

BBA-MASS COMMUNICATION
Three Year Full Time Bachelors Degree Programme
2012-2015



Proposed by
Makhanlal Chaturvedi National University of Journalism and Communication
Bhopal

BBA-MASS COMMUNICATION

Semester –I				
	Internal	Practical	Written	Total Marks
B-1. Language Skills-1 (Hindi)	20	-	80	100
B-2. Basic Economics	20	-	80	100
B-3. Basic Accountancy	20	-	80	100
B-4. Business Communication	20	-	80	100
B-5. Fundamental of Computers	20	-	80	100
Total	100	-	400	500

Semester –II				
B-6. Language Skills-2 (English)	20	-	80	100
B-7. Principles and Practices of Management	20	-	80	100
B-8. Business Statistics	20	-	80	100
B-9. Financial Management	20	-	80	100
B-10. Business Organizations	20	-	80	100

Semester –III				
B-11. Marketing Management	20	-	80	100
B-12. Human Resources Management	20	-	80	100
B-13. Organizational Behavior	20	-	80	100
B-14. Business Laws & Ethics	20	-	80	100
B-15. CorelDraw & Photoshop's	20	30	50	100
Total	100	30	370	500

BBA-MASS COMMUNICATION

B-1, Semester-1

Language Skills (Hindi)

ईकाई 1	हिन्दी भाषा का स्वरूप	L	T	S	W	D	V	P	T
1.1	भाषा का स्वरूप	2	2
1.2	हिन्दी भाषा की विशिष्ट शब्द सम्पदा का अध्ययन	2	.	.	1	.	.	1	4
1.3	हिन्दी साहित्य का परिचय	2	1	3
1.4	मानक भाषा, अमानक भाषा	2	1	.	1	.	.	1	5

ईकाई 2	अशुद्धि शोधन	L	T	S	W	D	V	P	T
2.1	उच्चारणगत अशुद्धियाँ	2	1	3
2.2	वर्तनीगत अशुद्धियाँ	2	1	3
2.3	शब्दार्थगत अशुद्धियाँ	2	1	1	4
2.4	व्याकरण अशुद्धियाँ	2	2	1	4
2.5	भाषा का आधुनिकीकरण	2	2	1	4

ईकाई 3	संक्षिप्तिकरण, लोकोक्ति एवं मुहावरे	L	T	S	W	D	V	P	T
3.1	संक्षिप्तिकरण	2	2	4
3.2	पल्लवन	2	1	3
3.3	लोकोक्ति एवं मुहावरे	2	2	4
3.4	परिभाषाषिक शब्दावली	6	2	8

ईकाई 4	पत्र-लेखन	L	T	S	W	D	V	P	T
4.1	शासकीय एवं अर्द्धशासकीय पत्र लेखन	3	1	4
4.2	व्यावसायिक एवं संस्थागत पत्र लेखन	3	2	5
4.3	सूचना, अधिसूचना, निविदा लेखन	3	2	5
4.4	समाचार लेखन	3	1	8

ईकाई 5	अनुवाद	L	T	S	W	D	V	P	T
5.1	अनुवाद का अर्थ, प्रकृति एवं प्रक्रिया	3	1		4
5.2	वअनुवाद का वर्गीकरण	3	1		4
5.3	अनुवाद, सृजनानुवाद एवं व्यावहारिक अनुवाद	2	1		3
5.4	अंग्रेजी से हिन्दी अनुवाद (व्यावहारिक कार्य)	3	1	1	5
5.5	हिन्दी से अंग्रेजी अनुवाद (व्यावहारिक कार्य)	2	1		3

Basic Economics

Unit-1	Introduction to Economics	L	T	S	W	D	V	P	T
1.1	Meaning, Nature and Scope of Business Economics – Micro and Macro	2	1	-	-	-	-	-	3
1.2	Basic Economic Problems	1	2	1	-	-	-	-	4
1.3	Market forces in solving economic problems.	2	1	-	1	-	-	-	4
1.4	Circular Flow of Income and Expenditure	2	1	-	-	-	-	1	4

Unit-2	Demand & Supply	L	T	S	W	D	V	P	T
2.1	Concept of Demand	2	2	-	1	-	-	-	4
2.2	Elasticity of Demand and their types.	2	1	-	-	-	-	-	3
2.3	Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship	3	2	-	-	-	-	-	5
2.4	Concept and Law of Supply	3	1	-	-	-	-	-	4
2.5	Factors Affecting Supply	2	1	-	1	-	-	-	4

Unit-3	Cost Analysis	L	T	S	W	D	V	P	T
3.1	Accounting Costs and Economic Costs	2	1	-	-	-	-	-	3
3.2	Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs	3	2	-	-	-	-	1	6
3.3	Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves	3	2	-	-	-	-	1	6

Unit-4	National Income	L	T	S	W	D	V	P	T
4.1	National Income : Related Concepts	2	2	-	-	-	-	-	4
4.2	Its Measurement & Analysis	2	1	-	-	-	-	1	4
4.3	Perfect Competition- Equilibrium of Firm and Industry under Perfect Competition	3	1	-	-	-	-	-	4
4.4	Monopoly- Price Determination under Monopoly	2	1	-	-	-	-	-	3
4.5	Monopolistic Competition - Price and Output Determination under Monopolistic Competition.	1	1	-	-	-	-	1	3

Unit-5	Distribution	L	T	S	W	D	V	P	T
5.1	Marginal Productivity Theory of Distribution	2	1	-	-	-	-	1	4
5.2	Rent : Modern Theory of Rent	2	1	-	-	-	-	-	3
5.3	Wages : Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination	3	2	-	-	-	-	-	5
5.4	Interest : Liquidity, Preference Theory of Interest	2	1	-	-	-	-	-	3
5.5	Profits : Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits	3	1	-	-	-	-	-	4

Basic Accountancy

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Definition, objectives, need for and development of Accounting; Bookkeeping and accounting; Users of Accounting Information; Branches of accounting.	3	2	-	-	-	-	-	5
1.2	Accounting Concepts and Conventions, Various systems of Accounting. Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India	2	2	-	-	-	-	-	4
1.3	Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates	2	1	-	-	-	-	-	3
1.4	Financial Accounting-definition and Scope, objectives of Financial Accounting	2	1	-	-	-	-	-	3
1.5	Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.	2	1	-	-	-	-	2	5

Unit-2	Transactions :	L	T	S	W	D	V	P	T
2.1	Identification of Transactions; Golden Rule of Accountancy; Accounting Cycle; Journals, Ledgers; Cash Book; Trial Balance- Bank Reconciliation Statements; Concepts of cash basis and accrual basis Accounting; Concepts of Assets and Liabilities; Concept of Capital and Revenue.	2	2	-	-	-	-	-	4
2.2	Explanation of different terms (principle, concept, postulate, convention etc.); Generally Accepted Accounting Principles (GAAP); Important accounting concepts: proprietary, entity, fund, money measurement, accounting period, going concern, dual aspect, matching, balance sheet equation.	2	1	-	-	-	-	-	3
2.3	Important accounting conventions or doctrines: disclosure, materiality, consistency, comparability, conservatism, objectivity, historical cost.	2	1	-	-	-	-	-	3
2.4	Meaning, Different concepts and Causes of deprecation; Methods of accounting for deprecation – Straight Line Method and Written Down Value method; Change in the method of Charging depreciation and provisioning for deprecation.	2	1	-	-	-	-	-	3
2.5	Concept of bad debt, Accounting for bad debt and provision for bad debt, Distinction between reserve and provisions.	2	1	-	-	-	-	-	3

Unit-3	Preparation of final accounts	L	T	S	W	D	V	P	T
3.1	Preparation of Final Accounts (excluding for companies): Preparation of Profit and Loss Account and its sub-division-Manufacturing Account and Trading Account.	2	2	-	-	-	-	-	4
3.2	Preparation of Balance Sheet; Opening entry and closing entry; Adjustment entries; Errors and their Rectification; Accounting for Non-trading Institutions.	2	1	-	-	-	-	-	3
3.3	Company Final Accounts	2	1	-	-	-	-	-	3
3.4	Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts.	1	1	-	-	-	-	-	2
3.5	Understanding of final accounts of a Company. Preparation of final accounts of Joint stock companies and overview of Indian and International accounting standards.	2	2	-	-	-	-	1	5

Unit-4	Partnership Accounts:	L	T	S	W	D	V	P	T
4.1	Partnership Accounts: Concepts, Profit and Loss Appropriation Account, Capital Accounts, Current Accounts and Admission and Retirement of a Partner.	2	1	-	-	-	-	-	3
4.2	Dissolution of Partnership	2	1	-	-	-	-	-	3
4.3	Provisions of Company law regarding maintenance of accounts of a Ltd. Company; Format under Schedule VI; Accounting for Fresh issue.	2	1	-	-	-	-	-	3
4.4	Various types of classification of cost; Main elements of cost; Analysis of total cost; Cost Sheet.	4	2	-	-	-	-	2	8

Unit-5	Computerized Accounting:	L	T	S	W	D	V	P	T
5.1	Computers and Financial application,	2	1	-	-	-	-	-	3
5.2	Accounting Software packages.	3	1	-	-	-	-	4	8
5.3	Accounting for Retail Business	1	1	-	-	-	-	-	2
5.4	Accounting and Taxation	2	1	-	-	-	-	1	4
5.5	Income Tax	3	2	-	-	-	-	2	1

B-4, Semester-1**Business Communication**

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Business Communication – its meaning & importance.	2	1	-	-	-	-		3
1.2	Communication Process and its Elements	2	1	-	-	-	-	-	3
1.3	Barriers to effective communication	2	1	-	-	-	-	-	3
1.4	Essentials of effective business communication.	2	1	-	-	-	-	-	3
1.5	Basic models of communication	3	1	-	-	-	-	-	4

Unit-2	Means of Communication and Methods	L	T	S	W	D	V	P	T
2.1	Types of communication, Intrapersonal communication & Interpersonal communication	3	1	-	-	-	-	-	4
2.2	Group communication, Public communication	3	1	-	-	-	-	-	4
2.3	Mass communication	2	1	-	-	-	-	-	3
2.4	Verbal, Non-verbal communication, Oral & Written communication	2	1	-	-	-	-	-	3
2.5	Speeches for Different Occasions Guide Lines.	1	2	-	-	-	-	-	3

Unit-3	Oral & Written Communication	L	T	S	W	D	V	P	T
3.1	Language, signs, symbols and code systems.	2	1	-	-	-	-	-	3
3.2	Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.	2	1	-	-	-	-	-	3
3.3	Essential of good communication, 8 Cs of good communication,	2	1	-	-	-	-	-	3
3.4	Writing Effectively : Planning, Beginning & Ending letter, Tactful use of Language, Asking for Action, Handling Negatives, Talking about Errors, Active Voice & Passive Voice, Techniques of Employers.	2	1	-	-	-	-	2	5
3.5	Language of Business writing, Taking the Readers Point of view.	2	1	-	-	-	-	2	5

Unit-4	Visual Communication	L	T	S	W	D	V	P	T
4.1	Preparing the text, Using visual Aids.	2	1	-	-	-	-	2	5
4.2	Speakers, Appearance & Personality.	2	1	2	-	-	-	2	7
4.3	Practicing Delivery of the Presentation, Speeches for Commemorative Occasions.	2	1	-	-	-	-	-	3
4.4	Visual Graphics and Designing	2	1	-	-	-	-	1	4
4.5	Photos, Videos and Animation	2	1	-	-	-	-	2	5

Unit-5	Reading and Listening	L	T	S	W	D	V	P	T
5.1	Reading Skills and Pattern.	1	-	-	-	-	-	1	2
5.2	Listening : Importance of Listening.	1	1	-	-	-	-	-	2
5.3	Types of Listening.	1	1	-	-	-	-	-	2
5.4	Barriers to Listening and overcoming them, Listening situations.	1	1	-	-	-	-	-	2
5.5	Developing the art of Listening.	1	1	-	-	-	-	-	2

B-5, Semester-1**Fundamental of Computers**

Unit 1	Fundamentals of Computer and Operating System	L	T	S	W	D	V	P	T
1.1	History of Computers, Computer Hardware– Input and Output Devices, CPU, Storage Devices	2	-	-	-	1	-	-	3
1.2	Computer Software and their Applications	2	-	-	-	1	-	-	3
1.3	Functions and types of Operating System, Introduction to Windows family	2	-	-	-	1	-	-	3
1.4	Working with Windows– Desktop operations, Windows Explorer, Creation and Manipulation of Files and Folders, Windows Accessories and Control Panel	2	1	-	-	1	-	-	4

Unit 2	Ms Word – Creation and Manipulation of Documents	L	T	S	W	D	V	P	T
2.1	Word Processor Basics, Word processing in different languages	1	-	-	-	1	-	-	2
2.2	Interface, Tools and Menus of MS Word.	2	3	1	-	3	-	-	9
2.3	Page Setup, Text and Paragraph Formatting	1	2	1	-	1	-	-	5
2.4	Working with Tables, Columns, Graphs and Pictures, and Mail Merge	1	2	-	-	2	-	-	5

Unit 3	Ms Excel – Data Analysis	L	T	S	W	D	V	P	T
3.1	Spreadsheet basics, Excel Interface	2	1	-	-	1	-	-	4
3.2	Entering and Manipulation of data	2	2	1	-	2	-	-	7
3.3	Mathematical and Statistical Calculations, Excel Functions	2	2	1	-	1	-	-	6
3.4	Creation and Manipulation of Charts and Graphs	2	2	-	-	2	-	-	6

Unit 4	Ms PowerPoint – Preparation of Presentations	L	T	S	W	D	V	P	T
4.1	Introduction to Presentation making, Interface of PowerPoint	2	2	-	1	-	-	-	5
4.2	Making Presentations with Design Templates.	2	1	-	1	-	-	-	4
4.3	Working with Multimedia Elements and using them in Presentations.	2	1	1	1	-	-	-	5
4.4	Slide Transition and Custom Animation	1	2	-	1	-	-	-	4

Unit 5	Introduction to Internet	L	T	S	W	D	V	P	T
5.1	History and facilities of Internet	2	1	-	-	1	-	-	4
5.2	Domain Names, Internet Protocols	2	1	-	-	1	-	-	4
5.3	Websites, Portals and Search Engines	1	1	-	-	1	-	-	3
5.4	Introduction to Networks, Client and Server concept, Browsers	2	2	-	-	-	-	-	4

B-6, Semester-2**Language Skills (English)**

Unit-1	Language Content	L	T	S	W	D	V	P	T
1.1	Structural Items	1	1	-	-	-	-	-	2
1.2	Tense, Passive	2	1	-	-	-	-	1	4
1.3	Reported speech	1	1	-	-	-	-	2	4
1.4	Module	1	1	-	-	-	-	-	2
1.5	Verb Structures, Linking devices	2	1	-	-	-	-	1	4

Unit-2	Detailed Study of Literary Forms	L	T	S	W	D	V	P	T
2.1	Poetry	2	1	-	1	-	-	1	5
2.2	Speech	2	1	-	1	1	-	1	5
2.3	Prose, Comprehension	1	1	-	-	1	-	1	4
2.4	Essays, Books	2	1	-	-	1	-	1	5

Unit-3	Mechanics of Writing	L	T	S	W	D	V	P	T
3.1	Comprehension	1	1	-	-	1	-	1	4
3.2	Precis	1	1	-	-	1	-	1	4
3.3	Paragraph	2	1	-	-	1	-	1	4
3.4	Letters	2	1	-	1	1	-	1	7
3.5	Articles	2	1	-	1	1	-	1	6

Unit-4	Language	L	T	S	W	D	V	P	T
4.1	Idioms and Phrases	1	1	-	-	-	-	1	3
4.2	Phrasal Verbs	1	1	-	-	-	-	1	3
4.3	Proverbs	2	1	-	-	-	-	1	4
4.4	Quotations	2	1	-	-	-	-	1	4

Unit-5	Literature	L	T	S	W	D	V	P	T
5.1	Introduction to Literature	1	1	-	-	-	-	-	2
5.2	Relations between literature & Language	1	1	-	-	-	-	1	3
5.3	Utilities of Literature in Mass communication	1	1	-	-	-	-	-	2
5.4	Introduction to Genres of Literature	2	1	-	1	-	-	-	3
5.5	Contemporary Writers and Their Writings	2	1	-	-	-	-	1	4

B-7, Semester-2

Principles and Practices of Management

Unit-1	Concept of Management	L	T	S	W	D	V	P	T
1.1	Functions and Responsibilities of Managers.	2	1	-	-	-	-	-	3
1.2	Henry fayol's Principles of management.	2	1	-	-	-	-	-	3
1.3	Management thought; the Classical School, The Human Relations School.	2	1	-	-	-	-	-	3
1.4	Systems theory, Contingency Management.	2	1	-	-	-	-	-	3
1.5	Developing Excellent Managers.	1	-	1	-	-	-	-	2

Unit-2	Functional areas of management	L	T	S	W	D	V	P	T
2.1	Planning: Planning: Meaning, features, nature and importance of planning.	2	1	-	-	-	-	-	3
2.2	Purpose and Procedure,	1	1	-	-	-	-	-	2
2.3	Principles of planning,	1	1	-	-	-	-	-	2
2.4	Types of planning, Techniques	2	1	-	-	-	-	-	3
2.5	Planning and control,	2	1	-	-	-	-	-	3
2.6	MBO Management by Objective, benefits and weaknesses of MBO.	3	-	-	-	-	-	1	4

Unit-3	Organizing	L	T	S	W	D	V	P	T
3.1	Nature and Purpose of Organizing,	2	1	-	-	-	-	-	3
3.2	Bases of Departmentation,	2	1	-	-	-	-	-	3
3.3	Authority and responsibility	2	1	-	-	-	-	-	3
3.4	Delegation: Bases of Delegation, Kind of delegation	2	1	-	-	-	-	-	3
3.5	Centralization and Decentralization, methods of Decentralization.	2	1	-	-	-	-	-	3

Unit-4	Staffing	L	T	S	W	D	V	P	T
4.1	Staffing nature and purpose,	2	1	-	-	-	-	-	3
4.2	Selection, PA and Career planning	2	1	1	-	-	-	-	4
4.3	Directing: Nature of directing	2	1	-	-	-	-	-	3
4.4	Leadership qualities - styles	3	1	1	-	-	-	-	5
4.5	Motivation – morale and discipline.	3	1	1	1	-	-	-	6

Unit-5	Controlling	L	T	S	W	D	V	P	T
5.1	Concept and Process of Control.	2	1	-	-	-	-	-	3
5.2	Control Techniques.	2	1	-	1	-	-	1	5
5.3	Human Aspects of Control,	2	1	1					4
5.4	Role of information in control- Performance standard – Measurement of performance, remedial act – Integrated control system in an organization.	2	1	-	-	-	-	-	3
5.5	Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment,	2	1	-	-	-	-	-	3
5.6	The use of Computer of Controlling & Decision making,	2	1	-	-	-	-	-	3

Business Statistics

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry.	2	1	-		-	-	-	3
1.2	Concept of population and sample with illustration.	2	1	-	-	-	-	-	3
1.3	Methods of Sampling – SRSWR , SRSWOR ,Stratified , Systematic. (Description of sampling procedures only)	2	1	-	-	-	-	-	3
1.4	Data Condensation and graphical Methods : Raw data , attributes and variables , classification , frequency distribution , cumulative frequency distributions.	2	1	-	-	2	-	-	5
1.5	Graphs - Histogram , Frequency polygon. Diagrams - Multiple bar , Pie ,Subdivided bar.	2	1	-	-	2	-	-	5

Unit-2	Central Tendency and Dispersion	L	T	S	W	D	V	P	T
2.1	Measures of Central Tendency Criteria for good measures of central tendency.	2	-	-	-	-		2	4
2.2	Arithmetic mean , Median and Mode for grouped and ungrouped data , combined mean.	2	-	-	-	-	-	2	4
2.3	Measures of Dispersion Concept of dispersion , Absolute and relative measure of dispersion.	2	-	-	-	-	-	2	4
2.4	Range, Variance, Standard deviation, Coefficient of variation, Quartile.	2	-	-	-	-	-	2	4
2.5	Deviation , Coefficient of Quartile deviation.	2	-	-	-	-	-	2	4

Unit-3	Correlation and Regression	L	T	S	W	D	V	P	T
3.1	Concept of correlation, positive & negative correlation,	2	-	-	-	-	-	-	2
3.2	Karl Pearson's Coefficient of correlation	2	-	-	-	-	-	-	2
3.3	meaning of regression,	2	-	-	-	1	-	2	5
3.4	Two regression equations	2	-	-	-	-	-	2	4
3.5	Regression coefficients and properties.	2	-	-	-	-	-	-	2

Unit-4	Linear Programming	L	T	S	W	D	V	P	T
4.1	Meaning of LPP, Formulation of LPP,	2	-	-	-	-	-	-	2
4.2	Solution by graphical methods,	2	1	-	-	-	-	2	5
4.3	Problems relating to two variables only.	2	1	-	-	-	-	2	5
4.4	Transportation problem : Statement and meaning of T.P. methods of finding initial basic feasible solution by North west corner Rule, Matrix Minimum method and vogel's approximation method.	2	1	-	-	-	-	2	5
4.5	Simple numerical problems	2	1	-	-	-	-	2	5

Unit-5	Probability	L	T	S	W	D	V	P	T
5.1	Probability as a concept, the three approaches to defining probability,	2	-	-	-	-	-	-	2
5.2	Addition & Multiplication laws of probability	2	-	-	-	-	-	2	4
5.3	conditional probability, Bayes theorem,	1	-	-	-	-	-	-	1
5.4	Expectation & Variances of a random variable.	1	-	-	-	-	-	1	2
5.5	Probability distribution as a concept Binomial, Poisson & Normal distributions their properties & parameters.	1	-	-	-	-	-	-	1

Financial Management

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Introduction: Definition, Scope, Objectives of financial Management;	2	1	-	-	-	-	-	3
1.2	The goal of a Firm: Profit Maximization vs. Wealth Maximization;	2	1	-	-	-	-	-	3
1.3	Financial Functions – Financing, Investment and Dividend decisions;	2	1	-	-	-	-	-	3
1.4	The role of a Finance Manager;	2	1	-	-	-	-	1	4
1.5	An overview of financial markets and institutions in India.	2	1	1	-	-	-	-	4

Unit-2	Money Value and Sources of Finance	L	T	S	W	D	V	P	T
2.1	Time Value of Money: Concept; compounding and Discounting Concepts;	2	1	-	-	-	-	-	3
2.2	Present Value of a Single Amount; present Value of an annuity;	2	1	-	-	-	-	-	3
2.3	Future value of a Single Amount; Future value of an annuity;	2	1	-	-	-	-	-	3
2.4	Sources of Finance: Short-term and Long-term sources of Finance;	2	1	-	-	-	-	-	3
2.5	Term and Lease Financing, Venture Capital Financing;	2	1	-	-	-	-	-	3
2.6	Convertible Securities and warrants.	2	1	-	-	-	-	-	3

Unit-3	Financial Statements and Financial Statement Analysis	L	T	S	W	D	V	P	T
3.1	Financial Statements: Meaning, Nature, Importance and Limitations of Financial Statements;	2	1	-	-	-	-	-	3
3.2	Meaning, Objectives, Types and Methods of Financial Statement Analysis;	2	1	-	-	-	-	-	3
3.3	Ratio Analysis: Meaning, Utility, Limitations, process of Analysis,	2	1	-	-	-	-	2	5
3.4	Classification of Accounting Ratios,	2	1	-	-	-	-	1	4
3.5	Important Accounting Ratios used in measuring liquidity, solvency, profitability and managerial efficiency,	2	1	-	-	-	-	-	3
3.6	Computation and Interpretation of these Ratios.	2	1	-	-	-	-	2	5

Unit-4	Analysis of Changes in Financial Position	L	T	S	W	D	V	P	T
4.1	Funds Flow: Meaning and Purposes of Funds Flow Statement,	2	1	-	-	-	-	-	3
4.2	Flows of Funds, Various Sources and Application of Funds,	2	1	-	-	-	-	-	3
4.3	Calculation of Inflow of Funds from trading operations, Preparation of Funds Flow Statement.	2	1	-	-	-	-	2	5
4.4	Cash Flow Analysis: Meaning and Purposes of Cash Flow Statement,	2	1	-	-	-	-	-	3
4.5	Difference between Cash book and Cash Flow Statement, Comparison between Cash Flow Statement and Fund Flow Statement,	1	-	-	-	1	-	2	4
	Preparation of Cash Flow Statement-General.	1	-	-	-	-	-	2	3

Unit-5	Capital Costing Budgeting and Evaluation	L	T	S	W	D	V	P	T
5.1	Cost of capital: Concept and Significance; Weighted average cost of capital;	2	-	-	-	-	-	-	2
5.2	Measuring cost of specific sources, Cost of Equity, Cost of Debt, Cost of Retained Earnings, Cost of Preference Capital.	2	-	-	-	-	-	1	3
5.3	Capital Budgeting: Concept, Features, Process and Significance of Capital Budgeting;	2	-	-	-	-	-	-	2
5.4	Evaluation Criteria – Account Rate of Return, Pay Back Period, Net Present Value, Internal rate of return.	2	-	-	-	-	-	-	2
5.5	Dividend Policy- Factors determining Dividend, Constraints of paying Dividend, Form of Dividends.	2	-	-	-	-	-	-	2

Business Organization

Unit-1	Business Organization	L	T	S	W	D	V	P	T
1.1	Nature and Purpose of business ,	2	1	-	-	-	-	-	3
1.2	Economic Activity –Meaning and Objectives	2	1	-	-	-	-	-	3
1.3	Characteristics of Business	2	1	-	-	-	-	-	3
1.4	Essentials of successful Business.	2	1	1	-	-	-	3	7

Unit-2	Forms of Business Organizations	L	T	S	W	D	V	P	T
2.1	Forms of Business Organizations	2	1	-	-	-	-	3	6
2.2	Sole Proprietorship Partnership Types. Fromation, Rights & Duties	2	1	-	-	-	-	-	3
2.3	Oownership, Joint Hindu Family Firm, Joint Stock Company ,	2	1	-	-	-	-	2	5
2.4	Cooperative Organisations – Types & Formation	2	1	-	-	-	-	2	5
2.5	Factors influencing choice of suitable type.	2	1	-	-	-	-	-	3

Unit-3	Promotion of a Company :	L	T	S	W	D	V	P	T
3.1	Formation and Incorporation of a company	2	-	-	-	-	-	-	2
3.2	Capital Subscription.	2	-	-	-	-	-	-	2
3.3	Memorandum and Articles of Association, Prospectus.	2	-	1	-	1	-	2	6
3.4	Types of Companies	2	-	1	-	-	-	-	3
3.5	Classification Exemptions & Privileges of Private Companies.	2	-	1	-	-	-	2	5

Unit-4	Public Enterprise :	L	T	S	W	D	V	P	T
4.1	Role of Government, Regulation of Economic Activities, Rationale of Govt.	2	-	1	-	-	-	-	3
4.2	Role Forms of Public Enterprises Public Corporations, Govt. Companies , Joint Sector Companies and public Utilities.	2	-	1	-	-	-	-	3
4.3	Small Business: Definition, Scope, Role, Govt, Policy.	2	-	1	-	-	-	-	3
4.4	Operating problems of small Business	2	-	1	-	-	-	-	3
4.5	functions of SIDBI Multinational Corporations and Indian Transnational Corporations.	2	-	1	-	-	-	1	3

Unit-5	Social Responsibilities of Business:	L	T	S	W	D	V	P	T
5.1	Concept, Business Ethics, Business Values	2	-	2	-	-	-	2	6
5.2	Social Responsibility of Business in India	1	-	2	-	-	-	-	3
5.3	Corporate Governance: Definition, Need, Importance and Principles of Corporate Governance	1	-	2	2	-	-	2	7
5.4	Forms of Business organizations in new millennium.	1	-	2	-	-	-	2	5

Marketing Management

Unit-1	Introduction to Marketing	L	T	S	W	D	V	P	T
1.1	scope, nature, definition, core marketing concepts.	2	1	-	-	-	-	-	3
1.2	Marketing environment: Micro and Macro	2	1	-	-	-	-	-	3
1.3	Recent trends in marketing in India.	2		1	-		-	-	3
1.4	New trends in marketing : (i) Global marketing, (ii) Direct marketing, (iii) Tele marketing, (iv) Marketing on the web.	3	1	-	-	1	-	-	5

Unit-2	Marketing Components	L	T	S	W	D	V	P	T
2.1	Market Segmentation	2	1	-	-	-	-	1	3
2.2	Consumer behaviour – Influencing factors	2	1	1	-	-	-	-	3
2.3	Decision process	2	1	-	-	-	-	1	4
2.4	Marketing Research	2	1	-	-	-	-	1	4
2.5	Marketing information system	2	1	-	-	-	-	-	3

Unit-3	Marketing Strategies	L	T	S	W	D	V	P	T
3.1	Developing marketing opportunities and strategies	2	1	1	-	-	-	-	4
3.2	consumer and business buyer's behavior;	2	1	-	-	-	-	-	3
3.3	Segmentation, Targeting and positioning (STP) for competitive advantage	4	1	-	-	-	-	1	6
3.4	Marketing Mix	3	1	-	-	-	-	2	6

Unit-4	Product Mix	L	T	S	W	D	V	P	T
4.1	Product:managing the product – types of consumer and industrial products.	2	1	-	-	-	-	-	3
4.2	Product related decisions: product line, product mix,	2	1	-	-	-	-	-	3
4.3	Product life cycle (PLC), new product development, branding and packaging decisions.	2	1	-	-	-	-	-	3
4.4	Pricing: Pricing of products: Pricing considerations and approaches, strategies and methods.	3	1	-	-	-	-	-	4
4.5	Place: Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	3	1	-	-	-	-	-	4

Unit-5	Marketing Promotions	L	T	S	W	D	V	P	T
5.1	Promotion: The communication process, developing effective communication,	2	1	1	-	-	-	-	4
5.2	Deciding on the marketing communication mix, managing advertising, sales promotion and public relations (PR).	2	1	1	-	-	-	-	4
5.3	Managing the sales force.	2	1	-	-	-	-	-	3
5.4	Services marketing – scope in India, definition, types and characteristics.	3	1	1	-	-	-	-	5
5.5	7 P's concept of services marketing with special emphasis on : (i) people, (ii) process and (iii) physical evidence.	2	1	-	-	-	-	-	3

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Human Resources Management

Unit I	Introduction	L	T	S	W	D	V	P	T
1.1	Human Resource Management- Concept: Nature; Scope; Objectives and Importance of Human Resource Management.	2	1	-	-	-	-	-	3
1.2	Evaluation of Human Resource Management; Role; function and Qualities of Human Resource Manager.	2	1	-	-	-	-	-	3
1.3	Difference between Human Resource Management and Personal Management.	1	1	-	-	-	-	-	2
1.4	Human Resource Planning – Meaning; Objective; and importance of Human Resource Planning.	1	1	-	1	-	-	-	2
1.5	Human Resource Planning Process;	2	1	-	-	-	-	-	3
1.6	Recruitment – Objective and Sources of Recruitment.	2	1	-	-	-	-	-	3
1.7	Meaning and Purpose of Selection – Selection Process; Steps in selections; Selection techniques, Induction.	2	1	-	-	-	-	-	3

Unit 2	Training	L	T	S	W	D	V	P	T
2.1	Training and Development; Meaning; Importance and objective of Training.	2	-	1	1	-	-	-	4
2.2	Steps in Training; Organizing Training Programmer.	1	-	-	-	-	-	-	1
2.3	Training Vs Development.	1	1	-	-	-	-	-	2
2.4	Training needs Assessment; Training Methods; Evaluation of Training Programmes.	2	1	-	-	-	-	1	4
2.5	Meaning and Objectives of Management Development – Techniques of Management Development.	2	1	1	-	-	-	-	4

Unit 3	Performance Appraisal, Compensation and Wages	L	T	S	W	D	V	P	T
3.1	Performance Appraisal – Concept, Features, Objective.	2	-	-	-	-	-	-	2
3.2	Methods of Appraisal – Traditional and Modern methods.	1	-	-	-	-	-	-	1
3.3	Problems with Performance Appraisal, Potential Appraisal.	1	-	-	-	-	-	-	1
3.4	Compensation Management – Objective of Compensation Management; Factors affecting Compensation.	2	-	-	-	-	-	-	2
3.5	Job evaluation – Process, Methods of evaluation.	2	1	-	-	-	-	-	3
3.6	Methods of Wage payment; component of pay structure; Fringe Benefits and Incentive Plans.	2	1	-	-	-	1	-	4

Unit 4	Industrial Relations	L	T	S	W	D	V	P	T
4.1	meaning and Significance, Characteristics, Importance of harmonious Industrial Relations;	2	1	-	-	-	-	-	3
4.2	Industrial Conflicts-Forms and causes of Industrial disputes-	1	1	-	-	-	-	1	3
4.3	Methods of settlement of Industrial disputes;	2	1	-	-	-	-	1	4
4.4	Workers' Participations in Management – Definition, objective and forms of workers participations in management;	2	1	-	-	-	-	-	3
4.5	Collective Bargaining.	2	1	-	-	-	-	-	3

Unit 5	Career Planning and HRD	L	T	S	W	D	V	P	T
5.1	Career Planning and Development Career planning – Definition Career needs assessment,	2	-	1	-	-	-	-	3
5.2	Career opportunities, Need- opportunities alignment,	2	-	1	1	-	-	-	4
5.3	Career Development Cycle.	2	-	1	-	-	-	-	3
5.4	Concept of HRD – Definition, Goals of HRD, HRD mechanisms or subsystems,	2	-	-	-	-	-	-	2
5.5	Linkage between HRD mechanisms, process outcomes and organizational effectiveness and OD.	2	1	1	-	-	-	-	4
5.6	HRD department and its task.	2	1	1	-	-	-	-	4

Organizational Behavior

Unit-1	Understanding Organisational Behavior	L	T	S	W	D	V	P	T
1.1	History & Development of Organization Behavior	1	1	-	-	-	-	-	2
1.2	Basic Behavioral Process	2	1	-	-	-	-	-	3
1.3	Organizational Development	3	-	1	-	-	-	-	4
1.4	Organizational Culture	3	-	1	-	-	-	-	4
1.5	Organizational Change	3	-	1	-	-	-	-	4

Unit-2	Element of Organisational Behavior	L	T	S	W	D	V	P	T
2.1	Attitudes & Values	2	1	-	-	-	-	-	3
2.2	Group Dynamics	2	1	1	-	-	-	-	4
2.3	Power	2	1	-	-	-	-	-	3
2.4	Politics and Conflicts	2	1	-	-	-	-	-	3
2.5	Behavior at Work	2	1	1	-	-	-	-	4

Unit-3	Leaming & Personality	L	T	S	W	D	V	P	T
3.1	Nature & Meaning of Learning	3	-	-	-	-	-	-	3
3.2	Theroes of Learning : Classical Conditioning	4	-	-	-	-	-	-	4
3.3	Memory & forgetting	2	-	1	-	-	-	-	3
3.4	Nature & Meaning of Personality	2	-	1	-	-	-	-	3
3.5	Theories of Personality : Trait Theory, Psychoanalytic theory, Social leaming Theory	4	-	-	-	-	-	-	4

Unit-4	Emotional & Motivation	L	T	S	W	D	V	P	T
4.1	Meaning of Emotions	2	1	-	-	-	-	-	3
4.2	Physiological responses in emotions.	2	1	-	1	-	-	1	5
4.3	Theories of Emotions	3	1	-	-	-	-	-	4
4.4	Nature & Meaning of Motivation	1	1	-	1	-	-	-	
4.5	Theories of Motivation : Maslour Need Hierarchy Theory X Z Y theory	2	1	-	-	-	-	-	3

Unit-5	Perception	L	T	S	W	D	V	P	T
5.1	Nature and Meaning of Perception	2	1	-	-	-	-	-	3
5.2	Laws of Perceptonal Organization	2	1	-	-	-	-	-	3
5.3	Attention & Perception	3	1	-	2	-	-	-	5
5.4	Interpersonal Influence processes : Social Loating, Social Facilitation.	3	1	-	-	-	-	-	4
5.5	Interpersonal Communication : Awareness and Feedback, Trust.	3	2	-	-	-	-	2	5
5.6	Career roles & identify, Competition & Cooperation.	2	1	-	-	-	-	2	5

Business Laws & Ethics

Unit-1	Indian Contract Act 1872:	L	T	S	W	D	V	P	T
1.1	Formation of Contract: Essential Element of a Valid Contract. These will include offer, Acceptance, Consideration, Capacity, Free Consent and Law full agreement.	2	1	-	-	-	-	-	3
1.2	Classification of contract: General, Special, void, voidable, Contingent contract, Quasi Contract,	3	1	-	-	-	-	-	4
1.3	Performance of Contract,	1	1	-	-	-	-	-	2
1.4	Discharge of Contract, Remedies for breach of Contract Agency.	2	1	-	-	-	-	-	3

Unit-2	Sale of goods Act, 1930:	L	T	S	W	D	V	P	T
2.1	Formation of contract of sale of goods, Condition and Warranty,	2	1	-	-	1	-	-	4
2.2	Transfer of Property in goods,	2	1	-	-	-	-	-	3
2.3	Performance of Contract of Sales, Unpaid Seller	2	1	-	-	-	-	-	3
2.4	Negotiable Instrument Act 1981: Definitions and Characteristics of negotiable instruments.	2	1	-	-	1	-	-	4
2.5	Holder and holder in due Courses, Crossing of cheque,	2	1	-	-	1	-	-	4
2.6	Dishonor and discharge of negotiable instruments.	1	1	-	-	-	-	-	2

Unit-3	Consumer protection Act 1986	L	T	S	W	D	V	P	T
3.1	Object of the Act Salient features of the Act, Definitions of Consumer, Complaint, Service	1	1	-	-	2	-	-	4
3.2	Unfair Trade practice Central and State Consumer Protections Councils,	2	1	-	1	-	-	-	4
3.3	Consumer Dispute Redressal Agencies-Power and functions.	2	1	-	1	-	-	-	4
3.4	Partnership Act 1932: Definition, Nature and kinds of Partnership,	2	1	-	-	-	-	-	3
3.5	Rules regarding registration, Right and Duties of Partners Dissolution	3	1	1	-	-	-	-	4

Unit-4	Company Law 1956 (Part-I):	L	T	S	W	D	V	P	T
4.1	Definition of Company, Types of companies, Formation of Company,	2	1	-	-	-	1	-	4
4.2	Memorandum and Articles of association, Contents and alteration of Memorandum and Articles of Associations,	2	1	1	-	1	-	-	5
4.3	Prospectus and Statement in lieu of Prospectus.	2	1	-	-	-	-	-	3
4.4	Company Law 1956 (Part-II): Share and Share Capital;	2	1	-	-	-	-	-	3
4.5	Meetings Statutory Meeting, Annual General Meeting and Extra-ordinary General Meeting;	2	1	1	-	1	-	-	5
4.6	Directors – Definition, Types, Appointment, Powers, Functions and Duties.	2	1	-	-	-	-	-	3

Unit-5	Foreign Exchange management Act, 1999	L	T	S	W	D	V	P	T
5.1	Object of FEMA; Definitions-Capital account transaction, Currency, Current account transaction,	3	1	-	-	-	-	-	4
5.2	Foreign exchange, persons; Regulation and Management of Foreign Exchange.	3	1	-	-	-	-	-	4
5.3	Business Ethics:	3	1	-	-	-	-	-	4
5.4	Managerial ethics and employee ethics	2	1	-	-	-	-	-	3

DTP and Corel draw

Unit-1	Introduction to Desktop Publishing	L	T	S	W	D	V	P	T
1.1	Introduction to DTP	2	-	-	-	1	-	1	4
1.2	Softwares of DTP	2	-	-	-	1	-	1	4
1.3	Page Layouts for DTP	2	-	-	-	1	-	1	3
1.4	Types of Printing – Screen and Offset Printing	2	-	1	2	1	1	1	8

Unit-2	Introduction to Quark XPress	L	T	S	W	D	V	P	T
2.1	Quark X-press Basics – Interface, Tools and Menus	2	-	-	2	1	-	1	6
2.2	Creating, Opening and Saving Projects	1	-	-	-	1	-	2	4
2.3	Creating, Importing, Editing and Formatting Text	1	-	-	-	1	-	2	4
2.4	Importing and Editing Graphics	1	-	-	-	1	-	2	4

Unit-3	Introduction to Adobe Pagemaker	L	T	S	W	D	V	P	T
3.1	Adobe Pagemaker Basics – Interface, Tools and Menus	1	1	-	2	1	-	2	7
3.2	Creating, Opening and Saving Documents	1	-	-	-	1	-	2	4
3.3	Creating, Importing, Editing and Formatting Text	1	-	-	-	1	-	2	4
3.4	Importing and Editing Graphics	1	-	-	-	1	-	2	4

Unit-4	Introduction to Graphic Designing using Corel Draw - 1	L	T	S	W	D	V	P	T
4.1	Introduction to Vector Graphics Designing	1	-	-	2	1	-	2	6
4.2	Introduction to Coral Draw	1	-	-	-	1	-	2	4
4.3	Tools and Menus of Corel Draw	1	-	-	-	1	-	2	4
4.4	Working with Various Page Layouts	1	-	-	-	1	-	2	4

Unit-5	Introduction to Graphic Designing using Corel Draw - 2	L	T	S	W	D	V	P	T
5.1	Designing Advertisements for News Papers	1	-	1	1	1	-	2	6
5.2	Designing Advertisements for Hoardings	1	-	-	1	1	-	2	5
5.3	Image Pasteurization	1	-	-	-	1	-	1	3
5.4	Exporting Images & Supported File Format	1	-	-	-	-	-	1	2