Publisher-Sultan Chand and Sons, 1992
3. Product Selection by Prof. H.N.Pathak, Published by (NIESBUD), NSIC-PTC Campus Okhla
4. Desai,A.N., "Entrepreneur and Environment", Ashish, New Delhi
5. Kumar, S.A.," Entrepreneurship in small industry", Discovery, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

INTERNATIONAL BUSINESS
PAPER CODE: BCAMN 602

UNIT –I

International business environment, trends in international trade, need for going international. Theories of trade.

UNIT –II

Trade and international investment, types of foreign investment and factors affecting foreign investment, multinational corporations, globalization of world economy and business.

UNIT-III

Trade policy and regulation in India – EXIM policy, evaluation of policies, export oriented units (E.O Us) and export processing zones (E, P, Zs), export houses and trading houses, organizations/institutions involved in international business promotions.

UNIT – IV

Tariff and non tariff barriers, WTO, commodity agreements, trading blocks, exchange rate regimes and IMF.

Suggested Readings:

1. R.L.Varshney and B.Bhattacharya, International Marketing Management, Sultan Chand and Sons Publication.
2. Suba Rao, International Business

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
 Internal marks: 20
 Time: 3hrs.

**DISTRIBUTED DATABASE MANAGEMENT
 PAPER CODE: BCAMN 603**

UNIT-I

Distributed processing reasons for implementing distributed processing, distributed processing concerns, effective distributed processing systems, distributed database management.

UNIT-II

Distributed DBMS features and needs. Reference architecture. Levels of distribution transparency, replication. Distributed database design- fragmentation, allocation criteria. Storage mechanisms. Translation of global queries/global query optimization. Query execution and access plan, brief introduction to concurrency control. Management of distributed transactions and heterogeneous databases, e-commerce.

UNIT-III

Introduction, foundation of e-commerce, technology, applications, business-to-consumer commerce, business-to-business commerce, electronic payments and security, concepts, techniques and design. Description of various e-commerce tools available in market. Global information technology management.

UNIT-IV

Brief introduction to- global it management, cultural, political and geo-economic challenges, the global company, global business and it strategies, global business and it application, global it platforms, global data issues, global systems development.

Suggested Readings:

1. Database Management System, Majumdar and Bhattacharya, TMII.
2. An Introduction to Database Management System, B.C.Desai, Galgotia Publication.
3. Fundamentals of Database Management System, E.Navathe, Addison-Wesley
4. Management of Information System, James.AO.Brien, TMH
5. C.J.Date, Introduction to Database System, Addison-Wesley

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

E- COMMERCE
COURSE CODE: BCAMN 604

UNIT-I

Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

UNIT-II

Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

UNIT-III

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.

UNIT-IV

Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks:50
 Time: 3hrs

**PROGRAMMING IN VISUAL BASIC
 COURSE CODE: BCAMN 605**

UNIT-I

Visual basic environment - main screen, help system, file menu editing, loading and running programs, fundamentals of visual basic programming –anatomy of a visual basic program, code window, statement in visual basic, assignments and properly setting, variables, strings, numbers, constants, repeating operators, making decisions, working with objects at run time projects with multiple forms, creating MDI applications.

UNIT-II

Designing a form – controls (text box, picture box label, frame, check box, command button, option box, combo box, list box, horizontal scroll box, vertical scroll box, timer, driver list box direct box, file list box, shape, image, data control, ole) menus, and events, working with windows, forms and control.

Advanced programming techniques - arrays, pointers, built- in functions, user – defined functions and procedures, recursion, building larger projects, compiler essentials, the goto.

UNIT-III

Objects - manipulating objects built- into visual basic, collections, creating and object in visual basic, building classes, Tools and techniques for testing and debugging – error handling, the debugging tools, debug window, testing programs, stopping programs temporarily, working with files, creating programs with the data access objects.

UNIT-IV

Graphics –screen scales, line and shape control, graphics via code, pixel control, lines boxes, circles, and ellipses, paint pictured method, creating data base applications – accessing data with the data control.

Note: Reading to be suggested by concerned teacher.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.