

ORDINANCE

**BACHELOR OF BUSINESS ADMINISTRATION**

**(Computer Aided Management)**

1. The duration of the Bachelor of Business Administration Programme (Computer Aided Management) programme BBA (CAM) shall be of three academic years. Each year shall be divided into two semesters. Thus, the BBA (CAM) programme shall comprise of six semesters spread over three years. On successful completion of all the six semester, the students will be awarded the Bachelor's Degree in Business Administration (Computer Aided Management). A candidate can complete all the six semesters within a maximum period of 5 years, thus the maximum duration of the BBA (CAM) Programme shall be 5 years.
2. The examination for the first, third and fifth semesters shall ordinarily be held in the month of December/January and for the second, fourth and sixth semester in the month of May/June or on such dates as may be fixed by the Vice-Chancellor.  

A special examination for the fifth and sixth semester may be held, as per the decision taken by the Vice-Chancellor from time to time. The Vice-Chancellor on the recommendation of the Director/Principal of the concerned Institute/College will allow the candidate(s) to appear in this examination in the month of September/October.
3. The last date for receipt of admission-cum-examination forms and fees shall be notified by the University from time to time.
4. A Supplementary Examination for the Ist, 3rd and 5th semesters shall be held along with their regular semester Examination which will normally be held during the month of December/January and Supplementary Examinations for 2<sup>nd</sup>,4<sup>th</sup> and 6<sup>th</sup> semesters will be held alongwith regular 2<sup>nd</sup>,4<sup>th</sup> and 6<sup>th</sup> semester examinations in the month of May/June.
5. The Director/Principal of the Institute/College shall forward to the Controller of Examinations of the University, a list of the students, along with examination forms duly attested alongwith fee prescribed by the University from time to time. . Fees once deposited shall not be refunded under any circumstances.

6. Admission to the first semester of the BBA (CAM) Programme shall be open to candidates, who have passed Senior Secondary Examination on the pattern of 10+2 from a recognised Board of Education or an equivalent examination recognised, as equivalent thereto, by the University.
7. Each candidate shall be examined in the subject(s) prescribed by the Academic Council from time to time.
8. The External Examiner(s) will set the question papers. The External Examiner will set 8 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt any five questions in all, selecting at least one question from each unit. However, the Chairman, PG Board of Studies in Management Sciences will issue special instructions in question paper(s) where any deviation is required.

The medium of instruction and examination shall be English.

9.
  - (i) 30% marks in each written paper excluding papers relating to Computer/IT, Project, Report and Viva-Voca shall be assigned for Internal Assessment. This is however subject to provision laid down in the scheme of examinations laid down from time to time.
  - (ii) The Director/Principal of the Institute/College shall forward the internal assessment marks awarded to the students to the Controller of Examinations at least one week before the commencement of the semester examination. The internal assessment marks shall be based on the factors such as:  
  
Participation in seminars, case discussion and group work activities, Class test quizzes, individual and group oral presentations, Submission of written assignments, term papers and viva-voce, class room participation and attendance.  
  
The weightage given to each of these factors shall be decided and announced at the beginning of the semester by individual faculty member responsible for the paper.
  - (iii) The Director/Principal of the Institute/College will preserve the records on the basis of which the internal assessment awards have been given for inspection, if needed by the University up-to one month from the date of declaration of the semester examination results.

10. The minimum percentage of marks to pass the examination in each semester shall be :-
  - i. 40% in each written/practical paper and internal assessment separately and 50% jointly
  - ii. 50% in external and internal evaluation in case of Training Report/Project Report.
  - iii. 50% in viva-voce examination;
11. The 1<sup>st</sup> semester examination shall be open to a regular student who,
  - (i) has been on the rolls of the Institute/College during the 1<sup>st</sup> semester;
  - (ii) has attended not less than 75 per cent of lectures in the semester, and
  - (iii) has obtained pass marks in the internal assessment in the papers of the semester.
12. The 2<sup>nd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> semesters examinations shall be open to a student who
  - i) has been on the rolls of the Institute/College during the semester preceding respective semester examination.
  - ii) Has attended not less than 75% of lecturers in the respective semester.
  - iii) Has obtained pass marks in the internal assessment in the papers of the relevant semester of which he/she is a candidate; and.
  - iv) Has passed at-least 50% of the papers in the preceding semester examination.
13. A candidate who has completed the prescribed course of instructions in the Institute/College for any semester examination but does not appear/re-appear in the concerned paper(s) or having appeared fails, may be allowed, on the recommendations of the Director/Principal of the Institute/College to appear/re-appear in the concerned paper(s), as the case may be, at the next regular examination as and when held without attending the classes. While re-appearing in the examination, the candidate shall be exempted from re-appearing in the paper(s), Project Report/Training Report and Viva-Voce in which he has obtained at least 50% marks including the marks for internal assessment, where prescribed. Such a candidate, in the meantime, may pursue his studies for the

next higher semesters and appear in the examination(s) for the same along with the examination for lower semester(s).

Provided that a candidate who has secured at least 40% marks separately in written/practical and internal assessment separately and 50% jointly in not less than 50% of the written papers prescribed in that semester failing which he shall not be permitted to continue his studies for the next higher semester and shall be required to repeat all paper(s) of the concerned semester as a regular student as and when these paper(s) is/are offered.

**EXPLANATION : 50% of 7 papers will be taken as 4.**

14. The amount of examination fee to be paid by a candidate for each semester examination shall be decided by the University from time to time.
15. A candidate whose result is declared late without any fault on his part may attend classes for the next higher semester provisionally at her own risk and responsibility subject to his passing the concerned semester examination. In case, a candidate fails to pass the concerned semester examination or fails to meet the requirement of Clause-13 above mentioned, his attendance/internal assessment in the next higher semester in which he/she was allowed to attend classes provisionally will stand cancelled.
16. The internal assessment award of a candidate who fails in any semester examination, shall be carried forward to the next examination provided that a candidate who has not obtained the pass marks in the internal assessment of any paper(s) will not be allowed to take examination in the said paper(s) in the relevant semester unless he repeats the course in the paper(s) concerned and obtains minimum pass marks in internal assessment.
17. (a) Every student of the programme shall be required to undergo a four week practical training at the end of fourth semester in an organisation approved by the Institute, normally in the summer vacation.  
(b) The candidate(s) shall be required to have an exposure of the actual functioning of the organisation and complete the specific project of his/her training. The work done by the candidate during the period of training shall be submitted in the form of Training Report. The candidate shall be required

to submit three copies of the Training Report, through the concerned Director/Principal of the Institute, in the office of the Controller of Examination, M.D.University, within two months after the completion of Training. The last date for the receipt of Training Report, provided that in exceptional cases, the Vice-Chancellor on the recommendation of the Director/Principal of the concerned Institute/College, may extend the last date of the receipt of Training Report with late fee.

- (c) The Training Report shall carry 100 marks each and the evaluation shall be done as under:
  - i. Internal evaluation consisting of 50 marks will be based on the presentation of training report by the candidate before the Board of three examiners to be appointed by the Director/Principal of the concerned Institute/College from out of its faculty. The Board will award the marks.
  - ii. External evaluation consisting of 50 marks will be undertaken by the external examiner to be appointed by the Vice-Chancellor on the recommendation of the Board of Studies in Management.
- 18.
  - i) The candidate shall be required to submit three copies of his Project Report. The last date for the receipt of Project Report in the office of the Controller of Examinations shall be one month before the commencement of the sixth semester examination. Provided that in exceptional cases, the Vice-Chancellor may on the recommendations of the Director/Principal of the Institute/College extend the last date of the receipt of the Project Report with late fee prescribed by the University from time to time.
  - ii) The written part of the Project Report shall account for 100 marks and the Viva-voce to be conducted by a duly constituted Board of Examiners for 100 marks as under:
    - i) Director/Principal of the concerned Institute/College;
    - ii) One academician, out of the panel, approved by the Board of Studies.
  - iii) The external and the internal examiners shall evaluate the Project Report jointly. If the difference in the awards is up to 30% of the maximum marks the average of the two shall be taken as final award and if the difference between the

external and internal examiners is more than 30% of the maximum marks, the appointment of the third examiner shall be made by the Vice-Chancellor on the recommendations of the Board of Studies in Management Studies. The final award shall be the average of the three examiners.

19. The practical examination(s) of the courses wherever prescribed in the Scheme of examination shall be conducted by the following Board of Examiners, consisting of the following two members:
  - (i) One Internal Faculty Member (to be appointed by the Director/Principal of the Institute/College; and
  - (ii) One External Examiner to be appointed by the Vice-Chancellor on the recommendation of the Board of Studies in Management Sciences.
20. As soon as possible, after the termination of the semester examination, Controller of Examination shall publish the result of the candidates.
21. The list of successful candidates after the sixth semester examination shall be arranged, in two divisions on the basis of the aggregate marks obtained in his Bachelor's Degree of Business Administration as under:-
  - a) those who obtain 60% or more marks - First Division
  - b) those who obtain 50% or more - Second Division marks but less than 60%
  - c) Candidate who pass all the six semesters examination in the first attempt obtaining 75% or more marks of the total aggregate shall be declared to have Passed with Distinction.
22. No improvement facility shall be provided to BBA (CAM) students. However, grace marks may be allowed as per University Rules.
23. Notwithstanding the integrated nature of this course which is spread over more than one academic year, the Ordinance in force at the time a student joins the course shall hold good only for the examination held during or at the end of the academic year and nothing in this Ordinance shall be deemed to debar the University from amending the Ordinance and revise the fee structure and the amended Ordinance and the revised fee structure, if any, shall apply to all students whether old or new.

**CURRICULAM AND SCHEME OF EXAMINATIONS  
OF  
BACHELOR OF BUSINESS ADMINISTRATION (CAM)**

**First Year**

**First Semester**

<b>Paper No.</b>	<b>Title Of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks/Viva-Voce Marks</b>	<b>Total Marks</b>
BCAM101	Coceptual Foundations Of Management	70	30		100
BCAM102	Business Economics	70	30		100
BCAM103	Mathematics For Managers	70	30		100
BCAM104	Financial Accounting	70	30		100
BCAM105	Introduction to Computers and Information Systems	50			50
BCAM106	Computers and Information Systems Lab			50	50

**Second Semester**

<b>Paper No.</b>	<b>Title Of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks/Viva-Voce Exam.</b>	<b>Total Marks</b>
BCAM201	Business Environment	70	30		100
BCAM202	Human Resource Management	70	30		100
BCAM203	Business Statistics	70	30		100
BCAM204	Programing in Visual Basic	50			50
BCAM205	Operating System & Networking	50			50
BCAM206	Visual Basic Lab			50	50
BCAM207	Operating System Lab			50	50

**CURRICULAM AND SCHEME OF EXAMINATIONS OF  
BACHELOR OF BUSINESS ADMINISTRATION (CAM)**

**Second Year**

**Third Semester**

<b>Paper No.</b>	<b>Title Of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks/Viva-Voce Exam.</b>	<b>Total Marks</b>
BCAM301	Business Policy and Strategic Management	70	30		100
BCAM302	Financial Management	70	30		100
BCAM303	Marketing Management	70	30		100
BCAM304	System Analysis and Design	70	30		100
BCAM305	Internet Technology	50			50
BCAM306	Internet Technology Lab			50	50

**Fourth Semester**

<b>Paper No.</b>	<b>Title Of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks/Viva-Voce Exam.</b>	<b>Total Marks</b>
BCAM401	Organisational Behaviour	70	30		100
BCAM402	Management and Cost Accounting	70	30		100
BCAM403	Quantitative Applications to Managerial Decision making	70	30		100
BCAM404	MIS & DBMS	50			50
BCAM405	Multimedia Technology	50			50
BCAM406	DBMS Lab			50	50
BCAM407	Multimedia Technology Lab			50	50



**CURRICULAM AND SCHEME OF EXAMINATIONS  
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**ThirdYear**

**Fifth Semester**

<b>Paper No.</b>	<b>Title Of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks/Viva-Voce Exam.</b>	<b>Total Marks</b>
BCAM501	Public Relations and Applied Communications	70	30		100
BCAM502	Mercantile Law	70	30		100
BCAM503	Consumer Behaviour	70	30		100
BCAM504	RDBMS	50			50
BCAM505	Software Engineering	50			50
BCAM506	RDBMS Lab			50	50
BCAM507	CASE Tool Lab			50	50
BCAM508	Summer Vacation Training*				100

NOTE: \*The written part of the SVT will be evaluated by the external examiner for 50 marks and 50 marks will be based on the presentation of training report by the candidate before the Board of three internal examiners to be appointed by the Director/Principal of the Institute/College

**Sixth Semester**

<b>Paper No.</b>	<b>Title Of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks/Viva-Voce Exam.</b>	<b>Total Marks</b>
BCAM601	Entrepreneurship Development	70	30		100
BCAM602	International Business	70	30		100
BCAM603	Distributed Database Management	70	30		100
BCAM604	Organisation Development	70	30		100
BCAM605	Project Report**				100
BCAM606	Project Report Viva**				100

Note: \*\*The written part of the Project Report will be evaluated by the external examiner, to be appointed by the Vice-Chancellor on the recommendations of the PGBOS in Management Science and the Viva-Voce shall be conducted by a Board of three examiners: (i) Director/Principal of the Institute/College concerned, (ii) One academician and (iii) one executive, out of the panel approved by the PGBOS in Management Sciences.

External marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3hrs.

**CONCEPTUAL FOUNDATIONS OF MANAGEMENT**  
**Course Code: BCAM 101**

**UNIT-1**

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

**UNIT-2**

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

**UNIT-3**

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

**UNIT-4**

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

**Suggested Readings:**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs.

**BUSINESS ECONOMICS**  
**Course Code: BCAM 102**

**UNIT-1**

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

**UNIT- 2**

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

**UNIT- 3**

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

**UNIT-4**

Concept and measurement of national income, determination of national income, consumption function; monetary policy and fiscal policy objectives and tools. inflation-types, causes & 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 & 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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Marks: 70  
Internals Marks: 30  
Total Marks: 100  
Time: 3hrs.

**MATHEMATICS FOR MANAGERS**  
**Course Code: BCAM 103**

**UNIT-1**

Introduction to business mathematics, scope and importance, concept of profit and loss; simple and compound interest. present value, annuities, yields on shares and bonds (elementary concepts only)

**UNIT- 2**

Surds and indices, logarithm, linear, quadratic and simultaneous equations, inequalities with graph, arithmetic & geometric progression.

**UNIT- 3**

Introduction to set theory; concepts of determinants and matrices, solutions of simultaneous equations.

**UNIT-4**

Concept of functions, limits and continuity, differentiation, integration, maxima and minima (elementary concepts only), applications to commerce & economics (simple problems on applications for managerial decisions).

**Suggested Readings:**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs.

**FINANCIAL ACCOUNTING**  
**Course Code: BCAM 104**

**UNIT-1**

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

**UNIT-2**

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

**UNIT- 3**

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

**UNIT-4**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory: 50  
Total Marks : 50  
Time: 3hrs.

## **INTRODUCTION TO COMPUTERS & INFORMATION SYSTEMS**

**Course Code: BCAM 105**

### **UNIT-I**

Fundamentals of information system introduction: system concepts- feedback and control, other system characteristics, components of an information system. information system resources- people, hardware, software, data & network resources. information system activities- input of data resources, processing of data into information, output of information products, storage of data resources and control of system performance, overview of information systems, the expanding roles of information system systems-trends in information systems, types of information system.

### **UNIT-2**

Number system, character representation: ASCII, EBCDIC, computer hardware, trends in computer system- computer generations, microcomputers systems, midrange computer systems, mainframe computer systems, supercomputer systems, the computer system concept- the central processing unit, primary and secondary storage devices,

### **UNIT- 3**

Computer peripherals: input, output and storage technologies, input technologies trends- pointing devices, pen-based computing, voice recognition and response, optical scanning, other input technologies, output technologies and trends video output, printed output, storage trends and trade-offs- computer storage fundamentals, direct and sequential access, magnetic disk storage, types of magnetic disks, magnetic tape storage, optical disk storage, business applications.

### **UNIT-4**

Computer software: introduction of software, software trends, application software for end users, software suites and international, networking the enterprise, business applications of telecommunications, the business value of telecommunications, trends in telecommunications, industry trends, technology trends, application trends. security: information integrity definition ensuring integrity computer security: perverse software, concepts and components of security, preventive measures and treatment.

### **Suggested Readings:**

1. Fundamentals of computers – P.K.Sinha
2. Computer Today – Suresh K Basandra
3. Fundamentals of computers – V Rajaraman
4. Essentials of IT – Deepak Barihoke
5. Miller, Understanding Data communication networks, Vikas Publishing House

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50

Time: 3hrs.

**COMPUTERS & INFORMATION SYSTEMS LAB**

**Course Code: BCAM 106**

**Environment:** Basic Components of Micro Computers, Configuration of System in MS-DOS and MS-WINDOWS Environment Specifically – Role and Functions of Key files such as Batch files, SYS files etc. File creation, Edit and Directory creation of MS-DOS, Environment and Write, Paint Brush, File Manager, Print Manager, Control Panel etc. for Windows environment.

**Working with MS- Office:**

**MS-Word:** Word Basics, Commands, Formatting, Text and Documents, Sorting, Mail Merge etc.

**MS-EXCEL:** Basic, Formatting, Functions, Creating Charts, Working with Graphics, Using worksheet as Databases.

**MS-ACCESS:** Creating tables, Creating Queries, Creating Forms and Report.

**MS-POWER POINT:** PowerPoint Basics, Creating Presentations, Slide show, working with Graphics.

Theory marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3hrs

## **BUSINESS ENVIRONMENT**

**Course code: BCAM201**

### **UNIT-1**

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, determinants of economic policy of India (latest)

### **UNIT-2**

The process of industrialisation 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-3**

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

### **UNIT-4**

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 corporation and role in economic development, issues of globalisation of Indian business, bop of India.

### **Suggested Readings:**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3 hrs

**HUMAN RESOURCE MANAGEMENT  
COURSE CODE: BCAM 202**

**UNIT-1**

HRM & manpower planning: concept, meaning, scope and significance of HRM concept and HRD, assessment of hr needs, recruitment, selection induction –training & development: operative training & executive development, promotions & transfer, workers participation in management, performance appraisal.

**UNIT-2**

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

**UNIT-3**

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

**UNIT-4**

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 & arbitration, trade unions & their significance.

**Suggested Readings:**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3 hrs

**BUSINESS STATISTICS  
COURSE CODE BCAM 203**

**INTRODUCTION TO STATISTICS:**

**UNIT-1**

Definition, functions of statistics, statistics & computers, limitations of statistics, measures of central tendency's, arithmetic mean median mode geometric mean, harmonic mean, measures of dispersion range, quartile division, mean deviation and standard deviation skew ness, kurtosis

**UNIT-2**

Correlation & regression: simple correlations between two variables (grouped & ungrouped data), karl pear son's coefficient of correlation, rank correlation concept of regression, regression lines indifference between correlation & regression.

**UNIT-3**

Index numbers & time series analysis: uses & problems in constructing index numbers, methods, fixed and chain based method, limitation, time series analysis meaning & significance, concepts of time series, trend measurement, moving average method, least square method (fitting straight line only)

**UNIT-4**

Probability theory & sampling: probability theory –concepts, probability rules – addition & multiplication theorem, binomial, Poisson and normal distribution and their application. sampling – introduction, purpose & method of sampling, merits & limitations of sampling. hypothesis testing:  $\chi^2$  test, t -test, F-test

**Suggested Readings:**

1. Statistical Methods by S.P.Gupta-Sultan Chand & 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 & Economics, McMillan India Ltd.

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory Marks: 50  
Time: 3 hrs

**PROGRAMMING IN VISUAL BASIC  
COURSE CODE: BCAM 204**

**UNIT-1**

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 & properly setting, variables, strings, numbers, constants, repeating operators, making decisions, working with objects at run time projects with multiple forms, creating MDI applications.

**UNIT-2**

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-3**

Objects - manipulating objects built- into visual basic, collections, creating and object in visual basic, building classes, Tools & 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-4**

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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory marks: 50  
Total Marks: 50  
Time: 3hrs.

**OPERATING SYSTEM AND NETWORKING**  
**COURSE CODE: BCAM 205**

**UNIT-1**

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-2**

Input/output –goals of the i/o software, device drivers, 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-3**

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

**UNIT-4**

Network – overview of local area network , hardware ,software requirement for LAN, WAN, modem ,routers , hub & 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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50  
Time: 3hrs

**VISUAL BASIC LAB**  
**COURSE CODE: BCAM 206**

Development of Programme/s using Visual Basic 6.0.

Practical Marks: 50

Time: 3hrs

**OPERATING SYSTEM LAB**  
**COURSE CODE: BCAM 207**

Based on Windows NT and UNIX/LINUX- Use of Vi editor, simple command Programs, Basic Commands of file manipulation, File System, Working Directories and Pathnames.

External marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3hrs.

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**  
**COURSE CODE: BCAM 301**

**UNIT-1**

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

**UNIT-2**

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

**UNIT-3**

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

**UNIT-4**

Leadership its role in strategic management issues & perspectives in functional policy implementation. structural implementation, evaluation of strategy, case studies- preparation & 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 & Curran All India Traveller
4. Bookseller
5. P.K.Ghosh, Business Policy, Strategic Planning & Management, Sultan Chand & Sons,  
New Delhi.
6. New Delhi.
7. C.Roland Christenson, Et.Business Policy Text & cases, IRWIN Homewook Illions

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



External Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

**FINANCIAL MANAGEMENT**  
**Paper Code: BCAM-302**

**UNIT- 1**

Evolution, scope and function of finance managers, objectives of the firm, profit Vs wealth maximization.

**UNIT- 2**

investment decision: brief introduction of cost of capital budgeting; ARR,PBP,NPV and IRR, capital rationing, (simple problems on capital budgeting methods)

**UNIT- 3**

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

**UNIT- 4**

Dividend decision and management of working capital: determinants of dividend policy; walter's dividend model; working capital of concept and operating cycle method, 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 & B.G.Satyaprasad (PVK) , Financial Management, Himalaya Publishing House.
5. Chandra, Prasanna, Financial Management, TMH, New Delhi

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs.

**MARKETING MANAGEMENT**  
**COURSE CODE: BCAM 303**

**UNIT-1**

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

**UNIT-2**

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

**UNIT-3**

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

**UNIT-4**

Marketing research & international marketing: elements, importance & 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. Srinivas, case studies in marketing, prentice hall of India, New Delhi.
4. Saxena, Rajan, Marketing management; Tata McGraw hill publishing Co. Ltd. New Delhi
5. Stanton, William J.et.al. Fundamentals of marketing; McGraw Hill publishing Co. Ltd. New Delhi

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

External marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3hrs.

**SYSTEM ANALYSIS AND DESIGN**  
**COURSE CODE: BCAM 304**

**UNIT-1**

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

**UNIT-2**

Project selection- sources of projects requests, managing project review and selection, preliminary investigation feasibility study- technical and economical 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-3**

Design & 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 & evaluation, preparation of physical sites and user training.

**UNIT-4**

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 & Design of Information Systems, Mc Graw International Editions

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 50  
Time: 3hrs.

**INTERNET TECHNOLOGY**  
**COURSE CODE: BCAM 305**

**UNIT-1**

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, adding file types in ms internet explorer working with netscape, subscribing to news groups.

**UNIT-2**

Electronic communication, tools- email, internet phone and fax, web publishing, e-commerce, interactive marketing, web designing tools & techniques, web site designing using HTML, DHTML, programming technique.

**UNIT-3**

Intranet- introduction, concepts, applications of intranets, business value of intranets, office communication systems, extranet- the role of extranets and typical example.

**UNIT-4**

Enterprise collaboration system- teams, workgroups and collaboration, groupware for enterprise collaboration, introduction to ms-back office and lotus, notes.

**Suggested Readings:**

1. IT -2<sup>nd</sup> Edition by Trevor Arden- Pitman Publishing House
2. Fundamentals of IT by Chanchal & Mittal-Pragati Prakashan, Meerut

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50

Time: 3hrs

**INTERNET TECHNOLOGY LAB**

**COURSE CODE: BCAM 306**

HTML & DHTML: Recognize HTML & DHTML document, build a simple HTML documents, convert the word documents to HTML, convert all types of Files to HTML or DHTML, create a home page, add character effects, management of document spacing, inserting math functions & tables, establishing links, adding multimedia documents.

Basics of usage of MS-Back office & lotus notes, user level operation in all cases.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

**ORGANISATIONAL BEHAVIOUR**  
**COURSE CODE: BCAM 401**

**UNIT-1**

Organizational behaviour, concept, foundations of organization behaviour, perception: concept of perception, perceptual selectivity, and managerial implications of perception.

**UNIT-2**

Group dynamics: concepts & types of groups, reasons of formation of groups, process of group formation, group cohesiveness, group conflicts, group norms, team building.

**UNIT-3**

Conflict: meaning, process of conflict, types of conflicts: individual, group & organisational level, change: meaning, resistance to change, management of change.

**UNIT-4**

interpersonal dynamics: meaning, significance & process of interpersonal relationship, transactional analysis, managerial processes: motivation & leadership

**Suggested Readings:**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

**MANAGEMENT & COST ACCOUNTING**  
**COURSE CODE: BCAM 402**

**UNIT-1**

objective: the objective of this course is to develop understanding of the accounting tools, techniques & information and their uses in management decision-making, management accounting: meaning, nature, scope, significance & limitations and distinction between financial accounting & management accounting.

**UNIT-2**

analysis of financial statements, ratio analysis, cash flow statement. cost accounting: classification of cost, CVP (cost volume profit) analysis, its uses and limitations, BEP analysis, absorption costing versus marginal costing.

**UNIT-3**

budgetary control: meaning, uses and limitations, various types of budgets-cash, sales, flexible budgets and their preparation.

**UNIT-4**

Standard costing: meaning and uses of standard cost and costing, determination of standard cost, variance analysis & material, labour and sales variances, responsibility accounting- concepts & social accounting

**Suggested Readings:**

1. Management Accounting-Principles and Practise by R.K.Sharma & Shashi.K.Gupta
2. Elements of Cost accounting by Maheshwari & Mittal
3. Cost Accounting-theory and problems by Maheshwari & Mittal
4. Cost & Management Accounting by Saxena and Vashist-text, problem and Solutions
5. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

**QUANTITATIVE APPLICATION TO MANAGERIAL DECISION MAKING**  
**COURSE CODE: BCAM 403**

**UNIT-1**

Linear programming-1: (identification and formulation), introduction, terminology of linear programming, advantages, assumptions, limitations, formulation of a linear-programming problem, duality, linear programming II: graphical method, advantages and disadvantages

**UNIT-2**

Simplex method, transportation and transshipment: simple problem involving NWC method, VOGELS approximation method, least cost method, test of optimality: involving stepping stone and MODI method

**UNIT-3**

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

**UNIT-4**

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

**Suggested Readings:**

1. Kantiswaroop; Gupta P.K. & Manmohan (KGM) operations Research, Sultan Chand
2. S.D. Sharma (SDS): Operations Research, Published by Kedarnath & Sons
3. J.K. Sharma (JKS): Operations Research –Theory & 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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory Marks: 50  
Total Marks: 50  
Time: 3hrs

**MIS AND DBMS**  
**COURSE CODE: BCAM 404**

**UNIT-1**

introduction to MIS, IT industry scenario, IT applications- strategic uses of IT, BPR & IT, applications of business information systems to functional business areas, strategic information systems, management information systems, operational information systems/ transaction processing systems, office automation systems.

**UNIT-2**

Information systems planning: critical success factor in implementation of information technology, quality control requirements and standards, security of systems.

**UNIT-3**

Introduction, basic concepts & architecture, schemas and instances, data dependencies, database models (hierarchical, network and relational), database language and interfaces, data modeling using E-R diagram.

**UNIT-4**

Advanced data models & emerging trends- object oriented databases, brief introduction to visual FoxPro, database design to visual FoxPro

**Suggested Readings:**

1. Database Management System , Majumdar and Bhattacharya, TMII
2. Fundamentals of Database Management Systems, E.Navathe, addition Wesley
3. An Introduction To Database Management Systems, B.C.Desai, Galgotia Publication
4. Management Information System, James.A O'Brien ,TMII
5. C.J. Date, Introduction To Database Management System, Addison-Wesley

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 50  
Total Marks: 50  
Time: 3hrs

**MULTIMEDIA TECHNOLOGY**  
**COURSE CODE: BCAM 405**

**UNIT-1**

Multimedia- introduction, mm devices, presentation devices, user interface, brief survey of speech recognition & generation.

**UNIT –2**

Digital video & image compression, JPEG image, compression standards, MPEG motion video, DVI technology

**UNIT – 3**

Concept of designing, multimedia hardware (windows production platforms & 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

Practical Marks: 50  
Time: 3hrs

**DBMS LAB**  
**Course Code: BCAM 406**

Based on visual FoxPro, input & output commands, activate menu & windows, create command, iterative commands, procedures, macros, file types, operations, control keys, numeric functions, logical functions, environment functions.

Lab to include MIS for a typical organization, library management system, bank accounting system, mail management system.

Practical Marks: 50  
Time: 3hrs

**MULTIMEDIA TECHNOLOGY LAB**  
**Course Code: BCAM 407**

Lab based on multimedia tools- adobe photoshop, corel draw and animator pro contents: tool & palette primer, scanner setting, optimizing grayscale images, drawing curves, color corrections, shadows, image blending, retouching etc.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

## **PUBLIC RELATION & APPLIED COMMUNICATIONS**

**Course code: BCAM 501**

### **UNIT-1**

Development of pr in India. its present status & future scope, role of communication in public relation (internal & external)

### **UNIT-2**

Interaction between management & employees, house journal & other media, advertising & public relation. corporate personality

### **UNIT-3**

Public opinion its formation & change

### **UNIT-4**

Public sector pr, special groups, lobbying. dealing with parliamentary committees. role of professional organizations in context to framing & execution of code of ethics, role-plays & 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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 70  
Internal marks: 30  
Total Marks: 100  
Time: 3hrs

**MERCANTILE LAW**  
**COURSE CODE: BCAM 502**

**UNIT-1**

Company's act 1956: meanings, kinds & formation of company, contract act 1872: essentials of valid contract

**UNIT-2**

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.

**UNIT-3**

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

**UNIT-4**

income tax act: concept of assessment year, previous year, assessee, agricultural income & overview of heads of income (no specific question on 1 head).

**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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

**CONSUMER BEHAVIOUR**  
**Course code: BCAM 503**

**UNIT-1**

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

**UNIT-2**

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

**UNIT-3**

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

**UNIT-4**

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

case studies.

**Suggested Readings:**

1. Sheth, Customer Behaviour, Thomson learning, Bombay
2. Roger Blackwell, consumer behaviour, vikas publishing house, New Delhi
3. Gupta S.L. & Sumitra Pal , consumer behaviour: An Indian perspective; Sultan
4. Chand & Sons; New Delhi 1<sup>st</sup> ed;2001
5. Nair, Suja R; Consumer Behaviour in Indian perspective 1<sup>st</sup> ed;Himalaya
6. publishing house; New Delhi ;2001
7. Assael, Henry, Consumer Behaviour, Asian books Pvt. Ltd. , New Delhi

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 50

Time: 3hrs

**RDBMS**  
**Course Code: BCAM 504**

**UNIT –1**

RDBMS introduction, data models, storage organisation of relations, components of a DBMS, advantage & disadvantage of DBMS.

**UNIT – 2**

E- R diagram, applications of e-r diagram in library management system, hospital management system, etc, EE-R diagrams

**UNIT 3**

Languages & system, concepts, constraints. relational algorithm SQL- data definition in SQL, views and queries, specifying constraints & 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 Wasley, N.Y.
2. Date, C.J., An Introduction to DBMS, Vol I & II , Korth, Addison Wasley
3. Desai, Vipin C, Introduction to DBMS, Galgotia Publ

Theory Marks:50

Time:3hrs

**SOFTWARE ENGINEERING**  
**Course Code:BCAM 505**

**UNIT-1**

Concept of software engineering, software characteristics, software metrics and models: process and product metrics, size metrics (McCabe's cyclomatic complexity), Halstead theory, function point analysis.

**UNIT-2**

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

**UNIT-3**

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

**UNIT-4**

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

**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, McGraw Hill

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Practical Marks: 50  
Time: 3hrs

**RDBMS LAB**  
**Course Code: BCAM 506**

Lab based on oracle 8 /MS-SQL-server

Getting started, creating tables. modifying structures of tables, setting data constraints, updating tables. faces of select command, logical operators, oracle functions SQL forms, SQL report writer. reports using RPT/RPF, SQL menu procedures& functions, database triggers.

Practical Marks: 50  
Time: 3hrs

**CASE TOOL LAB**  
**Course Code: BCAM 507**

Based on ms- project/primavera

Basics of MS- project task splitting, resource contouring, effort driven scheduling, multiple critical paths, pert analysis, hyperlinks, office assistant, project map, view bar, earned value calculations & graphics, cross project linking, resource pooling etc.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs.

**ENTREPRENEURSHIP DEVELOPMENT**  
**Course Code: BCAM 601**

**UNIT-1**

Objective: the objective of the course is to acquaint the student with the students with the growth of entrepreneurship and its role in industrial development of a country and impart knowledge of the basic problems of management of small business units.

**UNIT-2**

Concept: need and significance of entrepreneurship development in global contexts. entrepreneurship development – concepts, process, experience and strategies, dynamics of entrepreneurship development.

**UNIT-3**

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

**UNIT-4**

Enterprise launching & resourcing: government programmes, policies, incentives and institutional networking for enterprise setting, steps of setting new enterprise, scanning business environment, sensing business opportunity & identifying product, business plan preparation – procedure & steps, market survey & demand analysis, growth, modernization & expansion of enterprise.

**Suggested Readings:**

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

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs.

**INTERNATIONAL BUSINESS**  
**Course Code: BCAM 602**

**UNIT –I**

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

**UNIT –II**

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

**UNIT-III**

Trade policy & regulation in India – EXIM policy, evaluation of policies, export oriented units (E.O Us) & export processing zones (E,P,Zs), export houses & 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. V.K.Bhalla: International Business Environment and Management, S. Shiva Ramu, J.L.Kumar for Anmol Publications Pvt. Ltd., New Delhi and printed at Mehra offset Press, Delhi.
2. R.L.Varshney & B.Bhattacharya, International Marketing Management, Sultan Chand & Sons Publication.
3. Anant Sundram International Business Environment, Black
4. Frances Cherunillum International Marketing
5. Cyinkota, International Business , Thomson learning, Bombay

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.

Theory Marks:70  
Internal Marks: 30  
Total marks:100  
Time: 3hrs

## **DISTRIBUTED DATABASE MANAGEMENT**

### **Course Code: BCAM 603**

#### **UNIT-1**

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

#### **UNIT-2**

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-3**

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

#### **UNIT-4**

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:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.



Theory Marks: 70  
Internal Marks: 30  
Total Marks: 100  
Time: 3hrs

**ORGANISATIONAL DEVELOPMENT**  
**Course Code: BCAM 604**

**UNIT-1**

Nature, origin & significance of organisation development, goals dimensions of O.D.

**UNIT-2**

O.D. interventions, nature & types: organisation level, intergroup level & other interventions.

**UNIT-3**

O.D. in Indian context; O.D. & governments liberalization & globalization policies, strategic alliances & their pros & cons.

**UNIT-4**

Methods of organisations restructuring- mergers, equity participation, internal re-structuring.

**Suggested Readings:**

1. Ahmad.Abad, Developing effective organization. Sri Ram center for Industrial Relation. New Delhi, 1980.
2. French W.L And Bell C.H. Organisation Development, Prentice Hall New Delhi, 1995.
3. Prasad Kesho, . Organisation Development For Excellence, New Delhi, Macmillan Indian Ltd.
4. Cummings, Organisation Development and Change, Thomson Learning, Bombay
5. Burke, W.W; Organisation Development, Englewood Cliffs, Prentice Hall Inc.

**NOTE:** The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. The candidates are required to attempt any five questions in all, selecting at least one question from each unit.